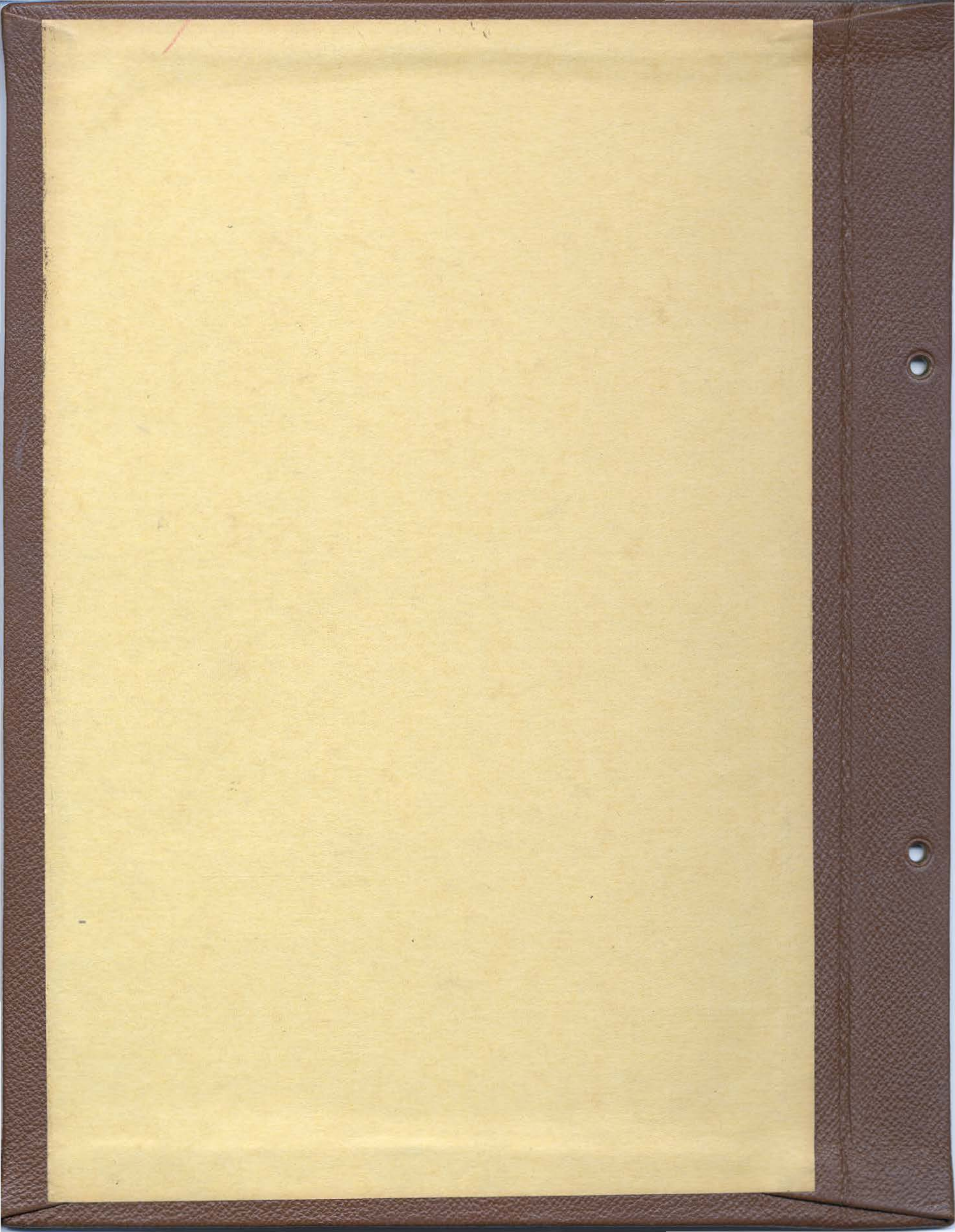
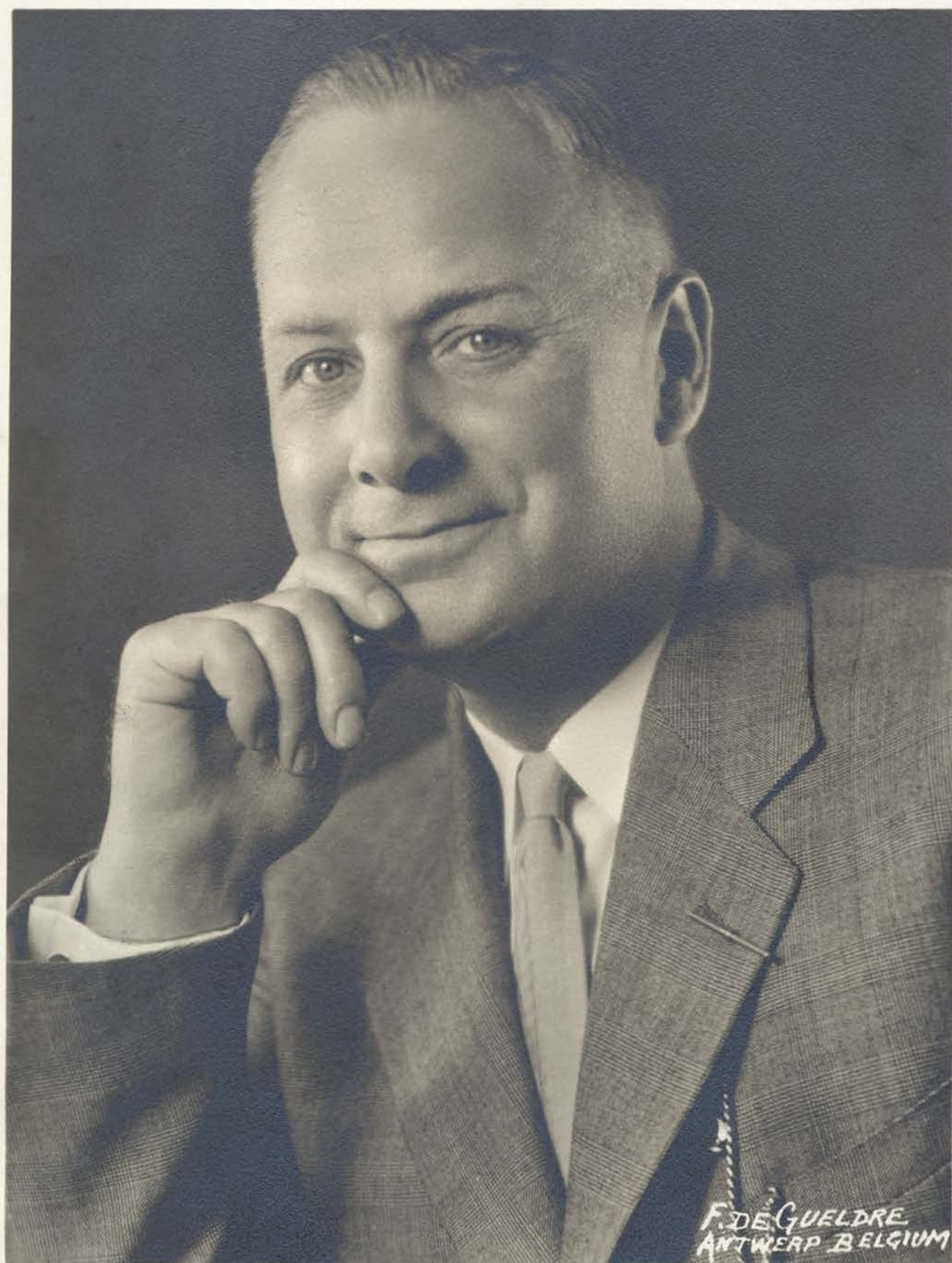


FRANK B. ROBINSON







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

News Review Mar. 31, 1932

PSYCHIANA BUYS LOT ON THIRD

Purchase Corner at Jackson and
West Third; May Move
Business

Psychiana, Inc., Moscow concern selling instruction in religion through the mail, has purchased from H. R. Short the property at the corner of Jackson and West Third streets, it was announced today by Dr. F. B. Robinson, president.

The consideration was not announced. The lot includes about a quarter of a block and a frame structure which is being used at present as a rooming house. It was used by the Short undertaking establishment before the present chapel was built on First street.

Dr. Robinson said Psychiana will move into the building provided the lease on the present location in the Bratton building on East Third street is sold. Some remodeling will be necessary before the contemplated move is made. He said the company will probably build on the corner within the next two years.

INSTALLS ORGAN IN CITY RESIDENCE

Dr. F. B. Robinson First in
Inland Empire to Get
Instrument

The first residence pipe organ to be installed in the Inland Empire will be operating soon in the home of Dr. Frank B. Robinson, 122 south Howard street. It is built by the French Organ company of Cincinnati.

Dr. Robinson purchased the instrument for his own pleasure and to use in connection with his radio broadcasts, which will be resumed soon on a larger scale over coast stations by Psychiana Brotherhood, of which Dr. Robinson is the founder and president.

Varied Tone

The instrument contains eight sets of pipes, and is equipped with 54 couplers and stopkeys and 19 combination pistons, giving the organist several hundred different tone and color combinations.

A sound-proof chamber to house the organ proper has been built into the basement of the residence, and another sound-proof room houses the motor and blower. The motor delivers a ten-inch wind pressure to the instrument. The tone duct leads to a grill cut into the floor of the dining room. The console, of mahogany, is recessed into the living room wall and is of the three-manual and pedal type.

Installing the instrument is Balcom & Provorse, Seattle, who recently installed the organ in the new Fox theatre of Spokane.

Star Mirror, Jan. 15, 1932

PSYCHIANA ELECTS OFFICERS FOR 1932

Report 10,000 Students En-
rolled for Correspondence
Course Here

Through advertising in magazines and newspapers with circulations totalling several millions, it was reported at the annual stockholders' meeting of Psychiana, Inc., held in the company's offices Thursday night that 10,000 active students in 74 countries were now enrolled for correspondence courses and that the concern's business volume has reached \$250,000 annually.

The present officers were re-elected by unanimous vote. They are Dr. Frank B. Robinson, president; Oscar M. Anderson, vice president; Pearl B. Robinson, secretary-treasurer; George Benson, Elmer Anderson, and E. W. Phillips, directors.

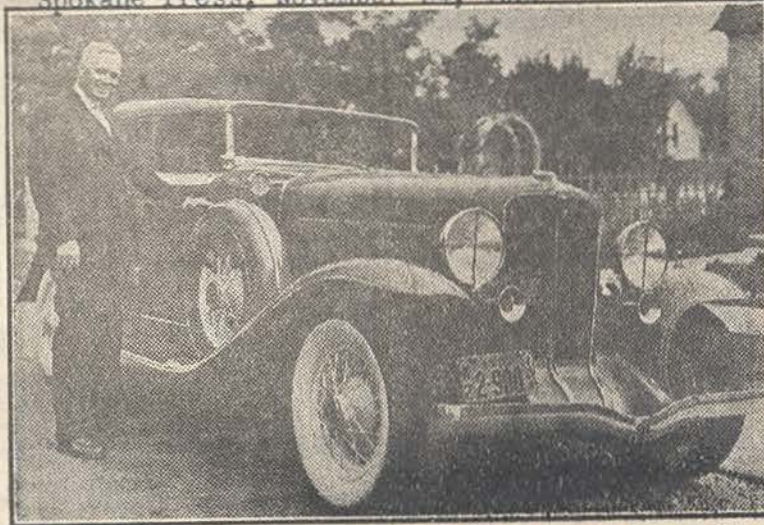
Volume Jumped

"Starting a year ago last April and operating through a period of depression," the president reported, "our business volume has increased so much that offices and equipment have been enlarged and the payroll increased to 10 people drawing salaries amounting to \$20,000 per year. Over 3,000 pieces of mail goes out from our office every day and this concern has become the largest patron of the Moscow postoffice, spending about \$4,000 a year for postage."

Through an advertising appropriation placed for this year at \$35,000, it was said that circulation has been doubled within six months. A new course, Dr. Robinson said, is enrolling students four times as fast as the former instruction in religious psychology.

Doctor With New Idea Puts Little City on Map; World Turns Eyes Toward Moscow

Spokane Press, November 24, 1932



Dr. Robinson in his new car which he has purchased to enable him to better move about swiftly in his daily work.

The Inland Empire city of Moscow, Idaho, is fast winning national and international fame, even more so than the city of a similar name in far off Russia.

One man has made this possible, Dr. Frank B. Robinson, founder of Psychiana, Inc., the new religion based upon natural laws and right living.

Dr. Robinson's teachings have reached so far and wide into the world that now he has followers in 74 countries. The mail at the Moscow post office has grown to enormous portions, making it a first-class post office in the eyes of the department at Washington.

Burning desire to find a new answer to the secret of life caused Dr. Robinson to bring out his idea. For years he had studied the question.

HUNTED FOR A NEW SECRET

Trained for the ministry, Dr. Robinson did not believe the doctrines taught him so he took up an independent scientific and Biblical research with the result that he formulated a philosophy of life



DR. ROBINSON

which he believes comes far nearer to the truth than the old creeds and traditions that have been handed down from time immemorial. Thousands now believe in his philosophy.

There was a time a few years ago when the doctor was working in a drug store in Moscow in order to support his wife and family. One day his deliberations seemed to have reached a conclusion. He went to his study and began to write. Hour after hour he kept at the work, forgetting food and sleep. After 36 hours his work was completed.

BUSINESS MEN HELPED HIM

The new book, "Psychiana," was immediately sent to Washington for copywriting.

But the doctor had no funds except his drug store salary. Business men of the city backed him, raising a fund of \$2500 to start the work that would carry the new idea to the world. A page of advertising was purchased in a national announcement. So great was the response that within a year Dr. Robinson's teachings were going into 67 different nations and today they reach 74.

Dr. Robinson and his friends did not think at first that the work of distribution would be very hard. He continued to work in the drug store by day and attend to the mailing by night. But the requests for his teachings came in by thousands so that now he must keep from 10 to 15 people steadily employed in the mailing department alone. Envelopes are purchased

by the quarter million and paper in five ton lots.

PERSONAL MAIL IS HEAVY ONE

Last year he purchased a quarter block in Moscow and today in his home is a pipe organ from which he derives much pleasure. He owns a fast car.

His personal mail is so heavy that he is unable to personally sign all the letters.

The new work brought on the issuing of a monthly national magazine and the writing of three books which have had a phenomenal sale. They are "America Awakening," "The God Nobody Knows," and "Secret of Realization." Thousands of members are joining his brotherhood. Dr. Robinson is a Fellow of the American Society for Psychical Research and a member of the American Association for the Advancement of Science.

SELLS SHARES TO INVESTORS

He receives more telegrams than any one man in the Inland Empire and his services are in great demand for lectures, which of course, he cannot fill because of his heavy duties at Moscow. He has three different doctor degrees, one of Divinity, another of Philosophy and another of Psychology.

"A religion that can be a comfort and happiness to mankind must aid in solving the problems of the human race," said Dr. Robinson. "Men and women want success, materially, in happiness and in health. Promises of a life of ease after death do not fulfill the desire of mankind. Psychiana's teachings assure three facts."

In order to further facilitate distribution of his teachings, Dr. Robinson is issuing a series of shares to investors. These shares are pledged to pay dividends twice yearly. An advertisement in another part of this issue tells his story.

GROWS FROM ONE WORKER TO 22 IN PERIOD OF ONLY FOUR YEARS

Moscow Review, Nov. 24, 1933
New Building on Third and Jackson Marks Four-Year Growth of "Psychiana."

The announcement of construction of a new one-story brick building on "Psychiana" property at Third and Jackson, taking the place of the present building which was formerly occupied by Short's funeral home, brings to mind the start of the institution four years ago.

Dr. Frank B. Robinson, trained for the ministry but working in a drug store as a registered pharmacist, doubting the older doctrines, coupled the known discoveries of science with psychological laws, and formulated a philosophy of life which appeared reasonable, true, and which could be applied by all in everyday life.

Form Corporation.

Having no money for the spread of this philosophy, he borrowed small amounts from Ned Phillips, George Benson, Oscar Anderson, and Elmer F. Anderson, now business manager of the Robinson interests. The small corporation formed then paid 125 per cent dividends in four years. Last summer Dr. Robinson bought up at a premium all the stock and dissolved the corporation.

After having the course printed, there was enough cash left to pay for one advertisement, which brought in \$13,000 of business. In one year the courses were going into 67 countries. Dr. Robinson, when he started, wrote all the advertisements, and still does so.

Worked at Night.

When the corporation started, Dr. Robinson worked in the drug store and mailed at night. All directors of the corporation worked at night in the first office, a little room in the Urquhart building. It soon became necessary to hire a girl and then Dr. Robinson worked with it half-time, finally devoting all his time to "Psychiana."

Six months later "Psychiana" was moved to the building now occupied by the Queen City Printing company, and a year later the corporation bought the quarter block which is the present property. They were then employing six workers.

Build New Office.

Now with the building of the new office, over 4000 feet of floor space will be available for the 22 employees of "Psychiana." Two multigraph machines are used and a large volume of printing is done by the Review Publishing company. More than 25,000 pieces of printed literature is sent out daily, and one ton of paper is used every two weeks. Students now number 150,000.

The payroll of all the Robinson interests in Moscow—Cap's Drug Store, University Pharmacy, Review Publishing company, and "Psychiana"—is now about \$40,000 a year, and an annual business of several hundred thousand dollars is transacted.

Dr. Robinson has recently been in correspondence with world leaders, including President Roosevelt and Mussolini.

More than \$100,000 is now being spent for national advertising. "Psychiana" and associated enterprises have often been called the largest commercial asset Moscow possesses.

Spokesman-Review, June 8, 1933

MOSCOW TO HAVE NEW NEWSPAPER

Psychiana Owner Buys and Will Move Elk River Plant—W. T. Marineau in Charge.

MOSCOW, Idaho, June 7.—Dr. Frank B. Robinson, owner of Psychiana, a Moscow institution, has purchased the plant and good will of the



Dr. Frank B. Robinson.

Elk River (Idaho) News from W. T. Marineau, a state senator 14 years, previous to the last election.

The News plant will be moved to Moscow, where Dr. Robinson also owns two drug stores and a hospital. It will be used to publish matter for Psychiana, most of the business of which is carried on by mail, and for publication of a new weekly, the Moscow Herald. It will continue publication of the Elk River News and will give Bovill, Idaho, weekly newspaper service. Mr. Marineau will move to Moscow and continue in charge of the plant's operations.

The equipment will be housed in a quarter block owned by Dr. Robinson's interests. The plant is one of the best equipped weeklies in Idaho. It has two linotypes, four platen presses, a cylinder press and many other items.

"Psychiana—A New Religion"

By CLIFFORD M. DRURY

THERE is a big signboard along the road which comes into this city of mine from the south. On this signboard one can read the following message: "Moscow, Idaho—Known the world over as the home of Psychiana—the New Psychological Religion."

Dr. Frank B. Robinson, the founder and promoter of this new religion, came to Moscow in the spring of 1929 and worked in a local drug store as a licensed pharmacist. I met him and his family soon after he came, and have known him intimately these intervening years. I have seen the movement, which he started in the early part of 1930, grow until it has now reached inquirers in 67 different countries. To date from 125,000 to 150,000 different people have purchased one of his courses, or one of the three books he has written, or are members of his Brotherhood, or subscribe to his magazine.

During the past 30 days (I am writing on May 23, 1933) the advertising bill of Psychiana, Inc., has been in the neighborhood of \$10,000. In one month a full-page advertisement appeared on the back outside cover of a series of magazines which claimed to reach some 13,000,000 readers.

Such a movement has already arrived at such proportions that it deserves to be known and studied by Church people, and especially by ministers. It cannot be lightly dismissed with a sarcastic remark. No matter how violently some of us in the churches may disagree with what Dr. Robinson says and how he says it, still we must recognize the fact that he is reaching tens of thousands of people, all over the world, whom seemingly the churches are not reaching. Here is a new religion in its infancy. Here is a movement that has just been born which may rank in the very near future with such movements as Christian Science.

