

1935



DR. FRANK B. ROBINSON

THE AMAZING STORY OF  
"PSYCHIANA"



DR. FRANK B. ROBINSON AT THE CONSOLE OF HIS PIPE ORGAN



## THE AMAZING STORY OF "PSYCHIANA"



When he was just a little fellow, not more than three years of age, Dr. Frank B. Robinson used to lie on the lawn of his father's home in England and wonder about God.

That was nearly half a century ago, but the founder of "Psychiana" recalls with mixed emotions how his heart became troubled as surrounding impressions began to impress themselves on his little brain.

In the house nearby was his father, the Rev. J. H. Robinson, pastor of the local Baptist church, preparing his Sunday sermon. But even at the age of three, the child, who years later was destined to shake the foundations of organized religion, cast his eyes beyond the clouds while looking for God and not toward the house where sat his father, the Baptist minister. And not because the child lacked affection for his parent, but because some of the glaring inconsistencies of organized religion were beginning to impress themselves on his brain, young as he was.

Many years later, when Dr. Robinson's reputation as an author, teacher and lecturer was established, he realized that it was when he was a child of three that the thoughts subconsciously began to form which later sent him searching for God along untraveled paths.

Disappointment was his reward when he sought God along paths pointed out to him by men who professed to know the way. Heartaches and disillusionment were his at every turn of the road marked with false signs. But he never lost faith and each time he discovered his error he turned back and started all over again.

Dr. Robinson spent 45 years of his life searching for God and the story of that search is "The Amazing Story of "Psychiana."

It is the thrilling, throbbing story of a man battling unbelievable odds. It is the story of a man seeking God in a world torn by strife and economic distress. It is the story of a man whose quest was made more difficult by the prejudiced, bigoted and superstitious opinions and beliefs of those who claimed that their mission in life was the giving of peace happiness—men who insisted that "if only you will trust us we will lead you into the valley of green pastures and to still waters."

It is the story of a man groping for the Great Truth in a furiously competitive world. It is the story of a philosophy given a tired and sick world by a man who exposed the forces which helped make it tired and sick.

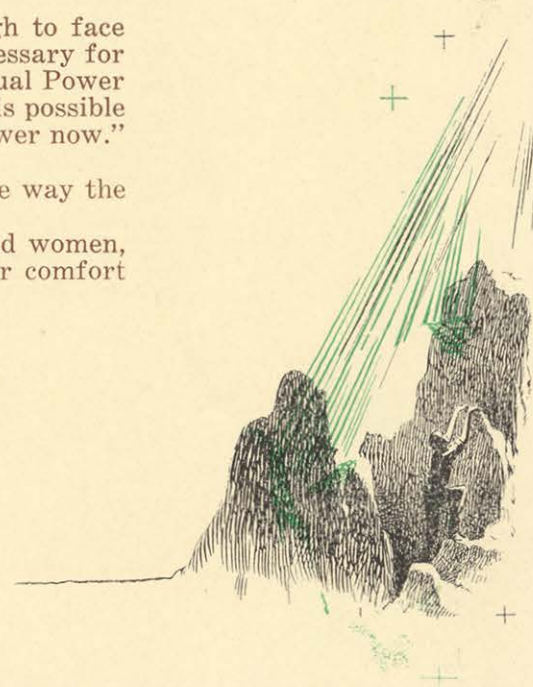
It is the amazing story of the founder of a philosophy which recognizes no church, no creed and no religion except the religion of a universal God. It is the story of a philosophy which teaches that happiness is available in unlimited quantities for everyone, with abundant material supply and perfect physical health also.

It is the amazing story of a man who was courageous enough to face organized religion and to say to it: "You are wrong, it is not necessary for a man to die in order to come face to face with that Divine Spiritual Power which is the controlling, intelligent force behind this universe. It is possible to bring the human mind in accord with that Divine Spiritual Power now."

Such is the amazing story of "Psychiana."

The photos in this brochure will give the reader an idea of the way the world greeted Dr. Robinson's philosophy of Life and God.

They show what happened when tens of thousands of men and women, tired of being led by false Messiahs, flocked to Dr. Robinson for comfort and for information about the Truth and God.







"PSYCHIANA'S" FORMER HOME (Now a print shop)

This is a picture of one room occupied a few years ago by "PSYCHIANA." It is now used as a print shop.

"PSYCHIANA'S" real birth was in one little room about ten square feet, upstairs in an old office building. The tables and fixtures were built by Dr. Robinson and a few friends at night. Dr. Robinson would work in the Corner Drug Store all day and then go up to this little office and work half the night mailing out literature to the replies which came in response to his national advertising.

It wasn't very long before he was able to hire one girl half a day and then he put her on full time. In only a few months this little room became too small and two others in the same building were also rented. Then they became too small and the building above was then leased. However, inside of six months' time this building was too small and Dr. Robinson bought a two-story building and moved into that.

Inside of one year more that building became too small so he built a large building which is now occupied as International Headquarters for "PSYCHIANA." This building now is too small, although we can get along by running more than one shift if we have to.

A very interesting sidelight on this entire movement is the fact that it is only about six years since Dr. Robinson came to Moscow with \$42 in his pocket. He did not like the town and argued with Mrs. Robinson that he wouldn't stay here

under any circumstances. He was all for leaving and going back to Yakima from whence he came.

It was raining hard and he had trouble in finding some place to live. He often looks back now and recalls how close success and failure lie together.

It has been an amazing six years. It has entailed lots of work, and Dr. Robinson has had to take an unswerving, unwavering stand for what he believes to be the truth. He is a big man and no one will ever know how big until he passes out of the picture. His whole life is consumed with a passion for truth and his one object in life is to replace old pagan superstition concerning God with actual truth as he knows the truth of God to exist.

"Has this movement been successful?" you ask. Well the fruits of the movement speak for themselves. Dr. Robinson in his public appearances fills the largest auditoriums in the country. If you could but read one day's letters you would know beyond any shadow of a doubt the immensity of the work this man is doing and what responsibility it entails.

It takes a man who realizes that spiritual things are stronger than material things to prosecute successfully such a movement as this. Misunderstood by thousands, persecuted by every religious organization in existence, this man knows where he is going, and what he is doing, and the prediction that "PSYCHIANA" will become the national American religion might very easily come true.





They can not, of course, depict the joy which "Psychiana" brought to Dr. Robinson and his family and to his thousands of followers.

Born in New York City 50 years ago, he moved to England when still a baby with his parents. The father, a Baptist minister, was severe and uncompromising which may account for Dr. Robinson's first doubts about organized religion.

"I could not reconcile a benevolent and kind God with the severeness of my father who claimed he was here to teach the world all about God's kindness," Dr. Robinson confided later.

