

The Impulse

An Aid to Effective Activity

MAY, 1929

Price 25 Cents



A Dependable Anti-
dote to that Strange
Sleeping Sickness
... Complacency ... Which
Is So Widely Prevalent
These Days. ~ ~ ~

Published Periodically by Franklin L. Graves, Ef-
ficiency Counselor, at 622 South Burlington Avenue,
Los Angeles, in Behalf of All Who Desire to Become
More Efficient in Affairs of Daily Life . . . and
Sold at Three Dollars the Dozen.

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THE IMPULSE

An Aid to Effective Activity

Edited by FRANKLIN L. GRAVES

Efficiency Counselor

Associated Editor HILDA B. VENGER

Vol. I

May, 1929

No. 2

A Word of Sincere Appreciation

THE reception accorded to the first issue of The IMPULSE was most gratifying.

Its Faults were Tactfully Overlooked by those who wrote in . . . while the Idea upon which the Publication is Founded . . . received most Flattering Approval.

Even the Size of the New Periodical was Endorsed . . . as being Convenient and Adaptable to Purse or Pocket.

The Cordial and Enthusiastic Ovation which attended the Initial Effort . . . Clearly Indicates that the Field to which The IMPULSE is Devoted is by no means Over-Crowded.

The IMPULSE Extends Heart-Felt Thanks to All Well-Wishers!

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The Mission of The IMPULSE

THE majority of mankind seems to be afflicted with a strange sort of sleeping sickness . . . a self-satisfied complacency.

To wake people up from the dangerous inertia that invariably accompanies this widespread ailment . . . is one dominant aim of The IMPULSE.

Most of us imagine we are thinking . . . when we are simply reacting to habit.

We fondly fancy that reason is at the helm directing our destinies in the ship of life . . . whereas it is emotion . . . much of the time.

Habit is unquestionably an admirable servant . . . but it is a tyrannical master.

Likewise emotion is invaluable as a motive force . . . but as a pilot upon whose skill many precious hopes depend . . . its eccentricities are likely to cause disaster.

The mission of The IMPULSE is to encourage real thinking . . . and to keep reason at the helm . . . in order to insure a safe arrival of the ship of life . . . at the haven of true satisfaction.

The IMPULSE is a dependable antidote to the sleeping sickness of complacency. A slight discomfort may attend each inoculation . . . but the benefits are lasting!

Acquiring Coin Congenially

YOUR attitude towards your work
whatever it may be . . . is one of the biggest elements in your life.

You may be unable to control circumstances. You may find it difficult to influence others around you . . . according to your desires.

But you certainly can control your mental attitude . . . which you display towards environment . . . and those about you, including relatives, friends and associates.

Many people regard work as a bore and an outright nuisance. They are wrong.

Their attitude towards work needs a revision. They should get another thought about the matter.

Recent research of science into the marvels of the heretofore unknown . . . proves one of the main functions of life . . . is to absorb energy . . . transform it . . . and then to give it out. It is a process of breathing.

Even fruit is now known to breathe . . . and the respirations of an apple . . . can be definitely measured . . . by delicate measuring devices.

Life seems to be an interplay of positive and negative electrical forces.

It is a well-defined law of nature that man is born to absorb energy . . . and to pass it

Acquiring Coin Congenially (Continued)

along in activity of some sort.

Work . . . play . . . and metabolism . . . are the chief outlets of this energy.

Work may be physical or mental. Either form utilizes energy.

Work should be a pleasure . . . no matter what its nature may be. Even the task that you dread and dislike . . . according to your present views . . . should be performed eagerly and joyously.

Changing your mental attitude towards it will do the trick.

Man has a performer of magic in his imagination. His power to conjure up mental images out of the formless void of his thought reservoir has promoted him to his present estate.

Your imagination can either serve as a constructive force or it can be a destructive agency . . . according to the way you handle it.

Conceive in your imagination a purpose . . . or a motive . . . wherein your present work fits in as a necessary and essential step . . . towards a goal devoutly desired . . . and you can almost see your attitude . . . towards your work . . . undergoing a transformation and change.

