

Idaho's Prophet of New Gospel Goes Far in Brief Five Years

It's a world of astronomical figures, of thousands and hundreds of thousands, which Frank B. Robinson, founder and proprietor of "Psychiana," inhabits. His automobiles travel two miles a minute; his pipe organ is one of the finest in the world; his travels are in thousands of miles; his readers and his disciples have by their mail made Moscow a first class post-office.

This prophet of a new gospel—the gospel of the will to power—stopped off in Boise Tuesday night and Wednesday morning on a flying trip, bringing with him an attraction which proved more potent to curious Boiseans than the physical presence of the master—a \$16,000 Duesenberg custom-built sports roadster.

The fabulous automobile has a top speed of 130 miles an hour (though Dr. Robinson says he's never driven it more than 115.) It will go from a standing start to 100 miles an hour in 20 seconds. It has every conceivable device for comfort, safety and driving convenience built in—including a huge siren to warn the folks far ahead that the Duesenberg is coming. For the latter he has a special permit from Governor Ross.

Five years ago Dr. Robinson—Ph. D., not doctor of medicine—was a struggling drug clerk with scant income and no prospects. He was, however, a firm believer in the doctrine that what any man

wanted hard enough he could get. It required, he felt, only moral courage. He therefore resigned his job, perfected his philosophy, and with the financial backing of a small group of Moscow men put his idea on the market.

As a result his system, he says, now is sold in 67 countries. His monthly postal bill at Moscow is \$6000, or \$200 a day. He speaks to clubs, to lodges, to luncheon groups, all over the country.

"But I never make an address except on request," he confided. "I am not running a traveling medicine show—free lecture and sale of remedies. I believe my system has what is needed to revive a spiritually dead world, and on that faith I have proceeded. And I have a goal—to make my philosophy the means of help to everyone in the world who is willing to try it."

Dr. Robinson is of medium height, sturdily built, with a smooth, unwrinkled face, deep-set blue eyes, a pleasant smile and an assured voice. He confesses to 50 years; and looks 40. His conversation is not that of the evangelist or inspired prophet, but the entertaining, salty tang of a man of the world. He has the mannerisms of the successful super-salesman; the easy, unaffected bearing of the individual at home in any company; and the not surprising wonder and pride in his own achievements which, far from being offensive, seems the natural concomitant of his philosophy.

As the fame of "PSYCHIANA" spreads, more and more publicity comes to its founder. Dr. Robinson wishes there were no such thing as publicity as he would prefer to do his work quietly and without any newspaper comment at all. But it just goes to show what can happen to a "failure" when the great God-Law is recognized and used.

(SEE OTHER SIDE)



Huge Audience in the Civic Auditorium

PORTLAND, OREGON, MAY 17, 1934.

Listening to Dr. Robinson. The applause was tumultuous and overwhelming. The world is starving for the truths of God, and wherever you find a man who has them, the crowds follow him.