Letters in increasing numbers are coming to the pastors of the various denominations in Moscow asking for information. I have received my share. I feel therefore that the time has come for a fuller and more detailed knowledge of this new religion to be given to the readers of the religious press. I write from my own personal knowledge of Dr. Robinson and also from a signed statement which he gave me, at my request, in which he summarized the history and present extent of Psychiana. I do not write to pass judgment, but rather to give the facts as impartially as possible.

Let us first look at the man himself. Frank B. Robinson was born in New York City 48 years ago. His father was a Baptist minister who moved with his

family to the north of England several years after Frank was born. It appears that the father was severe in his discipline and that as the son grew older he resented the treatment received in the home. The boy had a deep religious nature which bordered upon the mystical.

In his teens, the young man left England for Ontario, Canada. He put himself through a school of pharmacy in Toronto and by 21 was a registered pharmacist. While in Toronto his interest in religion continued. He became a member of the Alexander choir. In Toronto, also, he attracted the attention of Elmore Harris, who at that time was president of McMaster University and was both the controlling and the financial impulse behind the Bible Training School in Toronto. Dr. Harris urged Robinson to study for the ministry, and by assisting in a financial way made it possible for him to go through McMaster University and the Bible Training School.

He was ordained to the Baptist ministry, and for some six months was engaged in evangelistic work. However, due to the doubts he had regarding many facts of the Christian religion, Robinson gave up the active work of the ministry. Dr. William James, the famous psychologist of Harvard, had been invited to give the graduating address to the class of McMaster University to which Robinson belonged. This contact led to a friendship which lasted for many years. It prompted Robinson to study psychology.

His study of psychology finally led him into the study of metaphysics. For three years, 1915-18, he attended the College of Divine Metaphysics at Indianapolis, from which institution he received the degree of doctor of divinity and, recently, the honorary degree of master of science. Previously he had received the D.D. degree from McMaster University.

He has traveled abroad, during which travels he visited Palestine. In 1919 he married the daughter of Circuit Judge Leavitt of Klamath county, Oregon, to which union two children have been born, Alfred, age 10, and Florence, age 2. For several years he lived in southern California. Always there has been in him a deep religious interest. At various times he was active in Sunday school work and Christian Endeavor, and assisted in evangelistic services. He was moved by a restless urge to find a religious experience which satisfied. He received baptism a second time from Dr. W. B. Hinson, pastor of the White Temple in Portland, and for six months or so following that experience he showed renewed interest in the Church.

And yet even while working in and through the organized Church, there was with him an ever-growing conviction that many of the methods and practices of the Church were both false and futile, and that many of the Christian doctrines had no claim for uniqueness, in that they existed, he became convinced, in other religions before the birth of Jesus.

As to his beliefs, in spite of accusations to the contrary, he is a firm believer in God. To him God is

■ The author of this non-committal description of the spectacular rise of a new cult is the pastor of First Presbyterian church at Moscow, Idaho, who formerly was pastor of the American church at Shanghai, China. He is a graduate of San Francisco Theological Seminary.

a divine spiritual law, which operates under conditions are correct. This God is an all-powerful, ever-living source of all energy. He is not a Christian in the usual sense of that term, in that he disbelieves in such doctrines as the virgin birth, the resurrection and the atonement: Christ was a human being and was nothing more than what we may become; Christ possessed the spirit of God to a larger degree than we do, but not to a larger degree than we may.

As far as the Bible is concerned, it is to him not any more inspired than some other writings of ancient or modern times; it is inspired only as it reveals truth. Dr. Robinson has attracted attention by violent satirical and sometimes abusive attacks upon some Church practices, especially some of those of the Roman Catholic Church. Some of the conservative doctrines of the Protestant Church have likewise been ridiculed. In some instances he attacks doctrines and beliefs which have long been given up by thinking Christians, such as Ussher's chronology which used to be printed in the margins of the old King James version. These attacks have served to attract many to his following.

In the summer and fall of 1929, while he was working in a drug store in Moscow, the idea came to him of writing out his philosophy of life and his conception of religion. Gradually the idea took form, and evolved into that of writing a course in the psychology of religion and of selling it through a nationwide advertising campaign. So the first course of lessons was prepared and mimeographed.

He felt that he needed \$2,000 to get his plan started. This money he succeeded in borrowing from a small group of Moscow citizens. It is interesting to note that the original stockholders have received to date 115 per cent return on their investment, besides the compensation which Dr. Robinson himself has received. The corporation is now paying him \$500 a month. The present value of the holdings of Psychiana, Inc., makes the stocks worth many times the original investment.

As a result of his first advertising venture some \$13,500 came in for the series of lessons, which sold for \$27.50. Before long, Dr. Robinson gave up his position in the drug store and devoted his whole time to the cause. A second series of lessons followed the first, and now he is writing a third advanced series. He has written three books, and issues a new lesson every two weeks to the members of the Brotherhood. The 46th lesson in this series has just been written. In addition he began a monthly magazine, all of the articles of which he writes himself. This magazine is now a quarterly.

He began with one stenographer, in a rented room over a grocery store. He soon moved to an empty store building, and now Psychiana, Inc., owns a quarter-block in the heart of the city and a big building in which a staff of from 15 to 20 girls is busy caring for the exceedingly heavy correspondence. To date he has already made 146,329 separate sales of books,

courses, magazine subscriptions or Brotherhood memberships. His present list of active students totals 26,384. He claims to have sent out at least 3,000 free series of lessons to students who were unable to pay. He has 9,432 enrolled in "Psychiana Brotherhood," and has more than 7,000 subscribers to his magazine.

One of the unexpected developments of his teachings was the call for his assistance in faith healing. Telegrams and long distance telephone calls began coming in by the score. Now rarely a day passes on which some appeal does not come beseeching him for his prayers in healing. So many visitors came to Moscow to see him that he had to advertise for them not to come, as they interfered with his work. Frequently he takes long trips to see some particular patient whose case has excited his sympathy. He now drives a fine Auburn twin-six car.

A new development of the movement which is just now taking place is the establishment of a clinic in Moscow to which all of the sick people are invited to come. In this clinic there would be some of the finest medical and surgical talent available. He expects to have here a big hospital in the very near future. He advertises this clinic to be "a private institution devoted to the ethical and scientific practice of medicine and surgery as an adjunct to the healing power of the Spirit of God." Already a prominent and well-trained surgeon, Dr. Charles F. Magee, is associated with him in this movement. One hardly dares prophesy what this may develop into. Probably the majority of his students are people who are seeking physical healing.

His files are crowded with letters from admiring students all over the world who testify of their own accord to the benefit which they have received from his teachings. He has had correspondence with such world leaders as our President, Franklin D. Roosevelt, and Mussolini.

His is an individualistic religion. He is not much interested in the social application of the principles which he teaches, believing that the individual who understands his teachings will automatically apply them to everyday life. Even though it may appear from some of his writings that he has no use for the Church, I know from my own contact with him that this is not altogether the case. One of the characteristics of his writings is the seemingly contradictory nature of parts of them. While critical of the organized Church and even while prophesying its coming doom, still he feels that there is a place which it should fill in society.

He is both greatly hated and greatly loved. He is a man of unusual vitality and endurance. He is a good executive and a born advertiser. Not long ago, in recognition of his unusual advertising methods, he was called to New York to address a meeting of national advertising men. So far he is jealously guarding the use of the name Psychiana and is forbidding any unauthorized person to go out on a lecture platform under this advertised name.

Surely here is a movement of which we in the Church

should take cognizance. Some of his criticisms of the Church are justified. Even though many disagree with him frankly and emphatically on many points, still we must recognize that he is giving to thousands just what they want. The sign on the signboard south of my city states the truth when it tells all who read:

"MOSCOW, IDAHO
Known the world over as the home of
PSYCHIANA—THE NEW PSYCHOLOGICAL RELIGION"

Our Introduction

The ownership and management of the Moscow Review and Shopping Guide is happy to present to the residents of Latah and surrounding counties this first edition of this newspaper. We believe its reception will be very warm and welcome. As the advertising columns of this and forthcoming issues will show we have a few friends in Moscow and surrounding territory. Mr. Marineau, the Editor and General Manager, has asked the owners of this paper to write a brief statement of policies etc., and speaking for the owners I am happy to do this. The newspaper and printing plant of Mr. Marineau was purchased from him primarily because the printing bills of our other interests warranted the owning of a complete printing plant. Last year many thousands of dollars were spent by us for printing, and the rapid growth of our other business interests has made our own printing plant advisable.

The ownership of this paper believes that there is a need for a suitable periodical which will cover the entire trade territory. A meeting was recently held by the business men of Moscow, the object of this meeting being to find some way to cover the trade area adjacent to this city. The Review will meet that need. This edition is going to over 5000 homes, and that we believe is a greater number than is covered by both other Moscow papers combined. Consequently the advertiser with us will receive a greater coverage than can be obtained elsewhere, and he will not be compelled to pay double for this coverage. Moscow can be made a wonderful trade center, for few cities in Northern Idaho have anywhere near the attractions Moscow has. The University is a wonderful drawing card. The rich farming area adjacent to this city is practically unequalled for the richness and assurance of its crops, and the ownership of this paper will do its level best for Moscow. It will boost for Moscow. It will boost the business men. It will boost the farmer. The owners of this paper have probably done more to put Moscow on the map both nationally and internationally than any other single interest here. We like Moscow and we want Moscow to like us.

And we believe the people of Moscow and Latah County appreciate this to the full. Our monthly pay-roll here is considerable, and mostly all local people are employed. Our Post Office expenditures have been sufficient to keep Moscow a first class Post Office.

We have ever been, and still are ready to donate freely of our time and means to the interests of this community.

In Mr. Marineau we have succeeded in obtaining one of the most progressive and competent newspaper men in Idaho. He is recognized as such. In the State Senate many years, Mayor of Elk River at the present time, County and Road Commissioner in addition to that, we know that the policies of this paper are in excellent hands. And we shall be satisfied to leave them there. The owners of this paper have neither the time nor the inclination to personally edit or supervise the paper, and Mr. Marineau will have a full and unhampered hand in directing its policies. Coming to Moscow with the confidence and respect of a host of people, under the guidance of Mr. Marineau, or "Bill" as he is commonly known, we shall rest in assurance of a brilliant future for the paper.

We are here to fight no one. Our editorial policy will be peculiarly our own. We shall defend what we believe to be right and shall denounce what we believe to be wrong. We shall respect the opinions of others, at the same time having opinions ourselves. In other words, while this paper will enter into no controversy with anyone, it will have a backbone of its own, and will not hesitate to fearlessly stand up for the right; nor will it hesitate to stand up for this community. Moscow can have a wonderful future. The ownership of this paper has a campaign planned for this fall whereby Moscow will probably be one of the best advertised, if not the best advertised city in America. We shall spend \$100,000 doing this. With a united effort of the business and agricultural men, Moscow might easily be a city known for its activity and business success throughout America.

Now in conclusion, the ownership wishes to personally thank the business men of Moscow for the amazing response in advertising this first issue has received. We are not so much interested in your money as we are in your good will, and if this first issue isn't a demonstration of good-will then we have never seen one. We thank every one of you from the bottom of our hearts, and you can depend upon it, this advertising will pay you many times over. If you have news items you want published, send them in, and we will try to insert them correctly. If you know of anything you think will be a benefit to our city-- let us know, we will stand behind you, for a prosperous, united Moscow and Latah County.

Frank Robinson

CELEBRATE FIFTH BIRTHDAY IN NEW HOME

"Psychiana" Invites Public to Inspect Its New Home

News-Review
March 9, 1934

March 12 to 17.

"Psychiana" New Philosophy of Life.

"Psychiana" is designed to enable men and women to go into working partnership with the spiritual realm, thereby making their lives happier, healthier, and more successful. The teachings of Dr. Robinson are based upon the existence of a divine spiritual power, which power is the creative intelligence behind this universe.

The movement started five years ago and teaches a philosophy of life which appears to be logical, reasonable, and spiritual in its essence. This new philosophy did not spring into existence over night, it was the result of many years of intensive thought and research in the realm of religious philosophies. Dr. Robinson teaches that a correct understanding of spiritual law is all that is necessary to save the human race from its ills, its heartaches, its discouragements and its disappointments. To him the existence of the realm of God is the most vital thing in the universe. Quite naturally, "Psychiana," a new religious philosophy, is different. It discards much of tradition and replaces this with a vital living spiritual universe.

Expanded Rapidly.

At the beginning of this movement a very small office was rented from which to carry on the work. Inside of a few months, larger quarters were made necessary by the spread of the teaching. Again larger quarters soon became necessary, and two years ago a quarter of a block at the corner of Third and Jackson streets in Moscow was purchased and the two-story frame building on it was occupied. The movement, however, continued to grow, and at the present time "Psychiana" is occupying its new home. The new home adjoins the old frame building, and has about 4000 feet of floor space.

Visitors Welcome.

During the week of March 12 to 17, "Psychiana" is commemorating its fifth birthday anniversary and the opening of the new home by cordially inviting the public to visit them. Visiting hours are from 9 a. m. to 12 noon, and from 1 p. m. to 4 p. m.

DR. FRANK B. ROBINSON



Frank B. Robinson was born in New York City 48 years ago. His father was a Baptist minister and moved with his family to northern England several years later. In his teens, Frank left England for Ontario, Canada. Later, in Toronto, he put himself through a school of pharmacy and at 21 was a registered pharmacist. While in Toronto he attracted the attention of Elmore Harris, president of McMaster university. Dr. Harris assisted in a financial way, and made it possible for Robinson to go through McMaster university and the Bible Training school.

He was ordained to the Baptist ministry, and spent some time in evangelistic work. Through the acquaintance of Dr. William James, famous psychologist of Harvard, Dr. Robinson was prompted to study psychology.

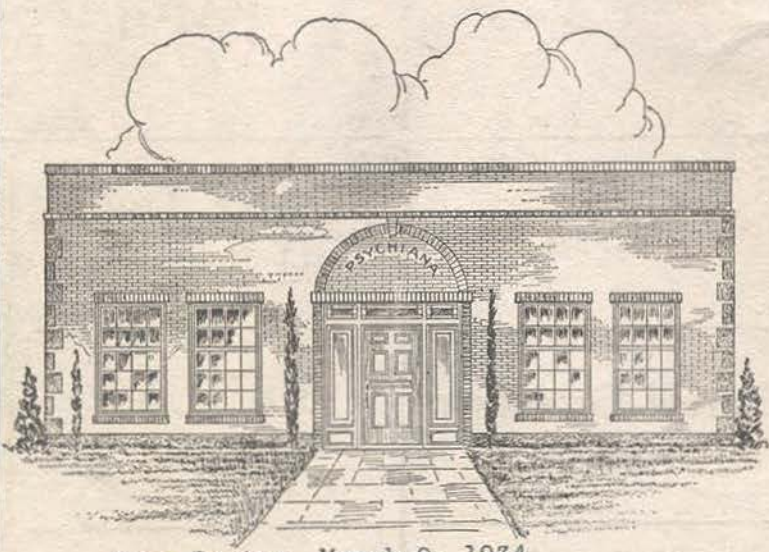
In 1919 he married Pearl Leavitt, daughter of Circuit Judge Leavitt, of Klamath county, Ore. Dr. and Mrs. Robinson have two children, Alfred, 11, and Florence, age three.

Built With Local Materials and Labor.

The new home of "Psychiana" is a beautiful one-story brick building facing Third street near Jackson. The building is the result of Moscow labor and local products. Howard Baker, a Moscow designer and builder, built the structure, using local materials wherever possible. The brick was furnished by the Moscow Fire Brick company, a product made in Moscow from local clay. The lumber was furnished by Potlatch Yards, Inc., and the Madison Lumber and Mill company. The heating and plumbing was installed by the C. M. Wilderman Heating and Plumbing company, the electrical wiring by R. Oldenburg, the electrical fixtures by the Moscow Electrical company and the painting and paper hanging by the R. B. Ward Paint and Hardware company. Samm's Furniture store furnished Dr. Robinson's private office with a specially made El Dorado desk and chair to match, and a desk and chair for the sec-

retary. The floor is covered with a beautiful Wilton rug from the same store. Creighton's furnished and hung the window shades and drapes. R. J. Moore Cabinet shop made and installed the office furniture and cabinets. Only local labor was used in the construction of the building. The Anderson Sheet Metal works supplied the sheet metal work.

New Home of "PSYCHIANA"



News-Review, March 9, 1934

THE NEW HOME OF "PSYCHIANA" just completed and to be opened to the public March 12 to 17. This building was built by Moscow labor by the firms and individuals whose best wishes appear on this page. Moscow and local products were used wherever it was possible to do so. If the material was not available locally, some local firm benefitted from an order.

The entire movement of "Psychiana" and the building of the new home will continue to benefit Moscow and Moscow business firms to the tune of many thousands of dollars each month.

News Review 3/16/34

DR. ROBINSON SENDS THANKS FOR BUSINESS COOPERATION

Below is a letter received at the News-Review from Dr. Frank B. Robinson, expressing his gratitude for the cooperation and friendship of Moscow business:

"My dear Mr. Marineau:

"May I take this opportunity of asking you to express to the merchants of Moscow, through the columns of the News-Review, my heart-felt and deepest gratitude and appreciation of the wonderful friendly spirit shown toward me during the past week.

"With very few exceptions, every business house in Moscow was represented in your Special Anniversary issue last week, and I confess that such friendship and cooperation was more than I had expected. Kindly convey my personal thanks to the business men of Moscow and elsewhere, who made this special edition possible.

"I should like also to thank the many firms who sent such a quantity of beautiful flowers down to us on our opening morning. I appreciate all these friendly gestures and wish to say to these good business men, so many of whom have expressed their appreciation and friendship toward this movement of mine, that I shall do everything I possibly can for them and for the city of Moscow. I wish also to thank the Elks' lodge for the beautiful flowers they sent.

"I have been approached more than once by representatives of other communities regarding the moving of "Psychiana" elsewhere, but I have turned a deaf ear to all such suggestions and you may tell the business men of Moscow for me, that "Psychiana" will stay right here, and we hope to continue to do our little part in building up a better and bigger Moscow.

"Most sincerely yours,
"FRANK B. ROBINSON."

Interesting Facts About 'Psychiana'

News Review 3/9/34

There are many interesting facts about "Psychiana" that few people realize are possible to be true in such a small community as Moscow. The amount of work involved, the tremendous amount of supplies used every day, the large amount of mail prepared each day and the equipment necessary to make this possible.

An extremely interesting fact for those who are interested in spreading the news about Moscow to the world is that "Psychiana" advertising carries the name and fine points of our community to every country in the world in as many different languages. Placing the name of Moscow, Idaho, before so many people, even in the United States, if such were possi-

ble, would cost the chamber of commerce hundreds of thousands of dollars.

