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IMPULSE

volume 1 ★ issue 3

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THE DARK

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NOIR MAGIC**

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IMPULSE

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A Magazine By Any Other Name

It's a strange thing which happens when a new magazine is introduced to the world. Speculation as to what it will and won't be when it grows up tend to run rampant. And questions abound. Is Impulse a men's magazine? An entertainment magazine? A travel magazine? A regional magazine? And where, exactly, should it be placed on the newsstand?

Alright, let's set one thing straight right here and now. Impulse is what it is. Nothing more, nothing less. It was never intended to mirror the formula, successful or otherwise, of any other existing magazine. It may sample those formulas from time to time, but then how can it not? After all, imitation is the highest form of flattery, right? If we look like other magazines on the market, there's good reason for it. We want to get your attention!

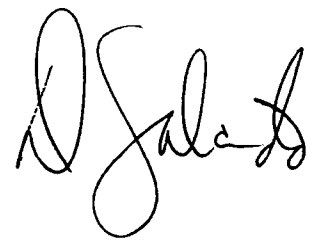
What those of us here at Impulse are setting out to do, is bring that flashy, sassy, in-your-face style of the big boys to regional entertainment. That's right, though distributed nationally, Impulse is first and foremost a regional magazine. We cover the tri-state area of Southern California, Nevada and Arizona, with emphasis on the major cities therein. So, you still get your restaurant, nightclub and product reviews, you still get your travel spots and you still get your special interest pieces.

In addition to all that, however, you also get interviews with the likes of our cover girl, soap star Eva Longoria, seasonal icon Elvira *Mistress of the Dark*, Special

Effects wizards *Alec Gillis* and *Tom Woodruff, Jr.*, outrageous funny-man *Jim Breuer*, celebrity boxer-turned-promoter *Sugar Ray Leonard* and many more. Oh, and let's not forget those popular restaurant reviews by such knowledgeable luminaries as this month's catch, *Jaxx's* screenwriter *Carl Gottlieb*.

Yeah, I think it's pretty safe to say that there isn't anything quite like Impulse currently on the market. I'm hopeful that you'll find even more to like in this issue, than you did in the previous two. It's all part of the growth process. As to where, exactly, we're going with this new baby of ours, let me assure you, it's all under control. Just keep checking us out. In time all will become clear. Like any good notion, we don't want to become too routine. That just wouldn't be... well... Impulse-ive.

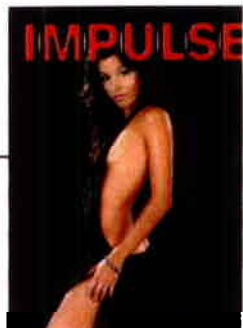
Dave Salcido



**Big Giant Head
and Lord Taskmaster
Impulse Magazine**

Photography
Styling
Make-up
Black silk chiffon plugging
neck backless gown
Jewelry

**David Brandt
Mikel Padilla
Tracey Taylor
Ashley Paige @Fabulous
Bambi Breakstone**





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Three great ways to hit the road this season

Hot Springs Pool at
Two Bunch Palms Resort



Dining Table in
'Big Al's' Casino



Rich And Infamous

by Bonnie Carroll

A few miles away in Desert Hot Springs you will find Two Bunch Palms Resort, a health and wellness resort with guard gates and a security system designed to totally protect the privacy of spa guests. The treatments, including outdoor mud baths, that are followed by a relaxing rest in the resort's natural hot springs pool, are designed to enhance a guest's enjoyment of the peaceful 'close to nature' ambiance. The lighted mineral pool and spa were featured in the memorable film *The Players*. Two Bunch is a favorite rejuvenating spot for countless celebrities and rock stars with names like **Rod, Barbra and Julia**.