When still a young lad, Dr. Robinson left England with his brother and came to Ontario, Canada. Here began an economic struggle for existence which climaxed with Dr. Robinson becoming a registered pharmacist at the age of 21.

Throughout those years of toil and study he, however, never lost sight of his quest for Truth and God. He joined the Salvation Army, only to be disillusioned. He sought God among the bible students, among the Baptists, among this sect and among that sect. But always he was disillusioned.

In Toronto he was thrown in contact with Dr. Elmore Harris, who at that time was president of McMaster University and was both the financial and controlling impulse behind the Bible Training School.

Dr. Harris became interested in the young man who worked and slaved but spent every spare moment seeking God rather than the pleasures which intrigued his companions. Dr. Harris made it possible for Dr. Robinson to go through the Bible Training School.

The next man to make a tremendous impression on Dr. Robinson's mind and to play an important part in the formation of his thoughts, during the first quarter century of his life, was Dr. William James, famous psychologist from Harvard.

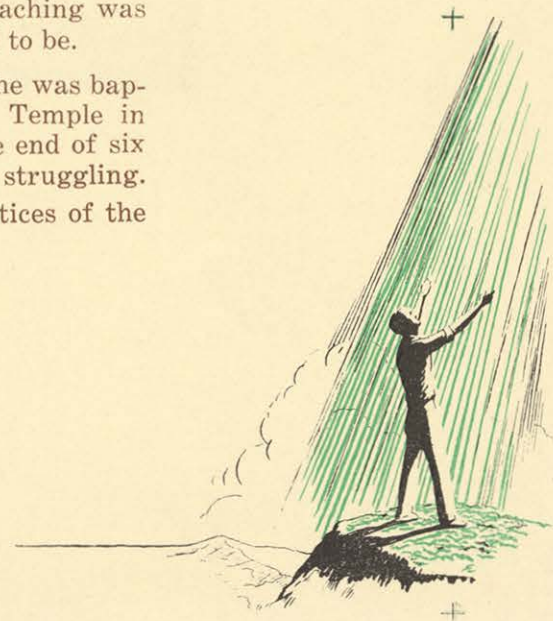
From psychology, Dr. Robinson was led to metaphysics and from 1915 to 1918 studied with the College of Divine Metaphysics at Indianapolis. From this institution he received the degree of Doctor of Divinity. Later the Indianapolis institution conferred upon him the degree of Doctor of Psychology.

His search for Truth and God sent him to the Holy Land, India, Persia, Egypt and scores of others place rich in pagan lore and history.

In 1919 he married Pearl, youngest daughter of Circuit Judge Leavitt of Klamath County, Oregon. For several years he lived in Southern California. He taught Sunday school, assisted in evangelistic services and became an ardent worker with Christian Endeavor groups. But always there was that feeling of dissatisfaction—always he felt that what he was teaching was far from the inspired word as he later learned the inspired word to be.

Moved by a restless urge and groping for the Truth and God, he was baptized a second time by Dr. W. B. Hinson, paster of White Temple in Portland. That experience stimulated him somewhat, but at the end of six months he was back where he always was--groping, searching, struggling.

He became more and more convinced that many of the practices of the

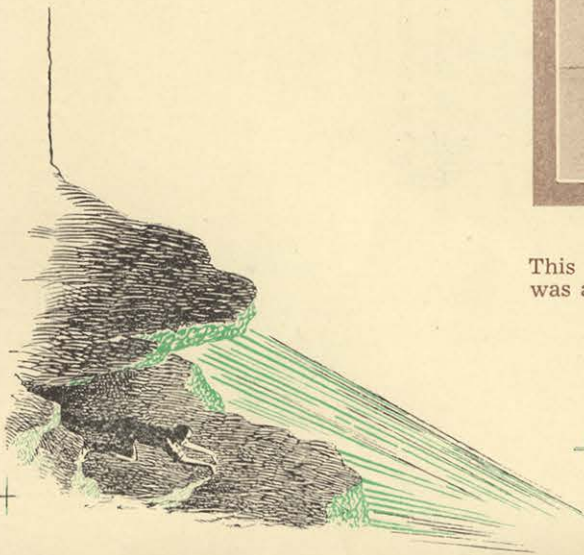






FORMER HOME

This is the building which was occupied by "PSYCHIANA" before its present structure was completed. It formerly was an undertaking parlor This building has been torn down and the Robinson Professional Building has taken its place.





church and of organized religion were not original or sincere. It was during these years that the foundation was laid for the books he was to write later, exposing everything false and untrue about the church. He even dared attack the so-called sacred belief dealing with the divinity of Christ and drew upon his vast store of knowledge of the histories of other religions to prove the existence of other crucified Gods and martyrs and Gods divinely conceived.

Dr. Robinson came to Moscow, Idaho, in 1928. He was a tired, underpaid drugstore clerk when he arrived but it was not very long before he shook the very foundations of all so-called divinely inspired religions with a philosophy so all-embracing and so daring that orthodox teachers were left in awe and aghast.

Shortly after he arrived in Moscow he began writing "Psychiana", the new philosophy of life which aims to bring the human mind accord with the Spiritual Realm now and not in the remote after-world.

One of the fundamental principles behind "Psychiana" is the conviction that behind all this Universe exists a divine spiritual power which is creative and intelligent. IT IS GOD..

And for teaching that, he was called "ATHEIST."

"The "LIFE STORY OF FRANK B. ROBINSON" tells how efforts were made to bar his lessons from the mails. The story tells of the unsuccessful efforts made by his enemies to boycott him.

How an underpaid and almost penniless drugstore clerk managed to bring his philosophy before the peoples of 67 countries in one year, is the most amazing chapter in the The Amazing Story of Psychiana."

Only his conviction that he was RIGHT and that he had a message for the world kept him striving and struggling. Two thousand dollars was needed to get his teachings started on its way around the world and so confident was he that "Psychiana" would be accepted by the world that not once did he falter or lose faith.

With this supreme confidence in the Power of the unseen God filling his heart, he started out one winter night to interview a number of his friends and acquaintances. So confident was he of ultimate success that he imbued them with its certainty and that very night returned home with two thousand dollars in cash or pledges in his pocket.

