

The Impulse

An Aid to Effective Activity

April, 1929

Price 25c



Rather Odd Sort
of a Publication . .
in which a Speaker
turns Writer . . and Says
Things in a Way Likely
to Shock Some Readers

Published by Franklin L. Graves, Efficiency
Counselor, at 622 South Burlington Avenue,
Los Angeles, in Behalf of the Competent Ones
Who Would Make More Rapid Progress Along
the Highway of Life . . . and Sold for
Three Dollars the Dozen.

The IMPULSE

An Aid to Effective Activity

Edited by Franklin L. Graves,
Efficiency Counselor

Vol I

April 1929

No 1

THIS UNIQUE PUBLICATION... IS
Cheerfully Dedicated to "The
Competent Ones"... (no matter
where they live)..who are already
Doing Fairly Well..but who are of
the Opinion..they Might Do More.

It is Issued by one...better
known as a Speaker...before Radio
Microphones...than as a Writer...
although he has Done his Share in
Keeping Printers Busy.

It is Produced...in Response
to an Ever-Growing & Enthusiastic
Demand for Practical Suggestions,
Likely to Increase the Efficiency
of Activities of Daily Life.

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(Copyright, 1929)

AT THE VERY START... 'Tis Fair
to Warn Prospective Perusers
of the New Publication..that
it will be Quite Unconventional &
Disrespectful to Custom.

In Fact..It is Designed as a
"Live Wire"..Capable of Producing
Sharp Shocks....to Any Complacent
Ones (Who are Well-Satisfied with
Themselves)...Should Any Such See
a Stray Copy.

But..as Some Poet Hath Wrote
"A Little Shocking Now & Then..is
Relished by Competent Men".

Also Any Such Shocks will be
Smilingly Administered...Making a
Big Difference...of Course.

.....

THE CHIEF AIM..of The IMPULSE
is to Encourage All & Sundry
to Practice the Simple Rules
Underlying the Science and Art of
Efficiency.

This Amazing Science....Must
be Credited with so Many Miracles
of Accomplishment..that the Sober
Truth is Almost Beyond Belief.

EFFICIENCY IS RESPONSIBLE FOR
Untold Millions..having been
Made in Profits..by American
Industry..during the Past Decade
or two.

While Developed mainly..with
the Idea of Increasing the Profit
of Business Undertakings..the New
Science is Easily Adaptable..in a
Modified Form..to the Commonplace
Affairs of Daily Life.

Any Individual may Apply and
Utilize the Fundamental and Basic
Principles of Efficiency in Daily
Routine..just as effectively...as
Business has Employed them...and
with Equal Success.

You may be Along in Years...
in Limited Circumstances..Lacking
in Early Educational Advantages &
Poorly Prepared to Cope with Mod-
ern Competition & yet....in spite
of these Handicaps may Now Draw a
New Breath of Hope.

If there Remains a Sincere &
Steadfast Desire..to Do Something
Worth While..during the Years yet
Remaining...the Study & Practice
of Efficiency can Work Wonders.



THE FIRST ISSUE...of this New Aid to More Effective Activity..is Sent Out Free...with the Compliments of the Editor..to Certain Competent Ones...in order that they may Know What to Expect from Future Issues.

Each Reader..is Respectfully Urged..to Glance Over it Thoughtfully..and to Decide if Additional Copies are Worth Paying For.

It should be Remembered that while Ideas are Intangible Things ..One Good One (Properly Applied) Might Make Such a Difference in a Person's Life..that its Value may Defy Calculation..in Terms of the Dollars & Cents Standard.

.....



THE DEFINITION OF "IMPULSE".. is: "An Incitement of Mind.. or of Spirit..in the Form of a Vivid Suggestion".

The Purpose of The IMPULSE.. is to Furnish Plenty of Practical Impulses of this Sort & to Supply Worth-While and Valuable Ideas in Each and Every Issue.

EFFICIENCY IS THE SCIENCE..OF
Effective Accomplishment..or
it may be described as being
the Art of Competent Activity.

