

# Excalibur

Everything secret degenerates; nothing is safe that does not show it can bear discussion and publicity — Lord Acton

## And now... for you men...

Men! Do you suffer from that unhealthy, unsightly, uncomfortable physical defect called P.O.?

Penis odour, a new bodily disease has been recently discovered by the makers of a product called BRAGGI, the world's first masculine hygiene deoderant spray, and as the ad says: "If you think you don't need it you're fooling yourself."

This new Revlon creation, which appeared in Playboy magazine last month is undoubtedly the masculine response to the recently-marketed Feminine Deoderant Spray (FDS).

As as incredible as it may seem, this product will eventually find its way to the shelves and cupboards of affluent males throughout North America.

BRAGGI is designed to control and suppress all "unpleasant" natural functions in the groin area, functions which most males have probably never felt concerned about in their lives.

But just as the advertisers of the profitable sex industry have convinced the public that hair on the female body is obscene, that the application of FDS is a necessary process for every female in search of a loyal bedmate, that perfume, makeup, shaving lotion, and deoderant are prerequisites for people entering into the company of others, they will no doubt assure men — especially those interested in the "liberated sex life" of Playboy magazine — that they really do have smelly crotch rot, and that girls naturally will not go to bed with them unless they use BRAGGI.

The exploitation of sex for the purpose of making profit, in the last decade, has been primarily geared towards the ever accessible house-bound market of women, but obviously the business is so good that Revlon has decided that its time to work on the fellows, and where is a better place to begin than with the most sensitive and vulnerable — culturally and physically — area of a man's body, his genitals.

Perhaps the most destructive aspect of this industry, besides its utter wastefulness of human and economic resources, is the perverse attitudes toward love and sex it forms in the minds of men and women.

Because of the powerful effect of advertising, products such as BRAGGI and CUPID'S QUIBER really do become human "needs" after a period of media indoctrination. Most men today almost naturally think of hair on the legs of women as an ugly sickening sight, and it is quite likely that, because of this, they would be sexually unarousable even though they might be attracted to the "hairy" girl in other ways.

Armpit hair and perspiration have become "hangups" for both sexes, and the continual bombardment of the playmate of the month image, that is, the flawless, hairless body with not a pimple or wart in sight has caused men to desire such a perfect sexual object.

It has caused women to seek artificial body beautifiers in order to attain the unreachable physical perfection of Miss Playmate or Miss America.

It would seem that even the girls who are sickened by what they are told to do with their bodies would submit to pressure anyway, simply because they believe that men won't take them any other way.

Interestingly enough, Desmond Morris points out in *The Naked Ape*, that "The female who so assiduously washes off her own biological scent then proceeds to replace it with commercial 'sexy' perfumes which in reality are no more than diluted forms of the products of scent glands of other totally unrelated mammalian species." P. 79. Perhaps this proves that animals are more intelligent than humans in this respect, since their attraction to each other does not depend on the suppression of their natural sexual characteristics.

For us, living in the midst of the Revlon and Avon world, it is hard to believe that before industrialization men actually could stomach having sexual intercourse with a natural undeodorized, unshaved female.

We wonder if we would consider Cleopatra as ravishing as Anthony did, if, while portraying the queen, Elizabeth Taylor appeared on the screen displaying pubic hair under her arms. We would even guess that Eve had a terrible case of B.O. living in the jungle like that, but Adam apparently got over it despite the absence of Ban and FDS.

However Adam and Eve were uncivilized, and ironically, in the name of progress, the thriving, very rich sex industry has replaced those natural but 'unattractive' sexual habits with perverted new concepts, such as "Necessary second deoderants", in order to solve the very pressing problem of penis odour.

We simply can't wait till BRAGGI comes out in flavours. Maybe our sex life will improve.

## Excalibur

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THE WORLD'S FIRST

## Masculine hygiene deodorant spray

(If you think you don't need it  
you're kidding yourself.)



Specifically formulated to be a man's second deodorant. Controls perspiration odor in the groin area. Because it's absorbent and smoothing it soothes irritation, chafing and scratchiness. Once you try it, you'll wonder how you ever were a one deodorant man.

## Braggi Private Deodorant Spray

Conceived and created by Charles Revson of Revlon.