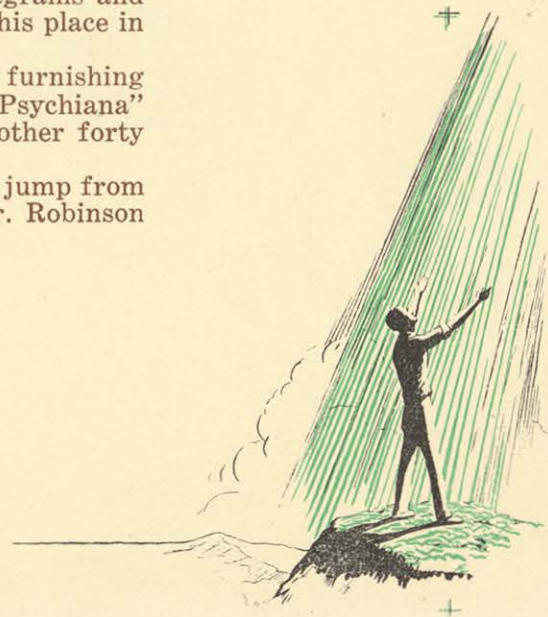
God can cause a mighty oak to grow from a tiny acorn in the same way God caused Dr. Robinson's philosophy to spread from the little north Idaho city to the entire world.

"Amazing Story of Psychiana" tells how Dr. Robinson inserted his first advertisement and how he waited confidently for the replies. He never faltered and he never lost faith and faith kept his companions from faltering.

At first Dr. Robinson continued working in the drug store and attended to the mailing of replies and lessons at night. A very small office was rented. Soon it became necessary for him to obtain larger quarters and to devote more time to mailing, writing, answering personal letters, telegrams and telephone calls. Then it was necessary for Dr. Robinson to leave his place in the drugstore and devote his entire time to "Psychiana."

Today "Psychiana" employs 60 persons who are kept busy furnishing the world with information about this amazing philosophy. "Psychiana" is located in a beautiful ten thousand dollar structure and another forty thousand dollar building is in the process of construction.

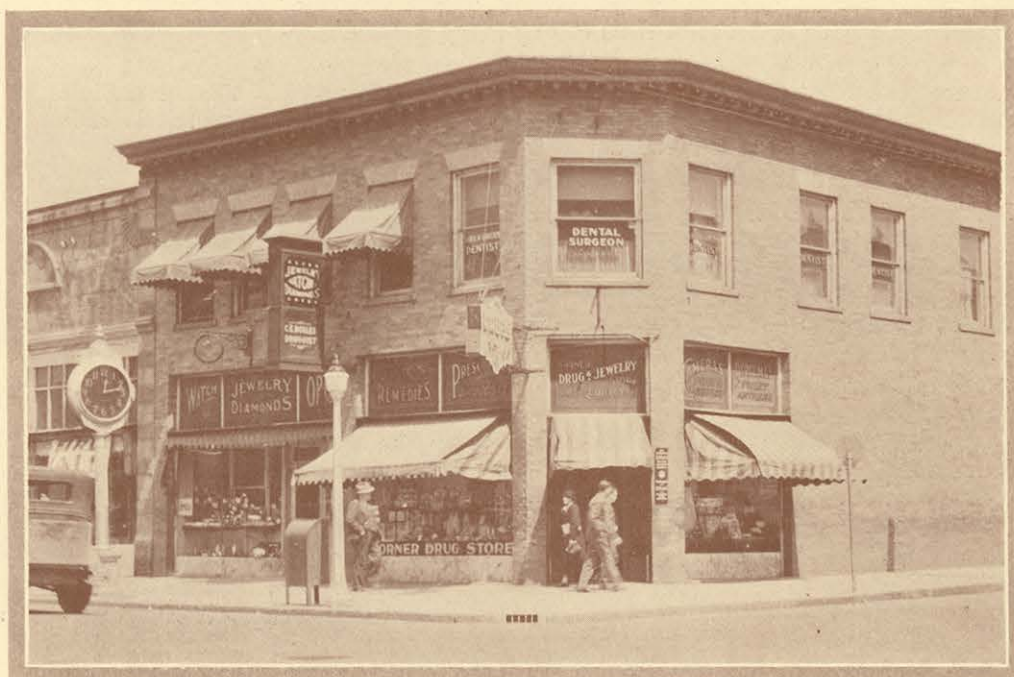
"Psychiana" business caused the Moscow, Idaho postoffice to jump from 2nd to 1st class. "Psychiana" owns its own printing plant. Dr. Robinson





owns three drug stores and he lives happily with his family in one of the finest homes in the Inland Empire.

The prediction has already been made that "Psychiana" is destined to become the religion of America. And one of "Psychiana's" ardent admirers commented on that prediction this way: "I do not know whether this will come to pass--but any philosophy of life which can meet this outstanding success, **MUST** be grounded in **TRUTH**."



CORNER DRUG STORE

Where Dr. Robinson worked before launching "Psychiana"

This picture shows the drug store where Dr. Robinson was employed in Moscow prior to launching the "PSYCHIANA" movement. In fact, a lot of this teaching was written on Sunday afternoons and evenings in the back of this drug store. Dr. Robinson would work here through the day and then hold lectures in the hotel banquet-room at night.

When the good people of Moscow saw Dr. Robinson on the street they would point to their heads and say, "He's as crazy as a bed-bug." They couldn't conceive of anything worth while coming out of Moscow. Yet with a bulldog tenacity and a backbone of steel, Dr. Robinson held his job in this drug store and followed the leadings of the great Light and so far the Light has lead him aright.

Sitting in the middle of Dr. Robinson's desk is the following statement by Abraham Lincoln:

"If I were to try to read, much less answer,

all the attacks made on me, this shop might as well be closed for any other business. I do the very best I can; and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference."

It is a source of constant strength when pressure from those who would upset the movement becomes a little too great.

Dr. Robinson's philanthropic activities are well known throughout this country. He recently purchased sixty acres of land from the Federal Land Bank and the government is now building a dam which will give Latah County a lake which it has badly needed for years. Thousands of people will enjoy this beautiful lake hidden among the pines of Idaho.

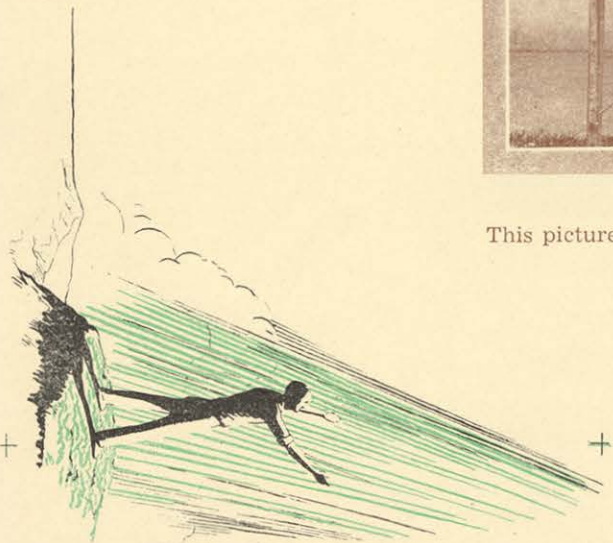






A HAPPY GROUP OF "PSYCHIANA" EMPLOYEES

This picture was taken during the slack summer months. One year ago our plant was running 24 hours a day in an effort to keep up with the volume of mail to be sent out