Any Quality...that Produces
the Best Results..or tends to get
Things Done with the Least Fuss &
Bother..may be called Efficient.

It is both a Science and Art
and should be practiced generally
by All of us.


THE PURSUIT OF EFFICIENCY..is
a Diligent Effort to Find..&
to Remove...Preventable Loss
and Waste..so the Greatest Return
Possible may be Secured..at Least
Expense.

It may Increase Energy..once
in a while..but Mainly it is con-
cerned with Elimination...of all
Unproductive Outlays of Time..La-
bor..or Money.


When you adopt the best ways
of achieving the highest possible
results. in any Activity you take
upon yourself...you are observing
the Rules of Efficiency...and are
Deserving of a Medal.

SAYS EDWARD A. FILENE..Who is a Competent One: "If ever.. there was a time..when men.. were Obligated to Think Scientifically..to Succeed..it is Now."

Competition is Speeding Up.. in All Phases of Activity. Every individual who is Ambitious..must not Overlook any Advantage...even if Slight..that Might Aid..in the Race of Life.

 STUDY OF EFFICIENCY Will Improve the Quality...of your Work...Increase Mental Power ..Train the Senses..and Stimulate a New Zest in Life.

Efficiency is a Magic Key to Hidden Treasures..which are Never Suspected as being Present. They are Intended to be Used.

 LADIES ARE ESPECIALLY ADVISED That Study of Efficiency..is a Certain Method for Finding Time..in which to Do Those Things that they have Long Hoped to Do.

Those Already Successful..to a Moderate Degree..may be More so than ever..through the new Art.

WE USED TO THINK KNOWLEDGE...
WAS Most Important as a Factor
of Success..but Now They
Insist that Personality is by Far
the Better Possession.

Personality is Made Up of 20
Elements or Traits.


Some of these Traits..may be
born within us...and be insuscep-
tible to any great Change or alt-
eration.

But Others..can be Improved
upon materially..and to an almost
indefinite degree..by proper work
and effort.

For Instance..we can Develop
our Capacity for Ambition, Hones-
ty, Industry, Thoroughness & Per-
sistency..if we desire.

Forcefulness and Self-Confi-
dence are Border-Line Traits. yet
even they can be cultivated by an
effective Change of Emotional At-
titudes.

There is Little Doubt...that
the Majority of Personality Feat-
ures can be Cultivated.

 SELF-MEASUREMENT CHART is on the Next Page..and it may be Interesting to see how Big a Rating you can Give yourself..and yet be Reasonably Conservative.

In case of Doubt as to Meaning of any Word..look it up. Show the Chart to One or Two Friends..after you mark it..to see if they would give you the same score.

Better still..get an Extra..and let them Check on You..before showing them your Version. They are not so Likely to be Swayed by your Enthusiasm..then.

If Several..of your Friends rate you Lower than you think you Deserve..Study the Matter a While before Kicking. You May be a Bit Prejudiced..you Know.

This is a Splendid Way to be Advised as to Weak Points...which you might Never Realize Existed..were it not for Some Such Test.

Many a Capable Person Wastes Years..in Trying to Win Success..Handicapped by a Weakness..Easily Overcome..when Once Clearly Seen.

SELF-MEASUREMENT CHART

		10	30	50	70	90
1	Forcefulness					
2	Confidence					
3	Ambition					
4	Honesty					
5	Industry					
6	Thoroughness					
7	Persistency					
8	Resiliency					
9	Memory					
10	Courtesy					
11	Appearance					
12	Judgment					
13	Enthusiasm					
14	Friendliness					
15	Businesslike					
16	System					
17	Reliability					
18	Resource					
19	Adaptability					
20	Efficiency					
TOTALS:						

Note: 50 is Average..and 70 and 90 are Above Average...while 10 and 30 are Below the Average.

Add up Totals..Divide by 20 and you get your Average. It must be Remembered that 90 is High.