Try it! Surprising results may ensue.

Acquiring Coin Congenially (Continued)

Compare in your mind . . . the advantages your present activities offer . . . over the disadvantages . . . that others . . . who are less fortunate than yourself . . . must labor under.

Instead of envying those you consider better situated than you are . . . invoke the magic power of your imagination . . . along with your reason . . . to devise a practical plan . . . which will . . . in the due course of time . . . bring about a more happy condition of affairs for you.

There is no job or task so lowly . . . so difficult . . . so tiresome . . . or so monotonous . . . but that thought about it will reveal new, interesting and heretofore unsuspected aspects.

If you will do it a little better than you have ever done it before . . . using fewer motions or less time in performing it . . . a fresh interest can easily be aroused . . . towards it.

Any work . . . regardless of what it may be . . . should be looked upon as a stepping-stone to something better.

As such it is a necessity.

The wise individual accepts circumstances and conditions as they exist . . . wastes no time in bemoaning his fate . . . but works calmly and steadily towards their ultimate betterment.

Acquiring Coin Congenially (Continued)

Any person who becomes an acknowledged artist at performing any task . . . even if it be menial and unimportant of itself . . . cannot fail to stand out as a prominent figure . . . against the background of the average mediocrity.

Intelligent thought can glorify and exalt the humblest of labor . . . and imagination can visualize it as an essential part of the lessons of life.

There is always a wider field of usefulness awaiting the efficient worker.

In conclusion . . . it would appear that any line of endeavor . . . even though it may seem . . . at first thought . . . to be distasteful . . . may be a congenial method of earning money.

If the mental attitude is shifted . . . we may easily gain an entirely fresh conception of any subject.

The effective use of the imagination is capable of performing marvelous changes in our attitude towards all affairs of daily life.

It is always easier to explain why an unsuccessful person failed . . . than it is to tell how a successful individual accomplished his triumphs.

The Matter of Library Fines

NOT long since . . . I was returning some books at the public library . . . and observed considerable confusion being experienced by a lady just ahead of me . . . who was called upon to pay a fine of two cents . . . for a book due on the day before.

She seemed to consider it a most vexatious miscalculation on her part to have kept the volume over the allotted time . . . and she was unable to account for it. She declared that it was the first time she had ever had to pay a fine for an overdue book.

I am wondering how many IMPULSE readers could say the same thing.

ANDREW CARNEGIE once remarked: "Very few millionaires laugh." He . . . himself . . . was an exception. He could be quite genial at times.

Most folks . . . however . . . pay too great a price for wealth when they trade their human qualities for material possessions.

There is not enough spontaneous joy in the luxurious isolation of the very rich . . . A serious gravity usually prevails.

Happiness and laughter predominate in the carefree crowds.

And yet the isolated rich are envied.

Cultivating a Strong Personal Following

A LEADER is one who guides or conducts. He goes first . . . either in thought or action. He multiplies his own efforts by those of his followers.

The capacity for performance . . . on the part of any individual . . . is strictly limited. It is possible to be only in one place at a time. But by training and developing others . . . to carry out his ideas . . . one can accomplish results that are almost incredible.

During the last decade of psychological research . . . more basic facts regarding the science of leadership have been brought to light . . . than during any previous century.

Leaders have existed . . . during all periods of the past . . . but it is only lately that the real secrets of leadership have been analyzed.

The quality of leadership is undoubtedly born within one. If . . . however . . . a strong desire to become a leader is present . . . there must be potentiality for it somewhere . . . and a determined effort to cultivate the quality is likely to show results.

It is conceivable that any person may aspire . . . with the fullest of confidence . . . for leadership of himself and directing a group will inevitably follow.

Cultivating a Personal Following (Cont.)

Naturally . . . the size of the group would depend largely upon the ability of the leader.

The matter of personality enters strongly into the question of leadership. In the April issue of *The IMPULSE* there appeared an article on Personality . . . to which attention is directed.