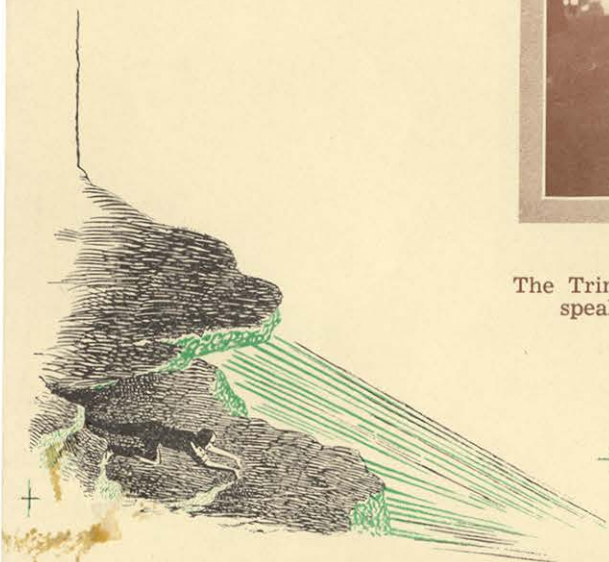




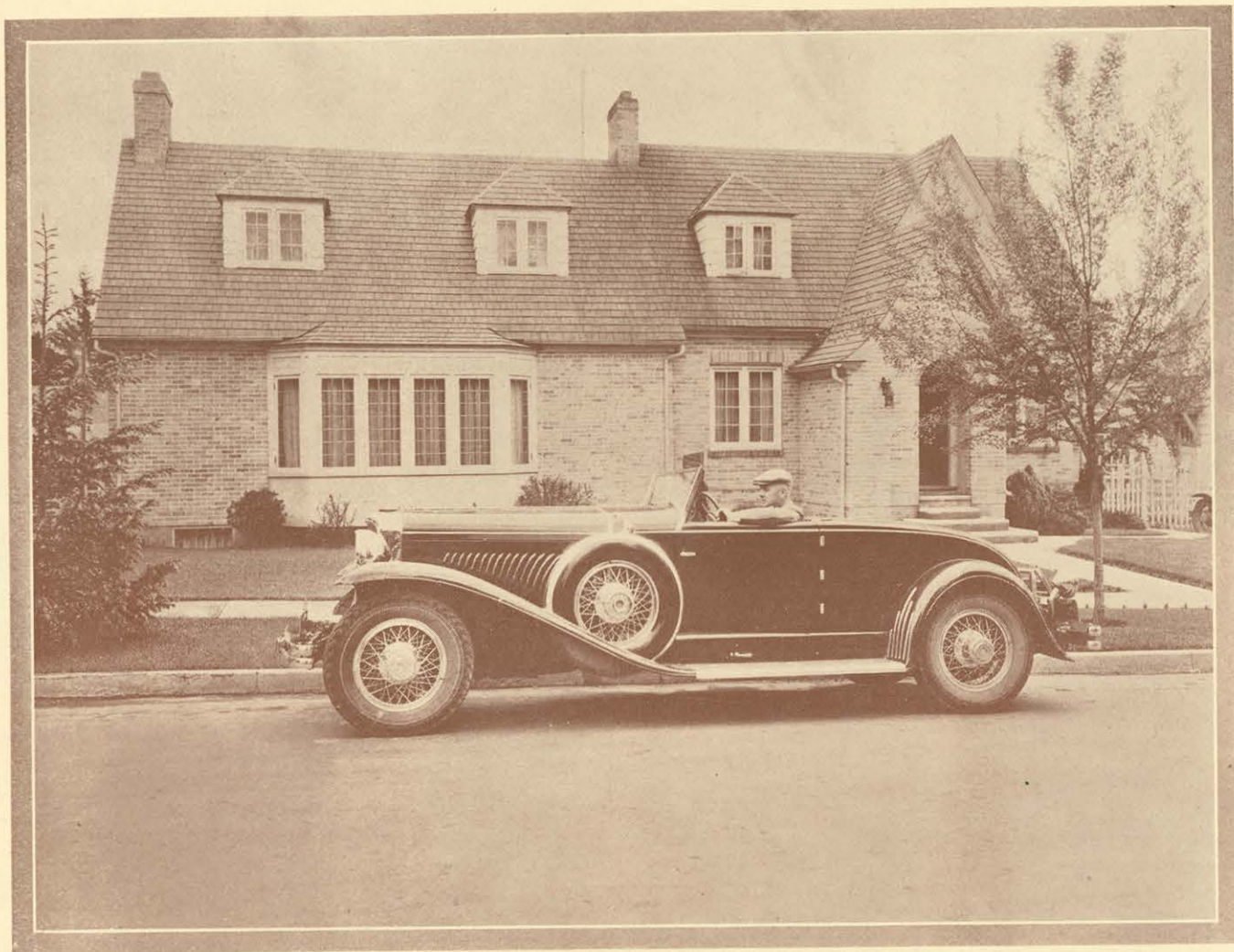


DR. ROBINSON SPEAKING TO HUGE CROWD IN LOS ANGELES

The Trinity Auditorium was packed to the door night after night, one hour before Dr. Robinson was scheduled to speak. The doors had to be locked and deputy sheriffs placed on guard to keep the students off the platform







DR. ROBINSON'S HOME, AND CAR

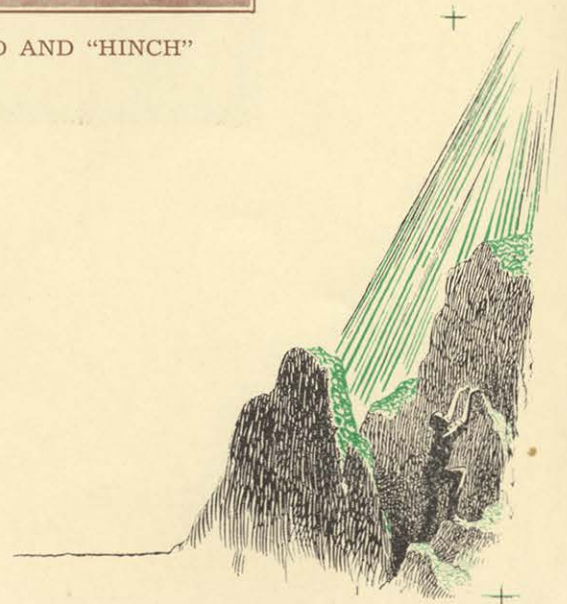
He is an enthusiastic motorist and gets much relaxation from the Duesenberg car shown in the picture. The home contains a beautiful pipe-organ, and is one of the most beautiful homes in the Northwest