Keep Chart Six Months...then See What Changes You'd Make in it



HERE IS A PLACE..in the Lower Regions..Popularly Assumed to be Paved with Good Intentions. The Competent Ones do Not Need Reminding...that Actions Make Much More Noise..than Words, and that Impulses are Ineffective & Useless..Unless Carried Out.

The MORAL Is: Waste Not Time in ACTING on Any Idea that Sounds Attractive. Cease Deferring. Do SOMETHING..even if Not Much..This Very Day. Do a Little More Every Day Hereafter.



ANY IDEA FOUND IN THE IMPULSE is for USE. Many Good Ones will be Suggested. Since YOU are Different..from the 1,000,000 Other People on All Sides...it is Granted that you Need a Different Kind of Treatment.

But you will Discover One or More Highly Pregnant Ideas..whenever you Peek..Inside The IMPULSE ..Ideas that you can Put to Immediate Use..at a Profit.

Do Something Today...no matter How Little. "Procrastination" is a Poor Master.

BREVITY IS ESSENTIAL...IN ANY Periodical..like The IMPULSE where Space is Limited. Thus Much Must be Left to the Imagination of Competent Ones.

Such a Publication (for this Reason) can be Read Over & Over.. with Something New Bobbing Up..on Each Occasion.

'TIS ALWAYS FACINATING..to a Seeker After Wisdom..to Sift Motives..on the Part of Others...and Ourselves...to Find Real Reasons.

Most of us are Voluble..with Excuses & "Reasons" for our Deeds ..while the Real Reason is Tucked Away..Down with our Emotions.

We Frequently Act on a Quick Impulse (Inspired by a Headstrong & Unreasonable Emotion)..and when Committed to a Given Course..Call upon Reason & Imagination..to Dig Up a Few Excuses to Justify it.

Occasionally Reason..Aided & Abetted by Imagination..will Find Such Plausible Excuses...for Some Foolishness..that we are Inclined to Take Them Seriously.

WHO WANTS A BETTER MEMORY ?
On Authority Claims we only use one-tenth of our Inherited Capacity for Remembering..and Waste 90 per cent...by Violating the Natural Laws of Memory.

It is Questionable if we can Enlarge upon our Native Retentive Powers..but it is Astonishing how Systematic Effort will Develop & Increase whatever Ability we have in this Direction.

The Editor has received Many Requests for Suggestions on Memory Training..and will offer a few which may Prove Helpful.

OUR SOCIAL POPULARITY..Might be Increased..perhaps..if an Ability to recall Jokes were More Pronounced on Your Part when you are in a Crowd.

Whenever you see a Story..or Joke..in your newspaper or magazine..which you would like to remember..either Clip it out or copy it down on Paper.

File these Clippings..as you get them..away in an Envelope.

LET THIS ENVELOPE..Constitute a "Reserve Fund of Stories" to which new ones are Added, whenever opportunity permits.

You should form the Habit of Noting Down..the Earliest Time it is Possible..the important Points of every Good Joke heard. Better do it "on the Spot" if you can.

File these away carefully in your Reserve Envelope..or else in Separate Envelopes..for each kind of Story.

NOW DECIDE HOW MANY JOKES you Feel Able to Memorize in the course of a month. Don't be too Ambitious at the Start.If one every other day is taken on..that means about 15 per month.

Take a fresh..plain Envelope and One Joke from your Collection ..then label the Envelope "Memory File" or some such Name.

Read over the Story and find a "Key" word or phrase...by which it might be called..put this word on the back of the Envelope..with date..and file Story inside.

NOW FORGET MEMORY TRAINING...
For twenty-four hours or so.
Then look at the key-word on
the Envelope...without disturbing
its contents..take pencil & paper
..and see if you can write down..
from Memory..the Story or Joke.

It is not Essential that you
be "letter-perfect"..in repeating
a story...if you convey the Point
clearly..and follow the Right Or-
der..when you offer it.

Your first Attempt to repro-
duce the joke..may not be perfect
..but do not be discouraged...for
there is more to follow.

IN CASE YOU FAILED TO RECALL
the Story to your own satis-
faction..simply Set Down "?"
after the key word on the back of
the envelope..put clipping back..
and "forget it" until next day.