A leader should have a well-defined purpose . . . that appeals to the emotions. It does not necessarily have to be something that may be immediately realized. In fact . . . it may be an aim that is idealistic . . . and the possibility of its ultimate realization may stretch far into the future. It should . . . however . . . have the "element of progression" about it.

In other words . . . it should be of such a character . . . that an apparent . . . or real . . . progress can be observed . . . at stated intervals.

The successful leader is one who can keep enthusiasm at a white heat . . . even in the face of criticism and bitter antagonism.

Personal contact is the tried and true method of maintaining enthusiasm. . . which has been used since the dawn of history.

But the power of the printed word can also be invoked . . . and this . . . together with other modern means of communicating

Cultivating a Personal Following (Concl.)

thought . . . such as the telephone and the radio . . . can almost be substituted for the personal appearance of a leader. The perfection of television will do much to establish contacts at a distance.

Strange as it may appear . . . there are many real leaders today whose names are utterly unknown to those being influenced.

I refer to those brilliant psychologists who write advertising . . . and to those who fill the columns of newspapers and magazines with signed . . . or unsigned . . . material.

At the side of many a great man . . . is often an inconspicuous woman . . . who has pulled him into prominence . . . like the little tug-boat that brings the ocean liner to a safe berth.

They . . . too . . . are real leaders.

o

We never expect much of the person who does what people expect.

o

Only ability is deserving of envy.

o

If the impulse moves you to invite The IMPULSE to visit you regularly . . . it might be well to obey that impulse.

A Modern Aladdin's Lamp

FOR years . . . I have been seeking the ideal article . . . adapted and suited to sell by mail.

It should be something . . . appealing to a large group . . . to meet a demand already created. It should represent a monopoly . . . if possible . . . and not require a fortune to start. It should net a handsome profit . . . yet sell at a reasonable and fair price.

For instance . . . if some clever person would invent a modern Aladdin's lamp . . . whereon one rub . . . would guarantee its owner . . . complete materialization of his fondest dreams . . . in the twinkling of an eye . . . I am sure such an article would meet with a ready sale.

There is an invisible Aladdin's lamp within the reach of the poorest person . . . but it requires a lot of rubs . . . to make dreams materialize . . . and it takes time . . . as well. So it is not as popular . . . as a quick and easy Aladdin's lamp would be.

This modern lamp is known as "Efficiency." It is certain and sure . . . in producing results. It is not difficult to possess . . . but its use demands effort and patience . . . and vision.

I know people who get new cars each year . . . who consider money lightly . . . because they have acquired this modern Aladdin's lamp.

How Success Starts

A LONG in the year 500 B. C. a certain wise man of ancient Greece . . . Pittacus by name . . . advised . . . "Know Thy Opportunity."

Supplement this able advice . . . with another dictum . . . "Know Thyself" . . . and we have two pass keys to success.

Success seldom travels on a bolt of lightning.

Success generally starts with a simple seed of thought . . . in the mental hot-bed of some individual . . . with an original point of view.

This thought is tended . . . watched . . . and developed . . . by daily study and attention. It grows gradually. It does not attain to full-fledged activity over night.

Discretion and judgment play an important part in the fruition of any idea. It is subject to frequent revisions. One must learn to discard non-essentials . . . even though they are clever.

Growth must be logical . . . consistent . . . harmonious . . . so as to produce a well-proportioned whole. A freakish . . . lop-sided idea may be interesting . . . but it is seldom useful.

Even when a good idea is fully evolved . . . it is unprofitable unless "put over."

Putting Over a Good Idea

MORE ability is required to “get across” a bright idea . . . in many cases . . . than was needed to originate it.

Our pride of ownership often distorts our sense of values. Our enthusiasm may be fully justified . . . but a cold public must be warmed up . . . before it will welcome any new idea . . . no matter how good.

The art of appealing to the public is expensive to master . . . in time and money.

It requires a skill as deft as that of a great pianist . . . or a famous painter . . . to present an idea to the public. If one is limited in funds the task is more difficult.

Even with unlimited backing . . . ideas often have failed to win popularity . . . because the public was not properly approached.

The counsel of those experienced with the vagaries of the public mind should be solicited . . . before launching a new idea of any sort.

