

printed matter. None the less the latter must be resorted to and have an important place. Visual methods call for discretion. Skillfully prepared exhibits of the poster type are effective,¹ especially when accompanied by facilities for free private medical advice—a fact which quacks have long used as a drawing card. Bulk methods of verbal teaching of sexual facts to younger people are to be discountenanced. Very few speakers have shown themselves able to handle them. Munger, in the Navy, had opportunity to observe its undesirability and relative ineffectiveness. It is impossible to strike a tone that fits all ages or types even in a one-sex audience under eighteen years of age. It is vital in these matters that the speaker be *en rapport*, and a giggle is enough often to mar the situation. Amateurs should not practice upon audiences. Before older groups a forceful and well-informed speaker can dominate the situation. The presentation of sex material in lectures is an art in which many are called but few chosen. The most powerful and effective speakers I have heard have combined a commanding personality with the ability to express themselves in the vernacular. In other words, they have possessed the qualities of popular leadership. The fault of many lecturers is their tendency to talk from above down, to be too vague and to indulge in pedantry, bathos, or sesquipedalian verbiage. It is possible to give an unforgettable talk on sex ideals without direct reference to the Deity, or to vice and sin. There is that in clean living, good sportsmanship and the square deal for women, that instinctively appeals to red-blooded men, and its application to the sexual life is more often obscured than furthered by turgid rhetoric.

¹ Osborne, F. J. . A health exhibit for men. An educational exhibit on venereal disease control and prevention presented at Coney Island by the New York Social Hygiene Society, Social Hygiene, 1916-17, III, 27-49.