The very next time..you look
at your key-word...the Story will
probably flash into your mind..so
you can write it down verbatim...
in which case set an "x" opposite
key-word..and tackle another joke
in the same way.

IT IS A GOOD PLAN..to Start a new "Memory File" each Month (each one holding 15 or More Jokes & Stories) with Key-words..duly listed on the back.

Once a Month REVIEW THEM..to make sure you do not forget them. You can tell...from the number of ?-marks you find...how much Labor you had to put in..on each one.

THIS PLAN MAY BE ADAPTED...to Many Other Items..besides if you will use it. For Example Recipes..Telephone Numbers..Names of People you Meet..News Items in Papers or Magazines..and a Host..of Similar Things..may be Fixed & Held in Mind..by this System.

For Creating a Large Vocabulary...the Method is Excellent...the words being listed on back of Envelope..with Definitions inside.

EVERY NEW WORD ENCOUNTERED...should be Set Down & Checked as to Meaning..and How it is Pronounced..at your early Convenience. Use Inside of Cover Pages of The IMPULSE..for this Purpose, if you desire.



UR CAPACITY IS GREATER THAN Many of us Realize..if Some Scientific Tests...recently Made in the East..are Accepted.

A Certain Professor tried an Experiment with Three Men. He had them Grip a Dynanometer..on three Separate Occasions.

On the First Occasion..while in their Normal State..the Apparatus Registered 101 lbs.

Then...they were Hypnotized, and were told they were Feeble or Weak...and the Dynanometer showed only 29 lbs.

Next..the Suggestion was Offered (while they were yet Hypnotized)..that they were Strong Men ..and their Average Promptly Shot up to 142 lbs!

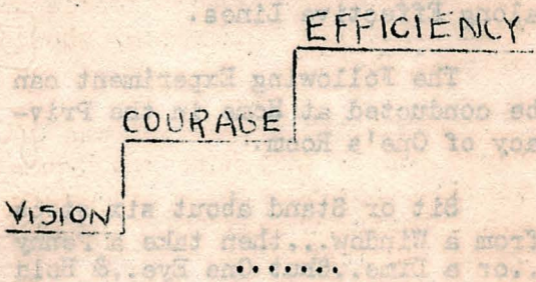
EVERY COMPETENT ONE CAN STUDY THE Results of this Test and Find Food for Thought. It is Likely the Potential Strength..of these Men..was the Same...all the Time..but..their Mental Attitudes Differed on each Occasion..Making a Tremendous Variation in Scores.

BECAUSE OF FAITH & CONFIDENCE in Themselves..they Managed to Register about FIVE TIMES the Capacity..which they Revealed under Adverse Suggestions.

One Wonders if this Ratio is not Approximately Correct..for us to Apply in our own Affairs...and if Some of us..are not FIVE TIMES Stronger..than we THINK we Are!


.....

THREE STEPS TO SUCCESS:



OUR BIGGEST JOB IN LIFE is to Adapt our Personality to our Environment. Resourcefulness in Meeting Changed Conditions and Ability to Respond Effectively to New Situations .arising each day we live..are Measures of Value to Each Competent One.

CONTROL YOUR NERVES!



THE MAN OR WOMAN Whose Nerves Are Firmly Controlled..under All Circumstances..is Better Qualified..to Win Substantially.. in the Game of Life..than is that Individual..whose Nerves are more Unruly.

Business & Social Prizes are Awarded to Those Possessed of the Priceless Knack of Self-Control.

Any Individual Can Gain Better Control of Nerves..if he will Make a Determined Effort to do so along Effective Lines.

The Following Experiment can be conducted at Home in the Privacy of One's Room.

Sit or Stand about six steps from a Window...then take a Penny ..or a Dime..Shut One Eye..& Hold Coin before Other Eye..so that it Blots out the Window from View.

Retain Position a Moment and Rest..then Repeat..using the Eyes alternately. Hold Arm Free...and try to Keep Coin Steady.