Even the expert . . . with his finger constantly on the pulse of the public . . . is frequently fooled . . . in predicting its reactions.

There is an old saying . . . “Look before you leap” . . . that is appropriate in publicity.

Some More Self-Study

BECAUSE I have lived . . . in close association with myself . . . for a good while . . . I am apt to believe I know a lot about "the bundle of habits" making up my ego.

Familiarity does not always imply knowledge . . . however. I have been surprised . . . repeatedly . . . at my reactions to certain stimuli in the past . . . so I am not sure that I am as well acquainted with myself . . . as I might assume . . . at first thought.

If I fail to make the progress along the broad highway of life . . . that is proper . . . if I am held back . . . and delayed in the realization of my plans . . . there's a reason.

And experience has taught me that the most important reason may be hidden from me.

The obvious and apparent reason . . . is not always the true one.

Perhaps the reason lies in some small weakness . . . some little mannerism . . . or habit . . . to which I am so accustomed that it fails to "register" on my consciousness . . . but which may impress others unfavorably . . . and weaken their confidence . . . in my ability to make good.

It pays to search carefully into possible causes of undue delays in achieving success.

Making Success Certain

IT IS not enough to possess genuine ability . . . intelligence . . . knowledge . . . energy . . . and capacity for performance.

Many an individual has possessed all these characteristics . . . and failed in life.

The "missing link" . . . is often the ability to "sell" himself.

There is a certain indifference . . . a callous . . . iron-like . . . characteristic . . . of the successful. They are exceedingly self-centered. They have a sublime self-confidence. The force of conviction extends their actual ability.

In other words . . . ordinary ability . . . backed by unquestioning faith . . . is better than unusual capacity . . . accompanied by doubt.

The genuinely able . . . who are sensitive and fine-grained . . . should imitate the hard-boiled type . . . as an experiment. They should act the part . . . as if they were on the stage . . . even though contrary to their natural instincts.

Merchandise on a dealer's shelf brings no profit . . . the same thing is true of ability . . . unless it is sold.

There is food for thought in these reflections.

Confessions of a Cigar Burner

FOR twenty years I was faithful to Lady Nicotine. I puffed smoke constantly. I could hardly stop for meals.

My thrifty soul rebelled at buying cigars at retail. A wholesale user should get wholesale prices . . . I reasoned. So I bought 'em at the thousand rate.

If all the cigar boxes . . . emptied by my efforts alone . . . were piled together . . . a proud ocean liner would look like a row-boat . . . in comparison.

If any well-meaning . . . but narrow . . . friend would hint smoking might be harmful . . . even to a superb constitution . . . I would arouse instantly and defend my position vociferously.

I had all the stock arguments down to a fine point. I could overwhelm a doubter . . . with a flood of sound logic . . . excuses . . . quotations from broad-minded fellow-smokers. I even had several defenses that sounded scientific.

It is a constant source of wonder to me how specious we can be . . . in sustaining some pet vice . . . when we are resolved to keep it up.

About a year ago . . . I met a gentleman 88 years of age . . . who was quite well-to-do . . . and who was fond of telling how he got rich.

Confessions of a Cigar Burner (Continued)

But he was even more fond of relating how he formerly was a slave to Lady Nicotine . . . just like myself . . . yet thanks to a strong will . . . he quit the filthy habit . . . over night.

I am . . . as a rule . . . deferential to age . . . but about the fourth time he told me this story . . . I was rude. I stopped him . . . and switched him to the subject of getting rich.

His smug complacency regarding his will-power was strangely irritating to me. There was a vague challenge . . . which I resented . . . in his attitude.

About this time . . . somewhere in my varied reading . . . I came across an item . . . telling of an experiment on a confirmed smoker.

A lean . . . hungry . . . black leech was applied to his arm. It got busy. Its body swelled. Then it shuddered . . . stopped . . . and fell to the floor. It was dead.

A second . . . then a third leech was applied. They . . . too . . . toppled over . . . dead.

“Empyreumatic oil in the blood” was the technical explanation.

