

PSYCHIANA, INC.

Its founder & president steps up the advertising for the religious pamphlets he sells by mail order.

Dr. Frank B. Robinson is a ruddy, strapping Idahoan who sells religious tracts by mail order and spends well over \$200,000 a year to advertise them and the religious firm he founded, Psychiana, Inc. This month Dr. Robinson hiked his advertising sharply, though he will stick to the same media he has customarily used: newspapers, shopping papers and magazines.

A onetime drug clerk in Moscow, Idaho, where he now makes his head-

quarters, Dr. Robinson borrowed \$500 in 1928 to run an ad in a psychology magazine. It brought him \$23,000 worth of business for his courses and Psychiana, Inc., which he had just conceived, became overnight a going concern. Its annual volume today runs close to a million dollars.

Dr. Robinson's concept of religion, with which most ministers disagree, is built around a personal God. During the 1920's, he says in one of his booklets, "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."

When readers answer Dr. Robinson's advertising, they receive a free booklet or two which explains Psychiana and the courses he sells. The courses consist of a subsequent series of pamphlets, spread over a 10-month period and selling for \$20. Dr. Robinson returns the fee anytime during the course or within a year or more afterward if the registrant objects. Few do.

Psychiana, Inc., is strictly non-profit. The only paid officer of the firm, Dr. Robinson receives a salary of \$9,000 a year. Otherwise, the revenue is turned back into advertising or into expanding the courses. Thus the advertising



PSYCHIANA'S ROBINSON

A \$500 ad brought in \$23,000

budget varies with the enrollment and at the moment both are up. Psychiana spent something over \$150,000 last year (through the Western Agency, Seattle) and may double that this year.

Although some newspapers have

turned down the Psychiana copy, the U. S. Post Office has approved it on several occasions for transmission through the mails. At the present, Dr. Robinson's list includes the *American Weekly*, *Parade*, the Scripps-Howard papers and a long string of other dailies. He also uses a sizable list of pulp magazines and certain annual publications like the *World Almanac*.

The advertising, all of which he writes himself, almost always runs on Mondays, for the returns are greatest then. The cost of getting inquiries from the advertising has varied somewhat, but lately it has been running as low as 10¢ per inquiry. Dr. Robinson converts 22% of the inquiries into sales.

In addition to Psychiana, Dr. Robinson has a variety of other interests, none of which gets as much time or attention as his religion. He owns a newspaper, the *Moscow Daily Idahonian*, some drug stores and real estate in & around Moscow. His advertising copy for Psychiana is somewhat buckeye and is marked by such Stoppers as "I talked with God" and "Is God Dead?" Sample copy:

"Fourteen years ago, the Founder of the 'Psychiana' Movement . . . told the American people that he had a great faith in the ability of God to manifest itself right here on the earth, with all the complete fullness of Power which is God. . . . Men and women all over the world did find that Power, and they did use it. . . . Poverty, ill-health, domestic unhappiness, fear—all these and a thousand other disturbing elements in human lives began to fade away when the actual and literal Power of the Spirit of God was used against them."

War Posters

Last fortnight Young & Rubicam published a survey it has made for the National Advisory Council on Government Posters on the effectiveness of Canadian war posters.

Among the posters studied by Y & R were 33 employed in five different Dominion campaigns. These dealt with Canadian Victory Loans, the War Savings Certificate campaign, the anti-gossip drive and elimination of needless purchases.

Opinions about the posters were culled from some 400 men and women in varying income brackets. Tested by the recognition method, the survey revealed that posters with a purely emotional appeal make the deepest impression upon men and women alike. Symbolic posters attract little attention, fail to arouse enthusiasm and are often misunderstood. Also lacking in general appeal are straight-forward factual posters. Humorous war posters are the least successful of all.

