FOR OVER 20 YEARS MEDALO® MEANS YOU HARMONIZE WITH QUALITY, ASSOCIATE WITH STYLE

A NEW SYNTHETIC FIBER
Style #755

MEDALO is proud to offer you... the TRUE "NATURAL LOOK" WIG

IN NEW WASHABLE MEDALOLITE
only $29.50

Even if your own hair can't give you the natural look you want. Medalo's brand new just-perfected true "Natural Look" wig can. Just slip it on and no one would ever guess it isn't really your own hair. Medalo's "NATURAL" is like you would want your very own natural to be. It has the perfect look that you want, the feel that you will recognize immediately as like the feel of your own hair, and it has that just right shape of the TRUE NATURAL.

A NEW SYNTHETIC FIBER
Style #937
One size fits all. The Cap S-T-R-E-T-C-H-E-S automatically to your own head size.

THE NEW MEDALOLITE® WASHABLE WIGS

A NEW SYNTHETIC FIBER

#746—SONIC—$21.
Luxuriously short style with fashionably styled bangs and high rising waved crown.

A NEW SYNTHETIC FIBER

$21.50 #751
SWIRLY CURLY
The newest of hair fashion trends. Appealingly feminine and short for easy wear, for a "finished" look.

A NEW SYNTHETIC FIBER

#749—DEBBIE—$21.
Immaculately set with every strand of hair perfectly in place. This full cap wig features the opulent curl right to the cheek with full eyebrow bangs.

A NEW SYNTHETIC FIBER

#744—PARISIENNE—$20.50
Sleek, smartly styled and giving off the chic look of Paris. With attractive bang slashing across temple at brow length with sleek face curls at the sides. French inspired.

"FALLS plus BANGS"

#766
$19.50
(Detachable Bangs)

When you want the important ALL OVER COVERAGE the "FALLS PLUS BANGS" is the answer because it covers your whole head just like a full wig does. It's a thick, long, luxurious fall and a separate set of full bangs. Wear them together—wear bangs alone—wear fall alone.

A NEW SYNTHETIC FIBER

A new fibre—so natural it looks like your own hair. You can wave it, curl it, tease it, even wash it. As a matter of fact the more you wash it the better it feels. Washing it is easy. . .Anything that makes suds will wash your new Medalolite wig or wiglette. . .Shampoo, hand soap, etc. So much like human hair, for the first time we are able to work a man-made fiber as if it were human hair.

EXCLUSIVE REAL HUMAN HAIR WIGS

Over a million woman know Medalo often imitated never duplicated—your pleasure is guaranteed.

100% HUMAN HAIR

IMPORTED SPECIAL
#925—SHORTEE—$19.50
Full Cap Shorty Semi-Styled 100% Human Hair. A Good Wig that can be worn as is for natural look. You can style it into any of many exciting styles and SAVE real money. Easy to handle. Holds Curls and Waves long. GUARANTEED to you or your $19.50 FULL PRICE cheerfully refunded. It's a GENUINE MEDALO IMPORTED and MEDALO GUARANTEED OFFER.

FEATURING THE NEW "PERFECT FIT" WIG!
STRETCH WIG
#936—$35.
Even if you have a hard to fit problem head size your worries are over with the new Stretch Wig. You will feel as snug as a bug in a rug.
Now you can "Go Curly with Confidence" because Medalo's latest 100% Human Hair wig S-T-R-E-T-C-H-E-S to fit your own head gently but firmly to give you a new feeling of comfort and security.

100% HUMAN HAIR

new exciting . . . BOUFFANT CROWN 100% Human Hair
Solves the "THIN TOP" Problem
A hard to find piece, just created by us—for the woman who has thin hair at the top near the crown on her head. Looks so natural, no one would ever guess.

BEFORE
Medalo Human Hair Style #756A
THIS PIECE COMBS INTO THE TOP CROWN OF YOUR HEAD AND FILLS IN THE TOP SIDES AND BACK. . .
ONLY $6.98
A SPECIAL PROBLEM PIECE

100% HUMAN HAIR
#665—SHORTY—$35.
For Real - Natural - Effect. A new versatile short hair full cap wig. Set loosely, so you can curl it, fluff it or tease it into almost any style that suits your fancy.

FREE LOVELY LACE HOOD

For Driving, Beach, Travel.....Included Free with Fashion Wig Purchase.....

MEDALO GUARANTEE
....A MEDALO wig is a guaranteed wig - guaranteed to look good, feel good, and last long....or your money cheerfully and quickly refunded, MEDALO guarantees your satisfaction and pleasure.

GOLD MEDAL HAIR PROD., Inc.,
Dept AH-19 Inwood, L.I., N.Y. 11696

Style # Description

☐ Mail me free 80 page new Gold Medal Hair and Beauty Catalogue.
☐ Mail me free information on Safe Chemical Hair Straightening Book, Shim Lan-O-Tress conditioner for childrens' hair, Kor-X formulas advice and the latest styling tool brochure.

REAL HAIR WIG COLORS:
☐ Jet Black
☐ Off Black
☐ Dk. Brown
☐ Dk. Auburn
☐ Mixed Gray $6. Extra
☐ Send sample for exact match
* Mixed Gray Wiglets $3. Extra.

MEDALOLITE WIG COLORS:
☐ Jet Black
☐ Dk. Brown
☐ Dk. Auburn
☐ Dk. Blonde
☐ Off Black
☐ Lt. Auburn
☐ Lt. Blonde
☐ Mixed Gray
☐ Lt. Brown
☐ Med. Auburn
☐ Med. Blonde

☐ Collect on Delivery (I will pay postman on delivery to me plus postage and C.O.D. charges.)
Enclosed find:
☐ money order and Gold Medal pays postage charges.