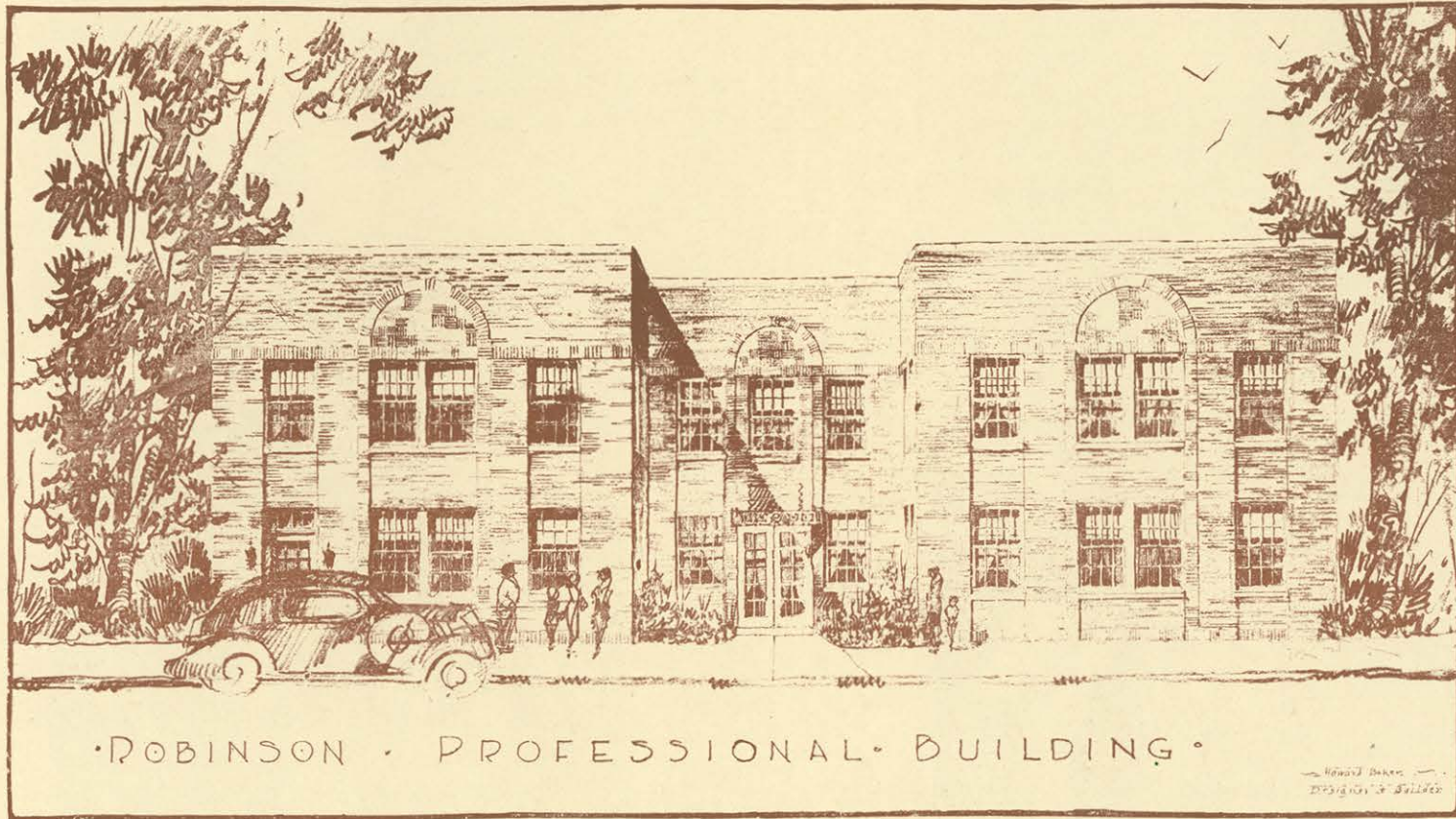




DR. ROBINSON'S FAMILY. MRS. ROBINSON, ALFRED AND "HINCH"







LINE DRAWING OF THE NEW PROFESSIONAL BUILDING RECENTLY COMPLETED  
Every available inch of space is occupied, and it is the finest office building in this territory







#### DR. ROBINSON AT WORK IN HIS STUDY

This picture shows Dr. Robinson and one of his secretaries in his own private study. Two other girls also work on his private correspondence with him.

Hundreds of letters requiring personal answers come in every day and this personal correspondence angle is a big one. In addition to writing every article for the magazine and in addition to successfully conducting this movement, these personal letters from students asking for advice must be handled. Dr. Robinson personally dictates the answers to all of these letters and when he is absent from Moscow highly trained, efficient secretaries do this work.

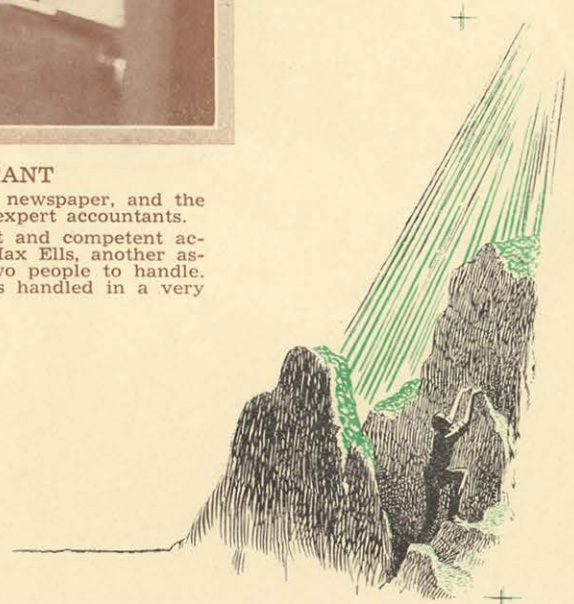
Thousands of telegrams every year are received in this study, and each one of them personally answered where a personal answer is deemed necessary. The lights in this study may be seen burning early in the morning before anyone else is up and late at night after most people are in bed. Nothing worth while is ever achieved without hard work, and Dr. Robinson seems to have the capacity for infinite work.



#### IVOR P. EVANS, Business Manager, AND HIS ASSISTANT

The various activities of "PSYCHIANA" including three drug stores, a newspaper, and the large Professional Building recently completed, require the services of two expert accountants.

Mr. Evans, who is shown in the above photograph, is a highly-efficient and competent accountant and business manager. Since the above picture was taken, Mr. Max Ellis, another assistant has been given to Mr. Evans as his work became too heavy for two people to handle. Audits of our books are made every few months and a very heavy job is handled in a very masterful way by Ivor P. Evans and his assistants.