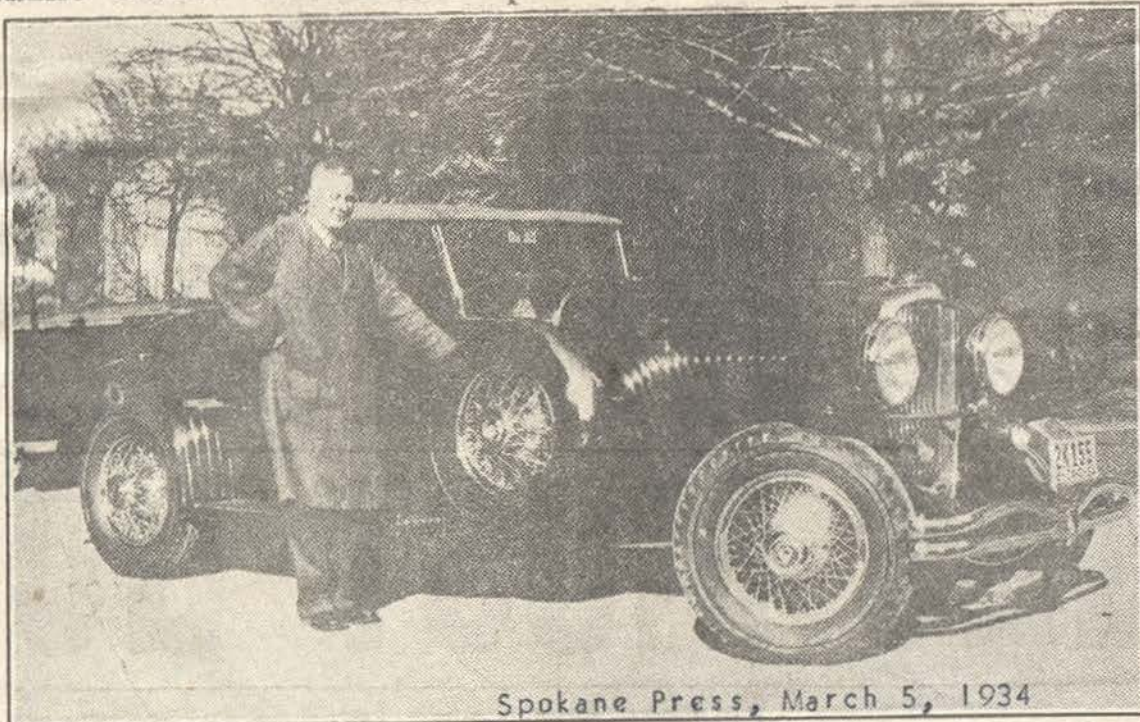
"Psychiana" lessons are mailed to 74 countries scattered all over the world.

The thousands of dollars spent here each month and year by Dr. Robinson and "Psychiana" come to Moscow from outside. Everyone in the community benefits either directly or indirectly from the spending of this money.

Since the first of this year over 1,000,000 envelopes have been ordered and at the present time there is an order for 1,000,000 more.

The Elliott addressing machine is the latest addition to "Psychiana" equipment. It is capable of addressing about 3500 envelopes or letters an hour. Stencils for the machine are ordered by the quarter million.

Idaho Citizen Owns Most Expensive Automobile in All Northwest



Spokane Press, March 5, 1934

Dr. Robinson and his new \$16,000 car

It's a fast-growing city, is Moscow, Idaho, and folks there are looking for it to be "some punkins" as time goes on. Now its leading citizen, Dr. Frank B. Robinson, gives it the distinction of being the town that has the fastest, most powerful and most expensive car in the entire northwest.

Dr. Robinson has just accepted delivery of a new Duesenberg convertible coupe. The car cost \$16,000. It was ordered by Dr. Robinson last spring. It is powered with a 320-horsepower motor and is of the regular racing type except for body.

The car is finished in jet black

with chromium steel wheels. It has a speed of 129 miles per hour and is equipped with a supercharger. It makes 10 miles to the gallon of gas. It is entirely hand made even to the motor. It is the only one of its type in the entire northwest.

"It may seem like extravagance to purchase such a fine car," said Dr. Robinson today. "But I don't believe it is. The trouble with this country now is that there have been too many money-savers.

"We have had so much chiseling of price and quality that the depression has been, in part, a result. If people who COULD spend

more, would ask for finer craftsmanship, would put their dollars rolling on the highway of industry, business would get better and more men would get jobs and everybody would be happy. It's craftsmanship paid for with honest dollars that makes good times."

Dr. Robinson and his staff recently moved into a new brick building. Eight new people were taken on, making a total now of 43 employees, 15 of which were taken from the Northwestern Business college in Spokane. Records from the postoffice at Moscow show an increase of 43 per cent, much of which is due to the extensive business of Dr. Robinson.

DUESENBERG CAR TO LEAD PARADE

March 14, 1934

A \$16,000 Duesenberg straight eight, convertible roadster—said to be the highest priced car purchased by an Inland Empire resident in recent years—will lead the "parade of stunts" of the Silver Festival, Style and Auto show Thursday evening. Later in the evening it will be displayed with other 1934 model cars in the auto show on Sprague avenue.

Mayor Leonard Funk and Harry T. Levinson, general chairman of the Silver festival, will ride in style in the oversized car at the head of the line of march.

The car was received today by the Roy E. Hotchkiss company for delivery to Dr. Frank B. Robinson of Moscow, Idaho. It will be on display for a few days at the company's showrooms at Second and Madison.

"Duesenberg cars are built to the buyer's order," said Mr. Hotchkiss. "The list price on the chassis, which has a 153 $\frac{1}{4}$ -inch wheelbase, is \$9500. The body of each car is designed especially to suit the buyer's desires.

"From a standing start, the car can attain a speed of 100 miles an hour in 60 seconds. It holds a speed record of 156 miles an hour. The chassis lubrication is entirely automatic. The Duesenberg was the first American car with four-wheel brakes, and was the first straight eight."

IDAHO'S PROPHET OF NEW GOSPEL GOES FAR IN BRIEF FIVE YEARS

It's a world of astronomical figures, of thousands and hundreds of thousands, which Frank J. Robinson, founder and proprietor of Psychiana, inhabits. His automobiles travel two miles a minute; his pipe organ is one of the finest in the world; his travels are in thousands of miles; his readers and his disciples have by their mail made Moscow a first class post-office.

This prophet of a new gospel—the gospel of the will to power—stopped off in Boise Tuesday night and Wednesday morning on a flying trip, bringing with him an attraction which proved more potent to curious Boiseans than the physical presence of the master—a \$16,000 Duesenberg custom-built sports roadster.

The fabulous automobile has a top speed of 130 miles an hour (though Dr. Robinson says he's never driven it more than 115.) It will go from a standing start to 100 miles an hour in 20 seconds. It has every conceivable device for comfort, safety and driving convenience built in—including a huge siren to warn the folks far ahead that the Duesenberg is coming. For the latter he has a special permit from Governor Ross.

Five years ago Dr. Robinson—Ph. D., not doctor of medicine—was a struggling drug clerk with scant income and no prospects. He was, however, a firm believer in the doctrine that what any man wanted hard enough he could get. It required, he felt, only moral courage. He therefore resigned his job, perfected his philosophy, and with the financial backing of a small group of Moscow men put his idea on the market.

As a result his system, he says, now is sold in 67 countries. His monthly postal bill at Moscow is \$6000, or \$200 a day. He speaks to clubs, to lodges, to luncheon groups, all over the country.

"But I never make an address except on request," he confided. "I am not running a traveling medicine show—free lecture and sale of remedies. I believe my system has what is needed to revive a spiritually dead world, and on that faith I have proceeded. And I have a goal—to make my philosophy the means of help to everyone in the world who is willing to try it."

Dr. Robinson is of medium height, sturdily built, with a smooth, unwrinkled face, deep-set blue eyes, a pleasant smile and an assured voice. He confesses to 50 years; and looks 40. His conversation is not that of the evangelist or inspired prophet, but the entertaining, salty talk of a man of the

world. He has the mannerisms of the successful super-salesman; the easy, unaffected bearing of the individual at home in any company; and the not surprising wonder and pride in his own achievements which, far from being offensive, seems the natural concomitant of his philosophy.

Spokane Press
Sept. 28, 1934

To Play Organ on KGA Sunday



Dr. Frank B. Robinson, noted Moscow (Idaho) psychologist and founder of Psychiana, who will present the first of a series of pipe organ recitals Sunday night from 8:30 until 9 over radio station KGA. Dr. Robinson himself will be at the console.

Old sacred melodies will be featured exclusively on the programs, which will be continued through the winter on KGA at the same hour each Sunday.

Rifles and Bayonets Dominant in Europe

Idaho Writer Declares Dictator Ruination of Nation

By A. C. HOLLOWAY

Seized at one stage of his journey by Italian soldiers, spied upon by Premier Mussolini's police agents and most of all opposed to rule imposed by rifle and sword, Dr. Frank B. Robinson, noted Idaho psychologist, stopped in Portland Monday after a 10 weeks' tour of Europe and the nations of the Near East.

Dr. Robinson was in Berlin the night Premier Dolfuss of Austria was assassinated. He conversed briefly with the Prince of Wales, toured Russia by plane and tried to get out of Egypt with some souvenirs from the mummified relics in the Egyptian pyramids.

"I am more firmly convinced than ever that the system of absolute dictatorship that is sweeping Europe will be the ruination of any country that has it," Dr. Robinson declares. "For there can't be dictatorship without the rifle and the sword.

"In Germany all the sentiment is professedly Hitler. But the people there don't dare support anyone else.

"It's the same thing in Italy. People will tell you what great work Mussolini is accomplishing, the fine highways he is building, the hydro-electric developments he has made possible.

"But everywhere you turn in that country there are soldiers with bayonets and rifles.

"They don't know what freedom means. At the railway stations, at the docks and along the streets there are soldiers to watch your



Dr. Frank B. Robinson greeted by his son Alfred, II, after tour of Europe and near east.

every action and police agents in plain clothes to spy upon you. Fear rules the nation and a pov-

erty we can't even comprehend prevails among the lower classes in these dictator-dominated nations.

"At one of the Italian ports I was waiting to get on a boat to cross the Mediterranean. There were guards armed with rifles and bayonets at the bottom of the gangplank and at the top.

"Some man approached and started a colloquy with one group of guards. After much gesticulating and argument they finally let him pass.

"He walked up the gangplank. At the top he was accosted again. This time the words exchanged were brief. A guard floored him with one wicked punch, jerked a dagger from his belt and stood over him ready to stab him if the man showed any more resistance.

Had No Pass

"I asked an Italian here what it was all about. The man who tried to get by the guards was one of the owners of the boat. He wanted to go aboard for a conference with the captain. His only offense was that he had neglected to get a government pass."

On board this same boat Dr. Robinson struck up an acquaintance with the only Italian who could speak English. Their talk veered to Mussolini. The Italian described in glowing terms all the accomplishments of the dictator.

"Yes. But what have you got with all that? When all is said and done, you are worse off than the slaves ever were in America," Dr. Robinson inadvertently blurted out.

His companion deserted him and at the next Port Dr. Robinson was seized by a corps of Italian police for questioning. Only a diplomatic passport in his possession spared him further embarrassment. His companion, it turned out, was a secret police agent of the Italian government.

Camera Starts Trouble

At another Italian village, Dr. Robinson pulled out his camera and started shooting a picture of what he thought was monastery on a hill several miles distant.

Soldiers leaped upon him and took him in custody. After an appeal to American authorities, he was released. The monastery he thought he was photographing was an Italian artillery camp on a high promontory.

"I tried to explain to them that there was no hope of my discovering any of their military secrets from a photograph taken at such distance. But my arguments were futile."

Dr. Robinson returned to the United States with the observation that he would "rather be on the charity lists in this country than in any of the nations of Europe, except Great Britain, on a pension of \$100 a day.

Great Britain, he says, is on its feet financially and appears to be prosperous. He said he saw no signs of unemployment in that country.

Dr. Robinson is the founder of Psychiana, Psycho-religious school of Moscow, Idaho. His institution was founded six years ago and now has 400,000 students in 74 countries of the world.

"My first advertisement in The Portland News brought me replies from 3 per cent of the newspaper's paid circulation, a record never before equalled in newspaper annals."

The News-Telegram is the only newspaper advertising medium used in Portland by the psychologist. He is the author of seven books, written within the last four years, and is now publishing an autobiography in his own publishing plant at Moscow, Idaho.

He is a life member of the American Society for Psychical Research and a member of the Association for the Advancement of Science. He is also a member of the national democratic committee's advisory council.

Dr. Robinson was the principal financial backer of Mayor Willis Mahoney of Klamath Falls who opposed Gen. Martin in the gubernatorial primaries.

Talks on Psychology Popular



DR. FRANK B. ROBINSON, author-lecturer, heard on MacGregor and Sollie affiliated stations in programs called "Psychiana."

'PSYCHIANA' IS NOW HEARD AS RADIO FEATURE

Psychology Talks by Dr. Frank B. Robinson Are Being Released Over Many Stations

"Psychiana."

The radio audience in all sections of the West is hearing about it more and more.

It is a coined word created by Dr. Frank B. Robinson, Ph.D., D.D., M.S.C., world traveler, author and lecturer, whose psychology talks have been recorded by MacGregor and Sollie studios in San Francisco and are being released on dozens of radio stations.

Psychiana is the philosophy and viewpoint on life that Dr. Robinson has evolved. For many years he spread this philosophy to the people via the newspaper and magazines. And now he has adopted man's latest means of dissemination — the radio — to bring his message to the public.

BOOKS ON SUBJECT.

Dr. Robinson has written a number of books which contain startling revelations in the psychological field. It was the tremendous demand for these and for his magazine and newspaper articles that prompted him to test out the radio.

Last fall he came to MacGregor and Sollie Studios and made a small series of electrical transcriptions in which he expounded his beliefs and augmented his talking with occasional dramatizations and some music. He placed them on a group of stations in different sections of the west. They were an instant success. And so he returned recently to make an extensive series of the same type of program.

Inasmuch as Dr. Robinson hails from Moscow, Idaho, his radio venture naturally has brought recognition and fame to the town almost over night.

The father of "psychiana" is an accomplished musician and has a large pipe organ in his study at home.

In addition he owns his own newspaper at Moscow, a complete printing plant, bindery, photo engraving department and electrotype establishment.

He is a member of the American Association for the Advancement of Science and a fellow of the American Society for Psychological Research.

STARTED AS CLERK.

Besides the newspapers and magazines throughout America that use Dr. Robinson's articles, every newspaper in Great Britain is now running his material.

Dr. Robinson is recognized as one of the world's best posted and most brilliant psychologists.

In his series of radio programs which were electrically transcribed by the San Francisco studios of MacGregor and Sollie, Dr. Robinson engaged the services of one of the foremost producers in radio today to direct his productions. That man was John Eugene Hasty. Dr. Robinson's magnetic personality, plus his ability to be entertaining on any subject so many know so little about, has resulted in his radio programs being extremely interesting and engaging.

Dr. Robinson was educated at the University of Toronto, Canada. He started his career as a drug clerk in a small pharmacy in Moscow, Idaho.

IDEAS WON FAME.

He was an intellectual type and drug clerking didn't fit him at all. He read and studied at every spare moment. Finally he evolved on the idea of "Psychiana." Soon his writings were being printed in the newspapers. Later the magazines clamored for them. His brilliant outlook on life and intelligent solutions of many of life's problems which he unfolded in rare literary style in those periodicals achieved for him a rapidly growing audience and fame.

Radio is now adding to that fame.

Dr. Robinson's Psychiana program is only one of scores of features being turned out by the MacGregor and Sollie Studios for stations throughout the world and for its own affiliated chain in the United States.

The western stations associated with this MacGregor and Sollie Broadcasting System chain include:

KIEM, Eureka, Calif.; KORE, Eugene, Ore.; KTFI, Twin Falls, Idaho; KLZ, Denver, Colo.; KFJI, Klamath Falls, Ore.; KDFN, Casper, Wyoming; KGDM, Stockton, Calif.; KID, Idaho Falls, Idaho; KGHF, Pueblo, Colo.

NEW BUILDING PLANS MADE

News Review May 31, 1935
Work Will Start on
New Structure in
Near Future.

A new two-story brick building, modern in every respect, will be under construction on the corner of Third and Jackson just as soon as the present wooden structure is removed, Dr. Frank B. Robinson stated Wednesday.

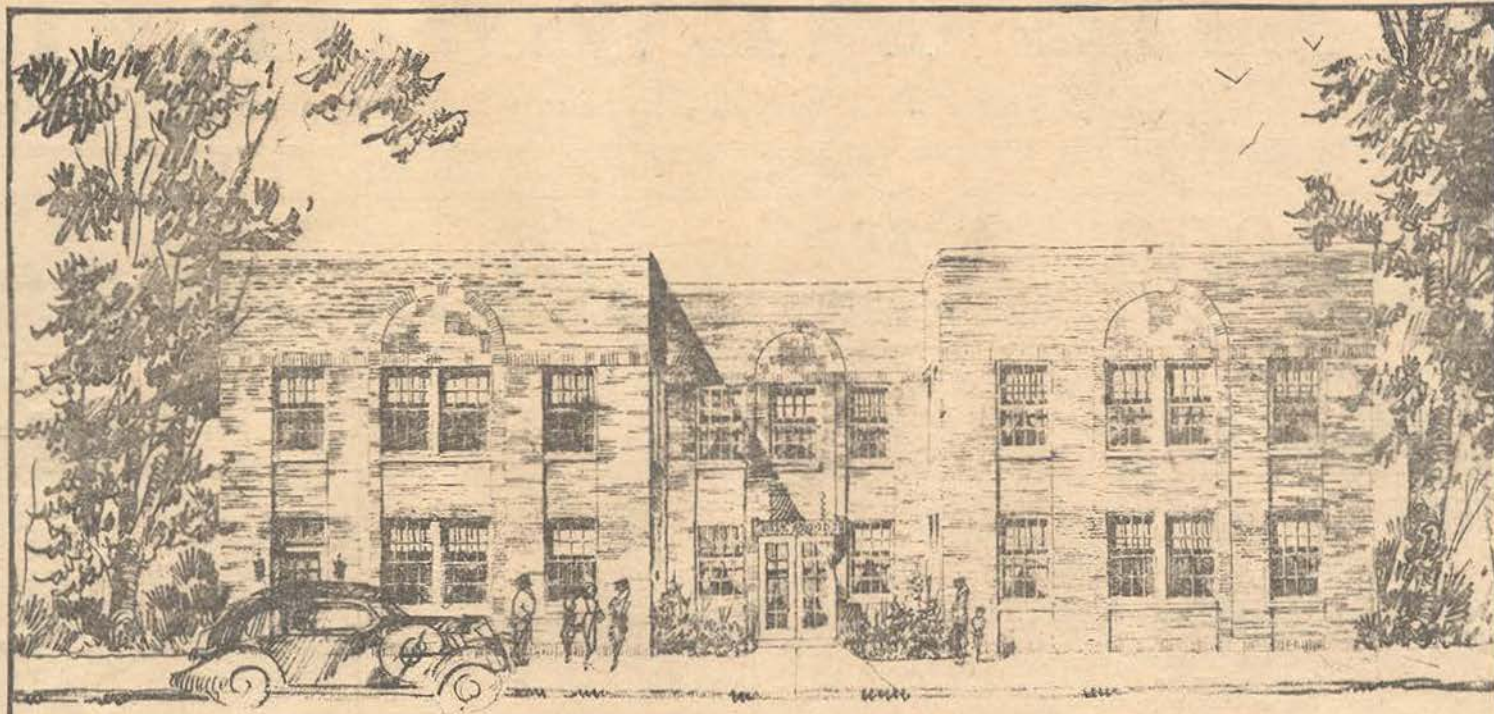
The building will be known as the Robinson Professional building. The lower floor will have two large professional suites and the second floor will consist of seven office rooms and one five-room suite.

All space has been leased for a period of 5 years with the option of the lessee to lease for an additional 5 years. A studio for the News-Review broadcasting station will be on the first floor and transmitter equipment will be stationed outside the city limits. The government now requires that equipment be a certain distance from the center of town.

The building will be modern in every respect with white enamel walls, X-Ray rooms, law library and other modern conveniences found in a professional building. The signed leases for occupancy of the offices are in the hands of Dr. Robinson and he is anxious to get construction under way.

THE NEWS-REVIEW, FRIDAY, JULY 19, 1935.

CITY'S APPEARANCE ENHANCED BY BEAUTIFUL NEW STRUCTURE



ROBINSON PROFESSIONAL BUILDING

The above is an accurate artists' drawing of the new Professional Building now being erected by Dr. Robinson on the corner of Third and Jackson streets. The building will be occupied exclusively by professional men, and will be of most modern construction.

Special brick are being made and imported, and the color scheme of the building is tan. An up-to-date hot water heating system

with automatic control in every suite will be installed, enabling the tenants to set the temperature in their own quarters regardless of the temperature in the adjoining suites.

No accommodations are available in this building as all space has been leased for long terms. It will be completed early in December.

GRAND JURY

INDICTS

DR. ROBINSON

Charge of Making False Statement Preferred by U.S.

