

McGUIRK OK/LA 1971: A Year in the Life

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Territory Fact Sheet

(full-page, full-color version at the end of this PDF)

PRO WRESTLING TERRITORY FACT SHEET		MCGUIRK OKLAHOMA/LOUISIANA		1971				
SAMPLE WEEK								
MONDAY 9/6	SHREVEPORT TULSA WESTWEGO							
TUESDAY 9/7	LITTLE ROCK LONGVIEW MONROE							
WEDNESDAY 9/8	BATON ROUGE VICKSBURG							
THURSDAY 9/9	GREENVILLE NEW ORLEANS WICHITA FALLS							
FRIDAY 9/10	LAYAFETTE OKLAHOMA CITY TEXARKANA							
SATURDAY 9/11	GREENWOOD JOPLIN LORANGER							
SUNDAY 9/12	HOUMA MONROE							
TOP SINGLES		TOP TAG TEAMS						
<p>DOCTOR X</p> <p>DUSTY RHODES</p> <p>BILL WATTS</p> <p>THE SPOILER</p>		<p>BILLY RED LYONS & TOM JONES</p> <p>KARL VON BRAUNER & WALDO VON ERICH</p> <p>GRIZZLY SMITH & LUKE BROWN</p>						
TOP RIVALRIES								
<p>BILL WATTS & BILLY RED LYONS VS. KARL VON BRAUNER & WALDO VON ERICH</p> <p>BILL WATTS VS. DOCTOR X</p> <p>DUSTY RHODES VS. THE SPOILER</p>								
TITLE CHANGES								
NORTH AMERICAN HEAVYWEIGHT		2						
NWA WORLD JR. HEAVYWEIGHT		3						
UNITED STATES TAG TEAM		4						
HOUSE SHOW RECORDS								
DOCUMENTED HOUSE SHOWS	828	SHOWS PER WEEK	15.9	ESTIMATED COMPLETENESS	80-85%			
MISC. BOOKING STATS								
HEEL/FACE TURNS	0		ROSTER TURNOVER	148%				
ROSTER SIZE/COMPOSITION			MATCH RESULTS					
AVERAGE # OF WRESTLERS: 26.2								
MAIN EVENTERS (8.8)								
UPPER MID-CARDERS (7.5)								
MID-CARDERS (7.4)								
PRELIMINARY WRESTLERS (2.5)								
ORIGINAL DESIGN: NICK BOND @THENICKSTER								
OVERALL								
<table border="1" style="width: 100%; font-size: x-small;"> <tr> <td style="text-align: center;"> </td> <td style="text-align: center;"> </td> </tr> <tr> <td style="text-align: center;"> </td> <td style="text-align: center;"> </td> </tr> </table>								
MAIN EVENTS		UPPER MIDS						
MID-CARDS		PRELIMS						
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Rankings

This is a list of the “most pushed acts” in the territory during the year.

RANKINGS FOR McGUIRK OK/LA WRESTLING TERRITORY - 1971

- 1 - DOCTOR X**
- 2 - DUSTY RHODES**
- 3 - BILL WATTS**
- 4 - THE SPOILER**
- 5 - BILLY RED LYONS & TOM JONES**
- 6 - RIP KIRBY**
- 7 - DANNY HODGE**
- 8 - GRIZZLY SMITH**
- 9 - KARL VON BRAUNER & WALDO VON ERICH**
- 10 - GRIZZLY SMITH & LUKE BROWN**
- 11 - THE SPOILER & SPOILER #2**
- 12 - RAMON TORRES**
- 13 - TERRY GARVIN**
- 14 - SPUTNIK MONROE**
- 15 - IVAN PUTSKI**
- 16 - BILL WATTS & BILLY RED LYONS**
- 17 - DALE LEWIS**
- 18 - THE GREAT MEPHISTO & VIC MUEHLER**
- 19 - BORIS MALENKO**
- 20 - THE GREAT MEPHISTO**

Wrestlers are ranked based on their week-by-week **SPOT Rating** as well as the total number of weeks they were in the territory during the designated time period

based on research as of 1/1/2023 - chartingtheterritories.com

Wrestler Profiles by David Gibb

David Gibb (@DaveWritesJunk on Twitter) is a writer and author of ["How to Ace Your Comeback"](#)

DOCTOR X

Jim "Red" Osborne spent most of the '60s wrestling in a variety of territories (including a few previous stints with McGuirk), but he had never tasted the upper echelon of success. As the '70s opened, however, Osborne got a break that elevated him from one of the rotating faces in the middle of the card to a faceless man with main event potential.

In 1970, Osborne became "Double X," the masked tag team partner of Dr. X, better known internationally as The Sensational, Intelligent Destroyer (Dick Beyer). They did the standard "masked tag team as devious twins" routine until the late summer of that year, when AWA legend Dr. Bill Miller unmasked Osborne and chased him from the territory. When his time in the AWA wrapped up, Osborne decided to return to the Oklahoma-Louisiana area and bring the Dr. X gimmick with him.



After years of grinding it out on the road, Osborne returned to the McGuirk territory on the precipice of putting it all together. He had a decade of experience under his belt, a gimmick with an air of awe and mystery, and he had just completed a master apprenticeship with one of the most respected heels of the previous ten years. On top of that, he knew many of the towns in the territory from his prior runs and, at a billed weight of 238 at various points throughout his career, was the right size to wrestle either North American Champion "Cowboy" Bill Watts or NWA World Junior Heavyweight Champion Danny Hodge.