PART OF LESSON MAILING DEPARTMENT

With the tens of thousands of students scattered through all the world a very efficient mailing system has been developed. Thousands of these lessons go out every day to various parts of the world and into the forty-eight states, and efficiency is the outstanding characteristic of the Lesson Mailing Department.

Seven accountants and stenographers are required in this department alone, and they are exceedingly happy in their work as the above photo shows.



SECTION OF MAILING DEPARTMENT

Our Mailing Department, of course, is very complete. The above picture shows a part of it.

We have our own "Post Office Department" in which mail is sorted by cities and states and made ready for the regular Post Office which is saved considerable on account of the mail all being labeled and tied up before they get it.

In an emergency "PSYCHIANA" could print and distribute, working twenty-four hours a day, from four to five hundred thousand pieces of literature, and an institution which can do this is certainly not a small one.

All of the literature shown here in the racks was written by Dr. Robinson. At no time has anyone ever assisted or written any part of the "PSYCHIANA" lessons or the magazine. This throws an immense amount of work on the founder of "PSYCHIANA" but he seems to be mentally equipped to be able to do it..







#### ADDRESSOGRAPH MACHINES

The addressograph machines in this photograph are capable of addressing, if necessary, one hundred thousand envelopes every day of eight hours.

When a reply comes in from a prospective student a stencil is immediately cut on a stencil machine, then throughout the entire dealings with that student all correspondence is addressed by these addressograph machines.

Every day the girls in the Lesson Mailing Department first address their envelopes on these machines, marking the number of the lesson to be mailed on the outside. After that is done the envelopes are stuffed and at four o'clock every afternoon our truck takes these lessons with the rest of the mail to the local Post Office. Incidentally, it is worthy of note that the "PSYCHIANA" business alone is sufficient to keep Moscow with a first-class Post Office.

The machines depicted above are Elliott Addressograph machines and they very rarely give any trouble of any sort.

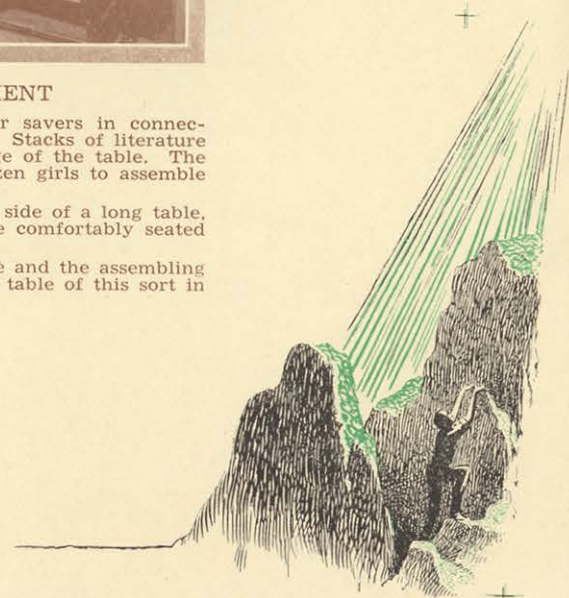


#### REVOLVING TABLE IN ASSEMBLING DEPARTMENT

Here is seen an invention which is perhaps one of the greatest labor savers in connection with the mail-order business anywhere. This table revolves by motor. Stacks of literature such as lessons or circularization matter are placed in piles around the edge of the table. The motor is started and the table slowly revolves allowing from eight to a dozen girls to assemble the lessons or whatever it may be, as the table revolves.

Prior to the installation of this equipment the pages were piled up each side of a long table, and the girls had to walk up and down in assembling work. Now they are comfortably seated on chairs and as the table revolves they pick the sheets in rotation.

Enough lessons can be assembled in a few hours to last quite a long time and the assembling is done without much strain on our girls. We know of no other assembling table of this sort in the Northwest.







#### STUDENTS CORRESPONDENCE DEPARTMENT

Above is a picture of the department dealing with students' correspondence pertaining to lessons, magazines, books, and so forth. The volume of mail coming in from students is very large, and each individual letter is answered. Personal attention is given to each individual letter or post card.

Four ladies are engaged in this department alone. It is very expensive to operate yet Dr. Robinson believes that each individual student is entitled to personal attention and he sees that they receive it.



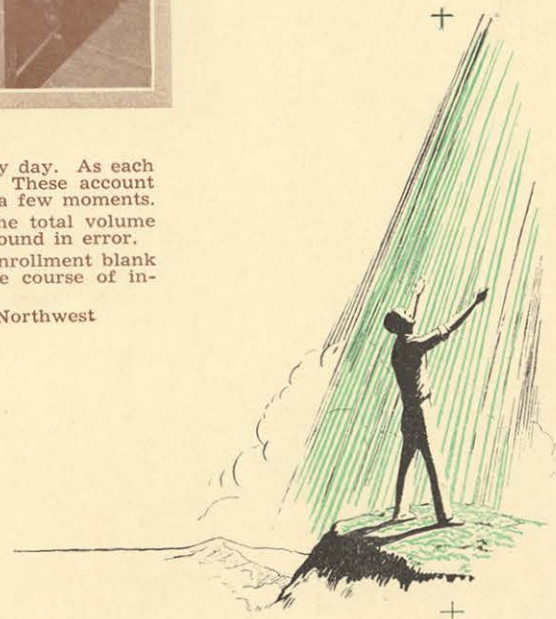
#### STUDENTS ACCOUNTING DEPARTMENT

In the Accounting Department tens of thousands of accounts are handled every day. As each student makes a payment it has to be credited on that student's account card. These account cards are kept in duplicate and any account in any country can be found within a few moments.

At the end of a recent audit of these accounts it was disclosed that while the total volume of money involved was nearly half a million dollars, only twenty-two cents was found in error.

A complete file is kept on every student and this file contains their original enrollment blank with all correspondence between the student and Dr. Robinson until the entire course of instruction is completed.

Our Accounting Department has been called the most efficient in the entire Northwest







#### MULTIGRAPHING DEPARTMENT

Largest and most completely equipped in the Northwest

Perhaps the smoothest-running and yet most important part of the many activities of "PSY-CHIANA" is the Multigraph Department.

This is the largest and most completely equipped Multigraph department in the Northwest. It is capable of printing one hundred thousand sheets of paper every day.

Two high-speed, double-motored multigraph machines are used and in addition to that a Set-o-Type machine is used which sets type for multigraph machines as a linotype does for a printing press. Paper for this department is bought in ten-ton lots and multigraph salesmen carry with them samples of our work to show to prospective purchasers of multigraph equipment.