News-Review February 13, 1936

Charged with making a false statement in an application for a passport, Dr. Frank B. Robinson of Moscow was indicted by the federal grand jury now in session in Boise.

The passport was obtained by Dr. Robinson before making a trip to Europe in 1934.

Dr. Robinson declined to comment, except to say that the indictment was not entirely unexpected and that any statements would be made "at the proper time."

Bond was set at \$1250 which was posted by two Moscow business men.

The hearing will be held in Moscow before Federal Judge Charles C. Cavanah during the May term of court.

address was scheduled to begin, and the police were called to dispell the crowds which insisted upon gaining admission. This has been duplicated everywhere I have ever been and as I see this marvelous reaction, it impresses me with a sacred sense of my duty, for truly the responsibility is very heavy. Yet, I feel the vision is true and wherever a true vision exists, you may depend upon it that it exists in the mind of someone perfectly qualified to bring the vision out of the Realm of God and into the Realm of reality.

Quite naturally, orthodox religious organizations heap curses upon my head, for they cannot conceive of anyone having any of the truths of God who teaches an entirely different philosophy from the one they teach and I am sorry to say that many very dirty attempts have been made by ministers who profess to know God, and I am also happy to say that these attempts to upset this Movement have never been and never will be successful.

PEOPLE today want the truth of God if that truth can be known. They are sick and tired of heathen and pagan tradition foisted off on an unsuspecting public by preachers and priests as the truths of God. Considerable consternation has been aroused by one of my books, *Crucified Gods Galore*, which book is having a very wonderful sale as, in fact, are the rest of the books.

Our Magazine circulation jumps up on an average of ten new subscriptions every day and I imagine, off hand, that if we include regularly enrolled students, magazine subscribers, Brotherhood members and those who have bought our books, the total will be pretty close to the half million mark.

This has been a lonesome fight and still will be. It has been a hard fight, for just as soon as my programs break on the radio, the different ministerial associations who are very much afraid of me and this teaching, immediately put in a protest, and some station operators seem to have the mistaken idea that those who believe in the story given to us by orthodox theology constitute the majority of the people. However, they are badly mistaken and our attor-

neys are now laying the ground work to go into the federal courts and decide whether any radio station has the right to permit one religious philosophy on the air and forbid another one. I do not believe that any radio station is qualified to pass upon the merits of any religious teaching. Of course, this doesn't upset me too much, because I know the mind and pulse of thinking Americans today and I know that old pagan beliefs and superstitions are not satisfying these thinking people today and they are discarding them just as fast as they possibly can.

This world had better get a new vision of God and the church had better present one, for if ever it was needed, it is needed today. However, in spite of all opposition and in spite of my plain speaking and writing, we continue to grow and the answer to our success may be found in the fact that the new vision of God we are giving to the world is a vision that has long been needed, and a vision which can actually be proven to be true. We do not profess to know all of the truths of God, by any manner of means, but we do try to be true to the vision we have received and we use ourselves as a channel through which the inspirations of the Realm of God as we receive them can be humbly and simply transmitted to others.

I DO not like to talk about myself. The only thing I will say is that I derive much relaxation and pleasure from a beautiful pipe organ in my home, and as the days get busier and busier, I spend more and more time in relaxation at the console of this beautiful instrument.

I notice that your magazine is called *Inspiration*, and if I were asked for a message to your readers, I would say to them that all inspiration comes from the greatest Realm of the Spirit of God, and if the inspiration be followed, no matter what form it takes, your readers may be sure that such inspiration will sooner or later lead them to the realization of their oneness with the spirit of eternal life, and knowing this Spirit and knowing its power, your readers will find that the rest of life's problems will answer themselves.

WIRE HERE FOR POST CARD

SENT BY HAUPTMANN

News Review Jan. 10, 1936

DR. F. B. ROBINSON ASKED TO SEND POSTCARD HE RECEIVED HERE FROM BRUNO

NEW YORK, Jan. 10. (UP)—A sample of Bruno Richard Hauptmann's handwriting is being rushed by airmail from Moscow, Idaho, to be placed before the New Jersey court of pardons which begins consideration of the convicted Lindbergh kidnapper's at Trenton tomorrow.

Dr. Frank B. Robinson, of Moscow, told the United Press he wired Governor Harold G. Hoffman from his hotel here today that he had a post card which Hauptmann had written since his conviction last spring.

A secretary of the governor telephoned Robinson that the governor was exceedingly anxious to obtain samples of Hauptmann's handwriting written in ordinary correspondence and asked if the card could be produced by Wednesday. Robinson assured that it could be in the governor's hands Monday and wired to Moscow for it to be sent immediately.

Robinson, founder of a new teaching called "Psychiana," said Hauptmann wrote him from the Flemington, N. J., jail about a month after his conviction concerning the new philosophy. He sent Hauptmann the full course of the teaching.

"I don't know whether the card will help Hauptmann or hinder him," Robinson said. "I have it and if Governor Hoffman and the court of pardons want to look at them to compare the handwriting with evidence already submitted, I'm glad to furnish it."

Governor Harold G. Hoffman of New Jersey has asked Dr. Frank B. Robinson of Moscow for the post card which Bruno Richard Hauptmann, convicted slayer of the Lindbergh baby, purportedly sent to Moscow while in the Flemington jail.

The handwriting on the post card will be shown the board of pardons when it meets to give final consideration to the German's fate.

The post card assertedly was written by Hauptmann while he was in jail. It says: "Dr. please send me the great truth of God. Obriat

GENESEE BASKETBALL FOR WEEK; LOOK

GENESEE, Jan. 10—With no time this week, the high school basketball boys are looking forward to two conference games next week when they go to Culdesac and meet Lapwai here. They go to Culdesac on January 11 while the home game with Lapwai is set for January 17. This will be a doubleheader, the girls' game

WHERE ALL LATAH COUNTY WILL PLAY

* * * * *

News-Review December 31, 1935



Unusually mild weather is enabling soil conservation engineers and CCC members to make rapid progress on the project, three and one-half miles from Moscow, where a dam is being built and a lake created.

The project aims at the double objective of conserving the water resources of the district and creating a site for a proposed recreational center.

Building of the project was made possible by Dr. Frank B. Robinson who bought approximately 60 acres of land from the Federal Land bank of Spokane to donate to Latah county and meet requirements of the soil conservation bureau, which insisted the land be publicly owned and controlled.

In appreciation, Latah county commissioners named the place Robinson Park.

"Woodman, spare that tree!" upper left shows Dr. Frank B. Robinson initiating the job by starting to fell the first tree near where the dam is to be built.

Upper right: the land which will be flooded when the dam is built and a 12-acre lake created. The spot is ideal for a recreation center with considerable surrounding timber. Lower left: the engineering force of the soil conservation bureau—reading left to right—Jay W. Thaanum, project manager, J. A. Krabbe, engineer in charge of construction, K. Kohler, chief engineer of all soil conservation projects in the northwest, R. L. Grant, Pullman camp engineer, John P. Thomson, assistant research engineer.

Lower right: the CCC boys from Moscow and Pullman who are building the dam and clearing ground for the lake. G. B. Banks of Troy is work foreman.

NOTES ON OPEN LETTERS

What Does Psychiana Teach?

Having received the enclosed mail from Moscow, Idaho, and after looking it over and reading it, I felt that if THE SUNDAY SCHOOL TIMES would give its judgment on such teaching it could reach thousands where I could reach none or very few. We take and enjoy the TIMES very much and appreciate its sound teaching. Surely we are living in the last days. Yours for the pure Word,—A Kansas reader.

The literature enclosed with the Kansas reader's letter describes Psychiana, and is from Dr. Frank B. Robinson, Founder, Moscow, Idaho. It is handsomely and impressively printed, and it includes, among many other statements, the following:

The teaching which is bringing new life to a spiritually dead world.

Read every word of this lecture. You stand at the parting of the ways.

Of course—this revolutionary teaching is entirely opposed to the teachings of God given to us by "orthodoxy." Those teachings, however, after 2,000 years of trial have left the world in a worse mess than they found it in.

This teaching shows the great creative God-Realm as it actually exists—full of power—full of plenty—full of supply for you. And this great Power-Realm is abundantly able and willing to supply all your material as well as spiritual needs, here and now—believe it or not.

A sheet headed "The Depression" has the following sentences:

This world has come to a stopping place. It's come to a turning around point, and for the first time in the history of the human race men and women are beginning to think for themselves.

In the religious realm it has been the custom to allow some preacher or priest or some other kind of a "heavenly pilot" to do our religious thinking for us and to pay them for doing it. But no more. Men and women have weighed carefully in the balances what these "heavenly pilots" have to offer and have decided that their offerings are not of God.

A printed letter sent to those who have written for information and have received a first reply accompanies a lecture, of which the letter says:

You may confidently expect to read some of the most startling revelations given to mankind since the beginning of time. . . . After you have read Dr. Robinson's amazing lecture, you will begin to get a faint glimpse of the truth which Psychiana unfolds. You will begin to have some conception of what it would mean to you and your loved ones to know that the law which Jesus knew and used to "heal the sick, cast out devils, raise the dead" during his earthly ministry is today available to all mankind.

In order to be entirely fair to Psychiana, the Editor of THE SUNDAY SCHOOL TIMES wrote to Dr. Robinson, as follows:

Some of our readers have written us about Psychiana, and I should appreciate some information as to your position.

Do you believe and teach that "all have sinned, and come short of the glory of God," and that "the wages of sin is death," both

the first or bodily death, and the second death or lake of fire? Also that lost sinners—which means all mankind—can be saved only because Christ took the sinner's place and paid the death-penalty of their sins and was then raised bodily from the dead on the third day; and that sinners are saved only by believing in his sacrifice in their behalf and the redeeming and cleansing power of his shed blood?

This, as you know, is the plain teaching of the New Testament and of evangelical Christianity.

I should appreciate a word from you letting me know your position as to these foundations of the faith.

Dr. Robinson's reply has the merit of straightforward definiteness, which not all unscriptural teachers have. He wrote:

In response to your letter dated May 7, asking whether I believe that "all have sinned and have come short of the glory of God" and the rest of that letter, let me say that I trust that I have enough thinking intelligence and reasoning ability not to believe any such pagan philosophy as that.

There was a time in childhood when such soul-damning and life-blighting doctrines were taught to me, but thank heaven, I was fortunate enough to discover their falsity some years ago, and I assure you that they were utterly discarded at that time. I am also glad to notice that these fanatical and pagan teachings are being discarded by tens and hundreds of thousands, many of whom hold membership in so-called Christian churches.

Such superstitions as these may have been all right in a pagan and superstitious age which originated them, but they have no place in the hearts and lives of thinking Americans today, and I am happy to inform you, in reply to your letter, that they have no place in my life nor in the lives of my hundreds of thousands of followers.

I trust that this gives you my standing very clearly and I shall be happy to have you pass this information on to those of your readers who have written you about my teaching.

Thus it is evident that Psychiana is a complete rejection of God, Christ, and the Bible. But it is not a new rejection, not a new discovery or "revelation" of any sort. To be sure, it makes characteristically modest claims to be new. "These great dynamic truths of God, which I am giving to the world for the first time," says Dr. Robinson, "were found by me." Again, "A new and staggering idea of Truth is being given to the world through Psychiana," which offers "some of the most startling revelations given to mankind since the beginning of time." Yet it contains nothing whatsoever that is new but is merely another of the old, old echoes of the ancient lie with which Satan deceived Eve in the Garden of Eden: "Ye shall be as gods" (Gen. 3:5). The same false philosophy has been popular through the ages and finds expression today in many false cults, such as Christian Science, New Thought, Unity, and the like. All these,

with Psychiana, deny the reality and the death-wages of sin, the unique deity of Christ, all men's need of a Saviour, the substitutionary blood atonement made by Christ in his death on the cross, his bodily resurrection, and his coming again to judge and reign over this world. The apostle Peter looks back through the ages of history, and forward to the present century and the end of the age, as he writes by divine inspiration: "But there were false prophets also among the people, even as there shall be false teachers among you, who privily shall bring in damnable heresies, even denying the Lord that bought them, and bring upon themselves swift destruction" (2 Pet. 2:1). We are not to be surprised that such false teachers may gain a large following, for Peter continues: "And many shall follow their pernicious ways; by reason of whom the way of truth shall be evil spoken of. And through covetousness shall they with feigned words make merchandise of you: whose judgment now of a long time lingereth not, and their damnation [destruction] slumbereth not."

Money-Back Religion

Ten years ago in Moscow, Idaho, a tall, husky, smooth-talking drug clerk named Frank Bruce Robinson borrowed \$500 from a friend, spent \$400 of it to buy some advertising space in a psychology magazine. Reared in the Baptist Church, Frank Robinson had recanted his Christian beliefs, had acquired certain ideas on religious psychology which he wished to teach. His advertisement brought 2,852 replies, one from a British cotton importer of Alexandria, Egypt named Geoffrey Peel



FRANK BRUCE ROBINSON

He vomited hellfire.

Birley, who sent Robinson his photograph. That night Drug Clerk Robinson dreamed he saw Birley making mystic motions over a corpse, thought he heard him saying: "This is Psychiana, the power that will bring new life to a spiritually dead world." Next day the drug clerk wrote the cotton broker: "You are to be associated with me in this business. Please send \$40,000." Fortnight later, a bank in Spokane, Wash.

informed Robinson that \$20,000 had been deposited to his account, that Mr. Birley promised \$20,000 more the following week.

As Frank Robinson, now 52, is frank to admit, such a story "makes me sound nuts." Nevertheless he tells it to explain the founding of Psychiana, a non-Christian (but godly), mail-order religion which has enrolled between 500,000 and 600,000 people in 67 countries, and which is probably the only faith in the world which guarantees "money back if you are not satisfied." As a mail-order gospel, propagated by advertising (in 400 newspapers, 50 magazines), Psychiana passed a milestone last week when Founder Robinson motored from Moscow to Portland, Ore., placed an order for 5,000,000 envelopes—a year's supply—and announced a new policy which will make Psychiana more like a church. Half a million letters will shortly go out to Psychiana students throughout the world informing them how to organize study groups (resembling religious congregations) in their cities.

Where Frank Bruce Robinson was born he does not know. He used to think it was New York, where he was brought up, and whence he ran away at 14, when his British father married a second wife. Next he became a licensed pharmacist in Belleville, Ont., beat the bass drum in the local Salvation Army. The president of McMaster University in Hamilton, Ont., helped him through that institution and its Bible Training School. Ordained a Baptist minister in Toronto, Robinson received a D.D. and doctorate in psychology from the College of Divine Metaphysics in Indianapolis. Beyond teaching Sunday school and helping at evangelistic meetings while earning his living as a druggist, "Doc" Robinson (as his friends now call him) never preached, soon came to disbelieve Christian doctrine. Said he: "My parents pumped hellfire and damnation into me until I was sick. I just vomited it up." He declares today that Heaven can be reached "here and now," that Psychiana is "God in operation." That this God-force can be utilized by people living moral lives is Doc Robinson's chief current thesis, and he has 10,000 letters in his files from people who believe they have drawn upon Psychiana's "mighty, never-failing power" to cure everything from lovesickness to bleeding piles.

Moscow, seat of the University of Idaho, population 5,000, was a second-class post-office town when Doc Robinson settled there. It has jumped to first class, Psychiana having sent out more & more mail—\$14,852.63 worth last year. A beginners' Psychiana course of 20 lessons costs \$20, includes an examination and the right to ask Doc Robinson for personal advice. (On a typical day last week he voiced 387 replies by dictaphone, which three stenographers took down.) Advanced courses of ten and 40 lessons cost respectively \$10 and \$50. Sending these out keeps 60 Psychiana employes busy. The firm also markets eleven Psychiana textbooks, costing from \$1.59 to \$2.50—although Founder Robinson's business aids wondered last week if sales might not slump when Psychiana students form groups, share their books. Biggest Psychiana gross to date was \$400,000 in 1934.

Frank Robinson says that at a visit to the White House a year ago President

Roosevelt told him: "Doc, you and I are trying to do the same thing: make people think." A top-notch salesman, Doc Robinson has never forgotten how, in his behind-the-counter drugstore days, he once sold five one-gallon jugs of mineral oil to a man who came in to buy a pint. Besides its own building in Moscow, Psychiana owns three drugstores, a daily paper, the *News-Review*. An accomplished organist, the founder has an 800-pipe Wurlitzer in his big Moscow home, invariably includes organ solos (preferably Brahms) in his infrequent lectures. Though in those lectures Doc Robinson is inclined to blast the Christian churches, thus annoying many of his hearers, he has Christian charities at home—last year he gave a new altar to Moscow's Episcopal church.

To the Christian churches Doc Robinson ascribes blame not only for attempts in the past to have his transcribed radio programs (from 18 stations) put off the air, and to have the Post Office Department find something illegal about Psychiana, but also for the fact that he was indicted and tried on charges that he made false statements in attempting to obtain a U. S. passport. He was acquitted in 1936. Doc Robinson, who, it turned out, had simply been mistaken about his birth—he is actually a British subject—was then arrested on a deportation warrant charging him with illegal entry into the U. S. Upon intervention of Idaho's Senator Borah, who stays at the Robinson home when in Moscow, the charge was dropped. His status regularized by a trip to Cuba last summer, from which he returned on an immigration visa, Doc Robinson is currently awaiting naturalization papers.

DR. ROBINSON OF PSYCHIANA AT WORK



POWERFUL COPY BUILDS CULT OF 'MAIL MESSIAH'

Psychiana's Money-Back Offer Gets 'Em

By WILLIAM P. GRAY, JR. Moscow, Idaho, June 22.—Dr. Frank Bruce Robinson, founder of "Psychiana," the world's only "money-back-guaranteed mail-order religion," today counted another milestone in the development of an advertising program which has stamped him as probably the most unorthodox—and one of the most successful—advertisers in the world.

Now Solicit His Copy

Newspapers have begun to solicit his copy for the first time in the 10 years of "Psychiana's" existence, and one network of 25 stations is among the radio outlets now presenting his programs regularly, he

SELLING RELIGION

"MAN CAN NOW TALK WITH GOD"

— Says Mated Psychologist

The Teaching which is bringing new life to a spiritually dead world

"PSYCHIANA"

Believes and Teaches as follows:—

- FIRST—That there is no such thing as a "subconscious mind."
- SECOND—That there is no such thing as "THE BIBLE POTENCY" and "GOD'S POWER," the qualifications of which have been extensively studied to meet other required powers called the "sublimation group."
- THIRD—That the INVISIBLE DIVANES possess the VERY SAME POWER that GOD HAS when He created the nations by the so-called "miracles," and by using the word.
- FOURTH—That there had NO MESSIAH in the past.
- FIFTH—That it is possible for EVERY MORTAL human being uneducated, untrained, and uninitiated to duplicate EVERY WORK THAT THE CARPENTER OF GALILEE EVER DID, when he said "the things that I do shall be done also"—the same EXACTLY WHAT HE SAID.
- SIXTH—That the DIVANES possess the SAME POWER as GOD, but that He is not to be feared, but that He is to be loved.
- SEVENTH—That the same MESSIAH, INVISIBLE, PEAKING, PROMISING POWER can be used by anyone AT ANY HOUR OF THE DAY OR NIGHT.
- EIGHTH—That when used untrained and uninitiated, the invisible DIVANES can be used to cause DEATH, SUFFERING, and MISERY, and to cause DEATH, SUFFERING, and MISERY, and to cause DEATH, SUFFERING, and MISERY.



Dr. Frank B. Robinson, founder of "Psychiana," the world's only "money-back-guaranteed mail-order religion."

FREE FREE

DR. FRANK B. ROBINSON

The world is on the verge of the most important spiritual upheaval in its history.

NO OBLIGATION INCURRED. Name: Address: City: State: ZIP: SEND THIS TODAY TO "PSYCHIANA," Moscow, Idaho.

told ADVERTISING AGE in an exclusive interview.

In the decade since "Psychiana's" fantastic beginning in this university town of 5,000 people, there has never been a notable change in the original display copy which, Dr.