NEXT..TAKE A CARD..AND AIM...
along One Edge..at any Small
Object in the room..and Hold
Position while counting slowly up
to ten. Then try using the other
hand...without resting arm or el-
bow on any stationary object. Act
as if aiming a Revolver.

Practice persistently..for a
day or two..then substitute...for
the Card..a half-full glass....of
water. Sight along the surface
of the water..at some object.

Gradually have more water in
the glass...until you can hold it
brim-full..for a moment or two...
without spilling a drop.

SOME OF THE BENEFITS DERIVED
from these Tests..are due to
their Simplicity and Lack of
Utility. The Nerves will often
Rebel most Vigorously..at repeat-
ing an Utterly Useless Test...but
right There is where lies the Ad-
vantage in Persistency.

This Discipline derived from
deliberately Forcing Reiterations
of trivial Tasks or "Stunts" is a
Splendid Thing for some People.



NOTHER EXPERIMENT..to Calm
"Unruly Nerves"..may be done
anywhere during spare time &
consists of Copying a Sentence of
a Few Words..like: "I am resolved
to control my Nerves"..and seeing
how SLOWLY you can write it.

This Test should be timed to
a Second..if possible..and a week
or so of Daily Practice is likely
to Reveal Surprising Capacity for
Deliberate Movement...and also an
Improved Control of Nerves.

This Simple Experiment..will
also Develop Concentration. It is
a Splendid Training for the Will.
It will be Hard for Some to Do.

...oOo...

Should a Copy of The IMPULSE
fall into the Hands of One who is
(for Any Reason) Unable to Invite
its Regular Visits..it will be an
Act of Courtesy..Highly Appreciated..to Pass it Along to a Friend
or a Neighbor. Thank You.

Some will Concede that it is
Wiser to Miss a Meal or Two..than
to Miss The IMPULSE.



N "EFFICIENCY COUNSELOR" ARE YOU ? Well..What is It..and What does It Do ? And..Does It Make any Money ?

Many People Ask Questions of This Sort...while Others Wonder.. but are Too Polite to Ask.


An Efficiency Counselor is a Kind of Free-Lance Executive..who Likes to Listen to Folks who Have Problems to Solve...Especially if he Gets Pay for Listening.

Such Problems are Usually of a Business Nature..and Pertain to Making Money..in Some Fashion..or Other.

The Editor's Business Career has been Fairly Wide..being Mainly Devoted to Devising Methods of Getting More Business..and Making Bigger Profits..for Various Sorts of Enterprises...ranging from Big Banks..Stores and Factories..down to Little One-Man Outfits.

An Efficiency Counselor that is Paid According to his Just Due Might Make a Little Money..but it is No Snap!

WHY BE OLD ?



NIMALS AND BIRDS..LIVE FIVE
Times as Long..Approximately
..as it Takes to Reach their
Maturity.

According to this..the Human
Span of Life..should be Well Over
the Century Mark.

A Contented...Temperate Life
..Free from Excesses..should Find
One in the Prime of Mental Capac-
ity at 60..70..or More.

Age is Largely...a Matter of
Feelings. Some are Old at 25 and
Others are Young at 70. A Few are
apparently "Born Old".

Settled Habits are Difficult
to Change..but a Few Ideas may be
of Value to those who wish to ex-
pand their Span of Life.

Develop the Custom of Paying
More Attention to NEW THINGS than
to OLD. Live for TODAY and Times
to Come..not in the Dead Past.

Resolve to Accomplish More..
Henceforth..than Heretofore.

PICK OUT SOMETHING TO DO...No matter if it will take years to accomplish it. You have doubtless had some ambition under Consideration..for a Long Time.

Get Busy Planning and executing Details leading to the Realization of this Ambition. Make Haste Slowly..but let No Day Pass without Doing Something.

Learn Something New and Interesting each Day. Associate with Younger People. Establish a Contact with Youthful Enthusiasms.

I NEVER FRET..NEVER WORRY..NOR Think Disagreeable Thoughts; Never Find Fault with Anyone or Anything. If in all the World you can Find..a Happier Person... than I am..do Bring him to me. I should like to Shake his Hand."

