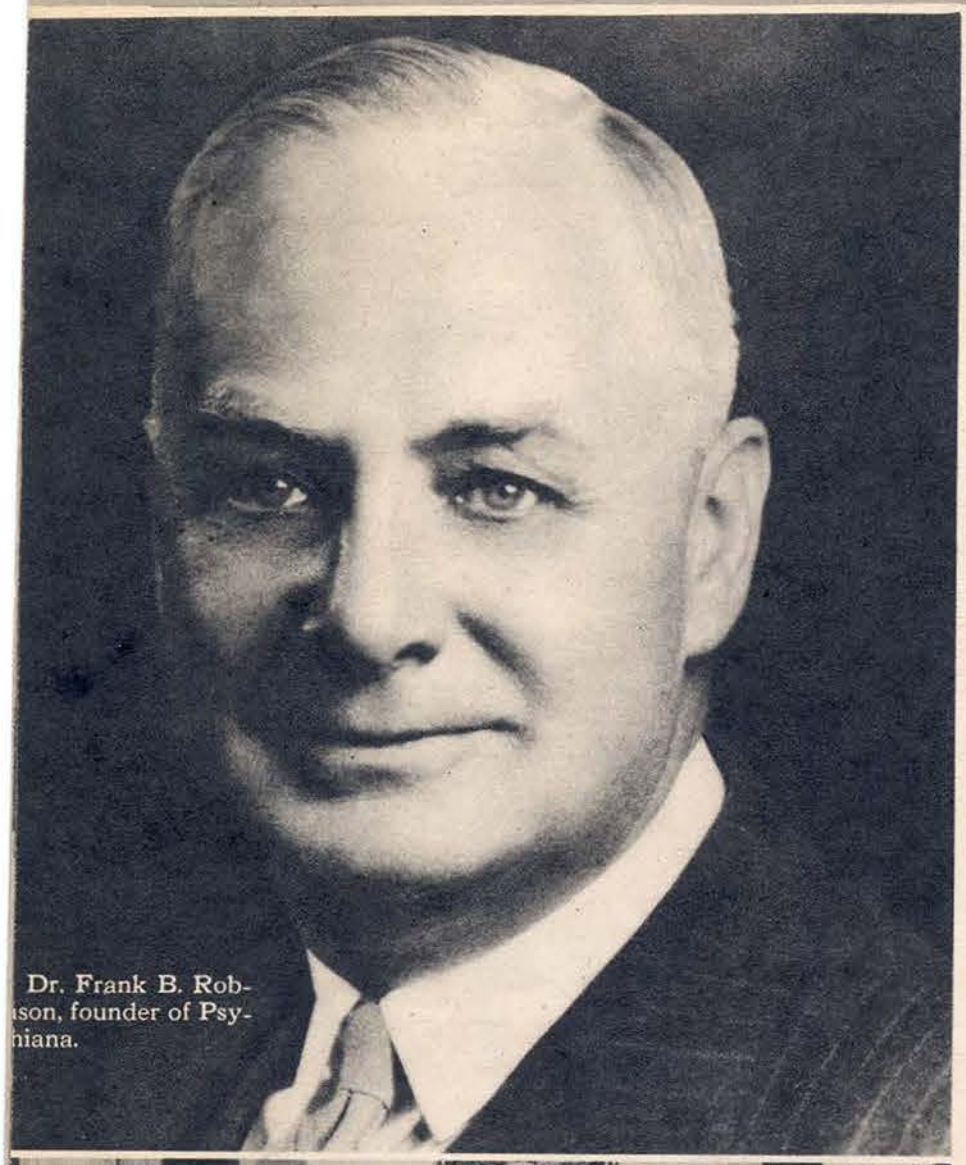
THE MAN WHO



Dr. Frank B. Robinson, founder of Psychiana.

"For forty years I was perhaps the world's number one failure and 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." These are the words of Dr. Frank B. Robinson, whose amazing career has transformed him from a part-time drug clerk in a small town in Idaho into the head of the fastest-growing religious group in the world.