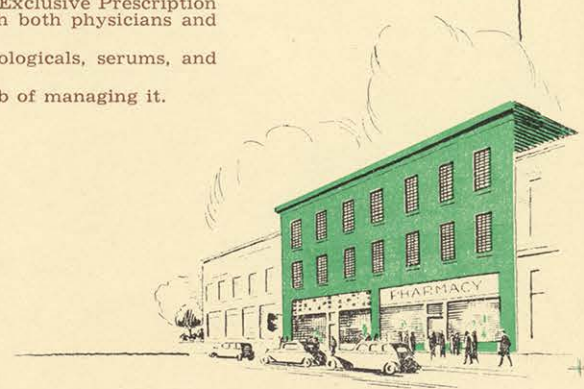
#### MOSCOW PHARMACY

This is a picture of the interior of the Moscow Pharmacy. This is a very neatly equipped drug store, and enjoys a good type of business.

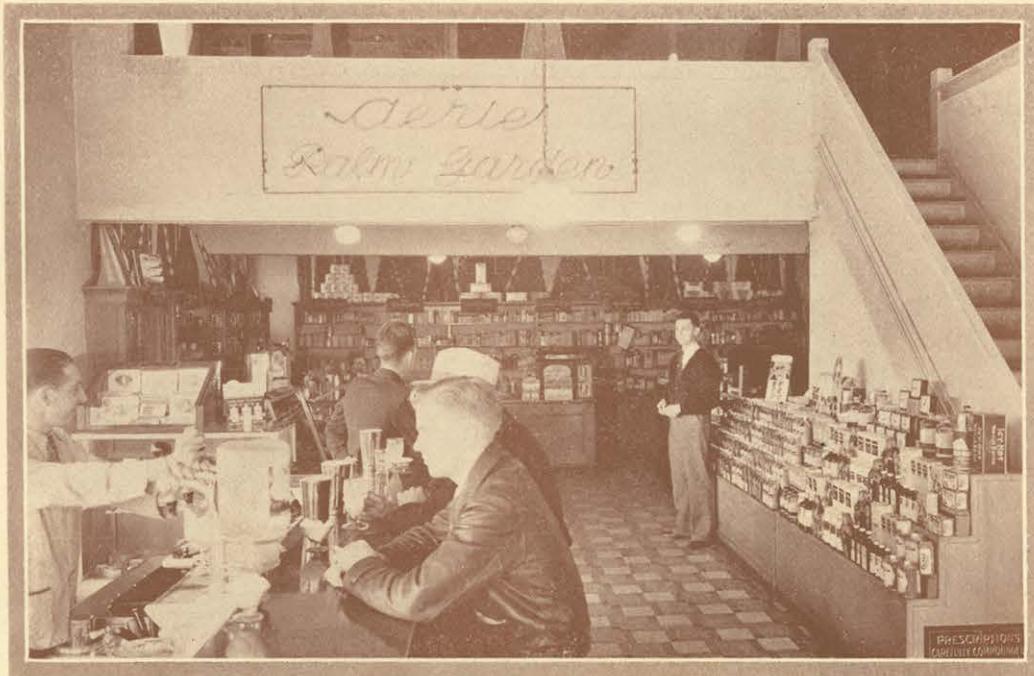
There are seven drug stores in Moscow, of which "PSYCHIANA" owns three. In the new Professional Building which was recently completed, Dr. Robinson equipped the Exclusive Prescription Pharmacy. This pharmacy has proved to be already very, very popular with both physicians and their patients.

Nothing but prescriptions are handled here with sick-room supplies, biologicals, serums, and vaccines. No patent medicines are kept at all.

The Moscow Pharmacy is in charge of Mr. Welch who is doing a good job of managing it.







#### UNIVERSITY PHARMACY (The Students' Drug Store)

The most profitable of all of Dr. Robinson's drug stores is the University Pharmacy, otherwise known as "The Students' Drug Store." Mr. Howells, whose smiling face can be seen behind the soda fountain in this picture, is the manager, and he does a good job. He is a very small chap and when Dr. Robinson asks him why he doesn't grow a little bit, he is not a bit slow to inform the doctor that good goods come in small packages.

This store is located closer to the University of Idaho than any other pharmacy, and quite naturally it has a very large volume of student business.



#### EDITORIAL OFFICE—NEWS-REVIEW

This picture shows the Editorial Department of the Daily News-Review, which is a corporation controlled by Dr. Robinson. Mr. Marineau, the editor, may be seen with a cigar almost as big as he is in his mouth seated at his desk in the rear of the picture.

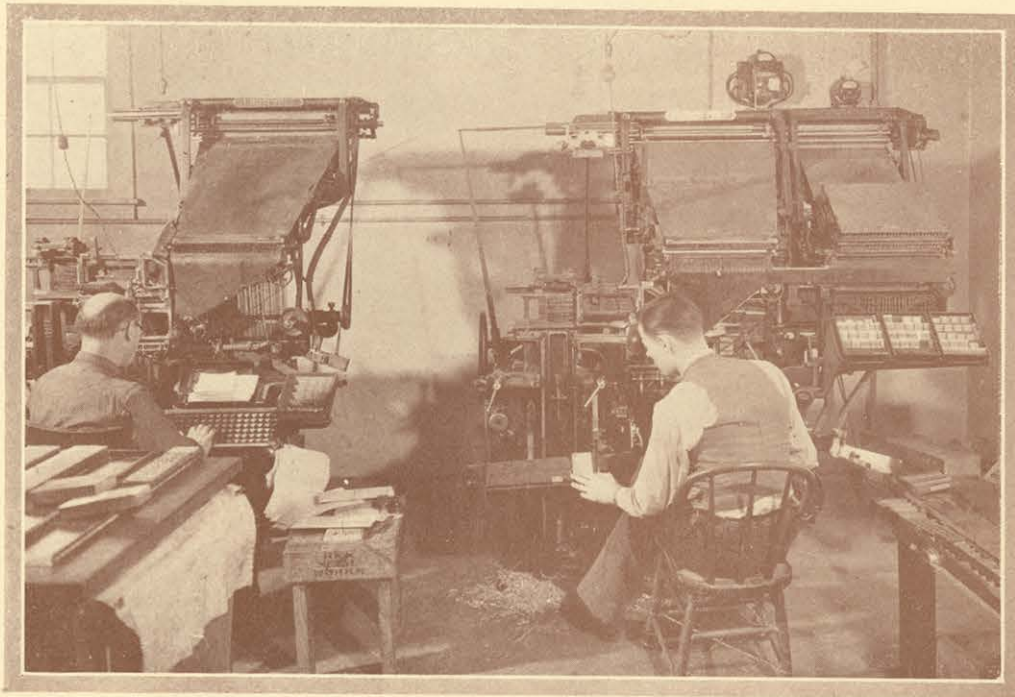
The success of "PSYCHIANA" has been duplicated by The Daily News-Review. It has taken the field by complete surprise and storm. Today it has a 50 per cent larger daily circulation than any other daily in the Palouse Empire.