The Above Sentiments..from a Totally Blind Lady on her 92nd.. Birthday..after 86 years of Darkness..should prove Inspiring to a Great Many Readers.

Her Philosophy is Worthy..of Respect from us all.

THE WISE INDIVIDUAL IS HE Who has Discovered the Power..to Control his Own Ideas....who Guides his Attention..as an Automobile Driver Guides his Car..and with Definite Objectives in View.

He Probes into Causes..which Produce the Effects Observed..and thus Advances Beyond the Ordinary Mental Capacity..which Depends on Methods of "Trial and Error" Used by Beasts of the Field..and Lower Forms of Intelligence.

It is Impossible for Anyone to Rise Higher...than his Thought Level. Hence it is Prudent..Wise & Efficient..to Maintain a Stated Level of Thought..that is Considerably Higher..than One's Present Life Station Might Justify.

This is Done by Invoking the Power of Imagination..Visualizing as Vividly as Possible the Mental Picture..of Himself Living in and Enjoying..the Higher Station.

Then Let the Reasoning Power Devise Ways & Means..and Plan the Various Steps Necessary to Follow to Make this Station a Reality.

THE MEASURE OF A MAN...Is the
SIZE of his Hopes...and when
his Hopes are Small..you may
be Sure he..too..is Small.

But..if his Hopes are Expan-
sive..even though Visionary..Some
Seeds of Greatness Abide in Him.

Expand your Hopes..Make them
Great..and your Capacity Automat-
ically Expands..as Well.

.....

There's a Certain Young Girl from
the East
Whose Extravagant Ways...have In-
creased;
She's Perfectly Reckless..
Her Latest New Necklace..
Must have Cost her a Dime..at the
Least!

.....

Our Emotions may be Compared
with the Gasoline in a Motor Car.
They are a Driving Force of Great
Power...when Properly Harnessed..
but may be a Danger and a Decided
Menace..if Carelessly Handled. It
is Well to Watch them.

WE ARE TOLD: "THINKING IS THE Hardest Job in the World"... but you will reply: "How can That Be..When I am Thinking Every Blessed Minute of the Day ?

Yes..but your Mind is Chiefly Engaged with OLD THOUGHTS. New Ones are Harder to Handle.

Habit..has Made "Grooves" in your Nervous Organization..and it is Easier for Thought Impulses to Follow in them..than it is to Get New Paths Broken In.

We "Follow the Line of Least Resistance"..in Mental Operations just like we do in Daily Affairs.

Growth..however...comes from THINKING NEW THOUGHTS. We can aid Growth by "Accretion"..by Adding a Little Bit at a Time to What we Already Have.

If..each Day..we Increase by a Few New Ideas..our Present Supply of Mental Concepts..we Surely will Show the Results.


By so Doing..any Person May Astonish the Neighbors.

TO ENJOY LIFE PROPERLY... Thus Making it Full..Rich...Happy and Worth While..we Must Get Out of Ruts..Improve our Attitude towards Problems..Substitute More Efficient Habits for Many that we Like..and Keep Adjusting our Life to Changing Conditions about Us.

Our Chief Value to Ourselves ..to our Families..Friends..Associates and the Community-at-Large Depends Greatly...upon Discovery of our Own Outstanding Talents... upon their Effective Adjustment & Adaptation to Circumstances which Surround us..and then upon Making Full Use of these Talents.

YOU CAN LAUGH AT, OR WITH The IMPULSE...but Once You Get a Habit...of Reflecting on All Matters Discussed Herein..you are Sure to Show the Effects.

Before very Long...More than One IMPULSE Reader will Sail Down the Street in his Brand New Car & Folks will Say..."That Guy Didn't Used to Amount to Shucks but Look at Him Now!". Much Stranger Things than This MAY Happen.

 UR FIELD OF VISION Should be Uniformly Illuminated & Free from Bright Spots. Diffused Light is always better..than that with Sharp Contrasts..with Glares and Shadows.

