

Lecturer



DR. FRANK B. ROBINSON, founder of "Psychiana" and a prominent author and psychologist of Idaho, is in Los Angeles to lecture on his experiences and to plan a tabernacle.

Please comment on Dr. Robinson's "Psychiana." I'm enclosing what it takes for a personal reply.

I don't know what Dr. Frank B. Robinson is doctor of. Off hand, I'd say he has long qualified as a doctor of Bunk, for his "Psychiana," which he sells from Moscow, Idaho, is nothing more than a mess of intellectual garbage. I've read some of his "lessons"—I could endure only modest portions for I have a sensitive stomach—and found that this Idaho Messiah has served up a hash of eccentric religion, psychological hokum, inspirational hogwash—all at a right handsome price. Only fools fall for Dr. Robinson's trash. Anyone who pays good U.S. money for Robinson's pieces of paper will soon find that the best use he can make of them is to wipe something that seems to need wiping. Dr. Robinson has shown one thing to be a cold fact—that he is one of the best mail-order salesmen in the world. He has a genius for taking a few sheets of bunk and selling them to a lot of gullibles at a price that brings him a handsome, substantial income. The man's pretty smart to be able to get away with it. He didn't establish a method of talking with God for nothing. He has a fat bank account to prove that God gave him the divine dope on how to rake in the mazuma. As for Dr. Robinson's literary style, here my raptures threaten a blood-vessel. As a master of English this man stands as a fine artist (with a capital F).

EVERY now and then we get a recrudescence of that form of psychological salesmanship that fattens upon ignorance, and does so within the law, by the simple process of telling the common man through advertisements that he has a "great power within him" that will enable him to gain "never-failing health, happiness and financial success."

And the common man, who is a good, hard-working fellow, gets to believing that he really has this power within and falls for the goods advertised.

There has now arisen, however, a new one who offers all the old lures but bases them deliberately on the words of Christ—thus giving them an added authenticity in the eyes of the ordinary fellow, who is not only hard-working, but generally devout into the bargain. He advertises in a local paper from somewhere in the recesses of Idaho—a strange place for a new revelation.

The only power within possessed by the ordinary citizen is the power to do the best he can in his circumstances, be a good worker and a good citizen. To tell him that he can "duplicate the powers used by Christ in performing His miracles" is, if not a deliberate deception, something that can not be achieved by reading a "6000-word treatise."

WILL NOT MOVE FROM MOSCOW

International Headquarters Will Continue to Be As at Present.

Dr. Frank B. Robinson, founder of "Psychiana" is not moving his headquarters from Moscow to Los Angeles, as press dispatches announced a few days ago. Dr. Robinson is establishing local headquarters in Los Angeles, but International headquarters will remain in Moscow. Reporters in Los Angeles became confused in sending out the news story. Dr. Robinson has several hundred students in Los Angeles and several hundred more in that territory and has considered it advisable to establish a local office there. He is also considering establishing offices in other large cities, where he has a sufficient number of students.

Lovely Pipe Organ

This is to introduce you to Dr. Frank B. Robinson, who lives at the pleasing address of Dept. 98, Moscow, Idaho, U.S.A.

Frank (may I call you Frank, Doctor?) has a message for us all—especially if you want a beautiful limousine or a lovely pipe organ. Speak up, Frank:—

"I TALKED WITH GOD, and as a result of that little talk with God some ten years ago, a strange Power came into my life. . . . The shackles of defeat which had bound me for years went a shimmering—and now?—well, I own control of the largest circulating daily newspaper in my County. I own the largest office building in my City. I drive a beautiful limousine. I own my own home, which has a lovely pipe organ in it. . . . You, too, may experience that strange power which comes from talking with God, and when you do, this same God Power is able to do for you what it did for me. . . . Would you like to know how you, too, may talk with God? Then write to Dr. Frank B. Robinson, Dept. 98, Moscow, Idaho, and full particulars of this strange Teaching will be sent to you free of charge."

If I might say so, Frank and the seem to have got on pretty well t.

Idaho Publisher Offers Finns Plan to Beat Reds

NEW YORK, Dec. 5 (U.P.)—Dr. Frank B. Robinson, founder and head of the spiritual movement "Psychiana" which claims a membership of 750,000, today announced a plan to "defeat Hitlerism and Stalinism."

Robinson, who also is co-publisher of the Moscow, Ida., Daily News-Review, said his program was a result of an exchange of telegrams with Premier Risto Ryti of Finland to whom Robinson offered the "spiritual services" of Psychiana. He said Ryti had thanked him by

cable today and that Psychiana plan to save the world from aggression would be put into practice as soon as is "practicable."

The plan requires each member of Psychiana, the Finnish cabinet and the Finnish army to spend 15 minutes a day in prayer to "emphasize the belief that the power of God is superior the powers of war, hate, and evil."

It also calls for a setting aside of the petty differences of the country's major religions to unite "all mankind" in the bringing about of Psychiana's aims.

"INSPIRED SKIN-GAME"

TAMPA.—Old Ben Franklin—or was it Andy Jackson?—once remarked, "There's a sucker born every minute?" It's a toss-up as to which is the most responsible, the newspapers or the Postoffice Department, for aiding and abetting one of the most barefaced confidence games ever dished out to the American public. The "I Talked With God" headline, together with the text of the ad that tells the poor boob how they also "can talk with God" after taking a half a dozen easy lessons, is just a monumental lie. Can't blame the "inspired" founder of the skin game—he has skimmed a million dollars right off the top. S. E. WATERS.