Robinson himself prepared. Its boldface headline announced:

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The rest of the copy includes the frank statement that "Jesus had NO MONOPOLY" on the power behind "His so-called 'miracles,'" but that this same power "can be used by anyone—AT ANY HOUR OF THE DAY OR NIGHT."

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He spends between \$60,000 and \$100,000 a year to place it in some 400 newspapers and about 50 magazines, he said. It brought him \$400,000 worth of business in 1934, his biggest year, and will bring him approximately as much in 1938, he estimated. It has brought him more than 500,000 "Psychiana" students since the day he borrowed \$500 to start an advertising program in 1928. They are scattered through 67 countries of the world—from Nigeria to Norway, from Siam to Scotland.

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crude ad I originally drew up," he declared. "One Chicago agency that wanted my business agreed to pay \$750 for one insertion of an ad they drew up. I agreed to give them my account if their ad pulled as well as mine. It drew 40 replies. My original copy draws as high as 1,800 replies in the same magazine. I never heard from the agency again."

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The programs are still eyed with disfavor by some stations, however. KGW-KEX, National Broadcasting Company's Portland outlets, recently turned down the series.

"Psychiana" courses for beginners (20 lessons) cost \$20, including an examination and as many personal letters from Dr. Robinson as the student asks for. Advanced courses, 10 and 40 lessons, sell for \$10 and \$50 respectively. The instalment plan is an essential part of the Robinson business technique, and he now makes preliminary courses available at \$1 down and \$2.25 a month (total \$28). Average collections by mail are about half of this.

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SECOND—That there is, in this universe, a FAR MORE POTENT and DYNAMIC POWER, the manifestation of which has been completely denied to man since the "golden age" called the "sublimation mind."
THIRD—That this DYNAMIC ENERGY power is THE VERY SAME POWER that JESUS USED when He changed the loaves to His miracle "miracles," and He raised the dead.
FOURTH—That Jesus had NO MONOPOLY on this Power.
FIFTH—That it is possible for EVERY "NORMAL" human being understandingly to use this Power in the attainment of HIS SEPARATE EVERY WORK THAT HIS CAPACITY FOR GROWTH EVER HAS. Who He said "the things that I do shall YE ALSO DO" (John 14:12). He meant EXACTLY WHAT HE SAID.
SIXTH—That this Dynamic Power is NOT TO BE FOUND "within," but lies in nature as a far different direction.
SEVENTH—THAT THE KNIGHT OF THE CALIFORNIA CAVERNIES WENT A THOUSAND MILES OVER THE HEADS OF HIS TEACHERS, some TEARS AND BLOOD SPILL A THOUSAND MILES OVER THE HEADS OF THOSE WHO PROMISE TO FOLLOW HIM DOWN.
EIGHTH—That this same POWER, INVISIBLE, UNMEASURABLE, UNDETECTABLE, UNTOUCHABLE, UNFEELABLE, UNHEARABLE, UNSEEN, UNTOUCHABLE, UNFEELABLE, UNHEARABLE, UNSEEN, and UNDETECTABLE, is what makes possible the things that are being done in this world.
NINTH—That when man understands and actually uses this mighty Power in ANY MANNER, WHOEVER FAITH IN LOVE, HEALTH, HAPPINESS, and OVERWHELMING SUCCESS in whatever project that it may be desired.



Dr. Frank B. Robinson
Founder of "Psychiana"
"The World's Only
"Money-Back-Guaranteed"
Religion"

**FREE
FREE**

DR. FRANK B. ROBINSON

NO OBLIGATION INCURRED
Name _____
Address _____
City _____
State _____
Zip _____
SEND THIS TODAY
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Dr. Robinson Moves to Save

Christian Institute

News Review—Feb. 13, 1936

Starts Campaign for Worthy Cause.

In an effort to keep intact the Idaho Institute of Christian Education at the University of Idaho, Dr. Frank B. Robinson today began soliciting his "friends and students throughout the world" for contributions.

Dr. Robinson's decision to ask help from his friends and students was made after a conference with Dr. C. W. Tenney, director of the Institute, Dr. C. M. Drury, pastor of the Presbyterian church here, and Wayne Smith of the department of education at the university.

Confers in Washington.

Dr. Robinson also had a long conference in Washington, D. C., recently with Dr. Carl D. Wells, who spent three years as director of the Institute prior to Reverend Tenney. Dr. Wells now is professor of sociology at the George Washington university.

In his letter to his students and friends, Dr. Robinson says: "On the campus of the University of Idaho stands the Idaho Institute of Christian Education. This institution is inter-denominational and the main object is to teach the fundamentals of religion to students who care to study them. The institution has had pretty rough sailing financially since its inception and the management has been unable to secure an endowment for it. I am given to understand that its treasury is now almost depleted and unless funds can be raised immediately, this institution will, in all probability, be closed.

"Now, I have undertaken to circularize my students and friends throughout the world and lay the matter before them. As you know, there are many things connected with orthodox theology with which I do not see eye to eye, yet I have consistently supported anything which might help anyone to a happier and better life. I think the Idaho Institute of Christian Education will do just exactly that.

"Now, if my students care to, and if they have a few dollars they can spare, I would like them to send a check, postoffice order, or cash registered mail, to Mr. Charles Flatt, treasurer of the Idaho Institute of Christian Education, Moscow, Idaho. Please do not send your checks or money orders to me.

Bread on Waters.

"I am asking you at this time to cast a little bread upon the waters, because it is a law of nature, and a law of nature's God, that bread so cast upon the waters invariably returns."

Drs. Drury, Tenney and Wayne Smith expressed gratification with Dr. Robinson's efforts to help keep the Idaho Institute of

Christian Education intact. "It is a mighty fine thing for Dr. Robinson to do and we certainly appreciate his efforts to help out in this very worth-while cause," Dr. Tenney said.

Dr. Robinson said he expected to mail out 250,000 letters in connection with this move.

THE NEWS-REVIEW AS IT APPEARS TODAY



MAN CAN TALK TO GOD

By FRANK B. ROBINSON

Here is a message from Dr. Frank B. Robinson, the founder of the PSYCHIANA movement, to the readers of EVERYDAY PSYCHOLOGY AND INSPIRATION. Dr. Robinson believes that "all inspiration comes from the great realm of the spirit of God."

Everyday Psychology
April 1935

LOOKING back over the past five years as I sit here in my study this morning, I recall the consternation aroused in this little city of Moscow, Idaho, when the first advertisement announcing *Psychiana* appeared in a national magazine just a little over five years ago. I remember how little groups met on street corners in this Godly little city and held indignation meetings and made all sorts of predictions about this Movement and its founder. The most optimistic of all the local wiseacres stated that six months would be the limit of the life of *Psychiana*.

Little did they dream and little did I dream how rapidly the teaching would encircle the globe.

I knew my philosophy of God was true and I was pretty well convinced that the world needed it, so I dreamed a dream, never bothering too much about how the fulfillment of the dream would come, being satisfied to give my teaching to the world as intelligently as I knew how to, leaving the results in the hands of the great Creator of this Universe, whose truth must eventually cover the earth as the water covers the sea.

It was a hard fight, for at first I worked all day in the little drug store here in Moscow and looked after the mailing at night. After a couple of months of this, the volume of mail became heavy enough to justify the engagement of one girl working four hours a day. I rented one little office about nine feet square and built the tables and furniture myself, with the aid of a few friends. Inside of sixty days, however, it became necessary to rent two more offices, and inside of six months, we had to move out into a very much larger building. I signed a lease on this building for five years, but inside of six months, I was compelled to move once more.

The success of the Movement was assured right from the very start, so I purchased a quarter of a block of property in the heart of Moscow and moved once more into the two-story building upon this property. We were there less than a year, however, when it became necessary to build our present structure, and although we only moved into this structure last March, bids have already been called for a very much larger building and construction will be started upon this as soon as possible.

Our foreign business has grown to such an extent that it has become necessary to install a foreign department and what the end of this Movement will be, I am not prepared to say. I expect it to be one of the greatest religious Movements for God this world has ever seen and if it grows



DR. FRANK B. ROBINSON

as rapidly the next five years as it has grown the last five, that vision of mine will be an accomplished fact.

This Movement alone keeps Moscow a first-class post office for we spent last year \$26,000.00 in postage. My last order for envelopes was four and one-half million, and we buy tons of paper every month. In addition to this, we own a large printing establishment which takes care of our printing matter and which prints the largest circulating newspaper in Latah County, which paper we own.

In *Psychiana* headquarters, we have two very fast multi-graphing machines in addition to the six presses at the News-Review office. I imagine we turn out in the neighborhood of 80,000 printed pieces of paper here every day.

Within one year from the date of the release of this teaching, it had gone into sixty-seven different countries and now our advertisements are appearing in every country in the world where the English language is read and spoken.

ONE of the most amazing things about this Movement is the response on the part of the public wherever I am scheduled to deliver a public address. In Los Angeles less than one month ago, in the huge Trinity Auditorium, thousands of people were turned away one hour before the

HE MAKES PEOPLE THINK

Dr. Frank B. Robinson of Moscow, Idaho, teaches his philosophy of living to hundreds of thousands of students in sixty-seven countries

by ALVA AMES

TEN years ago Frank B. Robinson was a drug clerk in a small-town drug store. Today he is the honored teacher of thousands of followers of *Psychiana* all over the world, he is a leading citizen in that same small town of Moscow, Idaho, the director of a vast enterprise which includes a fine office building, three drug stores and a daily newspaper, the *News-Review*, as well as a complete printing plant and all the apparatus necessary for the operation of a large mail-order organization.

This amazing story of achievement began in the faith and energy of one man—faith in himself, faith in his new, revolutionary conception of religion and its power to help every human being to a fuller, happier life. The conviction that he was RIGHT, and that he had a message for the world kept the underpaid drug clerk struggling. After he had worked out his ideas in the spare time from his job, Robinson knew that he would need help in setting out his conceptions before his fellow men. Boldly, confident of the future, he started out one winter night to interview a number of friends; he returned that same night with several hundred dollars of borrowed money in his pocket, the expression of that same faith in himself which he had been able to imbue in others. With that money he inserted his first advertisement in a magazine, and from that beginning he went on to bring his philosophy, *Psychiana*, to the people of sixty-seven countries of the world within a year!

That first advertisement brought forth close to three thousand replies. One of these was from a British business man who lived in Alexandria, Egypt. The night that Doctor Robinson received this man's letter he had a strange dream. As a result of this dream he wrote to the man in Egypt, telling him with supreme self-confidence that they were to

be associated in the task of propagating *Psychiana* throughout the world. With simple directness, he asked this business man whom he had never seen to forward forty thousand dollars to finance the work. Two weeks later a bank in Spokane, Washington, informed Doctor Robinson that twenty thousand dollars had been deposited to his account, and that twenty thousand more had been promised for the following week!

As Doctor Robinson himself frankly remarks, such a story "makes me sound nuts." Yet it is true, and the organization which was built on this rock of determination and purposefulness now includes hundreds of thousands of "students" throughout the world, who are learning to live according to the philosophy which Doctor Robinson presents to them in a steady, ever-growing flood of literature, personal letters in response to questions and carefully mapped-out "courses". These students are now forming themselves into study groups, which will meet in every part of the globe to read the Doctor's books and discuss his principles.

As a little boy in England Frank Robinson wondered about God, listening to the sermons of his stern father, who was a Baptist minister. When he was fourteen, the boy ran away from home, to seek the answer to his problem wherever it might be. His twenty-first birthday found him a registered pharmacist in the town of Belleville, Ontario, in Canada. Still seeking the truth, young Robinson gave much of his time and energy to the local Salvation Army unit. In Belleville and in the metropolis of Toronto, he sought among many different religious groups for the answer. After a time this single-minded, hardworking young man came to the attention of Dr. Elmore Harris, who was the president of McMaster University at Hamilton, Ontario. With this man's help, Robinson went through the university and its Bible Training School.

Ordained a Baptist minister in Toronto, Robinson never preached, but continued to study psychology, becoming a great follower of the famous William James, of Harvard. From this he was led to the study of metaphysics, and from 1915 to 1918 he studied with the College of Divine Metaphysics at Indianapolis. From this institution he received the degree of Doctor of Divinity, soon followed by Doctor of Psychology.

Doctor Robinson came to Moscow, Idaho, in 1928. He began writing out his newly-formulated ideas and working at mailing them out, answering letters and telephone calls from a tiny office. Soon it became necessary to devote more time and to get larger quarters for the mailing and writing tasks. And not much later Doctor Robinson had to leave his place in the drugstore.

Today *Psychiana* employs sixty persons, who are kept busy furnishing the world with the details of the Doctor's philosophy. It is located in a beautiful ten thou-

sand dollar building, with another forty thousand dollar one in process of construction. Moscow, seat of the University of Idaho, was a second-class post office when Doctor Robinson settled there. It has jumped to first class, *Psychiana* having sent out more and more mail—\$14,852.63 worth last year. On a typical day recently Doctor Robinson dictated into a battery of dictaphones 387 letters in reply to personal inquiries.

Doctor Robinson, who now lives in a beautiful home containing an 800-pipe Wurlitzer organ, upon which he frequently plays his favorite Brahms, has made his life into a story of work and achievement by helping others to find a way to a better life. In a recent visit to the White House, the President of the United States remarked to this former drugstore clerk, "Doc, you and I are trying to do the same thing: make people think." It is by making others think that the influential men of this age have made their own thoughts really effective.

HIS PRAYERS BY POST CURE THOUSANDS

*He asked stranger for
By R. W. THODY £8,000—and got it!*



The cashier grabbed him,

INTO the Los Angeles Second Trust and Savings Bank strode a tall, husky Englishman with a prairie-land accent. He walked up to the cashier, a man he had never seen before, this being the first time he had ever entered the bank, and said: "Hello, I want to borrow 1,500 dollars (£300), and if you'll make out a note, I'll sign it."

The man's voice was so confident, forceful, that the cashier calmly did so. Taking the £300, the Englishman started to leave the bank, then turned around and said to the cashier: "Do you know who I am?" The cashier jerked into action, realised that the man to whom he had just paid £300 was a complete stranger to him, grabbed him saying: "No, I don't..."

The Englishman was Frank B. Robinson son of a Baptist preacher, who went to America at an early age.

Fantastic Story

TEN years ago, at forty-three, the Englishman was a poorly paid drug-store clerk, with no savings, no hopes, no future... to-day he is chief citizen of the budding town of Moscow, Idaho; head of an amazing "religion by mail" that claims "every man can talk to God," with over 600,000 followers.

Robinson is prosperous, famous and happy, one of the most fantastic success stories of the century.

His thousands of followers claim that he

... brought them riches, happiness, health, completely changed their lives... and he does it all with a postage stamp!

Robinson credits his success to his discovery of the power of God. He walked into that bank to prove it... but stranger things than

that have happened to him.

Ten years ago, with a wife and child, he stepped from a train that stopped for a moment at the drab, inconspicuous small town of Moscow, buried in the fertile black soil of Idaho, North-western farming state. He was broke, miserable; at forty-three, a failure. But the Englishman transplanted himself in that rich soil; and sprouted like the tall, green, healthy corn that acre after acre swayed in the breeze...

Robinson found a poorly paid job in a drug-store—then he found God. Lying on the grass, under a tree, he declares, the power of God came to him. He had stretched out on the grass before—looking for God—when he was a young lad in a Baptist home in England. But he didn't find God there.

The Tide Turned

HE joined the Presbyterians; he thumped a big drum in the Salvation Army; he taught Sunday School; he joined the Christian Endeavour, a dozen other creeds. But he didn't find God with any of them. He remained a failure—until that sunny Sunday afternoon beneath an Idaho tree.

Exactly how God came to Robinson, he doesn't say. But it was something tremendous, shaking, for a moment blinding.

He rushed back to the small room behind the drug-store where he worked, and started furiously writing. For days, weeks, months he wrote, then he borrowed £100 from a friend.

Of this he took £80, bought advertising space in a psychology magazine, advertised his beliefs. His ad. brought in three thousand replies! The tide had turned.

One reply came from a British cotton importer in Egypt, who sent his photograph. That very night Robinson dreamed he saw the cotton man standing over a corpse, saying: "This is Psychiana, the power that will bring new life to a spiritually dead world."

send £8,000." Two weeks later a local bank notified Robinson that £4,000 had been deposited with them, that the cotton importer had promised another £4,000 the following week. So "Psychiana," as Robinson called his teachings, was born.

Find that one difficult to believe? I did. Even "Doc" Robinson admits that the story "makes me sound nuts," but it's true. While the good people of Moscow pointed to him and said "He's crazy!"

Crazy as it all sounded, Robinson definitely "had something." From all corners of the earth people wrote to the man who claimed that any man could have parley with God.

Health, Wealth, Happiness

ROBINSON'S teachings caused the small town of Moscow to leap to prominence. The former failure was now employing dozens of people, spending £3,000 a year on postage stamps alone, riding around in an hundred-mile-an-hour car, living in a beautiful house with his own eight hundred pipe organ. As Robinson sits at this organ in the evening and plays, usually Brahms, he muses over his success.

As everything used once to go wrong, now everything goes right—since he lay down beneath that tree. He owns a drug-store, instead of working in one; a printing works; a newspaper and more besides. I have a copy of his evening newspaper before me. No different from any paper of its type, yet it has the largest circulation for miles around.

But that's the way things happen to Robinson. And the people who once thought him "crazy," now thank him for a beautiful park and lake, eternal monuments to Robinson himself.

Recently he went to Washington and met President Roosevelt. Said the President: "Doc, you and I are trying to do the same thing; make people think."

To-day Robinson's 600,000 students in sixty-seven countries claim that he has brought them to understand God, helped them find health, wealth, happiness.

She's Getting Well

TO try to understand their viewpoint, I read some of "Doc" Robinson's teachings. In a small flat off the Strand I lay quiet, as Robinson instructed, told myself time and time again, "I believe in the Power of the Living God..." Frankly, nothing happened to me. Perhaps I didn't try long enough, hard enough. Perhaps I am too satisfied with my lot.

"He's Crazy"

NEXT day the drug-store clerk, to whom nothing was now an impossibility, calmly wrote to the cotton man: "You are to be associated with me in this business. Please

But the fact remains that thousands hail him; thousands even say that he helped them cure anything from love-sickness to a ruptured appendix.

Here is a letter I took at random from Frank B. Robinson's files:—

Mr. Sibley, Twenty-Nine Palms, Cal.: "Some time ago I wrote you for help for my wife whom the doctors had given two weeks to live. I brought her out to die or get well. We have found God and she is getting well..."

Amazing Recovery

LETTERS like that arrive at every post. Some thanking him; others asking for help. Some even wire for help. There is the case on record of a New York follower who wired Robinson at noon one day asking for help for a friend whom doctors feared was dying. Then the follower calmly told the patient's father that she would be better the next day. She had appendicitis but made an amazing recovery.

At first Robinson charged four pounds for his course; thousands willingly paid it. Although he procured for himself the luxuries of life he long lacked, Robinson poured the profits back into the business to promulgate his teachings.

Now he has made a bold move. He offers his course free. Students are merely asked to send him what they please—if satisfied. Strange as it seems they are sending him on an average more than when he asked for a set fee... But then strange things happen to Frank B. Robinson.

Psychiana Seer



DR. FRANK B. ROBINSON
Could "correct" Hitler.

Creator of Faith Says 'It's McCoy'

Looking like the businessman he is, Dr. Frank B. Robinson, creator of the mail-order religion, Psychiana, arrived in Washington yesterday, registered at the Mayflower, and announced:

"This is no racket. This is the real McCoy."

Robinson isn't in town on religious matters. He's here to get the RFC to help finance half the cost of a hospital in his home town of Moscow, Idaho. But he'll talk about his religion.

For years a drug clerk, he borrowed \$500 10 years ago and inserted an advertisement in a magazine announcing he had found a new religion and had "talked to God."

Robinson claims to have 8,000 students in Washington alone, and added last night that "When you print a story about me, this place will be besieged. But I'll be out of town by then."

Robinson talks like that all the time, but he doesn't sound conceited. He says he merely is "putting it to you straight, the way it is."

