

in profusion. This is usually explained as being done to make the place 'look nice'. In fact, it is the exact equivalent to another territorial species depositing its personal scent on a landmark near its den. When you put a name on a door, or hang a painting on a wall, you are, in dog or wolf terms, for example, simply cocking your leg on them and leaving your personal mark there. Obsessive 'collecting' of specialised categories of objects occurs in certain individuals who, for some reason, experience an abnormally strong need to define their home territories in this way.

Bearing this in mind, it is amusing to note the large number of cars that contain small mascots and other personal identification symbols, or to watch the business executive moving into a new office and immediately setting out on his desk his favourite personal pen-tray, paper-weight and perhaps a photograph of his wife. The motor-car and the business office are sub-territories, offshoots of his home base, and it is a great relief to be able to cock his leg on these as well, making them 'into more familiar, 'owned' spaces.

This leaves us with the question of aggression in relation to the social dominance hierarchy. The individual, as opposed to the places he frequents, must also be defended. His social status must be maintained and, if possible improved, but it must be done cautiously, or he will Jeopardise his co-operative contacts. This is where all the subtle aggressive and submissive signalling described earlier comes in to play.

Group co-operativeness demands and gets a high degree of conformity in both dress and behaviour, but within the bounds of this conformity there is still great scope for hierarchy competitiveness. Because of these conflicting demands it reaches almost incredible degrees of subtlety. The exact form of the knotting of a tie, the precise arrangement of the exposed section of a breast-pocket handkerchief, minute distinctions in vocal accent, and other such seemingly trivial characteristics, take on a vital social significance in determining the social standing of the individual. An experienced member of society can read them off at a glance. He would be totally at a loss to do so if suddenly jettisoned into the social hierarchy of. New