

The Miracle Man from Moscow (Idaho)

TO many people, in this fast-changing and chaotic world, religion is becoming increasingly important. For what is left to millions who have seen war descend so suddenly—and this becomes truer in this country as the casualty lists mount—is the sense of security and peace that comes only with religion.

*Dr. Robinson's first advertisement
cost \$400; brought \$23,000
... and the well is still full!*

And personal, informal religion—though it has its faults and its inadequacies—is part of any increasing movement toward the general interest of people in church and God. So it is that we in the West, and particularly those in advertising in the West, pay perhaps a little closer attention now than before to Dr. Frank Robinson of Moscow, Idaho, and the advertising of his theories.

Robinson, though he may object to the word theories, would probably agree that for the doubters the word is satisfactory. He has built up a religious movement based on the idea of a personal God. Churchmen disagree with him, but Robinson has a mailing list of several thousand Americans who don't, and it is his program of promoting their interest that concerns us here.

The story of Psychiana, Inc., which is merely another way of spelling Dr. Frank P. Robinson, is one of phenomenal

advertising results. On a loan of \$500, of which \$400 went into space in a psychology magazine, Robinson has built up a movement that now owns an investment of half a million dollars. Which isn't hay, especially for the pleasant purpose of carrying out a full life in a place like Moscow, Idaho. And as one goes along, one finds that this is the central theme of the Robinson philosophy.

The Robinson teaching is that God, as long as he offers a pleasant hereafter (according to the church) might as well reward good people with a nice life here, too. So his courses, his books, and his lectures concern themselves with helping people establish contact with the unknown, to lead a good life, and reap the benefits while they are still alive.

The doctor's first advertisement appeared in 1928 and was captioned, "I talked with God." The copy is reproduced herewith and it is still appearing in newspapers and magazines all over the country. Robinson spends around \$150,000 a year in advertising (currently through the Western Agency, Seattle) and his belief in it is the cornerstone of his empire.

For the returns from that first advertisement, which appeared in page form in the psychology magazine, netted \$23,000 in orders for the Robinson literature. Which was not only a good return but the investment around which Robinson's so-called movement began. Some years ago, to show how these things grow, a

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student gave Dr. Robinson a check for \$75,000 as an expression of his gratitude; with that and his salary from Psychiana, he has built up his Idaho estate to where it not only includes the movement, but a newspaper and some nice real estate holdings.

Robinson's astuteness is best seen in his careful study of advertising that pulls. Though he has used much space, employing various types of appeals, like all successful mail order advertisers, he watches returns with an eagle eye. His copy, before being used extensively, generally gets careful testing and only known pullers get heavy money behind them. The same with media.

Nor will you be surprised to know that, as his friends describe him, Dr. Robinson, the man who talked with God, is a pleasant, extra-avert, bubbling with enthusiasm like any good chamber of commerce executive or newspaper advertising man. His advertising and his literature are likewise as down to earth as this afternoon's *Herald-Express*.

Psychiana radiates nationally from Moscow, Idaho, and to that community go the returns from thousands of clipped advertisements. From these, a well-organized direct-mail campaign is started, first to further explain the religious ideas that Dr. Robinson has built up, second to quote prices, and third to convince the recipient that the time to sign up is now.

Returns over the years have been more

than gratifying, as Dr. Robinson says, and the sign-up is never-ending. As a matter of fact, he reports that he is busier

than ever now, that war has helped increase the number of returns his people in Moscow receive.

"I TALKED WITH GOD"

(Yes I Did - Actually and Literally)

and as a result of that little talk with God, a strange Power came into my life. After 42 years of horrible, dismal, sickening failure, everything took on a brighter hue. It's fascinating to talk with God, and it can be done very easily once you learn the secret. And when you do—well—there will come into your life the same dynamic Power which came into mine. The shackles of defeat and fear which bound me for years, went a-shimmering—and now?—well, I am President of the News Review Publishing Company, which corporation publishes the largest circulating afternoon daily in North Idaho. I own the largest office building in my City. I drive two beautiful cars. I own my own home which has a lovely pipe-organ in it, and my family are abundantly provided for after I'm gone. And all this has been made possible because, one day, about twelve years ago, I actually and literally talked with God.

You too may experience that strange mystical Power which comes from talking with God,



DR. FRANK B. ROBINSON
Founder "Psychiana,"
Moscow, Idaho

and when you do, if there is poverty, unrest, unhappiness, ill-health, or material lack in your life, well—this same Power is able to do for you what it did for me. No matter how useless or how helpless your life seems to be—all this can be changed. For this is not a human power I'm talking about—it's a God-Power. And there are no limitations to the God-Power, are there? Of course not. You probably would like

to know how you, too, may talk with God, so that this same Power which brought these good things to me, might come into your life too. I have written the strange, almost unbelievable story in two booklets, and I have given away literally millions of copies of them. As a matter of fact, the story has been told in 67 foreign countries, and in every city, town, village and hamlet in America. It has been written up by such outstanding periodicals as Time, Newsweek, Magazine Digest, and scores of other internationally-known publications.

I want to give you these two booklets. I want to give you also illustrated circulars, and copies of letters which tell what is being accomplished all over the world through this new strange Teaching. If you will send me your name and address on a post-card or in a letter, these two booklets will come to you free of charge. This experience may sound unbelievable, but it's true or I wouldn't tell you it was. The address is Dr. Frank B. Robinson, Dept. 479 Moscow, Idaho.

★ ★ ★ THERE'S REAL POWER HERE ★ ★ ★
"Psychiana" is a non-profit, religious corporation. The Movement was born in Moscow, Idaho in 1918. It is internationally known as the largest religious Movement in the world operating entirely by mail. Our conception of God is positive and dynamic. Over 150,000 unsolicited letters have been received, each telling what has been accomplished through this new Power which is the Spirit of God. The sole aim of this Movement is to bring to all men and women consciousness of the fact that the most dynamic Power on the earth today is the Power of God. This Power is very real. You may know what it can do for you. All preliminary and explanatory information is free. Requests for booklets filed in order received. Copyright, 1940, Psychiana, Inc., Moscow, Idaho.