In the early months of 1971, Dr. X announced his presence by picking up a series of wins in a feud against Sputnik Monroe. By this point, Monroe was not the same star he'd been ten years earlier during the desegregation of Memphis, but he had held the World Junior Heavyweight Championship briefly in 1970 and still had something to give.

Osborne must've showed real potential in those matches, as by the end of March, he was a frequent opponent for both Watts and Hodge, the territory's two hometown heroes and babyface champions.

Throughout that spring and summer, X and Watts developed and refined a proven routine that they could bring to any town to create a money-drawing main event feud. In their first two-out-of-three falls contest, the two competitors would split the initial falls before Dr. X would be disqualified for using his boot as a weapon in the third fall. The next time, they would come back and split the first two falls and X would go to cheat again, only for Watts to threaten X with a massive cowboy boot of his own and chase the cowardly cheater to the back.

Dr. X's cowardice in the face of the resourceful and kickass Watts could be naturally spun into returns where falls counted anywhere, lumberjacks lined ringside, the two men were tied together at the wrist, or the match was contested inside a cyclone fence ("steel cage") from which neither man could escape.

Balancing that kind of larger-than-life rivalry with Watts and the more scientific no-nonsense approach of Danny Hodge from night to night was probably a challenge, but Jim Osborne had been on cards all over the map throughout his career, and he was finally playing the role he'd been dying to get. The Doctor X mask made him a new curiosity from the fans' perspective, but at the end of the day, the schedule of main events he cut throughout 1971 reinforces that he was a very well-prepared veteran.

In May, when World Heavyweight Champion Dory Funk Jr. visited the territory, Dr. X even caught a fall against the NWA's top star, using the same loaded boot he troubled Watts with, before losing the next two falls to give Funk the clean and decisive victory.

While he didn't capture any of the titles he contended for that spring, Dr. X still moved on to (literally) bigger competition in the summer and into the fall, facing territory stalwart Grizzly Smith, Polish strongman Ivan Putski, and even a bear (Gentlemen Ben) on a few occasions. In these contests, X was conspicuously undersized and would've demonstrated his now-renowned cowardice. With that said, positioning the recent title contender as an object of scorn and mockery was not a "burial" but a reset that allowed Osborne to lose a little credibility in the eyes of the fans and set up what was next.

What was next was the NWA World Junior Heavyweight Championship. Perennial champion Danny Hodge had dropped the title to Rip Kirby before embarking for Japan that summer, and Kirby had lost it to Ramon Torres before leaving the territory himself in September. Stepping into the vacuum created by Hodge's reduced schedule (he had been in a car accident that fall, although not his famous car accident) and the exit of Buddy Rogers-style heel Kirby, Dr. X resumed his pursuit of the Junior Heavyweight Title and defeated Torres in December, setting Hodge up to chase him in the early months of the following year.

In 1971 in LeRoy McGuirk's territory, Jim Osborne's Dr. X rose from supporting player to leading role. He became a go-to opponent for the territory's two main homesteading babyfaces and ended the year holding promoter LeRoy McGuirk's signature championship title. As he entered 1972, Osborne must've known that more money and more main events were in his future. He'd bet on himself, found a promoter willing to bet on him as well, and they'd delivered big for each other.

BILLY RED LYONS & TOM JONES

Canadian-born Willem Snip began his wrestling career in the mid-50s as Billy Lyons. His colorful nickname came from the fact he was redheaded, although most fans were still watching on black-and-white TVs for the first decade or so of his career.

Lyons earned a reputation, first in Canada and then in the U.S., as an accomplished tag team specialist. By the time our story begins, he'd already captured titles with partners like Ilio DiPaolo, "Whipper" Billy Watson, and Fritz Von Erich. Like Jim Osborne, Billy Red Lyons was coming off a successful run in the AWA where he'd been inaugural British Empire Heavyweight Champion less than two years earlier, feuding with Dr. X (Dick Beyer, to be clear). He also tagged intermittently with "Cowboy" Bill Watts during that time and had been a major part of cementing Fritz Von Erich as a hometown babyface in Dallas after decades as a dubious "German."



Speaking of dubious Germans, Lyons and Watts opened 1971 defending their U.S. Tag Team Championships against Kurt Von Brauner and Waldo Von Erich (both of whom were exactly as German as Lyons, which is to say Canadian). The good guys got a series of feel-good wins throughout the '70-'71 holiday season, but their luck ran out in January with the Germans capturing the titles. Watts and Lyons got a series of rematches, but Von Erich and Von Brauner kept the belts around their Teutonic torsos at every opportunity.

With the U.S. Tag Team Titles seemingly lost for good, Bill Watts began focusing his attention on defending his North American Title and Lyons slipped into wrestling primarily in singles matches.

That same January, Tom Jones (real name George Thompson) returned to the territory, having spent much of 1970 in Amarillo, Detroit, and Florida. Jones already had a fanbase and a legacy in the Oklahoma-Louisiana area as the first black wrestler to compete against white men in the territory and one half of the region's first integrated tag team, partnering with Tarzan Baxter.

The two established and popular wrestlers began teaming sporadically that spring, and by the end of May, they were the territory's top babyface combination.

Although Lyons and Watts had lost the U.S. Tag Team Titles to Von Erich and Von Brauner, the Germans had already been chased from the territory, having dropped the titles to the Kentuckians (Grizzly Smith and Luke Brown) before losing "Loser Leaves Town" matches to Bill Watts and Danny Hodge, respectively. Smith and Brown in turn lost the titles to The Spoilers (#1, Don Jardine, and #2, Les "Buddy" Wolff) who became Lyons' and Jones' primary rivals.

