

of medical care and hygiene. Body odours are socially suppressed and commercial chemical deodorants are sold in large numbers.

Most of these controls are maintained by the simple, unanswerable strategy of referring to the phenomena they restrict as 'not nice', 'not done', or not polite'. The true anti-sexual nature of the restrictions is seldom mentioned or even considered. More overt controls are also applied, however, in the form of artificial moral codes, or sexual laws. These vary considerably from culture to culture, but in all cases the major concern is the same-.to prevent sexual arousal of strangers and to curtail sexual inter-action outside the pair-bond. As an aid to this process, which is recognised to be a difficult one even by the most puritanical groups, various sublimatory techniques are employed. Schoolboy sorts, for example, and other vigorous physical activities are sometimes encouraged in the vain hope that this will reduce the sexual urges. Careful examination of this concept and its application reveals that by and large it is a dismal failure. Athletes are neither more nor less sexually active than other groups. What they lose from physical exhaustion, they gain in physical fitness. The only behavioural method that seems to be of assistance is the age-old system of punishment and reward-punishment for sexual indulgence and reward for sexual restraint. But this, of course, produces suppression rather than reduction of drive.

It is quite clear that our unnaturally enlarged communities will call for some steps of this kind to prevent the intensified social exposure from leading to dangerously increased sexual activities outside the pairbond. But the naked ape's evolution as a highly sexed primate can take only so much of this treatment. Its biological nature keeps on rebelling. As fast as artificial controls are applied in one way, counter-acting improvements are made in another. This often leads to ridiculously contradictory situations.

The female covers her breasts, and then proceeds to redefine their shape with a brassiere. This sexual signalling device may be padded or inflatable, so that it not only reinstates the concealed shape, but also 78