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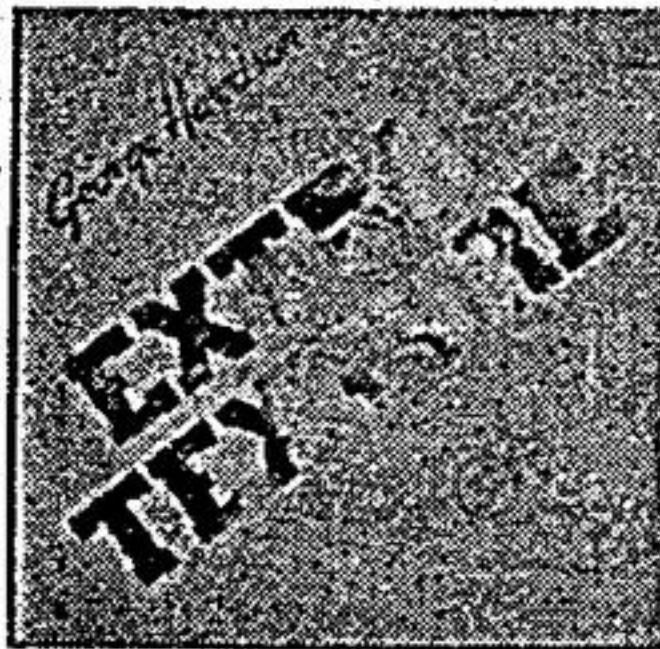


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LEATHER IS BETTER... NATURALLY!

By TIM HARSHAW — MANAGER OF MATT'S PLACE — The Store for Men

Nostalgia is sweeping the Western World. Perhaps this is due to these very uncertain times, the lack of integrity and direction shown by Governments and the seemingly uncontrollable world problems of overpopulation, food and resource shortages. More and more people are grasping at values and objects from the good old days. Antique shops on every corner have over sold their supply.

Consumer desire to associate with "REAR" things has created an increasing demand for Fashions in Full Grain Leather.

Full Grain Leathers are as individual as a fingerprint: original grain surface with none of the surface removed. Because of the lifestyle of the animal it acquires many natural markings and it is these "beauty marks" (let's stop calling them faults!) that give tanners and designers a challenge to incorporate these marks into leather fashion styling.

Marks such as briar and other scratches are no detriment to the perform-



ance of leather. Veins near the grain surface, growth marks, small insect bites create interesting effects and add character to the grain of the leather. The only marks, so far, not incorporated into the finished product are the brands which appear on nearly all

hides. However, it's only a question of time.

Many of the traditional leathers are popular such as cowhide, lamb suede, pig suede and cabretta. However, new leathers are being developed as demand and versatility increases.

Many "ANALINE" leathers are being introduced. Aniline refers to the type of tannage. No colour (paint) is added, no surface finish brushed on. It is what is termed "NUDE" leather. For this reason the hand is very fine and the tanned skins are very supple. All natural marks show up and tanners do nothing to prevent this. Colour variation is evident and a garment may be shaded.

Aniline, lamb, Aniline Glazed, Persian, Aniline Capeskin and Aniline Hair-sheep from exotic countries all over the globe are being grabbed up by the consumer, with no regard for the cost of the garment because of their unique quality and sensuous comfort.

CARE OF LEATHER & SUEDE

Leather has a built-in tendency to "breathe". For this reason leathers should NEVER BE STORED IN PLASTIC BAGS, but hung in a well ventilated closet or similar area.

Keep new leather garments away from other clothes to prevent its' scent from being transferred.

NEVER STORE LEATHERS IN EITHER A HOT ATTIC OR DAMP CELLAR. The result is dried-out, faded, discolored, rotted or mildewed clothes.

Wooden or padded hangers preserve garments shoulder shape. For long storage periods drape garments loosely with a cloth to keep off dust.

DON'T STORE GARMENTS THAT ARE STAINED OR SOILED. This

would attract moths hungry for suede nap. Have clothes cleaned and professionally mothproofed. AVOID HOME-TYPE AEROSOLS WHICH MAY DISCOLOR GARMENTS. FORGET MOTHBALLS! They inhibit leathers' "breathing".

Most wrinkles will hang out overnight but if you must press a leather/suede garment: set iron on lowest setting. NO STEAM. Use heavy-duty brown wrapping paper between the iron and the leather/suede surface. IRON LIGHTLY AND QUICKLY TO AVOID OVERHEATING. Wet leather/suede should be allowed to dry at room temperature, away from direct source of heat.

Sponge or brush with a dry towel to remove water stains and restore nap.

BRUSH IN ONE DIRECTION ONLY.

Suede seldom needs dry cleaning if brushed regularly to keep dust from settling in the nap. Most spots and light stains can be removed easily with a soft "art eraser".

Smooth leather may be cleaned with a damp cloth. Spread garment, wipe lightly, then pat dry and, if necessary, wipe with a dry towel to remove water stains.

"Crocking" (shedding) is natural to new suede and can be brushed with a dry towel to remove loose fibres. It never completely stops, so keep brushing.

"Bleeding" (colour transfer) may result from light suedes hanging next to dark ones. STORE SEPARATELY.

I would like to thank the co-operative people with the J.J. SHEEPSKIN a division of MacDonald Stewart Textiles for providing me with much of the content of this editorial.