December 11, 1939
The Oregon Daily Journal



NEW YORK—Dr. Frank B. Robinson, head of 'Psychiana', asks his followers to 'throw power of spirit of God' against Russians.

May 30, 1939

Dr. Frank B. Robinson, creator of a mail-order religion called Psychiana.

Frank Robinson—big, bustling, and flashily dressed—is a 54-year-old Englishman who came to America in his teens, studied briefly for the Baptist ministry, and finally decided the Christian gospel was “neither original nor true.” He took to the road, drug-clerking his way to Los Angeles, Portland, Ore., Yakima, Wash., and Moscow.

One night eleven years ago, in his furnished room above a Moscow drugstore, Robinson's fertile brain gave birth to the idea that developed into Psychiana. He told himself that all creeds, dogmas, and organized religions were needless, that heaven could be reached here and now, that men could work miracles if only they listened for orders from God and ran their lives accordingly, and that he was the one to show them how to do it.

It was the end of what Robinson now calls “43 years of horrible, sickening, dismal failure.” He borrowed \$1,500 and bought space in a pulp magazine, advertising a series of lessons in Psychiana for \$30. The first ad brought in \$30,000. Within a year Robinson and his American wife, working nights in the furnished room, were pounding out lessons for 12,000 students. They built a plant to print their own literature and branched out first with a weekly, then with *The Moscow Daily News-Review*. They built drugstores, a Psychiana headquarters, and an office building. They gave Moscow a park and offered a library to the neighboring University of Idaho.

Psychiana's staff of 35, headed by a former Methodist college president named C. W. Tenney, now turns out 1,600,000

RELIGION

Psychiana, Mail-Order Faith, Gives Moscow, Idaho, a Boom

There are only 4,500 people in Moscow, Idaho, but it has one of the busiest post offices in the state. Into its mail chutes last week poured a torrent of outward-bound letters, addressed to no less than 700,000 persons in 67 countries. All carried an identical message: “Visualize the picture of Adolf Hitler and repeat earnestly and forcefully, ‘The spirit of God will bring your downfall.’” All bore the signature of



Dr. Frank Robinson, dispenser of mail-order religion

pieces of mail a year. It advertises through eighteen radio stations, 400 newspapers, and 50 magazines. Recently Robinson and Tenney took their first step on the road to organizing a church: they offered a doctor of divinity “degree” in exchange for two years' study, two book reviews, a thesis, and \$150.

The advertising harps on one prime theme. Robinson describes his happy family (wife, son, and daughter), his expensive car, his well-tailored clothes, his mansion full of rich furniture and thick carpets, and the 800-pipe organ he plays to record background music for his broadcasts. He says, in effect: “See what Psychiana has done for me!” And he claims it has worked for others: he has 150,000 letters from satisfied students, crediting Psychiana with cures for heart disease, asthma, paralysis, ruptured appendixes, dipsomania, tumors, sadness, unemployment, and poverty.

But despite his personal opulence, Robinson declares he gets only a salary and that Psychiana operates at a loss (about \$12,000 this year). Last week he was plugging hard at two new fund-raising drives: (1) for a new teachers' college, a research institute, a new headquarters building, and more publicity; (2) for \$100,000 to finance a projected series of mass meetings, beginning in Portland, Seattle, and San Francisco, to hurl the “power of God” against Hitler, the “war-mad dictator.” In a full-page ad in *The Portland Oregonian*, he suggested that some “lady or gentleman” might like to endow the anti-Hitler drive.

CAPITAL CHAT

Man Who Talked With God

*"I Talked With God"
(Yes, I Did—Actually and Literally)*

PROBABLY no advertisement in **PATHFINDER** intrigues us as much as the one beginning with these startlingly unequivocal lines. Who is this man, Dr. Frank B. Robinson, who talks with God? How does he do it?

Last week, we found out. At least, we think we found out. In Washington to see about getting some Federal money to help build a hospital in Moscow, Idaho—his headquarters—Doc Robinson dropped in to chat with us. He's a big, bespectacled man, with close-cropped grey hair, blue eyes, and a bluff, hearty manner. "Many people call me a damned roughneck," he told us confidentially.

Dr. Robinson *does* talk with God and we could, too, he informed us right off. However, some preparatory work is required. You start by repeating this affirmation over and over: "I believe in the power of the living God." When you are convinced of that, you take up another affirmation: "I am finding the power of the living God." You keep this up until suddenly "the realm of the living God is very real to you" and you find yourself talking to God.

After you get God's ear, so to speak, He will give you good advice on how to solve your problems. The result is your "material benefits" mount and you find "sweet peace." At any rate, that's what happened to him, said the Doc. Ten years ago, when he launched "Psychiana" (the name of his religion), he was a poor drug clerk in Moscow. Today, he owns the largest newspaper in North Idaho, the Robinson Professional Building, the Exclusive Prescription Pharmacy, and a fine brick house, where he lives with his wife and two children. As "Psychiana's" president, he gets \$750 a month.

SINCE he started "Psychiana" in 1929 as a corporation, Doc Robinson said, his followers have increased by leaps and bounds and now number 750,000 in the United States and 67 other countries. "Psychiana" literature (including a weekly, a quarterly and "lessons" for students, which are sold at \$20 a series) is printed in 17 languages.

To handle this literature, the Doc has a staff of 40 men and women. In October, they mailed out 1,200,000 different pieces. The staff members also keep a file of testimonials from people who say they have talked to God; they now have so many—150,000—that they're throwing the new ones away.

Doc Robinson told us he's 56 years old and that he was born in Henley-in-Arden, England—same place as Shakespeare. His father is a Baptist preacher there yet. The Doc himself



International

Robinson Explained How It's Done

graduated from the Baptist Theological Seminary at Toronto, Can., but never preached the Baptist faith. "Didn't believe their stuff," he said jovially.

When he talked to us, Dr. Robinson, who is, incidentally, a staunch Republican, was mildly incensed over charges that he made himself rich by selling "Psychiana" lessons. "Matter of fact," he said before he left us, "Psychiana" is \$110,000 in debt to me."

Fair Enough

Nov. 15, 1939

New Religion
Makes Debut
In Los Angeles

By Westbrook Pegler

LOS ANGELES, Nov. 14. — There appeared in Los Angeles on Election Day, when the queeries of the town were in their most susceptible mood, a page advertisement of 1,200 words by Dr. Frank B. Robinson of Moscow, Idaho, who claimed that he has talked with God and, for a price, is willing to reveal the secret of a new religion which he calls Psychiana. Some papers in some cities might reject such copy, but in Los Angeles the notice of a new revelation is no less ethical than a routine bargain in boss-fix powders, angel down or yogi's bath water. The faithful hunger and clamor for ham and eggs but never stint their holy men.

In Cleveland, where I saw him lately, the Great I Am, also of Los Angeles, had four new, expensive cars for himself and staff, time on the air and an archiepiscopal suite at the best hotel in town. The Great I Am was just out calling on the trade, for Los Angeles is his seat and the California mountains are the scene of his occasional conferences with the sacred Three Times Three, the great ascended spirits and a militant, gaseous God-force identified as K-17.

As I recall his route the Great I Am, known in private life as G. W. Ballard, would still be on the road, so I didn't bother to call but did mention him to Mr. Buron Fitts,

the district attorney, and was surprised to learn that this well-informed local official, whose detective bureau combines the best elements of the Gestapo and the F. B. I., never had heard of his eminent fellow citizen.

"The Great I Am?" Mr. Fitts

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said. "Is he new in the racket? Make a note of him, Klein. He may be someone we would like to know."

"But surely you know the Great I Am!" I wheedled. "He has access to a lake of gold on Mount Shasta, and this friend of his, the sacred Three Times Three, recently destroyed a number of hostile submarines, hither bound, with a sword of purple flame."

"I never heard of the guy," Mr. Fitts said. "He isn't a big shot." "He can't be a big shot," Mr. Klein nodded.

Mr. Fitts and Mr. Klein are blasé about God men. Occasionally they have to bust up a flock for the sake of the lambs, which is a fine

commentary on religious freedom, but that's the way it goes, nevertheless. I attempted no comparison between the Great I Am faith and Psychiana beyond an observation that the Prophet Ballard never prays to his gods but orders them about like flunkies, whereas Dr. Robinson of Moscow, Idaho, follows convention and gets excellent results, too.

Masters of the I Am religion can make themselves invisible, a knack to tempt burglars and varsity backs, and there is said to be no limit to the material gifts which they command, including money. However, Mr. Ballard was not invisible in Cleveland, unless it be that I have second sight, for I vow I saw the prophet plainly. Dr. Robinson gets his without recourse to sorcery and is proud, not to say a shade vulgar, on the subject of his cash receipts.

A box car stray his writing says he was, a beggar, and, if I may suggest a word, a bum, who worked only when forced to and that seldom, until one day he struck up a conversation with God. Today he owns the largest office building in Moscow, Idaho, has a beautiful home with a magnificent pipe organ and drives a Cadillac limousine, while his wife drives a new Buick and his son a Ford V-8. His little girl isn't old enough to drive her own, but just you wait.

Fair Enough

Dec. 4, 1939 By Westbrook Pegler

Dr. Frank B. Robinson of Moscow, Idaho, has been in our midst briefly and has endeavored to set your correspondent right on some matters pertaining to



the God business which is enjoying a boom at the present writing. Dr. Robinson, who answers to the name of Doc, is the man who advertises that he was a box-car bum but talked with God and speedily acquired a magnificent home with a pipe organ, a Cadillac limousine for himself, other cars, diminuendo, for his wife and son, "a lot of life insurance" and a bank account sufficient to withstand the tap of a check in five figures. He charges \$20 per head for a correspondence course in his copyrighted religious philosophy, called Psychiana, and sicks a collection agency on deadbeats, backsliders and flunks who try to gyp him of his payments. But he asserts, notwithstanding his rise to wealth and this firm insistence on his ownings, that he does not desire to make money out of Psychiana. His attempt to set your correspondent right thus leaves your correspondent's confusion worse confounded, but perhaps you can figure it out.

The Doc, who has been advertising in a New York paper of late, said he was doing a lot of business here and expressed disbelief in several current competitors in the God business, particularly G. W. Ballard of Los Angeles, known as the Great I Am. Mr. Ballard's widely scattered believers labor under an impression—which may be correct, for all your correspondent knows to the contrary—that he is the reincarnation of George Washington, that his wife is the reincarnation of Joan of Arc and that a gaseous God-force known as K-17 recently destroyed a fleet of hostile submarines somewhere off the American shores with a sword of Purple Flame. They also shun onions and garlic as being offensive to the Ascender Masters. The least implausible of all their tenets, some of which are rather trying, they abhor the color red for the evil vibrations which it projects into the world but nevertheless vow allegiance to the American flag and wear the same, red stripes and all, on their lapels.

Doc Robinson says he doesn't believe a word of Mr. Ballard's revelations, insisting that they are against reason, and adds that, anyway, he can't make head nor tail of the I Am religion. He refers to various of these new philosophies and faiths, including

his own, as "Stuff." That is to say, he speaks of "My Stuff" and Ballard's "Stuff," Father Divine's "Stuff" and Dr. Edwin John Dingle's "Stuff," this latter being something called Mental Physics, Inc., of Los Angeles, Cal., of course. His skepticism toward the others and his scoffing certainty that they are fallacious reminded your correspondent of Old Doc Townsend's recent contemptuous verdict, delivered at the height of the Ham-and-Eggs campaign in Los Angeles, that the thirty-Thursdays proposition was economically unsound.

In speaking of his stuff, Doc Robinson's tone is one of proprietary pride and jealousy, like that of a radio comic with a prosperous, sure-fire specialty who is wary of pirates and poachers. He says Ballard called on him when he, Ballard, "was just starting out."

"I told him I didn't mind," the Doc says, "just so he doesn't infringe my copyright. I just warned him to keep off my stuff."

Nevertheless, the Doc insists that Ballard's stuff in parts is very similar to his stuff, even though he can't make head nor tail of Ballard's stuff. "I am not interested in saving souls," says he, "that is orthodox. I want to raise the mental and spiritual sights of the people. And if I didn't copyright my stuff I would have every faker in the country using it. It would be poor business, in the first place, if I didn't copyright it, because I have got a religious philosophy that is a stem-winder. There is no legal way to stop a faker. With a guy like that all you can do is just let them alone and they'll blow up."

From that you will understand just how the Doc stands on religious fakers.

Regarding the uncommercial spirit in which he proceeds to raise the mental and spiritual sights of his fellow men and the resort to force, as it were, to compel payment for his courses in this consoling and enriching philosophy, Doc Robinson was unable to turn the flank or penetrate the center of your correspondent's obtuseness. Altruist though he claims to be, he nevertheless does not release his secret of happiness and material wealth freely to human kind, but restricts it to those who can undertake to pay \$20. He frankly states in his advertising copy that he requires enough money above expenses "to grow." That is an exact way of putting it, and, taken with the Doc's rather ostentatious description of his own wealthy condition, the mansion, the organ, the cars, bank roll and all, it leaves your correspondent as earnestly puzzled as before.

Fair Enough

Dec. 5, 1939

Dr. Robinson
Explains
His 'Stuff'

By Westbrook Pegler

NEW YORK, Dec. 4.—Dr. Frank B. Robinson of Moscow, Idaho, has been in our midst briefly and has endeavored to set your correspondent right on some matters pertaining to the God business, which is enjoying a boom at the present writing.

Dr. Robinson, who answers to the name of Doc, is the man who advertises that he was a box-car bum but talked with God and speedily acquired a magnificent home with a pipe organ, a Cadillac limousine for himself, other cars, diminishing, for his wife and son, "a lot of life insurance" and a bank account sufficient to withstand the tap of a check in five figures.

But he asserts, notwithstanding his rise to wealth and this firm insistence on his ownings, that he does not desire to make money out of psychiana.

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The ADVERTISING SURVEY

By WARREN L. BASSETT Editor & Publisher

Mail Order Religion

Feb. 10, 1940

THERE IS SENSUOUSNESS and poetry in the advertisements for perfume, there is the tang of the outdoors and the nostalgia for far places in the automobile ads, there are tinted phrases aplenty coming from the copy writers' pens . . . but you can have them all.

Our choice of an ad which really smacks you out of the workaday world into a Land of Far Away is the one appearing in numerous newspapers about the country and headed simply,

IF YOU WERE A GOD

The copy goes on to say "if you had all the power of a God at your disposal, you would be a supremely happy person, would you not? There would be no ill-health, no poverty, no material or spiritual lack in your life then, would there? Well—the staggering truth of the matter is that YOU have now, at your disposal, ALL THE POWER OF A GOD. Furthermore, you can use this God-Power here and now for the complete attainment of whatever things are right and proper for you to have."

There it is in plain words.

The Nirvana we have all been seeking lies within our own dusty hearts and sooty brains.

The man who publishes these bold words in paid newspaper space throughout the country and in foreign lands is Frank B. Robinson of Moscow, Idaho, a city where some 6,400 souls live and have their being within the city limits. The principal industries as reported in EDITOR & PUBLISHER'S MARKET GUIDE for 1940, (Adv.) are a sawmill, brick factory, seed and commercial pea processing plants, University of Idaho, meat packing plant.

"Psychiana," Mr. Robinson's religion, is not mentioned, but it is one of the big industries of Moscow. Last year Mr. Robinson advertised in more than 400 newspapers including some 15 or 20 in foreign countries—Canada, England, Australia, South Africa—and since he began selling his mail order religion 12 years ago more than 700,000 students have taken the course. It gives one pause to think that striding about the world are 700,000 persons who have ALL THE POWER OF A GOD. It gives one double pause!

In New York Mr. Robinson's advertisements, like the one shown here, are appearing in the *Daily News* and the *Journal-American*. Placed at the national rate, the 84-line copy is printed twice a week in the *News*, once on Sunday and once during the week. The contract was signed last July, before the *News*' rate increase of last November, at a rate of \$2 a line on Sunday and \$1.75 a line weekdays. This totals, for the two insertions, \$315 a week. Adding in the sums paid all the other newspapers used during the year, it is clear that Mr. Robinson spends a sizeable amount to sell his religion.

To get the straightaway story of the man who has made a tremendous success of selling a religion by mail we wired to Moscow, and the facts follow, as told by a local newspaperman:

One of the newest and most successful religious movements of the

century—Psychiana—credits its success in no small part to advertising, especially in American newspapers with a circulation of over 7,000,000.

Founded by Dr. Frank B. Robinson, son of a Baptist minister in England, Psychiana teaches "the present exist-

thinking on the need for a "revitalized religion" and he began working out a doctrine "to teach the individual how to draw upon the invisible spirit of God" which he is convinced is embodied in everyone.

But Robinson wasn't yet ready to spread his belief after leaving Bible school. He drifted to the State of Oregon, where he met and married the youngest daughter of Circuit Judge A. L. Leavitt. Until 1928, Robinson managed and worked in drug stores scattered from Los Angeles,

ADVERTISEMENT

ADVERTISEMENT

IF YOU WERE A GOD

or if you had all the power of a God at your disposal, you would be a supremely happy person, would you not? There would be no ill-health, no poverty, no material or spiritual lack in your life then, would there? Well—the staggering truth of the matter is that YOU have now, at your disposal, ALL THE POWER OF A GOD. Furthermore, you can use this God-Power here and now for the complete attainment of whatever things are right and proper for you to have. Do you believe this? We are a large internationally known Movement, and we would not make this statement to you if we did not know it to be true. Will you let us show you? Then write a letter or a postcard to Dr. Frank B. Robinson, Dept. 149, Moscow, Idaho, and we will send you, without cost, one of the most fascinating stories of unusual phenomena which are daily happening in lives just like yours, the world over. It is really astounding what is being done through this invisible Power. All we want is that you know and use this invisible God-Force for the accumulation of the things you really need. The sooner you write the sooner will this amazing story be sent you. And it might easily turn your life into a life of brilliant achievement and power. It has done it for tens of thousands. It can do it for you. For it is not a human power. It's a God-Power. We suggest that you write now, though, as we often are not able to keep up with the demands for this information. Copyright 1940, Frank B. Robinson.

tence of all the power of the invisible spirit of God at the disposal of each one of us, without the intervention of any crucified God of any kind."

In a one-story brick building in the little university town of Moscow, Idaho, Robinson personally directs and supervises what various persons have described as a "mail-order religion." Robinson, a close friend of the late Senator William E. Borah, advertises in numerous periodicals that "I Talked With God." He sells his course in religion by mail, but points out that Psychiana is a non-profit organization.

Since Psychiana was founded nearly 12 years ago, more than 700,000 students have taken the course. With a post-office bill of \$16,000 in 1938, Psychiana claims the largest mailing in the state. Robinson says he has followers in more than 12,000 American cities.

The story of Psychiana is the story of Robinson, and both are unique.

Born 54 years ago at Henley-in-Arden, in Warwickshire, England, Robinson came to the United States 40 years ago. He landed in New York, but later was apprenticed in the drug business at Belleville, Ont. In 1904, Robinson moved to Toronto, where he studied for the Baptist ministry, but after leaving the Toronto school "I could not agree with the fundamental teachings, and began an independent investigation of theology covering 20 years."

Robinson says he "finally became convinced that the entire Christian story is neither original or true, and may be found almost verbatim in the religions of India. I ran down a score of crucified gods prior to the time of Jesus Christ."

His investigations started Robinson

California, to Yakima, Washington.

In that year he stepped off a train in Moscow, Idaho, with \$15 in his pocket and a drug clerk's job. It was the turning point of his career.

Determined to do something about his beliefs, Robinson borrowed an old typewriter from a dentist and in his spare time wrote Psychiana in lesson form. A local grocer loaned him \$500 on the strength of his enthusiasm. Of the \$500, four hundred were spent for advertising in an Eastern newspaper.

Within a year, Robinson's startling theology was going into 67 different countries with 12,277 students participating.

Psychiana flourished until the middle of the depression, when it barely held its own. Today, Robinson says Psychiana "is a losing proposition financially, and if it were not for the donations of friends, it would not operate. In 1939, it lost an average of \$1,000. The gross income for the first eight months of 1939 totalled \$46,331. Total expenses were \$54,556."

