

Tindall's San Francisco-Oakland City Mission Training School

**Health Lectures Before Civic
and Fraternal Organizations**

By
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Read by Central California Conference President G.A. Roberts
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Health Lectures Before Civic and Fraternal Organizations

On boarding the streetcar a few days ago, I was addressed by the motorman. "Hello, Doctor," he said; "We surely enjoyed your lecture the other night." He explained that he had heard my lecture at the Labor Council. He is one of three hundred delegates, representing 60,000 laboring men in this city.

Down town, a traffic officer recognized me from the street, as I passed. He had heard my lecture at the Police Station.

As I was waiting on the corner a few evenings ago, I heard a band coming. As they passed, the band master saluted followed by several of his officers. They are from the Salvation Army College, where we gave a lecture to eighty students—picked young people and future leaders of the Salvation Army in eleven Western states.

Crossing on the ferry to Oakland, I rode up in the cabin with Captain Strother, who is president of the employees organization of the great key Route System. We gave their men a lecture in their auditorium.

Every fire wagon that runs the streets of San Francisco has an officer in charge who has heard our lecture.

At the Kiwanis Club in the large Oakland Hotel, where I lectured before some two hundred fifty of Oakland's leading professional and business men, several men whom I had met in previous lectures were present, among them two high school principals.

These few incidents show the host of contacts which are being made by our scientific lectures on nutrition. All classes are enthusiastic. We have yet to find a single group which does not appreciate getting real facts on diet and its relation to health and efficiency.

Of course the great question is "How do you get your appointments?" This is a big question,

and would require much more than ten minutes to answer. In fact, it cannot be fully answered on paper. It must be demonstrated.

The important thing, of course, is to make the proper impression; and we have this precious promise: "The Lord is able to make the proper impression upon minds, when we cooperate with Him and follow the plans that He outlines." *Loma Linda Messages*, 226

A knowledge of men and how to deal with them is essential. No cut-and-dried plan or prescribed routine will bring success. The matter of approach is very important. On coming here, we worked for several weeks in Oakland and Berkeley getting leverage with which to enter San Francisco. Our lecture work was introduced to the high schools of this city by the associate superintendent of schools, as the result of a letter to him by a personal friend of his, a high school principal for whom we had lectured in Oakland.

Our work for police forces was introduced to the chief here by a letter from Chief Vollmer of Berkeley, who is one of America's leading criminologists. We had lectured to his police school in Berkeley, and also in Los Angeles when he was chief there. An unsolicited letter of appreciation of our lecture to the Kiwanis of Oakland secured an appointment with the Kiwanis here, at an exclusive hotel in the city. We aim to work from the top down, rather than from the bottom up. After the most influential men are reached, others are more easily interested.

In approaching an individual or committee for a lecture appointment our conversation runs something as follows: "We are doing extension work in connection with the Saint Helena Sanitarium, offering a lecture to various organizations in the interest of the efficiency of the members. We show the results of

research work carried on by the government and by the leading universities. Where possible, the lecture is illustrated with a steereopticon [slide projector].

We go into the chemistry of the body, showing the various elements of which the human body is composed and where these same elements are found in foods. We show the relation of various elements to resistance of disease. We also discuss the chemistry of the blood and show the real cause of fatigue, that 'tired feeling.' The balanced meal is discussed, also food combinations. The causes of obesity and malnutrition and the proper way to reduce or build up is covered in a scientific, yet practical way."

Speaking to the head of a large business firm we may say: "You are interested, of course, in the efficiency of your employees. At noon your stenographer uses her American liberty going across the street, perhaps, to get her lunch. Not understanding this question, she may choose foods or combinations which are the cause of a headache in the afternoon. Who pays for her resultant lowered efficiency?"

We often go over the lecture itself, showing our slides and discussing the various points. Later if letters of appreciation are received, we show these where advisable.

All our work is done under the name of the Health Extension Institute of the Saint Helena Sanitarium. This is extending the influence

and good will of the institution to thousands of the higher class, as well as to others. Needless to say, the benefits to the institution are beyond measure.

We have given, at this date, more than fifty lectures to police, firemen, high schools, colleges, business, labor, and fraternal organizations, Catholic hospitals, the WCTU, YMCA, churches, employees of large corporations, etc.

We plan to cover the entire city with this lecture. Then we shall go over the ground again, giving a second lecture, linking the interest with our dispensary and treatment rooms, and announcing class work for those especially interested in health and efficiency. Later, we shall announce large auditorium lectures, to which the public will be invited. Announcements will be made to the various groups before which we have lectured, and invitations will be distributed to the members. At this point, in response to investigations already received, we expect to broadcast over the radio.

As a result of this plan, we shall be known throughout the entire city, and shall be able to lead, in a constructive way, from the medical to the evangelical. By this plan, we shall reach thousands whom ordinary means could never reach. And the auditoriums we are using, the advertising we are receiving, cost the Conference nothing.