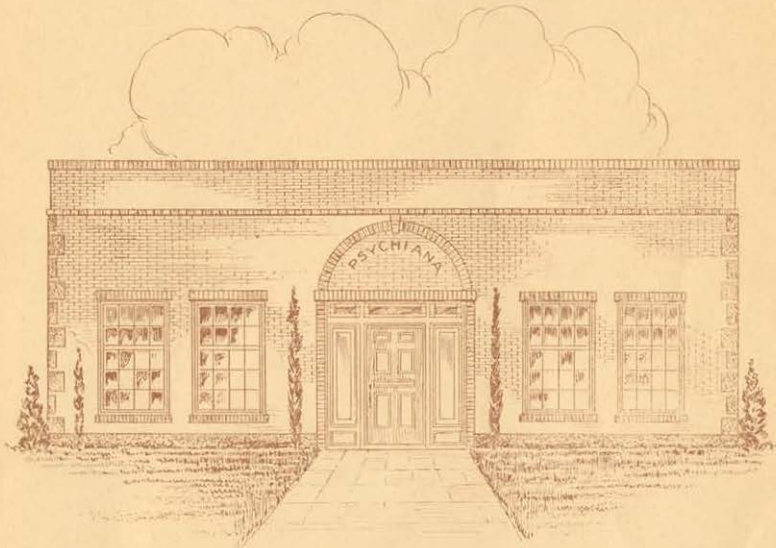


1934

# "PSYCHIANA"

MOSCOW . . . . . IDAHO



*New Home of "PSYCHIANA"*

## VISITORS WEEK

March 12 to 17

Commemorating the fifth anniversary of this movement, we take the privilege of cordially inviting the public to visit us in our new home, and see one of the largest enterprises in Northern Idaho in operation. Visitors will be afforded an opportunity to see for themselves the magnitude of "PSYCHIANA" and we shall be happy to explain in detail everything connected with the movement.

VISITING HOURS ARE FROM 9 A. M. to 12 NOON, AND FROM 1 P. M. TO 4 P. M.

ALABAMA

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FRANK B. ROBINSON, Ph.D., M.Sc., D.D.

Founder of "PSYCHIANA." Author of "AMERICA AWAKENING," "THE GOD NOBODY KNOWS," "CRUCIFIED GODS GALORE," "THE SECRET OF REALIZATION." Founder of the "PSYCHIANA BROTHERHOOD." Editor of "PSYCHIANA" QUARTERLY. Fellow American Society for Psychical Research. Member American Association for Advancement of Science.

THE WHITE HOUSE  
WASHINGTON

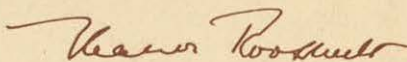
January 3, 1934

My dear Dr. Robinson:

Thank you so much for the lovely basket of flowers. It was indeed very thoughtful of you and we are deeply appreciative.

With all good wishes that this New Year will bring you happiness and prosperity, I am

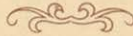
Very sincerely yours,



Dr. Robinson has correspondence with many world leaders. The above letter is one of several received from the White House. It is signed by Mrs. Franklin D. Roosevelt.

# "PSYCHIANA"

[WHAT IT IS]



"PSYCHIANA" is a new philosophy of life, conceived by Dr. Frank B. Robinson of Moscow, Idaho. It 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. It is God.

The movement started five years ago. Dr. Robinson at that time was working in a Moscow drug store. He had about \$40.00 to his name. But he had also a philosophy of life which appeared to him 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 intense thought and research in the realm of religious philosophies. Dr. Robinson believed, and still believes, 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, this new religious philosophy is different. It discards much of tradition and dogma, but it replaces these things with a vital living Spiritual Universe. "PSYCHIANA" teaches one universal God. It teaches the brotherhood of the entire human race subject to one God. It denies that any one organization possesses the entire truths of God to the exclusion of all others. It believes the Power of God to be as free as the air we breathe. That its philosophy must be sound and healthy is evidenced by the fact that inside of one year from the date Dr. Robinson released this teaching, sixty-seven different countries had requested information concerning it. At the present time its students, followers, magazine subscribers, and friends may be counted by the hundred thousand. Today this teaching is being studied in every civilized country on the globe, and some not civilized. The prediction has been rather freely made by some, that "PSYCHIANA" is destined to become the future Religion of America.