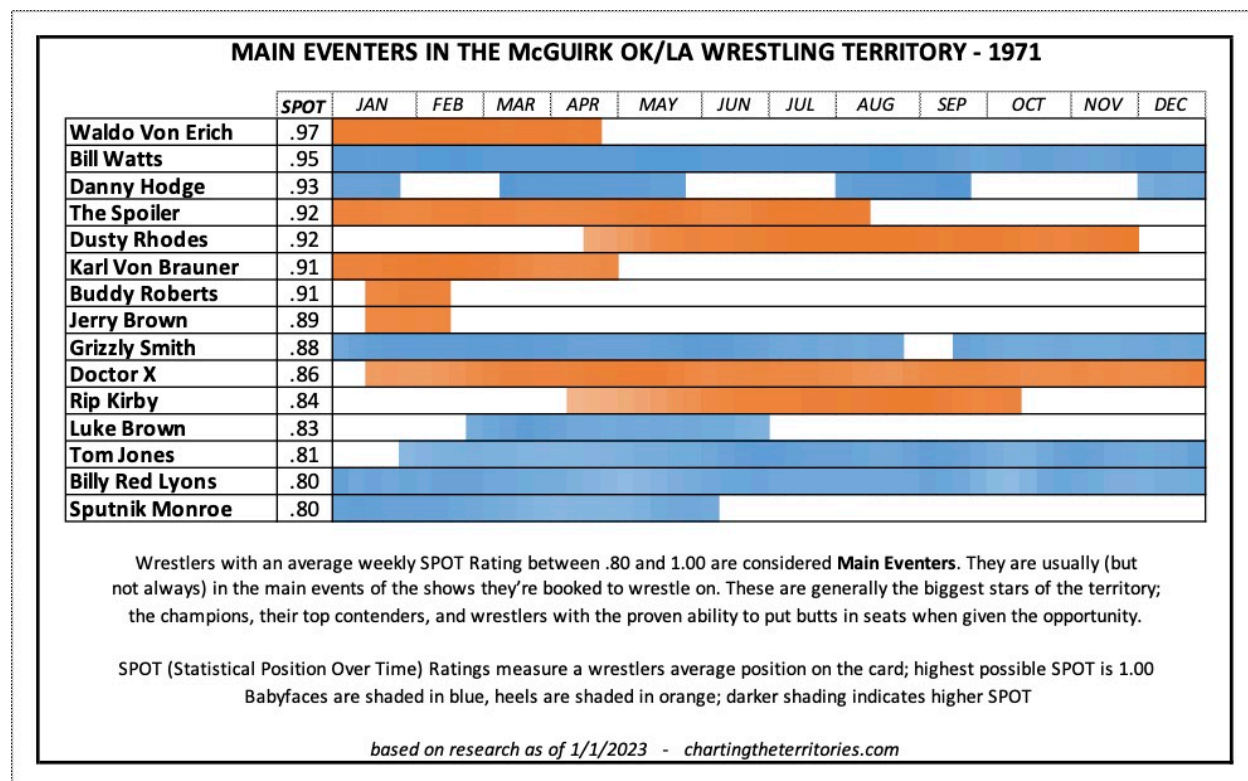
In early June, Lyons and Jones won the titles, defeating The Spoilers, and Jones also found himself contending for the NWA World Junior Heavyweight Championship. With Danny Hodge in Japan, Jones asserted himself as one of the division's top babyfaces, challenging new champion Rip Kirby, helping keep the area's longest-standing major title warm and relevant.

That same month, the Great Mephisto and Vic Muehler arrived in the territory and quickly set their sights on the U.S. Tag Team Championships. Over the last few years, Frankie Cain had established himself as one half of two iconic masked tag teams: first the Infernos (with Rocky Smith) and then Dante and Mephisto (with Bobby Hart). Given the presence of Dr. X and The Spoilers in the territory, however, Cain's team with Muehler was a more straightforward beat-'em-up heel combination.

Lyons and Jones defended their titles, continuously fending off Mephisto and Muehler from late July through early October. From there, the tag titles took something of a backseat in the territory, with the champions defending against a variety of makeshift teams, further cementing their status as the leaders of the division and keeping them strong for whatever challenges lay ahead in 1972.

ROSTER

All the wrestlers who completed regularly in the territory are listed below, grouped into categories based on their average position on the cards using a metric called Statistical Position Over Time (SPOT for short). After each category, you will find links to articles/biographies/obituaries for many of the wrestlers from SLAM Wrestling.



Waldo Von Erich <https://slamwrestling.net/index.php/2009/07/07/waldo-von-erich-the-consummated-heel/>

Danny Hodge <https://slamwrestling.net/index.php/2020/12/26/legendary-danny-hodge-dies-at-88/>

The Spoiler <https://slamwrestling.net/index.php/2006/12/17/the-spoiler-don-jardine-dies-from-leukemia/>

Dusty Rhodes <https://slamwrestling.net/index.php/2015/06/11/the-american-dream-dusty-rhodes-dies/>

Karl Von Brauner <https://slamwrestling.net/index.php/2009/07/17/karl-von-brauner-dead-at-78/>

Buddy Roberts <https://slamwrestling.net/index.php/2010/07/22/buddy-roberts-recalls-the-wild-times-as-a-freebird-and-a-hollywood-blond/>