Dr. Robinson heads a religious non-profit corporation, called "Psychiana", that in a comparatively short time numbers over a million disciples all over the world. All of his followers have been converted by mail. As a result of the success of Dr. Robinson's work, his little hometown, Moscow, Idaho, has been converted into a thriving little town with a first class Post Office.

Fourteen years ago, Dr. Robinson, feeling himself defeated by life and finding no comfort in the religion to which he was born, prayed to God for guidance. He claims that he talked directly with God, receiving a Power which thereafter enabled him to obtain every happiness and every worldly benefit he desired. As Dr. Robinson puts it: "A Spiritual Power which man can use to bring him whatever material things are necessary." Dr. Robinson believes that there is a law which he calls God Law and which governs man's actions, just as there is a physical law governing the action of electricity or gravity.

Whatever the uninitiate may think—agree with him or not—Dr. Robinson is now the head of a worldwide, enthusiastic and rapidly growing sect; and individual members are busy spreading his fame to all the corners of the earth.

His followers come from all walks of life and thousands write in to tell him that he has shown them how to obtain the power to cope with the problems of life.

Starting fourteen years ago in a cubby-hole office which he rented for five dollars a month, Dr. Robinson maintained himself and his family by working in a drug store. Then he wrote his course and borrowed five hundred dollars for advertising. The first bit of advertising copy cost him four hundred dollars and brought in response twenty-three thousand dollars worth of orders for Psychiana teaching.

Dr. Robinson has been accused, of course, of running a big business—a mighty big business at that—but he points out that Psychiana is not only non-profit, but shows a deficit every year.

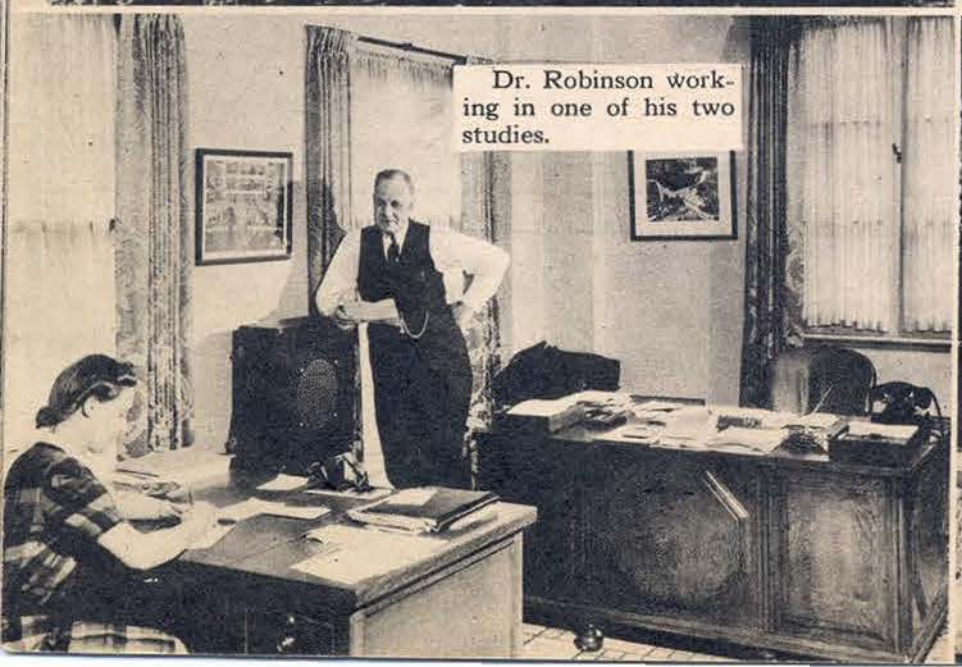
Boiled down, Dr. Robinson's idea of a personal God is that if God can give rewards in the hereafter, he can give them here on earth; and the Doctor can point to his lovely home, his two automobiles, his organ (which he can play although he never took a lesson), his own newspaper, and his other real estate holdings as tangible proof of the efficacy of his new religion.

Dr. Robinson's postage bill runs to thirty-five thousand dollars a year and he employs eighty-seven people. Envelopes are bought in five-million lots and paper by the ton. In less than one year he mailed over seventy-five million pieces of advertising matter.