We do not know whether this will come to pass or not—but we do know that any philosophy of life meeting with the remarkably outstanding success this teaching has met with, must be grounded in TRUTH. Dr. Robinson asks no one to accept his philosophy of life. All he asks them to do is to respect it. "PSYCHIANA" is not distributed free of charge, nor is it indiscriminately thrown around. A fair, legitimate charge is made for it, and if, after studying it, the student is not satisfied with the teaching, he or she receives whatever money has been paid, in full.

At the beginning of this movement, Dr. Robinson worked all day in the drug store, and attended to the mailing at night. A very small office was rented for this purpose. Soon it became necessary for him to work only half time in the drug store, attending to the mailing the other half of his time. Inside of a few months, larger quarters were made necessary by the growth of the teaching, and Dr. Robinson left the employ of the drug store, devoting all of his time to the new movement he had started.

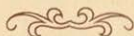
Larger quarters again soon became necessary, and two years ago a quarter of a block was purchased, and the two-story frame building on it was occupied. The movement continued to grow, however, and at the present time "PSYCHIANA" is occupying its new home—a fine brick building having about 4000 feet of floor space. More building will be immediately necessary, however, as during the few months it took to build the new home, the volume of business being transacted by "PSYCHIANA" doubled. The air in the new building is changed every twenty minutes, and it is a very comfortable and airy place for the employees to work in.

A Moscow contractor built the building. Moscow bricklayers laid the brick. Moscow electricians did the electrical work. Moscow painters did the painting. Moscow carpenters and the carpenter work. Moscow plasterers spread the plaster. Dr. Robinson does not believe in sending to outside towns for workmen when local men are available.

What the future of this movement will be no one knows. Certainly the surface has not been scratched yet, and it is logical and reasonable to believe that if the present growth continues, one hundred people may easily be employed one year from today. As the teaching grows, and as new thousands find the truth of the philosophy Dr. Robinson teaches, the future is not hard to predict. One thing is certain—if this philosophy of life and of God contained no truth, it would have died a natural death long ago. As it is, it is going rapidly around the world and students are being enrolled in ever increasing numbers.

# "PSYCHIANA"

## EMPLOYEES



"PSYCHIANA" has been very fortunate in its choice of employees. It has 43 on its payroll now, and they are like one big happy family. At the present time three shifts are being employed, and even with these three shifts it taxes our capacity to get the mail out. During the first sixty days of this year (1934) 1,600,000 envelopes were bought. Paper is bought by the ten-ton lot. Two fast Multigraph machines are in constant use, and over 100,000 pieces of literature are printed on these machines every day.

In addition to this, the Moscow News-Review prints literature in runs of hundreds of thousands and the mailing bill of "PSYCHIANA" keeps Moscow a first-class postoffice. The following statement of Moscow postal receipts for the month of January, 1934, tells the story:

Receipts, January, 1934.....	\$5,478.35
Receipts, January, 1933.....	3,828.43
	<hr/>
Increase, January, 1934.....	\$1,649.92
"PSYCHIANA" postage bill for	
January, 1934, was.....	\$1,578.42

Practically the entire postal increase of the Moscow postoffice in January, 1934, was "PSYCHIANA" business.

(Our postage bill for 1934 will run close to \$25,000.00)



### ELMER E. ANDERSON

BUSINESS MANAGER OF "PSYCHIANA"

For many years Mr. Anderson, who is well known and respected throughout Latah county, was Assistant Cashier of a Moscow bank. When the weight of detail work became too burdensome to Dr. Robinson, he engaged Mr. Anderson to act in the capacity of Business Manager, which position Mr. Anderson very capably fills. Mr. Anderson is a Moscow boy, and is the son of Mr. and Mrs. John A. Anderson, Moscow pioneers. Mr. Arvid Anderson of Moscow is a brother.



## MISS MARJORIE REYNOLDS

PRIVATE SECRETARY TO DR. ROBINSON

Miss Reynolds has acted as Private Secretary to Dr. Robinson for several years. She is a graduate of the Northwestern Business College of Spokane, Washington. Many hundreds of personal letters are received by Dr. Robinson every day, and often it takes two secretaries to handle the volume of personal correspondence.