Jerry Brown <https://slamwrestling.net/index.php/2020/09/16/hollywood-blond-alabama-chain-gang-tag-specialist-jerry-brown-dies/>

Grizzly Smith <https://slamwrestling.net/index.php/2010/06/12/grizzly-smith-dies-at-77/>

Rip Kirby <https://slamwrestling.net/index.php/2019/03/18/nature-boy-roger-kirby-dies/>

Tom Jones <https://slamwrestling.net/index.php/2013/02/25/tom-jones-suffering-from-dementia-needs-help/>

Billy Red Lyons <https://slamwrestling.net/index.php/2009/06/25/colleagues-respected-lyons-skills/>

Sputnik Monroe <https://slamwrestling.net/index.php/2006/11/03/sputnik-monroe-wrestling-loses-a-character/>

UPPER MID-CARDERS IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	SPOT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ivan Putski	.78												
The Great Mephisto	.77												
Les Wolff/Spoiler #2	.74												
Boris Malenko	.73												
Terry Garvin	.73												
Bob Boyer	.70												
Chuck Karbo	.70												
Dale Lewis	.70												
Ramon Torres	.70												
Vic Muehler	.67												
Chris Markoff	.65												
Chati Yokouchi	.64												
Jerry Miller	.62												
Scandor Akbar	.62												
Bobby Hart	.62												
Lorenzo Parente	.62												
Alex the Butcher	.62												
Randy Curtis	.62												
Bobby Shane	.62												
Siki Samara	.61												
Bob Sweetan	.61												

Wrestlers with an average weekly SPOT Rating between .60 and .80 are considered **Upper Mid-Carders**. They are generally booked in the upper half of cards, sometimes (but not usually) in the main event. Often, secondary champions of territories will be in this category. You may also find wrestlers in the process of being pushed, starting lower on the cards and moving up to the main events.

SPOT (Statistical Position Over Time) Ratings measure a wrestler's average position on the card; highest possible SPOT is 1.00

Babyfaces are shaded in blue, heels are shaded in orange; darker shading indicates higher SPOT

based on research as of 1/1/2023 - chartingtheterritories.com

Ivan Putski <https://slamwrestling.net/index.php/2020/11/30/the-polish-power-isnt-gone-so-long-as-ivan-putski-still-lives/>

The Great Mephisto <https://slamwrestling.net/index.php/2021/01/08/frankie-cain-autobiography-is-a-beacon-of-light-in-a-congested-genre/>

Les Wolff/Spoiler #2 <https://slamwrestling.net/index.php/2017/07/13/buddy-wolff-dies/>

Terry Garvin <https://slamwrestling.net/index.php/2006/01/02/terry-garvin-a-career-overshadowed/>

Dale Lewis <https://slamwrestling.net/index.php/2004/08/17/the-olympian-life-of-dale-lewis/>

Vic Muehler <https://slamwrestling.net/index.php/2014/02/12/hamiltons-vic-rosettani-dies-of-cancer/>

Scandor Akbar <https://slamwrestling.net/index.php/2010/08/20/the-celebrated-career-of-the-late-skandor-akbar/>

Bobby Hart <https://slamwrestling.net/index.php/2010/03/14/father-and-son-wore-hart-name-proudly/>

Alex the Butcher <https://slamwrestling.net/index.php/2009/05/12/nothing-fishy-about-gilles-poissons-career/>

Bob Sweetan <https://slamwrestling.net/index.php/2017/02/24/bruiser-bob-sweetan-leaves-a-complicated-legacy/>

MID-CARDERS IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

WRESTLER	SPOT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Jean War Eagle	.59	Babyface						Heel						
Yasu Fuji	.58	Heel				Babyface								
Frank Dalton	.57	Babyface			Heel									
Norman Charles	.57	Heel						Babyface						
Bob Ramstead	.56	Heel						Babyface						
Don Duffy	.56	Heel										Babyface		
George Grant	.55	Heel			Babyface				Heel					
Ox Baker	.54	Heel		Babyface										
Johnny Boyle	.54	Babyface				Heel								
Gypsy Joe Rosario	.53	Heel												
Duke Myers	.50	Heel				Babyface								
Pedro Columbo	.49	Heel						Babyface						
George Gaiser	.49	Heel			Babyface									
Silento Rodriguez	.45	Babyface												
Tom Bradley	.44	Heel								Babyface				
Bobby Whitlock	.43	Heel						Babyface						
Treach Phillips	.43	Babyface					Heel							
Apache Gringo	.43	Heel				Babyface								
Antonio Rocca	.43	Heel						Babyface						
Pepe Gomez	.42	Heel								Babyface				
Ronnie Paul	.41	Babyface				Heel								
Johnny Eagles	.40	Heel										Babyface		

Wrestlers with an average weekly SPOT Rating between .40 and .60 are considered **Mid-Carders**. They are generally booked in the middle portion of the cards, perhaps occasionally being featured in higher profile matches. These wrestlers should generally be seen as less than championship caliber, though they are usually capable of winning televised matches and are given some semblance of a push.