In order to get out his constant flow of mail, Dr. Robinson is kept busy dictating early and late, either to his secretaries in person or to the ediphone machine which he has in his office.

He makes it his business to get around to all civic affairs and to take an active interest in them. Dr. Robinson's wife is the daughter of an Oregon Circuit Court judge and has been married to the Doctor for twenty-three years. She has always been very active in church work and has assisted her husband in every way.

Dr. Robinson at home with his wife and his two children, Alfred and Florence.



Dr. Robinson working in one of his two studies.

Dr. Robinson at work in his mailing department.

TALKED WITH GOD

Dr. Robinson on the platform of the Philharmonic Auditorium in Los Angeles, with a capacity audience.

Dr. Robinson is shown above on the stage of the Philharmonic Auditorium in Los Angeles with his assistant, Earnest Holmes. Thirty-five hundred people filled the auditorium to hear the Doctor and as many were turned away. This picture, taken 15 minutes before speaking time, shows the ground floor already practically filled to capacity.

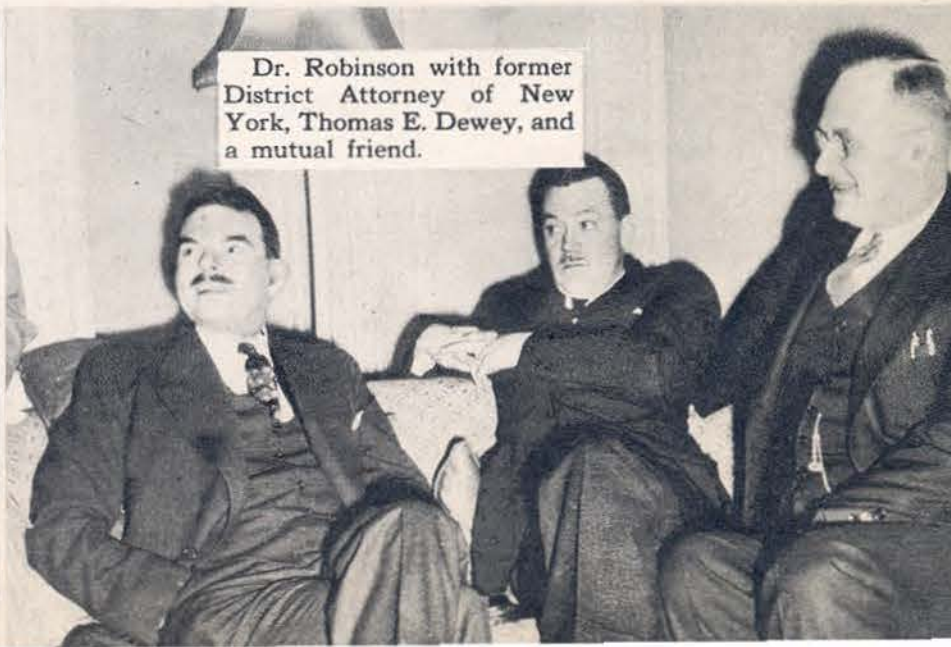
Below, left, is Dr. Robinson's beautiful home with one of his cars in the driveway. His home and his cars are convincing proof to his followers that his Psychiana has something on the ball.

His growing fame has brought him into contact with many notables in public life. Below, right, he is shown with former District Attorney of New York, Thomas E. Dewey, and a mutual friend. The Doctor also knows President Roosevelt personally and has been in Washington several times, where he has done work for the Government for which he has personally received the President's thanks.

In Idaho there is a large park and a lake named after Dr. Robinson, which he donated to the state to be made into a State Park. He owns the Professional Building, Moscow's largest and most modern office building, which he built. It is tenanted by doctors and lawyers. He also built his own printing plant, and in it he turns out his newspaper and his literature.

He has two studios and keeps three secretaries busy all day. The machine he is leaning on in the lower left hand corner of the opposite page tests his radio recordings before they are released for broadcast on stations all over the land. He makes many radio broadcasts and personal appearances.

Dr. Robinson's home in Moscow, Idaho.



Dr. Robinson with former District Attorney of New York, Thomas E. Dewey, and a mutual friend.