Telegrams are often received by the dozen from all over the world, seeking Dr. Robinson's advice or assistance, and as the movement grows, and as the volume of personal mail increases, the importance of this position is increased. Miss Reynolds fills the position very capably.





**MARJORIE MOORE**  
ASST. CASHIER

Mrs. Moore is a Moscow girl. Her husband is engaged in the practice of law in Moscow. Mrs. Moore makes a very capable assistant to Miss Plasket.



**MISS HAZEL PLASKET**  
CASHIER

Miss Plasket is a graduate of W. S. C. and her home is in Pullman, Wash. It takes two cashiers to handle the hundreds of checks and money orders which come in every day from all parts of the world. Miss Plasket knows how to do it.



**JUANITA TISDALL**

Mrs. Tisdall is also a Moscow girl. She has charge of the mailing of all "PSYCHIANA" Lessons and all the thousands of student accounts. She is the daughter of Mr. and Mrs. Frank Maston of Moscow. Mrs. Tisdall is the third oldest employee of "PSYCHIANA," having been with this movement practically from its inception. A more competent employee would be hard to find.



**MISS NEVA GREEN**

Miss Green is a daughter of Moscow's famous fisherman, C. B. Green, owner of the Moscow Steam Laundry. Miss Green, who is of course a Moscow girl, has charge of the filing of the general correspondence. Although one of our most recent employees, she is very competent and trustworthy. Her work requires accuracy and Neva handles it well.



VIOLET ROBINSON.

Miss Robinson works on the night mailing shift. She says she likes night work better than day work. She wears the smile that will not come off and hails from the University of Idaho. She is a niece of Mr. and Mrs. John Otter.



CHRISTINE GAMBLE

Miss Gamble is one of our newer employees, having been with us only a month. The rapidly increasing volume of mail makes the mailing staff grow rapidly and new employees are constantly being added. Miss Gamble is from Northwestern.



LILLIAN COOK

Miss Cook also came to us from Northwestern Business College in Spokane. Miss Cook is very fast on the typewriter and is a competent shorthand operator.



VIRGINIA RYKER

Miss Ryker is another Northwestern graduate and works in the reply mailing department. Miss Ryker is employed on the day shift.



MILDRED KING

Mildred is another Moscow girl, and is employed in the reply mailing department. Mildred is small in stature but consistently claims that valuable goods come in small packages. In Mildred's case we think this is true.



EDITH PUCKETT

Miss Puckett is an Idaho girl and came to us from the Lewiston Business College. She never has much to say, but makes lots of noise on the typewriter. She is employed in the reply mailing department.



MONTANA STADLER

Miss Stadler came to us from Missoula, Mont. She is employed under Mrs. Tisdall in the Accounting Department. Many thousands of students account cards are handled every day, and Montana handles them well. Some of the "delinquents" she handles rough.



PAULINE MOSER

Mrs. Moser is in complete charge of the reply mailing department. Under her work about twenty-five girls and she handles them very capably. A lot of responsibility attaches to Pauline's work, but she handles it with competence and care. Pauline is a sister of Ned Phillips.



MARIE KELLER

Miss Keller came to us from Northwestern Business College in Spokane. She is employed in the reply mailing department. Miss Keller says she likes Moscow and intends to make her permanent home here. We wish the young man good luck—and Marie also.



BETTY LEONARD

Mrs. Leonard is employed in the Assembling department, and has been with us some time. Mr. Leonard is employed in the Latah County Court House.



RUTH RISSLER

Miss Rissler came to us from Northwestern Business College in Spokane and works in the reply mailing department.



MARJORIE JACOBSON

Miss Jacobson is employed in the folding and assembling department and came to us from Northwestern Business College in Spokane.



**JUNE ZORNES**

Mrs. Zornes is employed in the receiving department and her job is to open all incoming mail. Mr. Zornes is employed by the State Forestry Department.



**FRANCES FLYNN**

Miss Flynn also hails from Missoula. Like "Montana," she handles accounts and Lessons and it's a tie between these two Montanans as to which gets her work done first. Miss Flynn says she is Irish and proud of it. At any rate we are proud of her.