SPOT (Statistical Position Over Time) Ratings measure a wrestlers average position on the card; highest possible SPOT is 1.00
 Babyfaces are shaded in blue, heels are shaded in orange; darker shading indicates higher SPOT

based on research as of 1/1/2023 - chartingtheterritories.com

Bob Ramstead <https://slamwrestling.net/index.php/2019/06/26/remembering-journeyman-mr-pro-buck-ramstead/>

Ox Baker <https://slamwrestling.net/index.php/2001/06/28/ox-baker-wrestler-chef-author/>

Duke Myers <https://slamwrestling.net/index.php/2015/08/22/duke-myers-dies/>

PRELIMINARY WRESTLERS IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	SPOT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
John Gagne	.39												
Bill Howard	.38												
Frank Diamond	.33												
Rick Renaldo	.32												

Wrestlers with an average weekly SPOT Rating below .40 are considered **Preliminary Wrestlers**. They are usually found on the losing end of televised matches. They are generally booked in the opening matches of house shows. More often than not, they wrestle against other preliminary wrestlers and some mid-carders on the house shows, trading wins and losses with evenly-matched competition.

SPOT (Statistical Position Over Time) Ratings measure a wrestlers average position on the card; highest possible SPOT is 1.00
 Babyfaces are shaded in blue, heels are shaded in orange; darker shading indicates higher SPOT

based on research as of 1/1/2023 - chartingtheterritories.com

Rick Renaldo <https://slamwrestling.net/index.php/2015/05/12/shooters-heels-heroes-more-true-crime-than-wrestling/>

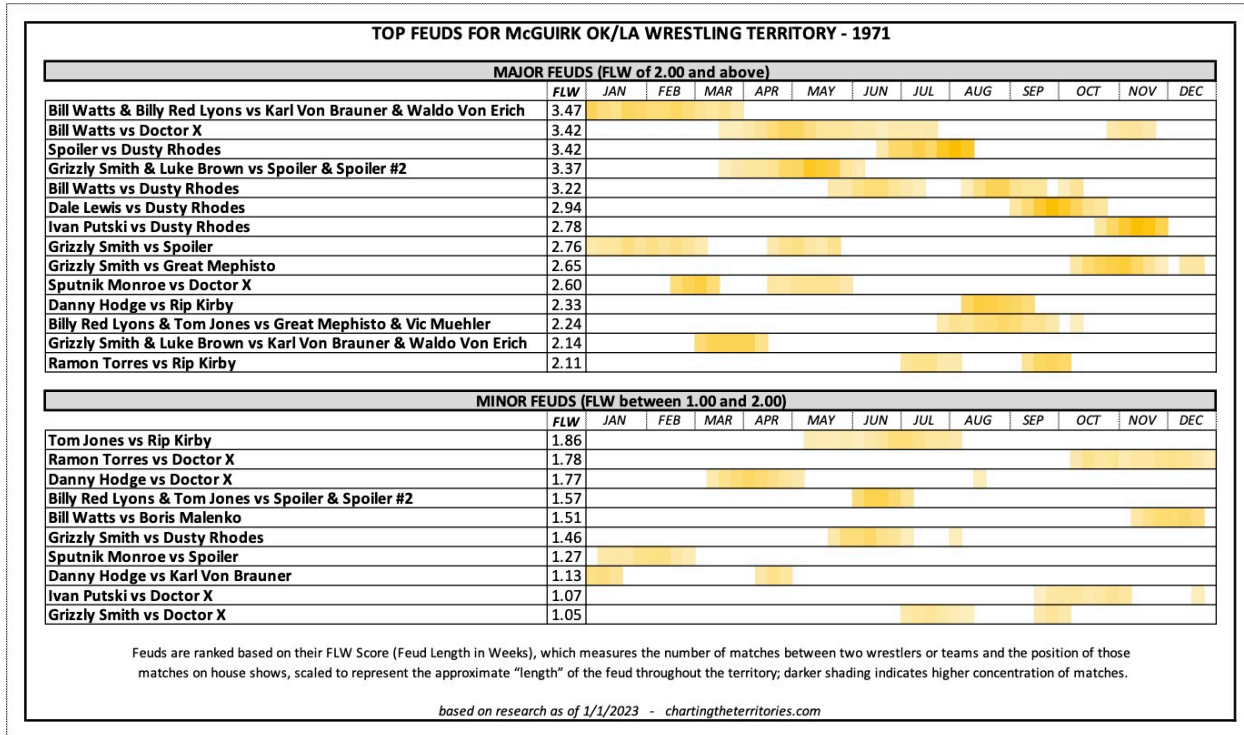
EVENT CENTER

A look at a week's worth of house shows in the territory.

Video available on the Charting the Territories channel on YouTube
<https://youtu.be/yWM0S3HGSqE>

FEUDS

Here is a chart listing the biggest feuds in the territory using a metric called Feud Length in Weeks (FLW for short).



The progression of feuds often differed from city to city. This led to each market having its own narrative. If a main event drew well the first time out in some cities, they could build to a rematch the following week. In other cities where it didn't draw well, they may choose to have that first match end in a clean finish and present a different main event the following week.

Below are examples of how some of the bigger feuds played out in select cities.

Bill Watts & Billy Red Lyons vs Waldo Von Erich & Karl Von Brauner in Shreveport

- 12/21/70 US Tag Team titles: Watts & Lyons (c) beat Von Brauner & Von Erich by reverse decision. Von Brauner pinned Lyons to win the first fall and Lyons pinned Von Erich with a "figure four scissors" in the second. In the third fall, Von Brauner snuck in the ring while the referee was arguing with Lyons and placed a prone Von Erich on top of Watts for the pin. Afterwards, Luke Brown came out and explained what happened to the referee and he reversed his decision.
- 12/28/70 US Tag Team titles, 3 out of 5 falls: Watts & Lyons (c) beat Von Brauner & Von Erich when Lyons pinned Von Brauner to win the fifth fall.
- 1/18 US Tag Team titles: Von Brauner & Von Erich (c) drew Watts & Lyons when the one-hour time limit expired with each team having one fall.
- 1/25 US Tag Team titles: Von Brauner & Von Erich (c) beat Watts & Lyons.