I lost track of my elderly friend . . . filed away the story of the leeches in my memory . . . and smoked more cigars than ever.

Confessions of a Cigar Burner (Continued)

One afternoon . . . about three months ago . . . I threw away a half-smoked cigar . . . and suddenly decided I was through. I made no resolution. I did not scowl . . . grit my teeth . . . or raise my right hand.

Calmly . . . quietly . . . and without fuss . . . I ceased paying tribute to Lady Nicotine.

I still have a partly filled box of cigars in the trunk of my car. I have given a few of them away as tips . . . and keep them for this purpose.

Although I mingle freely with smokers I can truthfully say . . . I haven't the slightest desire to indulge. I do . . . however . . . chew more of Wrigley's little lozenges than formerly.

I wonder . . . at times . . . if the story of the octogenarian . . . or the experiment with the leeches . . . had anything to do with my "reformation."

A Male Pollyanna

There was an old fellow from Maine . . .
Whose legs were cut off by a train;
When his friends said "how sad!"
He replied "I am glad . . .
For I've now lost my varicose vein!"

Maybe your friends would like the IMPULSE.

How to Recall Names and Faces

THE ability to remember the names of those you meet . . . and to associate names and faces together correctly . . . is an asset of great importance.

You pay a compliment . . . which is highly appreciated . . . when you call a stranger by name the second time you meet him. He feels kindly towards you . . . for your good judgment . . . in being impressed by his personality.

The following rules . . . faithfully observed . . . will help a lot:

(1) Make it a point to speak aloud three times . . . the name of the person met for the first time. Get his name clearly. If it is peculiar . . . ask him to spell it for you. If it is the same as that of any other friend . . . inquire as to possible relationship.

(2) Take note of some one outstanding oddity . . . or unusual characteristic . . . and try to link it in some way with his name. It is better to concentrate on one such item than it is to attempt several.

(3) At the first opportunity . . . and within a few minutes . . . if possible . . . after meeting a person for the first time . . . write down his name on a card or slip of paper . . . kept handy for this purpose . . . along with the oddity noted.

How to Recall Names and Faces (Concl.)

(4) After you return home . . . no matter how late the hour may be . . . review the names on your slip . . . and try to visualize the people listed.

(5) Next day copy off these names in a note book . . . and once each week . . . thereafter review such names.

Make it your business to permit no uncertainty to exist in your mind regarding the names of people. In case of doubt . . . ask some mutual friend to help you. Be methodical and systematic . . . as suggested . . . and people will soon remark about your ability to remember names and faces.

No man gets ahead in this prosaic old world . . . by worrying about getting ahead.

The thing for him to fix in his mind is this: If he will do each job (or task) a little better than is necessary to "get by with it" . . . and will take on more responsibility constantly . . . he cannot be held down!

The law of average will take care of him.

One authority has said: "Essentially we are all that our wildest dreams and most inspiring visions would have us be . . . our real task is so to perfect the physical, emotional and mental channels . . . so that the inexhaustible primal forces may flow through us."

Health Department

Conducted by Matthew Reed McBurney, M. D., D. O.,
D. C., D. N., 709 Rives Bldg., 424 S. Broadway.

TUcker 3816

DR. McBURNEY has practiced over 29 years; he is widely known as an authority on health.

If personal reply is desired, self-addressed and stamped envelope should be enclosed.

Question: My complexion is blotchy. My skin is greasy. I love fried things but wonder if I am eating too many of them. Please advise—**Mrs. G. L. H., San Bernardino.**

Answer: Yes, you are right. The skin is an organ of excretion and where the kidneys and bowels are overburdened with an excess of waste matter, the skin must assume part of the burden.

Throw away the skillet. Prepare foods by steaming or baking. Use plenty of cooling salads with home-made dressings.

If you wish a beautiful complexion, eat nothing between meals or at bed time; partake plentifully of fresh, ripe fruit and salads of green, leafy vegetables.

Mrs. C. H., Pasadena. I am 40 pounds over weight. Should I take medicine to reduce?

