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The Warsaw Voice

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BYLINE: Barbara imijewska

BODY:

"Your calling on Earth is to disseminate everything you hear about mysticism, occultism and supernatural phenomena," a certain clairvoyant lady from Pakistan told Norwegian reporter Finn A. Riise three years ago. She announced that, within seven months, he would get a monthly magazine called Det Ukjente off the ground, which would in time cause a sensation in other countries.

Mr. Riise was happy to repeat this message, at a press conference in the Marriott Hotel, to scientists, writers and journalists who had come along in connection with the first issue of the Polish edition, called Nie z tej ziemi (Out of this World).

This monthly magazine has many reasons to be regarded as something rather exotic on the Polish market. Take the content, for instance. The magazine will publish articles on parapsychology, occult sciences, clairvoyance and, as the editors put it, "parascience." Material will be collected from all over the world (including from Professor Ralph Moody, the author of the book Life After Life.) The first issue also features articles by Polish writers devoted to such matters as Ossowiecki (the popular pre-war clairvoyant), the Soviet psychotherapist Anatoly Kashpirovsky, and criminals with telepathic abilities. The Polish editorial team is led by Adam Hollanek, who was the editor of the monthly magazine Fantastyka for many years.

Another unusual element for Polish readers is the quality of the magazine's graphic lay-out. It is printed in Great Britain, in color, on coated paper. It has a circulation of 100,000 and is priced at 8,900 zlotys.

Inge Ostensen, the marketing director of the Scandinavia-Poland Publishing House Ltd., does not hide the fact that, at the moment, they are investing in the magazine. The relatively low price and daily advertizing on television are considerably in excess of the profits they are expecting to receive on the first issue. "We are, however, receiving several dozen phone calls a day from readers congratulating us on this new idea," says Ostensen. "We expect to be making a profit on Out of this World after a while. We are also gathering experience in organization, as we are planning to break into the Czech, Hungarian and Soviet markets."

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