

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 A1 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."



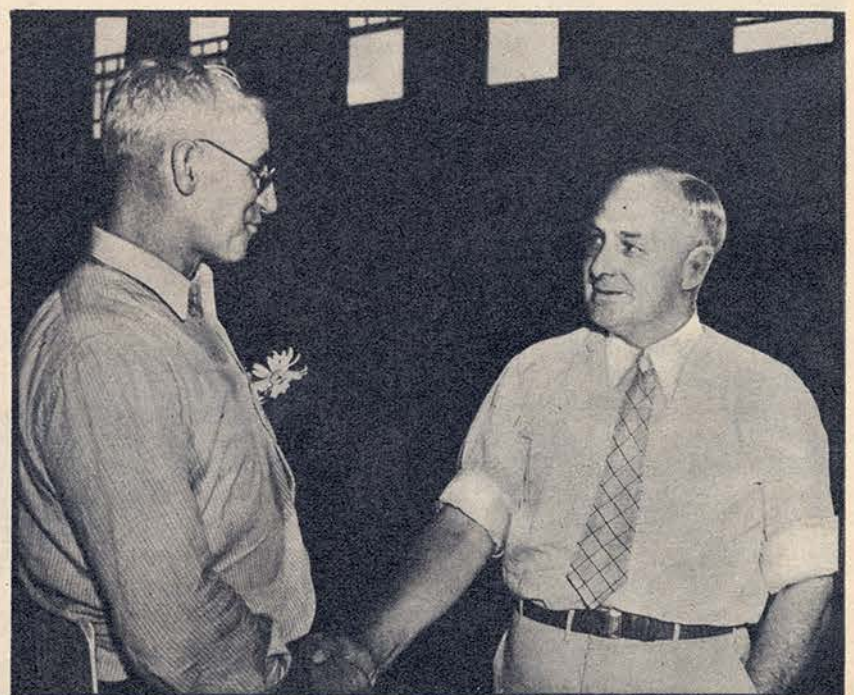


THE AVERAGE BUSINESS concern would consider itself one of the top-notchers if it handled as much mail as the Psychiana Corporation. The bill for postage runs to \$35,000 a year, and at times three eight-hour shifts

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.



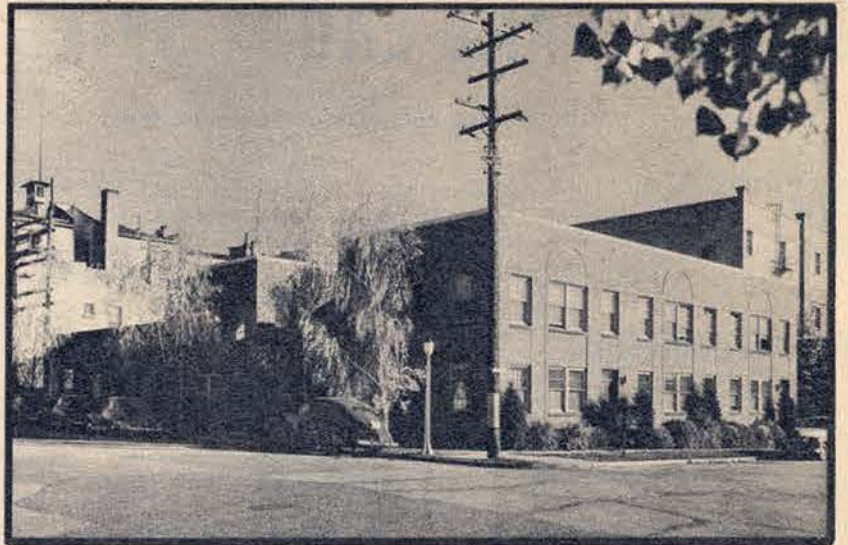
THIS PARK and lake, named after Dr. Robinson, the owner, were donated to the State of Idaho by the Doctor to be made into a State Park. Holdings such as this give rise to the criticism that he's making plenty of money.



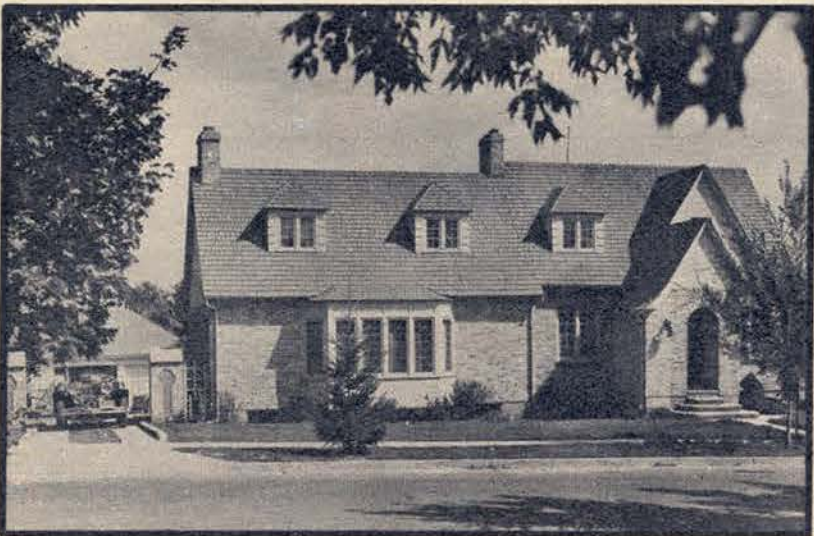
DR. ROBINSON makes it his business to get around to all civic affairs and to take an active interest in city and State activities. He is shown here greeting Carl Greib, manager of the stock show at Uniontown, Idaho.



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.



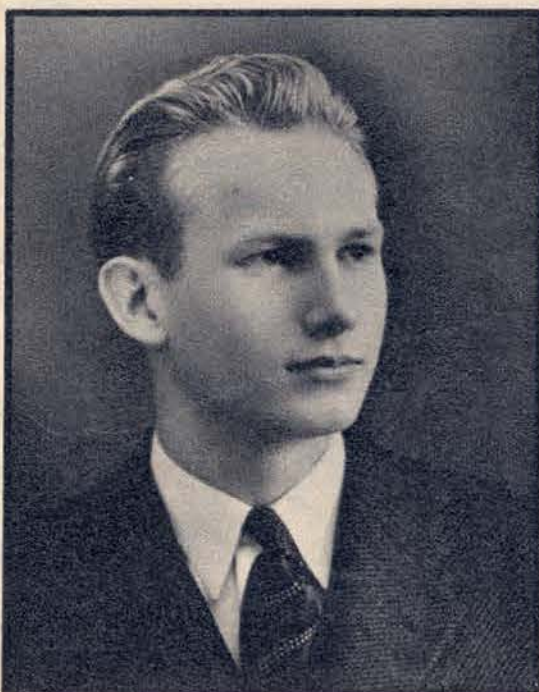
THE PROFESSIONAL BUILDING, Moscow's largest and most modern office building, is owned by Dr. Robinson and is tenanted by doctors and lawyers. The Psychiana Building, also owned by the Doctor, is right next door.



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.