NAME
STREET and NO.
CITY STATE ZIP

WEEK OF JULY 27, 1968

THE AFRO-AMERICAN

MAGAZINE SECTION

THE ORIGINAL LANGUAGE

The wild electric sounds pioneered by Cream, Blues Breakers, Rolling Stones and Jimi Hendricks saved the blues mutilation by American imitators.
The new sound retains the life-molds of early blues: love, hate, fear, jealousy, despair geared to a freak culture.

By PETER J. KOPER

Rock music by its very nature is undefinable. And so it is with the blues. You can only list electric impressions in forming an analogy, and then it is only a highly personal opinion.

Let's start with the fact that black city culture is seeping through pores and ears, into the vocabulary, music, and accepted pattern of behavior of thousands of white kids heretofore limited to country clubs and Saturday night dating.

And what we are talking about is a 23-year-old Seattle boy who went to England and made it big.

Artist

Coming back to his home country and finally being recognized as an artist.

He doesn't make it with the "Motown Sound" people, and he doesn't make it with the Four Seasons either.

Jimi Hendrix and his Experience is what the Beatles would sound like doing B. B. King, if they were good enough. He combines and refines two streams of musical consciousness by bringing a blues guitar through four big Marshall amplifiers.

King

Jimi Hendrix is king. Fondly referred to as "Super Spade" among his admirers, he has been forced to move out of Harlem because he looked like a "hippie" and forced to stop playing his blues because the Greenwich Village cats didn't dig down home music.

So he went to England, and England, one may be reminded, was the only place where Edgar Allan Poe was read. England is also the home of the finest white blues groups in existence.

THE JIMI HENDRIX EXPERIENCE was one of England's foremost rock-groups, but rejected by America until now.

Bleached

While white America imitates the black sound with such bleached wheat groups like the Young Rascals or Mitch Rider and his Detroit Wheels (the integrated "Detroit Sound"), England has been putting out rock-blues people like Eric Clapton of the Cream, the Rolling Stones, and the Spencer Davis Group recognized as tops in their field.

The basic problems, one senses, is that these English boys know where it's at, where as the American Mitch Riders can only imitate.

Viable

And this is the reason that Mitch Mitchell and Noel Redding, the two English partners in the Experience, are Hendrix's musical playmates, not American "psychedelic" sidemen.

Jimi Hendrix played with Little Richard, Ike and Tina Turner, King Curtis, Isley Brothers and Joey Dee's Starlighters. His blues credentials are in fine order.

Despite this fact, Hendrix's music is at sound not a blues bag. False.

Credential

Even Jimi is worried by the reception that his band of rock is getting among his own people. "The black people probably talk about us like dogs," he is quoted as saying. And then he adds "until we start playing."

The blues are a viable style. Hendrix's genre of the blues includes an interpretation, and improvisation, and amplification.

The fact that he uses styles and freak culture scenes doesn't exclude him from consideration as a blues musician.

Hendrix and Eric Clapton are recognized as two of the finest rock guitarists in the field.

Experience

Their piercing riffs play around and over melodies and beats, bringing the blues to perhaps the highest technical form yet achieved.

And where is Hendrix, and where are the blues? Love, jealousy, hate, beauty, and the down and out blue of blues is the stuff of human experience.

Tangible preoccupations have made us artificial. It is the new sensuality, the natural emotions, the primitive feelings. This is Hendrix and these are the blues.

It would be squeamish to avoid saying that the music arises from a drug culture, because it does. The role of drugs is complimentary rather than central to the artist expression, but the initial realization of primitive beauty comes from an awareness of other worlds, other people, other ways of doing things.

Art

Perhaps the greatest contribution that Jimi Hendrix, and the rest of the Experience, Mitch Mitchell on drums and Noel Redding on bass, guitar can give to both music and people is a sense of relativism about their art.

Hendrix is a blues man who liked what he heard in the Beatles heritage. The two were never different, they were just different languages.

And the blues was the original language.

"Axis: Bold as Love" is Hendrix's second excursion into the pinpricks of the mind and body.

Power

It is electric and sonic in material, and spacial in its scope.

The three musicians filling time and space with a full sound of overwhelming power.

The blues orientation comes mostly with the lyrics, although the traditional laments of black music, the likes of Otis Rush, or B.B. King, or Howling Wolf are tempered with the colors and the designs of the freak culture.

Hendrix is fast, and he shows amazing imagination and ingenuity on the music he mostly writes and sings himself.

Baseline

First feeding a baseline into his amplifier and then playing a riff around it as the first note still echoes and re-echoes inside many twists and turns of the ear and brain.

The Jimi Hendrix Experience, and particularly Jimi Hendrix, are a unique and interesting social phenomenon. Beyond such musings, there is the experience of listening to Experience.

Beautiful

They are both blues and acid-rock, both big city tenement and Sunday love-in. They are the human experience.

The 23-year-old Seattle boy now appears in the Hollywood Bowl, playing his guitar, wearing bells and beads, and speaking everybody's language. It took America awhile to find out the blues were beautiful.

THE AFRO-AMERICAN
NEW JERSEY AFRO-AMERICAN
RICHMOND AFRO-AMERICAN
BALTIMORE AFRO-AMERICAN
WASHINGTON AFRO-AMERICAN

COMING SOON: THE YOUTH COUNCIL

INSIDE

- Pen Pals 2
- Mr. Bumble's Contest 3
- Sunday School Lesson 4
- First Time In My Life 5
- Jan, Stacey, Albertine 6
- Health, History, Top 10 7