In Reading Amber (or Yellow) Light is the best. A Green Light will give Sharpness to Vision but is more Fatiguing to the eye than Red or Blue Light.

A Reading Light should throw a Diffused..Amber-Colored and Not too Bright..an Illumination..from a Height above the Printed Page & should come from one Side.

Efficiently Operated Factories now Paint All Shiny Metal...a Dead Black...just to Deliver Eyes from a Needless Strain.

.....

WHAT RADIO VOICES SOUND BEST?
Conrad Nagel has a very good "radio enunciation"...in the Opinion of the Editor. Among the Professional Talent..Harry Hall & Leslie Adams are his Favorites... but Let's Hear from Readers.

THE FOLLOWING LEADING
ARTICLES WILL APPEAR IN OUR NEXT

.....

"Acquiring Coin Congenially"

"Cultivating a Strong Personal
Following"

"Some More Self-Study"

"Making Success Certain"

"Confessions of a Cigar Burner"

"How to Recall Names &
Faces"

A QUESTION & ANSWER DEPARTMENT
will also be inaugurated..so
Send in Any Questions (which
are of General Interest) that may
be Bothing You.

ANY ITEMS..on Better Methods
of Performing Duties & Tasks...in
Daily Life..which Readers Wish to
Send in will be Given Careful At-
tention.

AN EXPRESSION..FROM READERS..
REGARDING Matters they would like
to have Discussed..in The IMPULSE
..will be Greatly Appreciated.

SOMETHING EXTRA
NICE FOR ALL WHO SUBSCRIBE TO
12 ISSUES OF THE IMPULSE MAGAZINE

.....

The Editor has Prepared..and
will Soon Issue..Six Essays which
Treat on Important Subjects:

1. "REPLACING FEAR WITH COURAGE"
2. "GAINING GREATER MIND POWER"
3. "EFFICIENCY IN MONEY MAKING"
4. "TRAINING THE JUDGMENT"
5. "HELPFUL HINTS ON DIET"
6. "ADVERTISING OUR ABILITY"

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can Order 4 Issues for \$1..or for
\$1.50..to Include One Essay. Also
"Your Credit is Good"...if an IOU
is Sent Instead of Cash.

PLEASE ANSWER QUESTIONS WHICH Follow..Tear Out Page & Mail it in..whether you Use Other Side of it..or Not. Thank You.

What Pages in April IMPULSE..were Most Interesting ? _____

What are you Most Anxious to Have ..or..to Do..in Life ? _____

Which is your Favorite Broadcast- ing Station ? _____

At What Hour..Would you Prefer to Hear Talks on Efficiency ? _____

Would you Care to Join an Organi- zation Devoted to Efficiency ? _____

Please PRINT below Names of a Few Friends (& Address) who Might In- spect a Copy of The IMPULSE..with a View of Subscribing:

= SUBSCRIPTION BLANK =

Franklin L. Graves,
622 So. Burlington,
Los Angeles.

DATE: _____ 1929.

Kindly Send _____ Issues of The IMPULSE

to _____

Address: _____

City _____ State _____

Also Essay # _____

Remittance Herewith -

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nue, in the City of Los Angeles, and in the
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The IMPULSE . . . WHAT IS IT?

It is a unique little pocket-size monthly publication advocating greater efficiency in all affairs of daily life; its chief aim is to widen the individual outlook on life and to encourage independent thinking on every phase of human activity.

In each issue is presented personal views of thinkers selected from various walks of life.

It is non-racial, non-sectarian and non-political in scope.

It carries no paid advertising and has "no axe to grind."

It is sold at 15 cents per copy by dealers having a discriminating clientele, in various parts of the world.

Subscription rate in the United States and possessions, is \$1.50 per year; foreign subscription rate, \$2.

Original articles, brief and to the point, and poems or verse, in keeping with the ideals of the publication, are always welcome.

Postage should accompany all manuscripts, for return in case same are not considered suitable for publication; no cash consideration is paid for material used. The right to abridge and edit manuscripts is reserved.

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