Weighing more than 200 pounds and standing well over six feet, Frank B. Robinson is a dynamo in action. He personally writes his own promotion and advertising, reams of letters to his students; visits his students personally, and lectures in several cities.

Besides Psychiana, Robinson operates a professional office building, an exclusive pharmacy, and is a large share-holder in the *Daily Idahonian*.

"Next to Psychiana," Robinson has often said, "I like the newspaper business. If there were not a Psychiana, that's where I'd be working."

He lauds newspaper advertising. A little more than a year ago, Robinson was using radio stations to reach

the public. Today he is advertising exclusively in newspapers and magazines.

"In a newspaper," he says, "you reach all the people all the time. Not only that, but the newspaper is a lasting medium, and your advertisement may continue to bear fruit long after its date of issue. As long as Bill Marineau (manager of the *Daily Idahonian*) can continue to show a lasting effect upon the readers of our local paper, that long will I continue to use newspapers as an advertising medium. The printed word is still supreme."

Robinson said that in its early years, Psychiana advertising was refused by several newspapers. "But Psychiana today is a legitimate religious movement," he added, "and a refusal to carry Psychiana space on the part of a paper is a rare thing."

Although Robinson is the main-spring of Psychiana, his right hand man is Dr. C. W. Tenney, 66, an ordained Methodist minister who was president of Gooding College, Gooding, Idaho, for 16 years, and for 14 years was president of the Montana Wesleyan College at Helena. Tenney, whose official title as assistant director of the movement, takes care of student correspondence.

Robinson is full of surprises, and Moscow residents (most of them call him "Doc") are kept guessing by what he'll do next. A few years ago the Soil Conservation Service offered to create an artificial lake near Moscow if residents would buy the property and deed it to the county, state or federal government. The Chamber of Commerce decided to send solicitors out to raise the money.

"How much money do you need?" Robinson asked when they got around to him.

The answer was \$1,500, and Robinson sat down and wrote out a check for that amount. "Here," he said, "go build the lake—a lot of kids will have fun out there." In appreciation, the county named the lake and resulting park, only four miles from Moscow, "Robinson Park."

Dr. Robinson maintains a branch office at The Hague, Holland, where the religion is translated into foreign languages and distributed. Psychiana offers two major courses, one for 12 months at \$20 and a free course of indefinite duration paid for by contributions. He also offers a two-year divinity course for \$150 which leads to the degree of Doctor of Divinity.

Well, that's the story and sometimes we wish we had taken the course. But perhaps it is just as well. Maybe it wouldn't do the country any good if we unlocked all latent power within us.

Mail-Order Miracles

By Sidney M. Katz

“**M**AN CAN NOW TALK WITH GOD.”

This startling pronouncement heads an advertisement which for the past twelve years has been appearing in hundreds of newspapers and magazines.

The advertiser is the Psychiana Movement which invites the sick, the poor and the discontent to enrol as students and learn how to talk with God. Once having acquired this skill, the students can draw on this power—“God-force” it is called—to solve every one of their physical or psychological ills, be it bleeding piles, tuberculosis, poverty or lovesickness.

An extravagant claim you say? Perhaps; but already Psychiana boasts of close to a million enthusiastic students who live in practically every country the world over. They write letters by the thousands, testifying that the “God-force” can be used with sure-fire and amazing results. The little village of Moscow, Idaho, where Psychiana headquarters are located, has become the State’s busiest post office. Psychiana, in turn, has become one of Moscow’s leading industries, employing some sixty people to ship out as much as \$500,000 worth of Psychiana letters, books and lessons per year.

The founder and director of the movement is 54-year-old Doctor Frank Bruce Robinson. The son of an Englishman, Frank ran away from his home in New York at the age of 14, and apprenticed himself to a pharmacist in Belleville, Ontario. In his spare time he beat the drum for the Salvation Army, and his zeal attracted such wide attention that he was helped through McMaster University in Hamilton, and later through its Bible Training School. After being ordained as a Baptist clergyman, he attended the College of Divine Metaphysics in Indianapolis, where he received his D.D. and a doctorate in psychology.

But Robinson lost faith in the religion of his childhood. “My father, who was a Baptist minister,” Robinson reminisces, “pumped hell-fire and damnation into me until I was sick. I just vomited it up.” Instead of preaching, the young graduate became a drug-cierk. He was a good one, too, capable of selling five gallons of mineral oil to a customer who came in for a pint! Occasionally he would teach Sunday school and help out at an evangelistic meeting.

Robinson tried desperately to “find God.” He went from Church to Church, consulted minister

after minister, and was baptized five times. Often, he would go off by himself and pray all night by the side of a lonely mountain or near the sea. To use his own words, he was determined “to find God or die in the attempt.”

Finally, at the age of 43, after years of experimental effort, he made a “staggering discovery.” Heaven, he found, was attainable here on earth. God existed here and now as “the most dynamic power the world has ever known”; that men and women, after devoting sufficient time and concentration to the matter, can talk directly to God and use this power—“God-force”—to solve their every problem.

Robinson was inflamed by the idea. Now that people did not have to wait until death to “contact” God, surely they would flock to Moscow, Idaho, to find out his method, acquired after nearly forty years of prayer and contemplation. Psychiana, moreover, could be used to overcome all the difficulties that the normal person meets in the course of a lifetime. More than that: when this Power—the ability to “contact God and use God-force”—would be universally known, recognized and used, it would positively banish war, social injustice, crime, hatred, and all the other evils which beset a civilization. Dr. Robinson dedicated himself to the task of propagating the new belief; Psychiana must be made known far and wide.

The manner in which the movement received its initial financial backing is so fantastic that even Dr. Robinson says that the retelling of it “makes him sound nuts.”

Robinson borrowed \$500 from a friend, and spent most of it on space in a psychology magazine, setting forth his Psychiana ideas. Over 2,000 replies poured in. One of these was from an Egyptian cotton broker, Geoffrey Birley, who enclosed a picture of himself, and appeared to be exceptionally interested in the new religious movement. Not long after, as Dr. Robinson slept, he saw a vision: Birley was making peculiar motions over a lifeless prostrate figure, and uttering these words over and over again, “THIS IS PSYCHIANA, THE POWER THAT WILL BRING NEW LIFE TO A SPIRITUALLY DEAD WORLD.” Immediately he wrote to the cotton broker, “You are to be associated with me in this business. Please send \$40,000.” The money came two weeks later!

With this start, “Doc” Robinson, as he is called by his friends, embarked upon a program of expanding his movement. Employing the most modern media—radio, newspapers and magazines—he advertised for students. Thousands responded. At first he charged \$20.00 for 20 lessons, but later on payment was placed on a volunteer basis. Financially, Psychiana prospered, and the movement came to own its own building, three drug stores and a

daily newspaper. In 1934 the gross intake was estimated at \$400,000.

"The making of money does not enter into the movement," says Dr. Robinson. "If we can meet our bills on time we shall be happy. Advertising costs us over \$100,000 yearly, and on top of that we have expenses like salaries, postage, etc. Some day perhaps a wealthy man or woman will endow us and we won't have to ask our students for support. The books of Psychiana are always open to students. . . ."

What is the basis for Psychiana's phenomenal success? Why has it been so enthusiastically acclaimed?

Psychiana preaches success; it offers much more to its followers here and now than any of the other existent religions. It promises concrete results, a reward here on earth, while other forms of religion caution their faithful to possess their souls in patience and await the hereafter. Psychiana cannot fail the student in the solution of his or her difficulty, because God's Power is being used. "It couldn't be any other way, for the Power used is God."

Lesson 1 explains to the student that he is about to begin a wonderful adventurous journey into the Realm of the Spirit of God. Up until now you haven't been happy, because you have not been given the true picture of God.

In the lesson that follows, the student is instructed that he must study when alone, quiet and relaxed in the "solitude of your own

heart and mind." If the student is serious in his desire to talk with God, advises Dr. Robinson, then he must "play ball with me, and I'll play it with you."

Next, the lessons instruct the neophytes that there is God-Power and Intelligence everywhere; it is silent and invisible like electricity. Numerous examples of this Intelligence and Power are given from Nature. When a man and woman mate, a human baby is produced, not a dog or a cat; bluebird eggs do not hatch scorpions, but bluebirds; hydrogen and oxygen invariably combine to produce water; pansy seeds when planted grow pansies, not marigolds. There is the invisible, effective, intelligent Power always at work! "That," preaches Dr. Robinson, "is the Power I want you to use."

Disclaiming any similarity between Psychiana and Coué's system of auto-suggestion, none the less, students are asked to drill themselves with the sentence, "I BELIEVE IN THE POWER OF THE LIVING GOD." This utterance is to run through their head always; it is to be repeated quietly during the day and, if possible, aloud at night before going to bed. The following excerpt, describing the nocturnal exercise of the Psychiana student, is not without interest:

"When you retire at night, relax. If you don't know how to relax let me tell you. Get in a comfortable position. Preferably on your back. Then, don't move.

Just seem to be a dead weight on the bed. Breathing all the while, slowly, noiselessly, deeply. If you have trouble in relaxing, first raise your left leg and let it drop as a piece of lead on the bed. Do this several times. Then never move it again. Do this then with your right leg. Then with each arm. As you progress in this relaxing exercise, you will feel your feet first go to sleep. Then you will feel sleep creeping over the rest of your body. Close your eyes, of course.

"Directly in front of your closed eyes, there will in all probability be an area which seems to be a little brighter than the darkness. This area will not be stationary. It will sort of float around.

"LOOK RIGHT INTO THE MIDDLE OF THIS BRIGHT AREA. Continue this until you feel you are about to drop off to sleep . . . etc. . . etc."

Such is the path that the Psychiana student must tread if he earnestly desires to talk with God and acquire the panacea of "God-force" to help him meet his personal woes.

Dr. Robinson claims he has concrete evidence that Psychiana never fails. He describes one occasion in the fall of 1937. While speaking in the Shrine Auditorium at Portland, Oregon, a lady from Tacoma sent him a message: "My nephew Cordwin Hull dying with tubercular meningitis. Doctors say he cannot live but a few hours. Will you do what you can? Will keep in touch with you." Robinson read the message aloud and

said to the audience, "The God we believe in has absolute power to save this boy and, more than that, will do just that very thing." The next morning news came of the boy's recovery.

Telegrams are always pouring into headquarters at Moscow, Idaho, but despite the voluminous demand for miracles, as far as Dr. Robinson knows, there is not a single case where the God Law has not worked to the complete satisfaction of the sender. Some typical messages in the founder's mail read as follows:

NEW YORK.—Husband Louis —, very ill Bellevue Hospital. Please do whatever possible.

FAIRMONT, VA.—Please give treatment infected nerve in leg. Pain intense. Your student.

CHICAGO, ILL. — Dear Doctor please take my case. Not strong enough myself. Pneumonia.

SALT LAKE CITY — Treat Ollie May Jarvie. Had gall bladder removed. Sinking fast.

A testimonial letter, which Dr. Robinson had reprinted and sent out to many of his students, read as follows in part:

St. Louis, Mo.
July 28, 1936.

"Dear Dr. Robinson:
We always feel like shouting from the hilltop to attract people's attention . . . to the most marvellous teaching.
My husband had bleeding piles for ten years and with the first lesson his piles disappeared and

no more heavy heads which accompanied the pain of piles. Before my husband wore glasses for his work and also for reading; now he does not wear his glasses.

Tom was fixing the electric socket . . . something went wrong. He forgot to turn the electric switch off . . . when all of a sudden fire sprung up touching his hand and hair . . . he was surprised to find the fire was cold. . . .

But this only goes to show how Psychiana protects one from danger. . . .

Mrs. T. V."

How do the Churches regard Psychiana? Attacks have been made on it because of the lack of solemnity which characterizes the movement. Dr. Robinson's reply is, "I do not believe that just because we know God we have to wear a long face and never try to be happy and successful here and now." Often he blasts away at the Churches, claiming that despite the fact that there are 11 major systems of religion with 1,400,000,000 adherents, they have done little to promote the welfare of society or of the individual. He believes that the Churches are out to get him; that they tried to have

the Post Office declare his lessons illegal; that they have been agitating to remove his transcribed radio program from the air. Nevertheless, occasionally he contributes charity for religious purposes. Once he donated an altar to the local Episcopal Church.

Today Dr. Robinson sees in Psychiana the promise of a brave new world. Had Psychiana been universally adopted ten years ago, the world would not be in its present sad plight. For dictators, the source of evil, would have been unable to delude men and women in possession of "God Force."

But it is not too late, according to the prophetic words of the Moscow zealot. "This world," he predicts, "is about to go through a metamorphosis . . . of such magnitude . . . that a new system of civilization will be in existence. Emanating from this little City of Moscow, Idaho, is going out a stream of new Power, a stream of new hope, a stream of new peace such as this world has never known before."

Thus, only twelve years old, Psychiana, the religion that teaches man to talk with God, stands ready to save civilization, and points the way to the more abundant life.

Robinson at D. C. Church

Dr. Frank B. Robinson, now en route home from a three-weeks' stay at Washington, D. C., Sunday morning spoke before the Sunday school of the Washington city Church of the Brethren, and delivered the morning sermon to the congregation.

He was invited to appear by the Rev. Warren D. Bowman, the church's minister. The auditorium, Dr. Robinson has written, was filled to capacity. While at Washington he conferred with Idaho's congressional delegation.

Idahonian, 1-22-41

Newest Book Is Off Press 1941

First copies of "Blood on the Tail of a Pig," latest book written by Dr. Frank B. Robinson, founder of Psychiana, have been received by the author from the American Book-Stratford Press, Inc., of New York City, the publishers.

Dr. Robinson wrote the book while at New York recently, from experiences which came to him here last fall and winter. It seeks to present a philosophical approach to the question of forces "other than brute force" to solve the world's tumult.

The publishers have printed 5,000 copies of the book, Dr. Robinson said. The book appears in a tan cloth cover and is being distributed to book-sellers by the publishers.

Closing Time for Mail Advanced

Because of greatly increased quantities of first class mail, the closing time for outgoing mail on the 5:15 p. m. Northern Pacific train today was advanced 10 minutes by Postmaster Glenn Sanders.

The new closing hour will be 4:30 p. m., Don Williams, assistant postmaster, informed *The Idahonian*. Previously it had been 4:40. If the additional time allowed under the new plan is not sufficient, Williams said, closing time will be moved ahead to 4:15.

Moscow Has Record Postal Volume in '41

Moscow's postoffice did the brisk business in the city's history, during 1941, Postmaster Glenn Sanders told the *Idahonian* today.

Sanders announced that his records showed that the year's postal volume, as routed through the local office, amounted to \$85,934.47, compared with \$81,766.73 in 1940, the previously high 12-month period.

The postmaster attributed the record-smashing volume to (1.) "better business," (2.) more Christmas mailing and (3.) the decision of Psychiana, philosophic religion with headquarters here, to send all its mail first class.

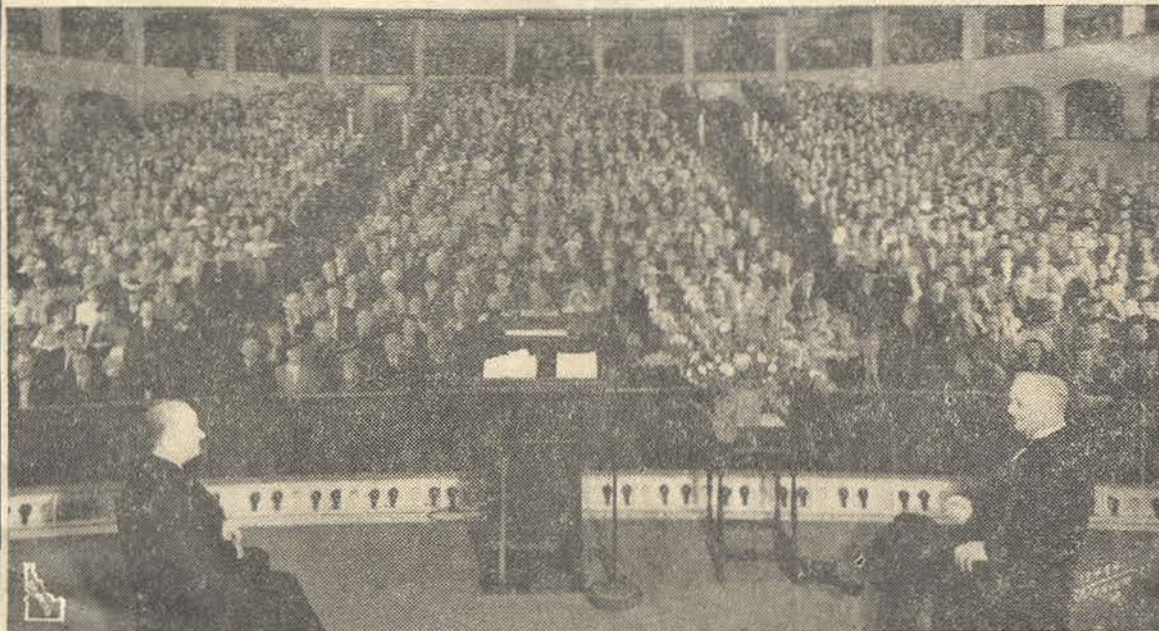
Sanders pointed out that the 1941 figure climaxed an almost year-by-year increase in business going through the local postoffice.

"In round figures," he said, "we did \$68,000 in business in 1936, \$74,000 in 1937, \$78,000 in 1938 and \$81,000 in 1940." The only "slump-year" since 1936 was 1939 when receipts dropped to \$69,000 because of "the unavailability of materials," according to Sanders.

Moscow experienced a booming December, receipts for the month totalling \$13,146.64. The total for the previous December was \$11,332.64, he said.

Packed House Hears Dr. F. B. Robinson

11/4/41



This audience is typical of the several which heard Dr. Frank B. Robinson of Moscow speak on his philosophical religion, "Psychiana," at Los Angeles recently in conjunction with Eldon Holmes of Los Angeles. Dr. Robinson is seated on the right, Mr. Holmes on the left.

Los Angeles Calif.

WEDNESDAY, SEPTEMBER 17, 1941

Use of Psychiana to Subdue Hitler Urged



DR. FRANK B. ROBINSON, founder and leader of Psychiana Movement, shown explaining his belief that proper use of his philosophical religion can subdue Hitler and return peace to world. — Los Angeles Examiner photo.

Robinson Is Citizen Now, Given Papers

Idahonian, 1/5/42

Saturday was citizenship day for Dr. Frank B. Robinson, Moscow resident and founder of Psychiana, who received his final naturalization papers from Judge C. C. Cavanah of U. S. district court Saturday afternoon at Coeur d'Alene.

The federal jurist for Idaho made a special trip to Coeur d'Alene from Boise to grant the citizenship papers after the immigration service withdrew a request it



Dr. F. B. Robinson.

made during the regular term of court at Coeur d'Alene that the proceedings be delayed. Judge Cavanah then set January 26 for the special term of court at the lake city, moving this date up to Saturday when the objection was withdrawn.

He had held residence here as a subject of Great Britain. He had been examined upon citizenship responsibility and character witnesses had appeared and been interrogated during the November term of court, and Saturday's proceedings comprised only the formality of taking oath of citizenship and signing final papers. Witnesses who had appeared for him were Mayor W. L. Anderson, Sheriff G. K. Moody, Jack McQuade, the Rev. O. LeRoy Walter, C. A. Hagan, Judge A. L. Morgan, Prosecutor R. W. Peterson, and W. T. Marineau.

Dr. Robinson has been a resident of Moscow 13 years, starting Psychiana 12 years ago, and later acquiring other business interests in the city.

ROBINSON GETS PAPERS FINALLY

Spokesman-Review
1/4/42

Moscow Publisher Granted
Citizenship After Thorough
Probe by U. S.

COEUR D'ALENE, Idaho, Jan. 3.—A seven years' quest for United States citizenship by Frank B. Robinson, Moscow publisher and author of a religious philosophy, was consummated in federal court today. Mr. Robinson was sworn in after the court read a stipulation which stated "that the naturalization service has determined that no objection will be made to the admission to citizenship in the case of Frank B. Robinson."