**ELEANOR BERGLUND**

Eleanor is not Irish but she has an Irishman's speed on a typewriter. Miss Berglund is a graduate of the University of Idaho and came to us very well recommended by Dean Messenger of the U. of I. Miss Berglund is employed in the mailing department and has been with us about two years. She is a Moscow girl.



**EARLA JACOBUS**

Miss Jacobus is another Moscow girl and is the daughter of Mr. and Mrs. L. E. Jacobus of Moscow. Earla is one of our first employees and takes dictation on a Stenotype machine. She is employed in the mailing department and is very competent.



## GOLDIE CAMPBELL

IN CHARGE OF THE MULTIGRAPHING DEPARTMENT

Mrs. Campbell is our oldest employee. Not in years but in length of service. We well remember going into consultation with ourselves four years ago, and counting the nickels to see whether or not we could afford a second-hand hand-operated multigraph machine. Finally we made the plunge and paid \$75.00 on terms for this second-hand machine. Mrs. Campbell operated this machine for us and has been with us ever since. With the exception of holidays, she has never lost a day. Mrs. Campbell is a Moscow girl.

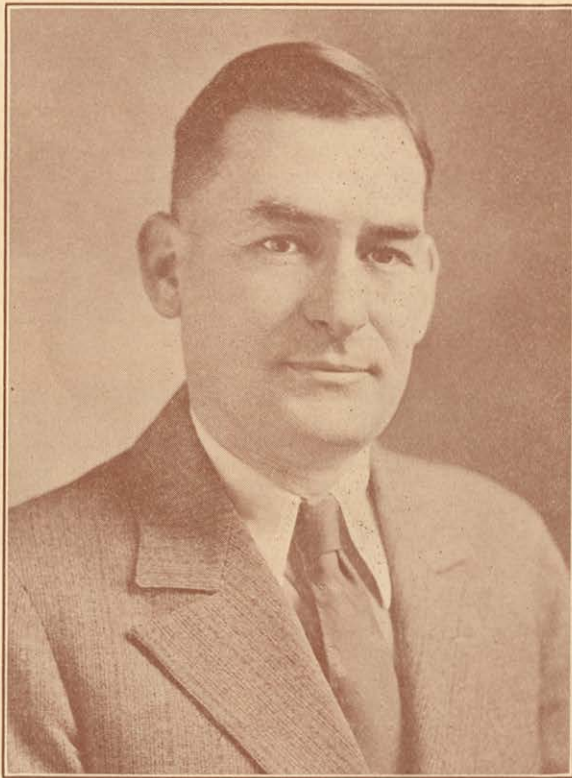
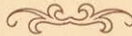
Our Multigraphing Department is a very important Department as all Lessons and letters are multigraphed. We own a very unique Set-O-Type machine which is to the Multigraph what the Linotype is to the printing press. This is the only machine of its kind in the Northwest. Whereas, a few years ago we bought paper by the 50 pound lot, we now buy it by the ten ton lot, or carload. We used to buy 2000 envelopes at a time, but now we order them by the million.

Over 100,000 pieces of literature are printed every day, and two very fast Multigraph machines are in constant use. These machines are motor-driven and one of them has been running continuously for nearly three years without repair. Mrs. Campbell is a very valued employee.

Samples of the work turned out by "PSYCHIANA" are carried by Multigraph salesmen as examples of high class multigraph work. Our Multigraph Department is admitted to be the most completely equipped Multigraph Department on the Pacific Coast.

# THE NEWS-REVIEW

MOSCOW'S LARGEST AND MOST POPULAR  
NEWSPAPER



W. T. MARINEAU

MANAGING EDITOR OF THE NEWS-REVIEW

When the need for more printing facilities became apparent, Dr. Robinson purchased the Elk River News from Mr. Marineau, moving the entire plant to Moscow and bringing Mr. Marineau with it. It appearing that a need for another newspaper existed in Moscow, and at the urgent solicitation of many friends, he brought into existence the News-Review, and placed W. T. "Bill" Marineau in charge. Mr. Marineau is recognized as one of the most loved and most capable newspapermen in Idaho, and the success with which the News-Review

was greeted is the envy of many a newspaperman in this State. The very large amount of advertising carried steadily by the News-Review is gratifying in the extreme, and vindicates our judgment that there was a place for a newspaper like the News-Review here. Merchants using these columns find in them the greatest advertising power, and it is a recognized fact that our paper outpulls many times any other advertising medium in the county.