Grizzly Smith & Luke Brown vs The Spoilers in Monroe

- 4/27 US Tag Team titles: Spoilers (c) beat Grizzly & Luke by disqualification after Smith threw both Spoilers over the top rope.
- 5/4 US Tag Team titles, no disqualification: Spoilers (c) beat Grizzly & Luke; “one of the Spoilers was thought to have had an object under his mask with which he butted the big Kentuckians.”
- 5/11 No time limit, Spoilers must wear different color masks: Grizzly & Luke beat Spoilers by disqualification.
- 5/18 Texas rules: Grizzly & Luke beat Spoilers.

Ivan Putski vs Dusty Rhodes in Shreveport

- 11/1 Putski beat Rhodes, winning the third fall after he “took Dusty Rhodes’ concealed weapon and ran him all the way to the dressing room”; Putski won the first fall with a bear hug and Rhodes won the second fall after “cutting Putski’s forehead with the hidden object in his elbow pad.”
- 11/8 Texas Rules (aka Texas death) match: Putski beat Rhodes, pinning him four times with his “famous bear hug hold”, with Dusty unable to answer the bell after the fourth time; as Putski was leaving the ring afterwards, Dusty attacked him and “smashed Ivan’s head into the concrete floor.”
- 11/15 Loser leave town: Putski beat Rhodes; Dusty won the first fall after a “series of elbow smashes to the throat”, Putski won the second fall with “a big foot stomp and a big splash”, and Putski won the third fall after Dusty tried to hit Putski with a chair but Ivan ducked and the chair bounced off the ring rope and hit Dusty in the head.

Sputnik Monroe vs Doctor X in Shreveport

- 2/8 Sputnik won after he “crashed into Doctor X and fell on top for the win.”
- 2/14 The match was “stopped and no decision was ruled because of injuries to both men.”
- 2/22 Battle to a finish: Doctor X won the third fall when “he blindsided Sputnik as the wrestler was attempting to aid the referee who had been knocked groggy”; Sputnik had won the first fall with an atomic drop and X had won the second fall “with body slams.”

Danny Hodge vs Rip Kirby in Monroe

- 8/10 NWA World Junior Heavyweight title: Hodge beat Kirby (c) by disqualification in the third fall after Kirby “threw Hodge over the ropes.”
- 8/17 NWA World Junior Heavyweight title: Kirby (c) and Hodge went to a time-limit draw. Hodge won the first fall by pin but “time ran out in the match before he was able to pin Kirby again.”
- 9/7 NWA World Junior Heavyweight title, no time limit: Hodge didn’t appear, reported as having been injured in an automobile accident on the way to the show; Ramon Torres subbed for Hodge and pinned Kirby to win the match and title.

Feuds by Wrestler

By listing feuds of the top wrestlers in chronological order, you can get a better feel for their “arc” during the year.

DOCTOR X IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
vs Sputnik Monroe												
vs Danny Hodge												
vs Bill Watts												
vs Grizzly Smith												
vs Ivan Putski												
vs Ramon Torres												

The first row shows when the wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards.

The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

DUSTY RHODES IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
vs Grizzly Smith													
vs Bill Watts													
vs Spoiler													
vs Dale Lewis													
vs Ivan Putski													

The first row shows when the wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards.

The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

BILL WATTS IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
vs Karl Von Brauner & Waldo Von Erich (w/Billy Red Lyons)												
vs Doctor X												
vs Dusty Rhodes												
vs Boris Malenko												

The first row shows when the wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards.

The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

THE SPOILER IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
vs Grizzly Smith													
vs Sputnik Monroe													
vs Grizzly Smith & Luke Brown (w/Spoiler #2)													
vs Billy Red Lyons & Tom Jones (w/Spoiler #2)													
vs Dusty Rhodes													

The first row shows when the wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards. The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

BILLY RED LYONS & TOM JONES IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Red Lyons												
Jones												
vs Spoiler & Spoiler #2												
vs Great Mephisto & Vic Muehler												

The first two rows shows when each wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards. The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

RIP KIRBY IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
vs Tom Jones													
vs Ramon Torres													
vs Danny Hodge													

The first row shows when the wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards. The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

DANNY HODGE IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
vs Karl Von Brauner	Blue		Blue	Blue	Blue			Blue	Blue			Blue
vs Doctor X			Orange	Orange	Orange			Orange				
vs Rip Kirby								Orange	Orange			

The first row shows when the wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards. The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

GRIZZLY SMITH IN THE McGUIRK OK/LA WRESTLING TERRITORY - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
vs Spoiler	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
vs Karl Von Brauner & Waldo Von Erich (w/Luke Brown)			Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
vs Spoiler & Spoiler #2 (w/Luke Brown)			Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
vs Dusty Rhodes					Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
vs Doctor X									Orange	Orange	Orange	Orange
vs Great Mephisto										Orange	Orange	Orange

The first row shows when the wrestler was in the territory. Blue shading indicates they were a babyface and orange shading indicates they were a heel. Darker shading indicates they were positioned higher up on the cards. The following rows list their biggest feuds in chronological order. Darker shading indicates a higher concentration of matches and/or matches taking place higher up on the cards.

based on research as of 1/1/2023 - chartingtheterritories.com

Title Holders and Histories

The following charts show the chronological progression of title holders in the territory. Looking at them this way gives you a better feel for the length of title reigns, and how they may have differed between babyface champs and heel champs. Only titles that were regularly acknowledged and defended throughout the year are listed.

