



Dr. Frank B. Robinson, Founder "PSYCHIANA"

what is advertising?

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HERE IS OUR DEFINITION :-

ADVERTISING IS EDUCATING THE PUBLIC TO WHO YOU ARE, WHERE YOU ARE, AND WHAT SERVICE OR COMMODITY YOU HAVE TO OFFER THE PUBLIC. THE ONLY MAN OR ORGANIZATION WHO SHOULD NOT ADVERTISE IS THE ONE WHO HAS NOTHING TO OFFER.

SHOULD RELIGION ADVERTISE ?

If it has anything to offer it should. It could be that if religion realized the Power it possesses, and told the world about it thru advertising, this war could have been averted. Religion is supposed to deal with God. If it is anything more than a theory—if it possesses the Power which must be God—and if it tells the world about it, how long do you think such parasites as Hitler and his ilk could plague humanity?

But I'm talking about advertising. You will note that the one religion which has made the international headlines over the past fifteen years is the "PSYCHIANA" Religion. And this is the only religion in America which has established itself thru Black and White advertising. More than \$1,000,000 worth of it.

The reason we advertise is because we not only have something to offer humanity, but we know what we have. We know what it will do. We know, by years of actual experience, whereof we speak when we advocate our conception of God. We are not theorizing. We are not telling people what someone else told us. We are telling the people in no uncertain terms what the actual Truths of God are. And you'll note we do that almost exclusively thru Black and White advertising.

"Well, but Dr. Robinson," someone may say, "does not the making of money enter into your Movement?" No. And what is more, it never has and never will. In the more than fifteen years of the existence of The "PSYCHIANA" Religion, it has not taken in from the sale of its books, lessons, or other writings, enough money to pay its operating expenses. If we desired to, we could make plenty of money. But we're not in the money-making business. We're in the religious business. Fortunately, the Founder of this Movement has almost unlimited funds available to him, so we don't care whether we make expenses or not, just so long as we reveal to men and women everywhere, the actual and literal Power of God.

YES—RELIGION, IF IT HAS ANYTHING TANGIBLE TO OFFER, MOST CERTAINLY SHOULD ADVERTISE. IT SHOULD BUY FULL PAGE COPY. IT SHOULD TELL THE AMERICAN PEOPLE HOW THE POWER OF GOD CAN DEFEAT THE POWER OF HITLER AND HIS TRIBE. IF RELIGION WILL FOLLOW OUR LEAD, AND REALLY SPLASH THE PRINTER'S INK, IT CAN MAKE THE POWER OF GOD THE MOST REAL THING ON EARTH TODAY.



Dr. Robinson will be glad to donate his time or services to any major religious body which feels that it has enough of the Power of God in it to tell the world about it thru Black and White advertising on a large scale. The reason the "PSYCHIANA" Religion has made such a phenomenal success is not because I am an advertising genius, for I'm about the poorest ad man in America. It's because I have something the people want, and I have guts enough to come right out in black and white and tell them what I have. They recognize it instantly and they want it.

The "PSYCHIANA" Religion

YOU KNOW WHERE

(The Religion that built itself on Newspaper and Magazine Advertising)