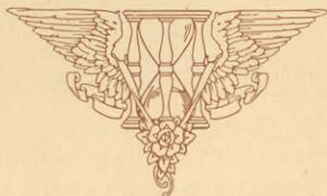
Mr. Marineau was in the Idaho State House of Representatives for years, and knows the political angles of the state from the ground up. Making a splendid success of the Elk River News, Mr. Marineau, in coming to Moscow, has had the opportunity to be successful in a much larger way, and is taking advantage of that opportunity. It has become necessary twice since bringing the News-Review into existence, to install new and faster presses. In the very near future still larger presses will be installed, and as the volume of outside job work grows, we shall take care of it.

"Bill" Marineau is active in political life, and is also active in Legion affairs. "Al" Marineau, who was leader of the Idaho Pep Band some years ago, and who now is a nationally famous orchestra leader, is a brother to Mr. Marineau of the News-Review. Fred J. "Lefty" Marineau, the well-known football coach, is another brother.

All of the books published by Dr. Robinson are printed by the News-Review (with one exception) and all the two-color sheets which we use by the hundreds of thousands are provided us by the News-Review. One of the most encouraging features connected with the birth of this newspaper is the amount of outside job printing this paper is being given. From the very first week of its operation, it more than paid its way. Now it is very often necessary to increase its size by several pages to accommodate the advertising. Practically every local merchant, with very few exceptions, uses the columns of the News-Review consistently, and this is a glowing tribute to the popularity of Mr. Marineau and to the high type of work he puts out.

The editorial and news policy of the News-Review is quite outstanding. When news items or club notes are given to us for publication, they usually appear in the paper as given, and when these items appear they are correct. The News-Review invites the people of Latah county to mail or bring their social or news items to us, and be assured that this newspaper is ever ready to get behind and stand behind anything that is for the general good of Latah County and its residents.

This paper is entirely independent. It is neither Republican nor Democratic. It is an independent newspaper, reserving the right to make whatever editorial and interpretative comment it sees fit to make. No one can dictate its policies. It has but one policy and that is to dispense the news as it receives it, fearlessly and without favor. At the same time, if the publication of an item might cause suffering to someone, and if the item can be well left out of the paper, it will not be published, for it is not the desire of the News-Review to cause sorrow or suffering to anyone.







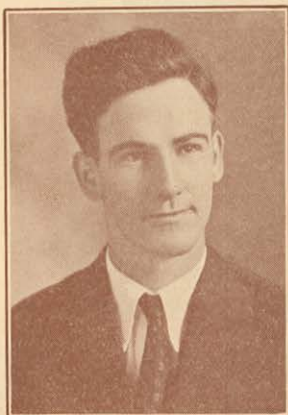
**JOHN W. LIEUALLEN**  
ADVERTISING MANAGER  
of the News-Review

Mr. Lieuallen is a member of an old pioneer family and needs no introduction to the people of Latah County. As Advertising Manager of the Review, Mr. Lieuallen is doing an excellent job. The advertising columns of the Review speak for themselves.



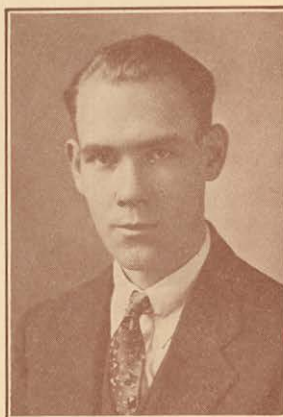
**TERRY J. GREIF**

Terry came to us with Mr. Marineau from Elk River where he worked on the Elk River News. He is a nephew of Carl Greif of Uniontown, and the best way we know of to pick a fight is to call him Terence. Terry handles the Linotype machine, "spikes" the ads, and is an all-around printer. He is a valued employee and a good steady worker.



**GERALD HOWLETT**

Mr. Howlett is another member of the "black gang" and is a trusted and competent printer. The big press is his forte and he likes nothing better than to have a run of 5000 copies of a 16-page edition of the News-Review waiting to run.