NORTH AMERICAN HEAVYWEIGHT TITLE - McGUIRK OK/LA - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Bill Watts												
Dusty Rhodes												

Only title changes recognized across the entire territory are documented. Because there is often incomplete and/or conflicting info regarding the exact dates of title changes and because they can be acknowledged at different times in different markets, this information should be used more to get an overall feel for how frequently titles changed hands as opposed to calculating the precise length of each reign. In this chart, new champions are generally recognized the calendar week after the title change.
Blue shading denotes babyface champions, orange shading denotes heel champions.

based on research as of 1/1/2023 - chartingtheterritories.com

NWA WORLD JUNIOR HEAVYWEIGHT TITLE - McGUIRK OK/LA - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Danny Hodge												
Rip Kirby												
Ramon Torres												
Doctor X												

Only title changes recognized across the entire territory are documented. Because there is often incomplete and/or conflicting info regarding the exact dates of title changes and because they can be acknowledged at different times in different markets, this information should be used more to get an overall feel for how frequently titles changed hands as opposed to calculating the precise length of each reign. In this chart, new champions are generally recognized the calendar week after the title change.
Blue shading denotes babyface champions, orange shading denotes heel champions.

based on research as of 1/1/2023 - chartingtheterritories.com

U.S. TAG TEAM TITLES - McGUIRK OK/LA - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Bill Watts & Billy Red Lyons												
Karl Von Brauner & Waldo Von Erich												
Grizzly Smith & Luke Brown												
Spoiler & Spoiler #2												
Billy Red Lyons & Tom Jones												

Only title changes recognized across the entire territory are documented. Because there is often incomplete and/or conflicting info regarding the exact dates of title changes and because they can be acknowledged at different times in different markets, this information should be used more to get an overall feel for how frequently titles changed hands as opposed to calculating the precise length of each reign. In this chart, new champions are generally recognized the calendar week after the title change.
Blue shading denotes babyface champions, orange shading denotes heel champions.

based on research as of 1/1/2023 - chartingtheterritories.com

Charting the World Champ

In 1971, NWA World Heavyweight champion Dory Funk Jr. made two trips to the territory. All matches were title bouts unless otherwise noted.

May 2nd through May 7th

- 5/2 Shreveport: Dory vs Danny Hodge. "Hodge ... won the first fall in 11 minutes with a rollover after ... forearm chops and knee slams. Funk then took the second pin in seven minutes with a backdrop and the deciding session with a reverse off Hodge's rollover."
- 5/3 Tulsa: Dory vs the Spoiler. Dory defeated Spoiler (no other info available)
- 5/4 Little Rock: Dory vs Doctor X. "The masked man won the first fall when he used one of his shoes on the champion. Funk came back to win the next two falls with a spread eagle hold and a rolling leg lock."
- 5/5 Baton Rouge: Dory vs the Spoiler. Spoiler won the first fall with the claw hold. Dory won the second fall with "his famed Spinning Toe Hold." In the third fall, "referee Jim Du Brou got in the way of the Spoiler's Claw Hold which resulted with the masked wrestler's disqualification."
- 5/6 Jackson: Dory vs the Spoiler. Results not available.
- 5/7 Oklahoma City: Dory vs Danny Hodge. "In a superbly fought 55-minute battle, Funk won the final two rounds after Hodge had taken the opener."

October 4th through October 7th

- 10/4 Shreveport: advertised as Dory vs Dusty Rhodes. Dusty was reported to have been "involved in an automobile accident in East Texas" and was replaced by Boris Malenko. Boris won the first fall "on a body slam and smash into a turnbuckle." Dory won the second fall with the spinning toehold and the third fall with "a low tackle that dumped Malenko with the referee on top of him."
- 10/5 Little Rock: Dory vs Dusty Rhodes. Dory "turned back Dusty Rhodes in three falls."
- 10/6 Jackson: Dory vs Bill Watts. Results not available.
- 10/7 Chalmette: Dory vs Dusty Rhodes. Dory won after taking the second and third falls.

Taking Attendance

In this section, we look at any attendance (and/or gate) figures we have. Unless otherwise noted, these numbers come from newspaper reports. They should be taken with several grains of salt.

The only town where we have more than a couple of attendance figures is Chalmette. This town was in the New Orleans metropolitan area, and the promotion typically ran their weekly shows for the New Orleans market in Chalmette as opposed to the larger Municipal Auditorium, which was in the city proper. We have attendance figures for 18 cards in Chalmette in 1971, and the average attendance for these cards was 2,389. My best estimate as to the capacity of the venue (St. Bernard Civic Auditorium) is around 3,800.

The largest attendance figures for Chalmette in 1971 were 3,645 for a show headlined by Tom Jones & Billy Red Lyons defending the U.S. Tag Team titles against the Great Mephisto & Terry Garvin on 7/22 and 3,300 for a show headlined by Danny Hodge vs Rip Kirby on 8/5. The eight highest reported attendance figures for Chalmette during the year all took place within a 10-week period from mid-June through mid-August. This may indicate that there was a seasonal effect, with them drawing better in the summer, or it may just mean that the promotion was “hot” at that time.

The lowest attendance figures for Chalmette were 1,245 for a show headlined by Bill Watts vs Boris Malenko on 12/9 and 1,595 for a show headlined by Watts vs the Spoiler on 1/21. I don't think there's enough information to place the blame on Watts being in the main event on both shows; I think that is likely just a coincidence (and perhaps another sign of some seasonality given they took place in the colder months of the year).