It is an old saying that a chain is only as strong as its weakest link. In the body the kidneys are the weakest link and many of the poisonous medicines used to reduce weight have to be excreted by the kidneys

Health Department

... and when they break down the chain has broken.

Cut down your starches, fats, rich pastries and cakes. Simplify the diet. Use 3 or 4 well-selected and wholesome articles of food, and take food dry. After a meal wait 1½ hours before drinking water.

Make one meal entirely of fruits, and eat nothing between meals.

Mr. A. E. S., Upland. I am excessively nervous; cannot control my mind. Please write again, giving more detail as to causes leading up to your condition.

The diet for a mental worker is very different from the diet of a physical laborer. You may be trying to solve deep mental problems with the heavier foods.

Try using phosphorus foods . . . such as strawberries, prunes, spinach, asparagus, radishes, cauliflower, cucumbers and lettuce. Fresh cow's milk and cottage cheese are also rich in phosphorus.

Mrs. B. H., Riverside. I am troubled with sour stomach. Is soda good?

There are three kingdoms in nature, the mineral, vegetable and animal; these kingdoms form an orderly stepping up of life elements from simple to complex compounds; each kingdom is connected with the one below it, or else the law of orderly growth would be violated.

Health Department

Soda is a mineral substance, and hence belongs to the lowest grade. It should have no place as a food or medicine.

Being a dead, inorganic substance it is absorbed into the blood, collects around the walls of the arteries, and is one cause of their hardening.

Use organic soda, which is very abundant in celery, apples and other vital foods.

A. K. T., San Diego. My right hand is rheumatic and swelled in joints; what should I do?

Your trouble is acidosis resulting from retention of some natural excretion.

Cathartics only serve to aggravate this condition by inflaming and irritating the already disordered bowels. Eat plenty of bulky foods that are naturally laxative. A high enema of warm water should be used occasionally.

G. H. B., Los Angeles. I have little liking for water, but see doctors say we should drinks 10 glassfuls daily. How about it?

I know no health question that is less understood than that of water drinking, but the law of drinking is as definite as the law of eating.

We should eat only when we are hungry and drink water only when thirsty. We can easily become water-logged by drinking too

Health Department

much, which overtaxes the kidneys just the same as too much food is a burden to the stomach.

If one lives in a high, dry climate, more water will be needed than is required if one dwells in a low altitude, near any large body of water.

The Art of Relaxation

BEING called back to New York last month, a lady friend of the editor decided to go by stage, to see if this method of travel offered any advantages over train and steamer.

Her main concern was the matter of sleeping en route. She preferred to go straight through if possible . . . but was used to a comfortable bed.

She did not sleep a wink the first night. Two seats behind her was a rancher with a voice as raspy as a file, who insisted on relating his entire life history. The ceaseless drone of his monotonous but strangely irritating tones could be heard above the rumble of the fast moving vehicle, all night long.

The next day a family group of seven got on the stage . . . There were three children, and one of them . . . a little girl of four . . . sat next to her for several days thereafter.

This child had the art of complete relaxation. The bus could stop . . . passengers could get off or on . . . horns could toot . . .

The Art of Relaxation

and a perfect bedlam of confusing noises could be all around them . . . but that little girl would sleep peacefully through it all.

My friend became so interested in watching the deep breathing and the peaceful smile on the face of the sleeping youngster, that she, too, forgot the noises. A feeling of profounded humility possessed her as she observed the superiority of a child's capacity for relaxation . . . over that of the average "grown-up."

The second night she imitated the child as closely as she could. She leaned back heavily in her comfortable reclining seat . . . and gave herself up to the unknown with the same abandonment that her little neighbor displayed. As a result she slept soundly all night long, and awoke the following morning rested and refreshed.

She learned to relax all tense nerves and muscles and to rest at any time she desired. By concentrating her mind on some loved one . . . on some distant place . . . or on some pleasant idea . . . she was able to sleep by day or night . . . and the rocking of the huge bus would soothe her.

She was extremely thankful to the little passenger for teaching her such a valuable lesson. I hope that her experience will be of help to our readers of *The IMPULSE*. The art of relaxation is indeed a great blessing.