**HOWARD WALLACE**

Mr. Wallace is a very popular and competent linotype operator, job and all-around printer and foreman of the News-Review. Mr. Wallace has been with the paper from its first issue and we hope he will continue to stay with us through many years.



CLIFF ANDERSON

Cliff came to us from the U. of I. school of journalism. He has been on the news staff of the News-Review for several months and has resided in Moscow all his life. Cliff has a "nose" for news and always gets his story.



NORMA LONGETEIG

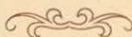
Norma is our society editor and reporter and she is doing a fine job. She is a well-known Moscow girl and a graduate of the University of Idaho. Mr. Howells, manager of the University Pharmacy, gets himself into hot water every time he calls her "nosey."



TOM BUMGARNER

He drives the truck of the Moscow News-Review, makes deliveries of printed matter, and sees that the many bags of newspapers get to the postoffice at the right hour to catch the various trains.

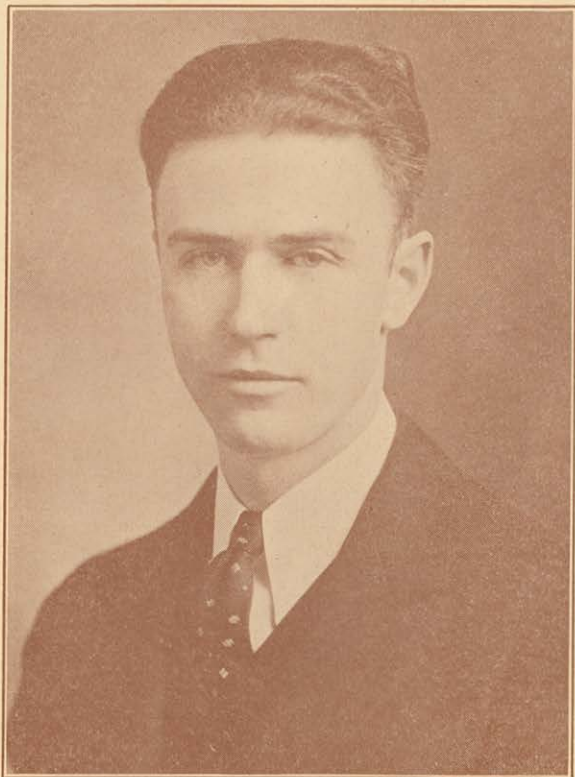
# University Pharmacy



LES HOWELLS, *Manager*

From the very first day it opened, the University Pharmacy has made an outstanding success, due in no small measure to Les Howells, its Manager. The only bad thing about Les is that, like Halpin and Gruber, he is a graduate of the College of Pharmacy of Washington State College. Les informs us, however, that the Washington State Pharmacy College ranks among the three best in America, and on looking this point up we find it to be a fact. This drug store is very popular with students at the University, and their trade is sincerely appreciated. We desire to thank all who have contributed towards making this store the success it is. There is no time during the day or evening when you can not see someone in this store.

# Moscow Pharmacy



EDDIE HALPIN, *Manager*

The Moscow Pharmacy came into existence about one year ago. It was formerly called "Cap's" Drug Store, the name later being changed. A very large measure of success has followed the capable and conscientious efforts of Eddie Halpin, and today this store is probably one of the most successful drug stores in Moscow. Always neat and clean, it is a pleasure to deal with the Moscow Pharmacy. Mr. Halpin concentrates on the filling of prescriptions, and he is doing a very large prescription business. As a matter of fact, this store may perhaps be rightfully called "Moscow's Prescription Pharmacy." A reasonable and fair price only is charged for prescriptions filled here, and this perhaps is one of the main reasons for the store's success. Mr. Halpin is a graduate of the Pharmacy School of the Washington State College in Pullman.



**TOM CHESTNUT**

Tom has charge of the fountain at University Pharmacy. He is a student at the U. of I. and is very much liked and respected by the entire student body. Neat and clean always, Tom has made for us a lot of friends and we thank him for it.



**IRENE KIMBERLING**

Irene is a Moscow girl and she works between both drug store fountains. Having had a lot of drug experience, she is quite a help with customers also.



