By the 1950s, amateur fútbol clubs throughout Latin America were among the largest and most politicized civic associations. The popular barrio, or neighborhood football player, became a charismatic symbol of working-class ingenuity and class injustice. The political nature of the Chilean barrio distinguished it from similar figures in other parts of Latin America, and barrio clubs became a centerpiece of the Chilean bid to host the 1962 World Cup. Brenda Elsey, an assistant professor of history at Hofstra University, and author of *Citizens and Sportsmen: Fútbol and Politics in Twentieth-Century Chile*, will discuss the relationship between Chilean politics and popular culture in the early 1960s.