Dentistry in Application to Efficiency

By DR. HORACE C. CORNWELL,
Suite 215 Cherokee Bldg., 6636 Hollywood Boulevard
Hollywood, California, — HEmpstead 6979

THE human body is like a machine. It is made up of many parts . . . all working together as a single unit. To function correctly all parts must be maintained in perfect order.

The arterial . . . or more correctly . . . the vascular system . . . with its innumerable ramifications . . . is comparable to the oiling system of an automobile. Just as good oil is essential to a car, so good blood is necessary to the body.

Of all contributing factors which tend to poison the blood, broken down teeth, abscessed teeth, and infections commonly spoken of as pyorrhea . . . rank the highest.

Day after day people will delay taking care of such conditions. Venomous poison as dangerous as some snakes produce is constantly being formed under such circumstances . . . and is being absorbed into the vascular system. It is carried throughout the entire body.

Our Efficiency depends upon our health. If our energy is expended fighting toxic conditions . . . our Efficiency must suffer. It is of highest importance that we shall not destroy our power of effective accomplishment . . . by yielding to the God of Neglect.

Dentistry and Efficiency

How many readers of The IMPULSE would like a "Dental Page" in the magazine . . . dealing with dentistry in its relationship to Efficiency?

Letters may be directed to Dr. Cornwell, or to the Editor.

Let's have a vote on the matter!

Super-Man in the Offing

Dr. Oscar Riddle says Environment and Heredity . . . coming under Development Mechanics . . . along with Genetics and Endocrinology . . . will produce giants . . . in body and mind . . . in future years. A man with an overtowering intellect . . . might easily complete man's conquest of nature . . . the Doctor believes.

The IMPULSE welcomes the Super-Man.

Is Death Merely Loss of Voltage?

Thirty-five years ago Dr. George W. Crile decided to find the Life Essence . . . that is Lost at Death.

Today he defines Life as an electric strain or potential . . . now measured by science. A live apple registers 50 millivolts. It breathes 3 to 4 cubic centimeters of oxygen each hour.

Is Death Merely Loss of Voltage? (Cont.)

He finds apples respond to anesthetics . . . adrenalin . . . temperature . . . and exclusion of oxygen . . . very much like a rabbit or dog does.

These facts are not new . . . yet they are interesting. They show that science is busy examining some of the grains of sand on the shore of the ocean of life.

But the ocean is still before us.

Radio Talks on Personal Efficiency

As most readers of The IMPULSE know . . . the Editor speaks regularly over K F I every Friday during the noon hour program . . . on "Efficiency in Daily Life."

The talks usually start about 12:15 . . . or just after the Market Reports.

Requests have been received to change the time . . . and an expression from readers will be much appreciated . . . on the subject.

Arrangements can be made to give these discussions in the late afternoon . . . or at night. Any other radio station in Southern California may be added to K F I, if the demand justifies.

The Editor takes this opportunity to extend his most sincere thanks to those loyal "Friends of the Air" who have written in such encouraging letters . . . regarding his radio talks.

For the June Issue of The IMPULSE

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“CHANGING INFERIORITY COMPLEX”

“HOW ABOUT SPIRITUALISM’S
BASIS?”

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“AUTHORITATIVE TALKS ON HEALTH”
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A surprise or two . . . will also be incor-
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4. "Training the Judgment"
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Our Monthly Questionnaire

The Editors of The IMPULSE welcome all suggestions and comments from readers.

Please tear out and mail in answers to the following questions . . . whether or not you use the other side . . . for its proper purpose.

We thank you!

What pages in the May issue of The IMPULSE did you like best?.....

During the next five years . . . what are you most anxious to do?.....

.....

What is the main obstacle . . . that you must overcome . . . in order to accomplish this aim?

Please list below names and addresses of friends to whom we may send a sample copy of The IMPULSE:

.....Tear Out Here.....

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Thirty-two



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so monotonous...but
that *Thought* about it
will reveal new...in-
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tofore unsuspected
aspects.

—FRANKLIN L. GRAVES

The IMPULSE for May, 1929

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