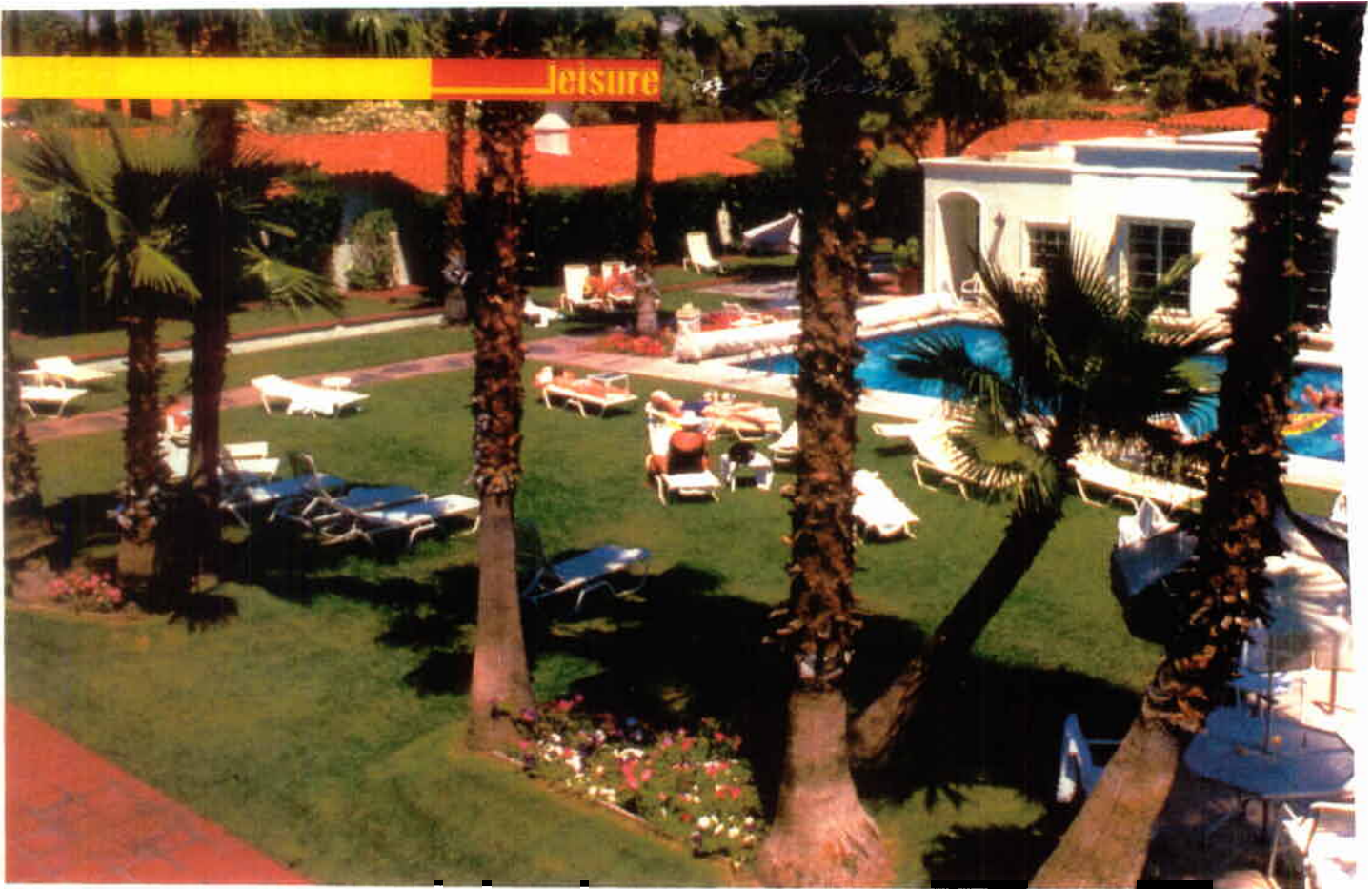
In the late 1920's the main building at the resort, which now houses the antique-filled dining room and fireplace lounge, was the

secret casino of infamous Chicago gangster Al Capone, who later enjoyed an extended vacation in a jail cell. Legend has it that 'Big Al' settled in the Two Bunch area because it provided the perfect hide-out location for he and his questionable companions.

The main building, spa and private villas are decorated with charming art deco antiques, and many include a personal Jacuzzi. Relaxing by the fireplace in the main building—while enjoying morning coffee with the *Times* or a cappuccino following a delicious dinner of rack of lamb with roasted garlic and potatoes that is skillfully prepared and presented by executive chef **Carl Hoover**—is a favorite pastime of guests. The resort's latest beverage offering is a variety of organic wines,

including La Quintessence from the Rhone region. But, if you are too relaxed to face your public, chef Hoover will send dinner to your private suite.

Two Bunch Spa treatments have been renowned since the 70s for their healing benefits. The spa has traditionally offered a purist menu in an environment of tranquility and harmony, where cell phones are prohibited. Massages include hot & cold stone therapy, ayurvedic massage with two therapists, along with Swedish, Shiatsu, reflexology, sports, deep tissue, a new Thai massage and a variety of skin and scalp treatments. This is a magical get-away for people who wish to shed their stress in total privacy. For reservations call (800) 472-4334.



Spa Secrets Of The

Hot Desert Resorts With A History

Two historic desert resorts that offered sustenance and seclusion to speculators and movie stars in the twenties and thirties included The Palms at Palm Springs and Two Bunch Palms. Today these enduring seductive destinations provide privacy and pampering for dignitaries, celebrities and health aficionados who revel in the serendipity of sharing a venue once frequented by the rich and infamous of a past era.

The Palm Springs Colonial House was completed in 1935, and featured a charming veranda that overlooked the budding desert village. This veranda was also the facade of a well-guarded secret: an underground casino that guests entered through a locked pantry cupboard in the kitchen. The own-

ers, Mr. and Mrs. Al Wertheimer, operated successful gambling establishments in Las Vegas, and although there were rampant rumors regarding the gambling operations at this location, the activities at the manor were never investigated by local officials.

In the 40's the Colonial was renamed Howard Manor by celebrity owners Robert and Andrea Leeds. The resort was touted as a desert party central for the most elegant and fashionable spa babies of the day. Hollywood celebs added glamour, while having fun in complete privacy at the Colonial. Live entertainment and dancing until dawn, along with the all-you-could-drink champagne brunch at a cost of under \$2, kept the resort full. Signed photographs of Mary Pickford, Frank Sina-

tra, David Janssen, Lorne Greene, John F. Kennedy and William Boyd graced the walls of the popular Jack Dempsey Celebrity Lounge.

Today the manor is known as The Palms at Palm Springs Resort, owned by award winning health and fitness expert Sheila Cluff. The Palms offers the same traditional oasis of peace and relaxation of past times, however, guests now enjoy fresh fruit smoothies on the same veranda where only champagne flowed for the enjoyment of moguls and mobsters in the 30s. Resort amenities include the latest in restoring body treatments, delicious spa cuisine and an extensive schedule of fitness activities. The Palms is located minutes from the finest golf courses in the area. For Reservations (760) 866-1800.