The Daily News-Review is a member of the Audit Bureau of Circulations and it boasts a full leased wire of the United Press. Its growth has really been amazing. Last month's figures show more advertising carried than any other paper in the county, and its subscription list is growing very rapidly as people find the value of this exceptional daily newspaper.

Merchants who advertise in it report two and three times the results through their advertising and naturally they use its columns very freely.







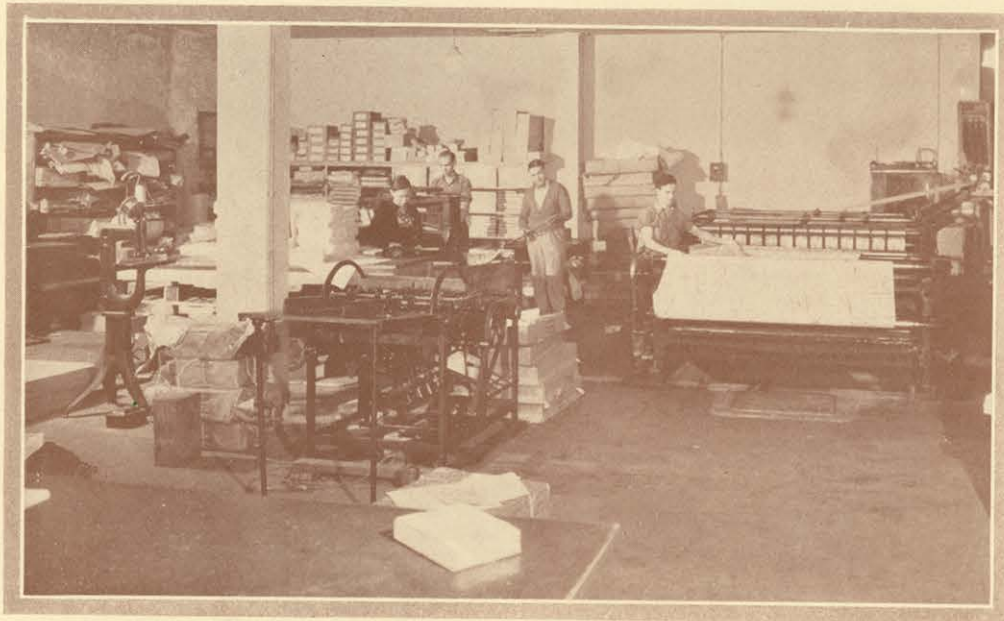
#### TWO OF OUR LINOTYPES

The linotype machine shown on the right of the above picture is one of the largest and latest type of linotypes manufactured. Its cost is over \$6,000.

The machine to the left is a smaller type of machine and one on which the bulk of the Daily news items received from the world through the United Press, are printed.

Mr. Terry Greif, who operates the large linotype, came to Moscow with Mr. Marineau from Elk River. The machine on the right sets most of the advertisements and has six magazines.

Mr. Scofield, the gentleman whose hair is falling fast, is the operator of the machine on the left.



#### OUR LARGE "GOSS-COMET" PRESS AND FOLDING MACHINES

This picture shows our new "Goss Comet" press installed just a few months ago. The press prints an eight-page regular-sized daily, but already this press is too small. There have been times since its installation when we could have used a twelve- or sixteen-page paper. A larger press will be added, however, as soon as possible.

In the front of the picture may be seen a new folding machine on which the books we print and the magazines we print are folded. To the left of the picture may be seen a stapling machine, while on the table behind it stacks of literature await folding.

The Daily News-Review has a very large commercial and job printing business, and the entire enterprise is quite profitable.



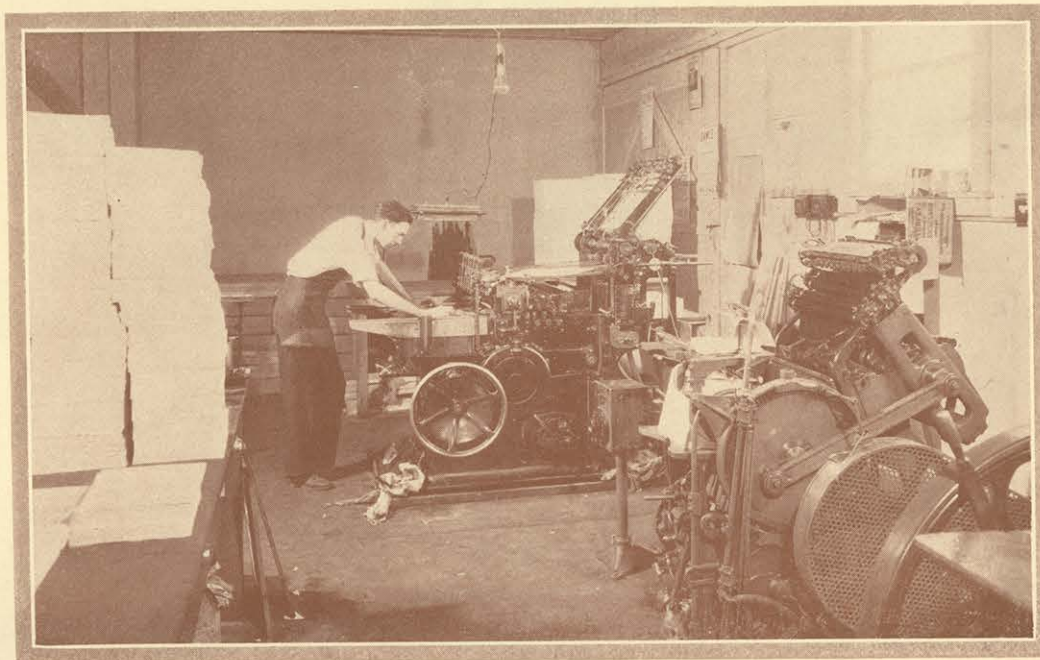




#### PART OF THE COMPOSING ROOM

The crew of the Daily News-Review has the interests of Dr. Robinson at heart, and they pull together in an amazing manner.

On Sunday, December 29th, all the employees of Dr. Robinson's various activities, with their wives or husbands, met in Dr. Robinson's home for an informal luncheon and get-together party. Seventy-three people were there, which will give you some idea of what the enterprises of Dr. Robinson mean to the little city of Moscow.



#### TWO OF OUR HIGH SPEED PRESSES

Above are shown two new high-speed presses recently added to the equipment of the News-Review. All "Psychiana" printing is done on these presses and the stacks of paper piled up around the presses will give some idea of the volume of work turned out by this plant. It is nothing at all for Dr. Robinson to order half a million circulars, each of which calls for four impressions.

The News-Review has a staff of over forty people including the delivery boys, and that is the largest newspaper payroll in the county.