**DICK GRUBER**

or "SMILING DICK" as he is often called. Dick is also a graduate in Pharmacy of Washington State College and he works between the University Pharmacy and the Moscow Pharmacy. Every time the Vandals play football with the Cougars, our three licensed Pharmacists from Washington State make lots of noise. Some day the Vandals will twist the Cougar's tail, and there will be three downhearted druggists in Moscow.



**EMMERT DAVIS**

In charge of the fountain at the Moscow Pharmacy. Mr. Davis is a graduate of the U. of I and the success of the fountain is a glowing tribute to his popularity and good business judgment. You will note how spotlessly clean the fountains in our two drug stores always are.

## LATAH FARMERS TO GET SECOND CHANCE

### AAA To Reopen Office To Sign Up Acreage Reduction

Washington, Jan. 4.—(AP)—Senator J. P. Pope, democrat of Idaho, today said the agriculture adjustment administration has promised to reopen farm loan bureaus in Lahah county, Idaho, to permit farmers to sign up to reduce wheat acreage.

The senator and Dr. F. B. Robinson, Moscow, Idaho, publisher, who has been conferring with agriculture department officials relative to wheat loans in Latah county and surrounding territory, said George E. Farrell, chief of the wheat division of the administration, promised to go to Idaho within the next few weeks to aid in signing farmers to reduction of wheat acreage.

#### Asked For Loans

Robinson said wheat farmers of this region have asked Secretary of Agriculture Wallace for loans on their crops similar to loans made to cotton and corn farmers.

The farmers, Robinson said, sought loans 50 to 55 cents a bushel.

Pope said that while he understood the farmers viewpoint and need for immediate cash, he believed they would profit more by acreage reduction at this time. The senator said with prospects for higher prices next year, it appeared wise to accept domestic allotment plan rather than become further indebted by borrowing from the government.

Dr. Robinson tries to always keep community interests close to his heart. While naturally an extremely busy man, he will usually find time to devote to community interests, at his own expense. The above Associated Press dispatch was released recently throughout the entire country.

# "PSYCHIANA"

## What it Means to Moscow and Latah County



- FIRST:** "PSYCHIANA" has the largest commercial payroll in Latah County. We have on our payroll at the present time, 43 employees. These employees are all well paid. We pay far more than any "oode" calls for, and always have done so. We have been very successful and want to share that success with our employees. We shall always do that.
- SECOND:** In the neighborhood of \$50,000 is paid out in salaries every year, and every Moscow business man, either directly or indirectly gets some of this money. Our employees have to eat. They have to buy clothes. They buy shoes, etc., and certainly this sum distributed in Moscow every year is an item worth considering. This payroll is one of the biggest assets Moscow possesses. Dr. Rbbinson personally spends many thousands of dollars here every year, and on top of that is ever ready to donate freely to any worthy cause.
- THIRD:** "PSYCHIANA" and allied interests keep Moscow a first-class Post Office. If we were not here, Moscow would go at once on a second-rate basis. This would mean postal employees laid off and would certainly not do Moscow any good. It never is a healthy thing to have a city lose its first-class rating.
- FOURTH:** "PSYCHIANA" carries the name of Moscow into millions of homes every year. Moscow has become famous throughout the world because "PSYCHIANA" is here. If the city of Moscow or the Chamber of Commerce were to purchase the publicity it now gets free through our national and international advertising, it would cost hundreds of thousands of dollars. There is no part of the globe where, through "PSYCHIANA," Moscow is not known.
- FIFTH:** "PSYCHIANA" brings hundreds of thousands of dollars into Moscow and **KEEPS IT HERE.** The money comes from all over the world, and none of it, except advertising money which comes from outside in the first place, gets away. Many industries do not do this. But in the case of "PSYCHIANA" in addition to getting world-wide advertising, 43 people are steadily employed, and this number will increase as the months go by.
- SIXTH:** Any movement, growing as fast as "PSYCHIANA" has grown, **MUST HAVE TRUTH IN IT,** and the truth never hurt anyone yet. Moscow should be proud to have "PSYCHIANA" here, and we invite you during this "Visitors' Week" to come and see personally what we are doing for Moscow and Latah County.