While the court was in session here in November the hearing of the applicant was held up for investigation of character, and Judge C. C. Cavanah set January 26 as the date for the hearing, but upon the stipulation he made a special trip to Coeur d'Alene today to complete the proceedings. Train service delayed the judge's arrival until this afternoon when J. A. Cushman, Spokane, examiner, accepted Robinson's pledge of allegiance. The applicant had previously qualified himself fully as to knowledge, the court said.

Charges Were Filed.

Robinson, who was born in England, was originally charged with illegal entry, and at one time he left this country to reenter with a correct visa from Cuba. He has been recognized by the government as residing in this country since 1937.

The Moscow publisher, who has been ill with a heart ailment, appeared weak and shaken after he had taken the oath and for a while was unable to leave the courtroom.

I TALKED WITH GOD

The Amazing Story Of Dr. Frank B. Robinson

A DRUG clerk in Moscow, Idaho, has organized the fastest growing religious group in the world—entirely by mail. They have no churches, no services, and no rules to govern conduct—and still the movement grows faster than longer established and revered religious denominations.

Dr. Frank B. Robinson, the founder and leader of the movement, starting with an idea—and a part-time job in a drugstore, has developed a following numbering close to a million people scattered all over the world. The secret of his success is a mixture of simplicity, hard work, and a talent for advertising which approaches genius.

The idea, called "Psychiana," (incorporated as such in the State of Idaho) is best explained in the Doctor's own words. He states in a booklet mailed to prospective students, "For 40 years I was perhaps the world's number one failure. Then one day I talked with God. There came into my life a spiritual Power so dynamic that all other powers and forces faded into insignificance beside it. You may have this Power if you want it. It can do for you perhaps more than it did for me."

About fourteen years ago, Dr. Robinson, after rejecting all other concepts of God and religious teaching, but still believing in the efficacy of prayer, claimed that he talked directly with God, and that thereafter, he had a Power that enabled him to attain every happiness, every worldly benefit he de-

sired. . . . "A Spiritual Power which man can use to bring him whatever material things that are necessary." Further, he feels that he can transmit that Power to others through a course of lessons, through the mails without personal contact. The Doctor believes that there is a Law which he calls the God Law, that governs Man's actions, just as there is a law governing electricity. He believes that the law has always existed, but man did not know of it as he did not know of the one governing electricity, because it is invisible.

Agree with him or not, and he has been called a racketeer, charlatan and worse—Frank B. Robinson is the head of a world-wide, enthusiastic and rapidly growing sect, individual members of which, take on the task of spreading his fame. The Doctor deprecates this notoriety, saying: ". . . I am a simple man . . . although publicity I have received . . . focuses attention on the little city of Moscow and me . . . I was as helpless to overcome my troubles as you are until I found the existence of the great God Law . . . since that day my entire life has been devoted to passing these stupendous Truths on to others . . . I take no credit for their discovery."

Dr. Robinson's followers come from all walks of life. Many are poor; some are rich; all are dissatisfied, and thousands write in to tell the Doctor that he has shown them the Power to cope with the problems of life. So many have written un-

solicited letters that the little town of Moscow, Idaho, has a first-class post office, and Frank Robinson, besides receiving more correspondence than most executives, is regarded by conservative bankers as an AI risk. In fact, he has almost unlimited credit.

Starting with a cubbyhole office, rented for \$5.00 a month, and sustaining himself and his family by his work at the drugstore, Robinson wrote his course and borrowed \$500 to advertise it. The first bit of advertising copy, costing \$400, brought in response \$23,000 worth of orders for the Psychiana Teaching. Follow-up letters were then sent out, with even greater response, and the movement was successfully launched. The same letters are still in use today, and still work.

Dr. Robinson is, of course, accused of running a big business—and it is pretty big at that. But he points out that "Psychiana" is a religious corporation, non-profit, that shows a deficit every year. He says he expects some day to have wealthy persons endow the movement so that the teachings will be free. His personal holdings, he claims, are due to his credit at banks. In spite of attacks, no one has ever proved the movement other than it appears to be.

The idea of a personal God is not a new one, but Dr. Robinson's method is new to the point of being revolutionary. He claims that if God can give rewards in the hereafter, He can give them here. Or if He cannot—there is no God. Scoffers in his home town who ridiculed the venture as doomed to failure, now point the Doctor out with considerable civic pride whether they believe in his teachings or not. Dr. Robinson says that his teachings will convince any unbeliever.

AMONG OTHER TALENTS, DR. ROBINSON PLAYS THE ORGAN WITH PROFESSIONAL SKILL, NEVER HAD INSTRUCTION, SAYS IT'S "SPIRIT OF GOD."



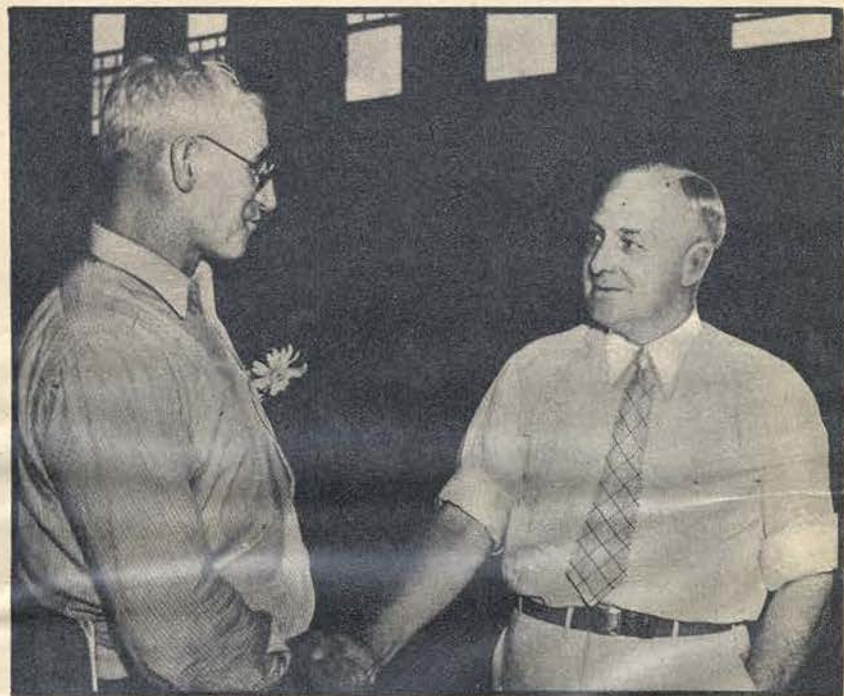


THE AVERAGE BUSINESS concern would consider itself one of the top-notchers if it handled as much mail as the Psychiana Corporation. The bill for postage runs to \$35,000 a year, and at times three eight-hour shifts

are at work. Envelopes are bought in five-million lots and paper by the ton, and so far this year 75,000,000 pieces of advertising matter have been mailed. Two printing presses are used for the work. There are 87 employees.



THIS PARK and lake, named after Dr. Robinson, the owner, were donated to the State of Idaho by the Doctor to be made into a State Park. Holdings such as this give rise to the criticism that he's making plenty of money.



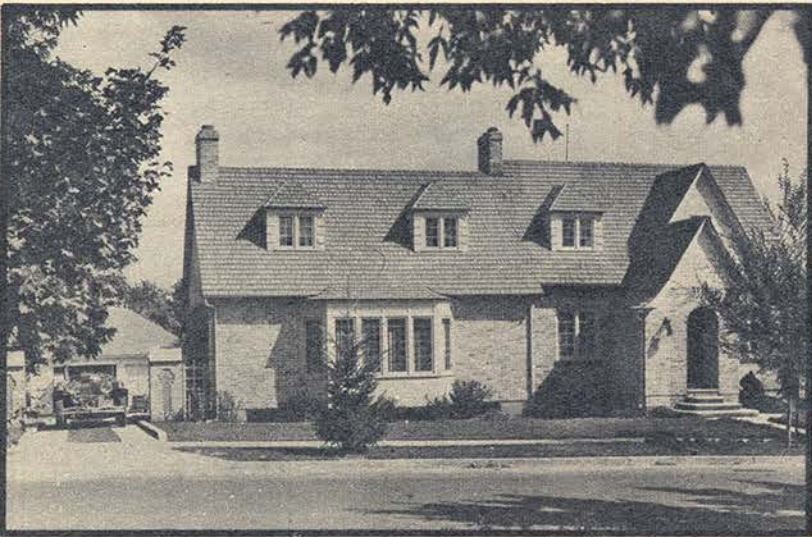
DR. ROBINSON makes it his business to get around to all civic affairs and to take an active interest in city and State activities. He is shown here greeting Carl Greib, manager of the stock show at Uniontown, Idaho.



VISITING CELEBRITIES make it a point to drop in on the religious leader, either from interest in the work or just sheer curiosity. Thomas E. Dewey, New York District Attorney, chats with his host and a friend.



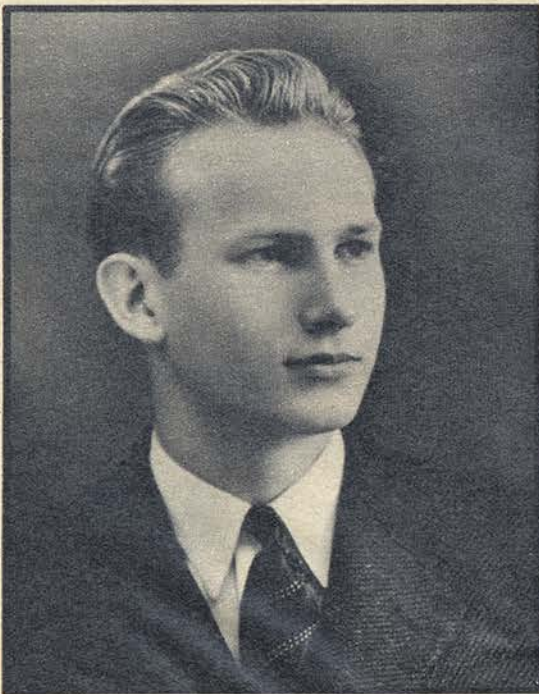
THE PROFESSIONAL BUILDING, Moscow's largest and most modern office building, is owned by Dr. Robinson and is tenanted by doctors and lawyers. The Psychiana Building, also owned by the Doctor, is right next door.



THE ROBINSON HOME in Moscow, Idaho, is one of the show places, but is actually not too large for a family of five. In the driveway stands a custom-made Duesenberg car. The Doctor says that they live simply.



DR. ROBINSON has two studies and keeps three secretaries busy all day. The machine by the wall is to test all radio recordings before they are released. Robinson makes many radio broadcasts and personal appearances.



ALFRED BRUCE ROBINSON, 18-year-old son of the Doctor, is studying organ at Oberlin Conservatory, Ohio. In second year he is a brilliant student.



MRS. ROBINSON, the daughter of an Oregon Circuit Court judge has been married to the Doctor and helping him for 23 years. Active in church work.



FLORENCE ROBINSON, who resembles her father, is nine years old and attends the local public school. The children are healthy and popular.

Man Who 'Talked With God' Is Affluent In Moscow, Idaho

New York Enquirer 2/23/42

Described as one of the most significant movements of all time is the Psychiana movement of Moscow, Idaho, and one of the most significant men of the day is its founder, Dr. Frank B. Robinson.

In his balmy days, Horatio Alger never penned a more fanciful story than that of Psychiana. On April 28, 1928, the founder of this movement was working in a little drug store in Moscow, Idaho. Son of a Baptist preacher, he had been very thoroughly trained to be a preacher of the Baptist ministry. Some years before he had graduated from the Bible Training School of Toronto, Canada, and, in addition to that, had secured doctorates in both Religion, Philosophy and Literature.

As a result of his study, Dr. Robinson says he decided that all systems of religion to date had a common original thousands of years ago.

Eschewed Ministry

Robinson never actively engaged in the Christian ministry.

Graduating from the Theological Seminary, Robinson left the ministry strictly alone and pursued his studies in the origin and history of religions.

Always, he says, his search was for some common denominator upon which he could found what he calls "a scientific philosophy of Almighty God."

In 1928, married and with an infant son, Robinson began to work on the teaching the world now knows as Psychiana. In his bedroom one Saturday night he wrote until Monday morning and he pronounced it good. Naturally, he had no money saved up with which to publish his philosophy.

Across the street from the drug store, however, was a corner grocery, the manager of which was one Ned Phillips. Meeting Phillips one Saturday night after the drug store had closed, Robinson borrowed \$500 from his friend. At this point begins one of the most remarkable stories of religious growth the world has ever seen.

Robinson up to that time had no advertising experience of any sort, yet he wrote a piece of copy that night and sent it to a magazine of national circulation. The advertisement cost \$400.00 and, as a result of that simple, direct appeal written by an inexperienced drug clerk, more than \$25,000.00 worth of orders for the Psychiana teaching came in. This gave him sufficient funds to buy more advertising.

Perhaps the most outstanding characteristics of this man is the freedom with which he supports civic enterprises. Robinson Park stands in Idaho as a monument to his generosity. He purchased 164 acres of land and donated it to the State of Idaho, having an agreement with the Federal government that if he would do that the government would create an artificial lake of some 24 acres on this land.

Recently he gave one of his buildings to the Rotary Club to be used as a boys' club in Moscow. Every Christmas he feeds indigent families in the county, and on one occasion when a child was lost in the woods he chartered a plane and kept up the search for the child until it was found.

Robinson now owns the largest office building in Moscow. His tenants are doctors and attorneys. In addition to this, he is president of the News Review Publishing Company, which corporation publishes the Daily Idahonian, the largest circulation afternoon daily newspaper in North Idaho. He has many other interests, but his main interest is in spreading the new conception of God as originated and given to the world by him. His postage bill runs between \$50,000.00 and \$60,000.00 a year, and in the Psychiana Building in Moscow, Idaho, he keeps a staff of about thirty people constantly employed.

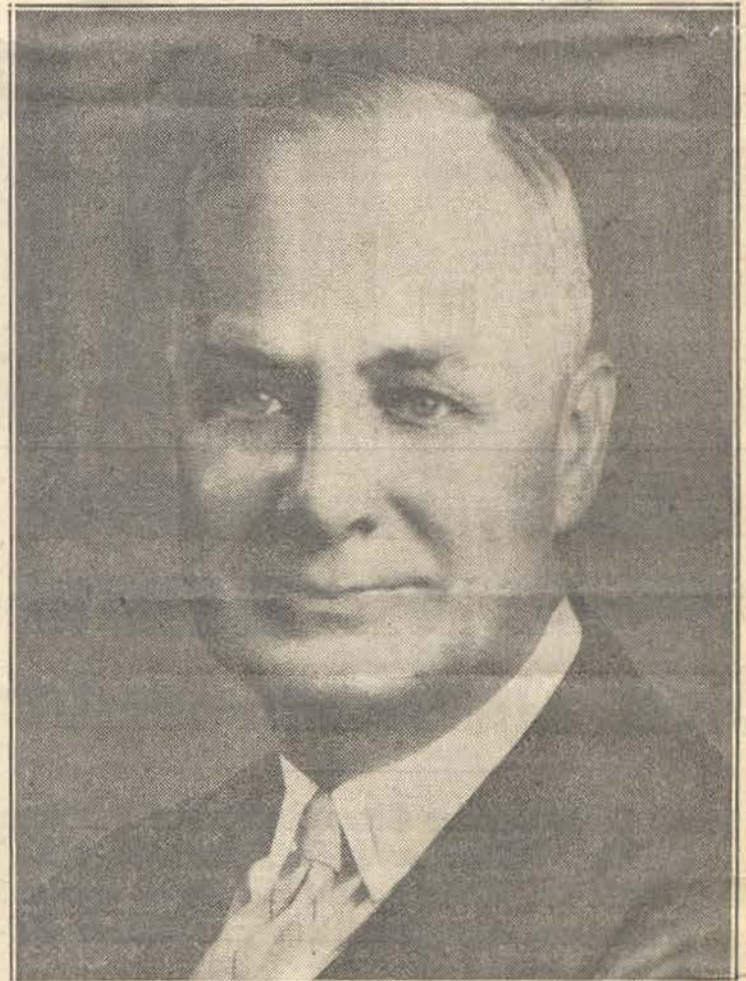
His printing department is in another building, and most of the printing for the Psychiana movement is done on a large sized multi-lift machine and two high speed multigraphs—this in addition to the facilities of the newspaper plant.

Vast Printing Program

During the year 1941 Psychiana, Inc., printed and distributed over 75 million pieces of literature. Students, it is said, enroll at the rate of 100,000 a year, so it is easy to see the speed with which this movement is growing. The philosophy goes out in the form of lessons for which a definite charge is made. A student, however, may at any time return the lessons and receive in full all monies paid therefor.

Founder of Movement

New York Enquirer 2/23/42



Dr. Frank B. Robinson

Graduate of the Theological Seminary, Dr. Frank B. Robinson of Moscow, Idaho, is Founder of the Psychiana which is classed as a scientific philosophy of Almighty God.

Could Money Be His Motive?

809 Ross Avenue,
Kilgore, Texas.

Editor:

One Dr. Frank B. Robinson, of Moscow, Idaho, not Russia, for several years, has announced to the world that he actually and literally talked with God. He made his discovery about 13 years ago, so he says, and at a time, after 42 years of discouragement and despair. He titled his discovery Psychiana, and claims to have introduced it in 67 nations, all of which are engaged in the most destructive war the world has ever known.

It makes me wonder if Hitler and his war-lord pals are members of his "discovery." The doctor claims to have quite a long string of titles. He claims to be a republican and nothing else, but during President Roosevelt's first campaign, he boasted of being a member of one of the democratic campaign committees.

Since his discovery he has grown rich. He owns and controls one of the greatest daily newspapers

in Northern Idaho. He generously proposes to make known his wonderful discovery for \$5.00 per month, with a liberal discount for cash in advance; that it will teach how to acquire and perform the wonderful powers of Jesus Christ.

I am past 83 years of age, but have never heard of our Lord charging money for performing His wonderful miracles. Isn't it possible that Brother Robinson may have conducted his talks with emissaries of the lower regions? I feel that I would have to stand on my head in order to swallow his statements.

P. A. McCarthy.

Cheerful Eyeful

Western Agency of Seattle, placing current Psychiana advertising, sends us the proof of the advertisement reproduced here, advising us that "it is unusual, to say the least, and is dynamic and dramatic in the extreme," the copy having been written and the design conceived by

IS GOD DEAD?

AN ASTOUNDING PROPHECY

The advertisement features a central portrait of Dr. Frank B. Robinson, surrounded by a decorative border of skulls. The headline reads "IS GOD DEAD?" and the sub-headline reads "AN ASTOUNDING PROPHECY". The text below the portrait discusses the author's discovery and its implications.

Dr. Frank B. Robinson, head man of Psychiana, who always writes his own copy. Dr. Robinson is no stranger to the readers of ADVERTISING AGE, his promotional activities having been chronicled in these pages from time to time. We reprint his eye-catching newspaper ad because our own private reader check reveals that no more effective four-wheel stopper headline has been turned out in many months.

SUPER SALESMAN Pic 1942

Dear Editor:

In the December 23rd issue, an article under the title "I talked with God," by Dr. Frank B. Robinson, seems to me to have been mistitled. It should have been titled "Super Salesman."

How anyone other than an idiot could believe his statement that he "talked to God" is beyond me. Why God should pick Dr. Robinson for this so-called talk, is another thing I don't understand. I should think God would have talked to Pope Pius, who is considered God's representative on earth by the Roman Catholics. Yet, even the Pope has never made such a ridiculous statement.

He owns a home in Moscow, Idaho, that is known as the showplace of Moscow, a custom-made Dusenberg car, so much real estate that he turned over much of it to the State for a park to be named after him, large modern office buildings, and is visited by political celebrities (who may have to call on the nearly million followers of the doctor for votes). And this is a nonprofit organization.

MRS. R. J. CARRANO

New York City.



