Seahawks Host Top Loop Team

J. C. Agajanian SPRINT CAR CING PROGRAM

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INCLUDES WEIGHTS

minded Harbor hosts Western ning streak though, for Glen- back Don Johnson,

With a one-game winning Ventura, 12-6. The Seahawks Seahawks, three will be from Jones, rates highly with five and a tackle eligible pass skein on the line, upset- may have a short-lived win- Glendale. Top scorer is full- touchdowns for 32 points.

from Jones to Richard Dick for the final-period clincher.





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Charles McCabe, Esquire

Progress, that crashing bore, has invaded the

As you may know, there's been a revival of interest in billiards and pocket billiards, or pool. This has been largely due to a brilliant movie about poolhall fauna called, "The Hustler." made by Robert Rosson and featuring Paul Newman, Jackie Gleason, and a wholly unnecessary woman.

The revival has meant big money for the manufacturers of billiard equipment. And where big money is. Madison Avenue is not far behind.

The poolhall and its works and pomps, which in the past have not been awarded highest marks for decorum, has been given "a new image" as a result.

In a recent passionate bulletin to interior decorators, G. J. O'Keefe of the Brunswick Corp. hails this new, questionable boon to civilization.

"It's billiards. But lest billiards bring to mind the Vincent van Gogh painting or an atmosphere of dark-green eyeshades and felt, Brunswick invites you to look at its new image—the Gold Crown Billiard Table-beautifully executed in new dramatic lines and 20 color conbinations."

The ad agency handling the brainwashing is McCann-Erickson, Inc., of Chicago. Proudly it points out that pool tables need no longer be colored seagreen corruptible. They may be glorious blue, or graybeige. Or, and I kid you not, tangerine.

In a brilliant bit of ad reverse thinking, the agency credits the revival of interest in billiards to these new and repellent tables, rather than to the sleazy and wonderfully plausible ambience of "The

In the October issue of Interiors Magazine, an agency lyricist pants: "Billiards are enjoying a new surge of popularity since Brunswick restyled billiard tables for today's living."

I trust good old McCann-Erickson knows what I think they can do with today's living.

The raison d'etre of the old poolhall was that, like a poker game or a floating crap game, it was a way of getting away from the blight of togetherness.

There were no doting mothers and no pressing fathers in the poolhall. You went in on your guts and on your wits. If you had anything on the ball, you came out a better man. Chicanery and naive, unlettered larceny were the

rules of the poolhall. You could learn more there about getting on in a competitive, capitalist society in one month than you could learn in Wall Street in a year.

The poolhall was the cradle of independence for millions of city boys. Which of course is why the great American mother hated it with a passion.

The agency boys, however, know things are run in this here country by the G. A. M. With the result they are perverting the good old Thirteenth Century games of carom shots and eight-ball-in-the-side pocket into something cozy and terribly family.

The four-color ad in Interiors emphasizes that billiards and pool are now, by decree of McCann-Erickson, "the perfect focal point for a family room."

Accompanying the test is a nauseating photograph of mother (who's just had her tangerine tresses done at Elizabeth Arden's) and dad, and 16-year-old daughter, and 10-year-old son, all engaged in a sport of genteel family pool. Egad!

This is a sterling example of an ad technique not unfamiliar to any of us, which I call debauchery-by-

You take something that has developed its own shabby little intrigue over the years, and you louse it up simply because there are more cheery family types in the world (with money to spend) than there are night-pale pool hustlers.

That this country should come to the point where admen can hustle pool to promote togetherness, where are we? I tell you, the whole thing leaves me speech-



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