

**EX-TORONTO, EX-CLERIC  
FOUNDS NEW RELIGION**

By J. V. McAREE

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IT IS not surprising that from time to time we should have come across the following advertisement, since it is appearing in 700 newspapers and 86 magazines:

**"I TALKED WITH GOD**

"Yes I did—actually and literally). . . . Before I talked with God, I was perhaps the world's No. 1 failure—and now?—well, I own control of the largest afternoon daily newspaper 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 provided for after I'm gone." It is interesting to note that in the home he owns the proprietor is likely to start undressing in the living room if his visitors stay longer than he finds congenial. "Some people think I'm a roughneck," he says. Maybe he is, but he's quite a character and has developed a highly remunerative racket. He has founded a new kind of religion and is said to have a couple of million followers scattered over the United States and Canada.

**Has Toronto Record.**

He is Dr. Frank Bruce Robinson, and it is quite likely that some of our readers became acquainted with him in the years that he lived in Toronto. In the story told by John Kolber, in Collier's, it is revealed that Robinson was shipped steerage by his English parents and arrived in Canada with \$2.50 in his pocket. He made his living like many an all-round good-for-nothing and eventually landed a job in a drug store. Salesmanship was his great gift and it was displayed when one day a man who had wanted an ounce of mineral oil walked out with a gallon. About the same time he developed religious symptoms and had the habit of dropping in on small Baptist gatherings, at which his fluency gained him respectful hearings. So much was one hearer impressed that he produced the money to send Robinson through the local Bible Training School. He later became a Baptist minister, but concluded after a while that the religion he was preaching was false. He thereupon developed or invented his own special variety, which he calls Psychiana, and with this, as he would no doubt say himself, he really went to town.

**Nothing New From On High.**

His alleged talks with God appear on examination to be no more hair-raising than the intercourse with the Deity which millions of other people at different times are supposed to have had. He does not reveal any of the conversations, but says generally that if one goes through certain exercises and incantations which are suggestive of Coue, one gets in touch with the Infinite and derives some of His power. This power his followers use apparently to better their position in this world; for in the Kolber article we get no hint that Robinson has any particular ideas on the life to come or man's purpose in relation to the universe. By dint of wholesale advertising Dr. Robinson attracts people who wish to learn his secret, and try to do so by subscribing to a course of instruction which comes in the form of printed articles and phonograph records. There are also several books of which he is the author which are supposed to make it possible for the dullest to understand the principles of Psychiana, and cut themselves a slice of worldly cake by applying them to their everyday affairs.

**Psychiana Correspondence Course.**

If you should happen to answer one of these advertisements you will receive a reply and if you do not respond you will receive no fewer than 67 separate pieces of literature over a period of 22 weeks. If you still remain unresponsive you will be given up as a prospect. If you should enlist in the Psychiana movement you will be supplied with 20 lessons on how to talk to God for \$28, with \$8 off for cash. There are advanced courses at \$10, \$40 and \$100; 15 books at \$1 to \$5; \$1 Psychiana emblems and 40-cent phonograph records with the Doc talking on one side and playing the pipe organ on the other. Last year's total take was about \$400,000 and this year the Doc expects to double it. On this he pays no taxes, for Psychiana is registered in Idaho as a non-profit, religious organization. It is administered by a board of trustees, consisting of the Doc, his wife and an old family friend named Bill Martineau, who manages the newspaper Doc bought.

**Shakespeare Link.**

Of course this great and good man did not mount to his present heights of prosperity and fame without many a struggle. He had a notable conflict with Old Man Booze, as the result of which he was discharged from the Royal Canadian Mounted Police. He has also been investigated several times by various American bodies ranging from the F.B.I. to State medical associations. Once he was in serious danger when it was revealed that he had sworn that he had been born in the United States and not in England. But he was lucky to have as a friend and admirer the late Senator Borah, who got him out of this difficulty. The Doc is popular in the little town of Moscow, Idaho, where he is a generous subscriber to all good works and is reputed to be worth half a million dollars apart from his Psychiana holdings. His birthplace was Stratford-on-Avon, and we suppose he deserves consideration as the second well-known business man to have come out of this pretty little English town who has acquired more than local celebrity.

-PAPQ-

PSYCHIANA JAN / 1943

E.V., Chicago, Ill.

Question: What is Psychiana, and what are its teachings?

Answer: Psychiana is a cult founded some ten years ago by a Dr. Frank B. Robinson, former pharmacist and ordained minister. It purports to unfold the secret of making "instant contact with the unseen though ever-present God-Law to bring greater health, wealth, and happiness to me and mine" (italics ours). While it does incidentally mention spiritual attainment, its great emphasis is upon material benefits. In high-powered but meaningless phrases and lurid advertising, it promises everything one can desire. It is a complete denial and subversion of the faith once for all delivered to the saints (Jude 3), to which its founder refers as pagan tradition and superstition. God is merely a "Cosmic power," to be turned to man's advantage and a sort of Aladdin's lamp to obtain his desires. Christ is a mere man "even as you and I." Some of its statements are shocking blasphemies and gross distortions, as when it speaks of "the theory that Almighty God, the Supreme Creator of the universe, after making man in sin in the first place, finally decided that man was so bad that it would take the murder of God Almighty on the Cross to 'redeem' man" (italics ours). Psychiana tells you that you are God. All you need to do is to realize it and the world is practically at your feet. And all this may be had for a \$20 beginner's course, and advanced courses costing about \$60. We leave readers to draw their own conclusions. If you want "dancing flashes of power," etc., try Psychiana. If you want to overthrow Hitler, Psychiana will tell you exactly what to say to accomplish this. That it is a snare and a delusion should be plain

*to Every Child of God, indeed to anyone with common sense!*

*Moody Monthly*

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