We only have one gate figure for Chalmette: the 7/15 card (headlined by Dusty Rhodes vs the Spoiler for the North American title) drew 2,500 fans paying \$4,300 (equivalent to about \$31,600 in 2023).

We have just seven attendance figures for other towns. In all likelihood, these are indicative of very strong houses for the respective cities. Given that they usually didn't report attendance figures, it would make sense that on the rare times they did, it was because they were very good numbers.

Tulsa drew a reported 3,000 fans on 3/7 (Grizzly Smith & Luke Brown vs the Spoilers) and the same 3,000 figure was reported for another show in Tulsa on 11/7 (Bill Watts in a handicap match vs Terry Garvin & his “brother/manager” Jim Garvin).

Monroe drew a reported 3,000 fans on 4/20 for a show headlined by Danny Hodge vs Karl Von Brauner in a loser leave town match.

Shreveport drew a reported 6,000 fans on 5/2 for an NWA World Heavyweight title bout between Dory Funk Jr. and Danny Hodge. This card was held at Hirsch Memorial Coliseum, a larger venue than the one they normally ran in the town. That venue, the Municipal Auditorium, drew a reported 3,800 fans

on 10/4 for another NWA World title bout, this one pitting Dory Funk Jr. against Dusty Rhodes (though Boris Malenko subbed for Rhodes). This was reported as a sellout.

Oklahoma City drew a reported 3,500 fans on 5/7 for a Dory Funk Jr. vs Danny Hodge World title bout.

Little Rock drew a reported 5,000 fans on 8/17 for a North American title match between Dusty Rhodes and Bill Watts.

House Show Lineups and Results

We have shared our newspaper clippings for over 800 house shows in the territory during the year with wrestlingdata.com to aid them in providing comprehensive information.

More than two-thirds of these cards had not been previously documented on their site or anywhere else.

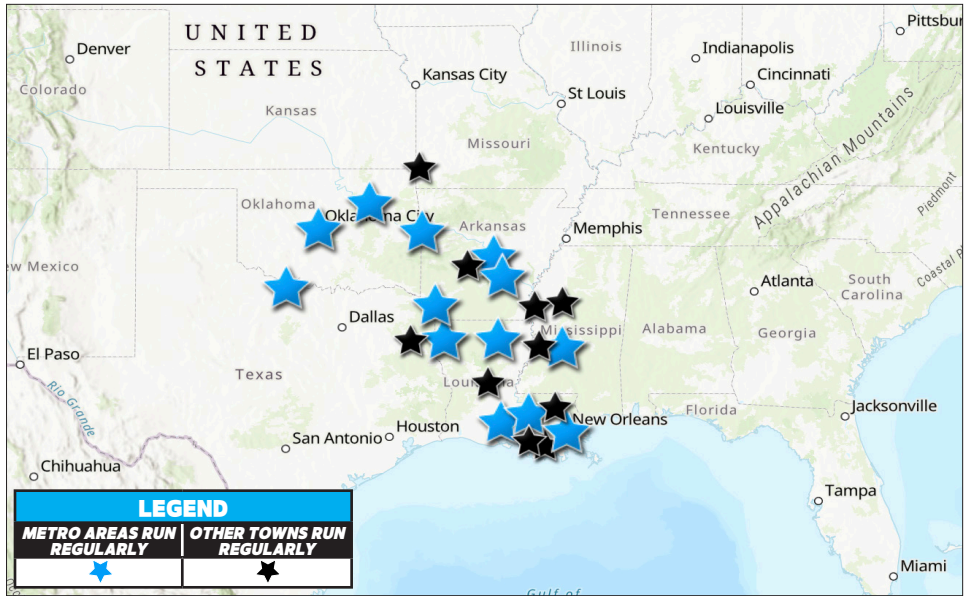
To see the cards and all available results, visit

<https://www.wrestlingdata.com/index.php?befehl=shows&sort=liga&kategorie=8&liga=318&jahr=1971&monat=0&showart=&ansicht=1>

MCGUIRK OKLAHOMA/LOUISIANA

SAMPLE WEEK

MONDAY 9/6	SHREVEPORT
	TULSA
	WESTWEGO
TUESDAY 9/7	LITTLE ROCK
	LONGVIEW
	MONROE
WEDNESDAY 9/8	BATON ROUGE
	VICKSBURG
THURSDAY 9/9	GREENVILLE
	NEW ORLEANS
	WICHITA FALLS
FRIDAY 9/10	LAYAFETTE
	OKLAHOMA CITY
	TEXARKANA
SATURDAY 9/11	GREENWOOD
	JOPLIN
	LORANGER
SUNDAY 9/12	HOUMA
	MONROE



HOUSE SHOW RECORDS			
DOCUMENTED HOUSE SHOWS	828	SHOWS PER WEEK	15.9
		ESTIMATED COMPLETENESS	80-85%
MISC. BOOKING STATS			
HEEL/FACE TURNS	0	ROSTER TURNOVER	148%
ROSTER SIZE/COMPOSITION		MATCH RESULTS	

TOP SINGLES | TOP TAG TEAMS

DOCTOR X	BILLY RED LYONS & TOM JONES
DUSTY RHODES	KARL VON BRAUNER & WALDO VON ERICH
BILL WATTS	GRIZZLY SMITH & LUKE BROWN
THE SPOILER	

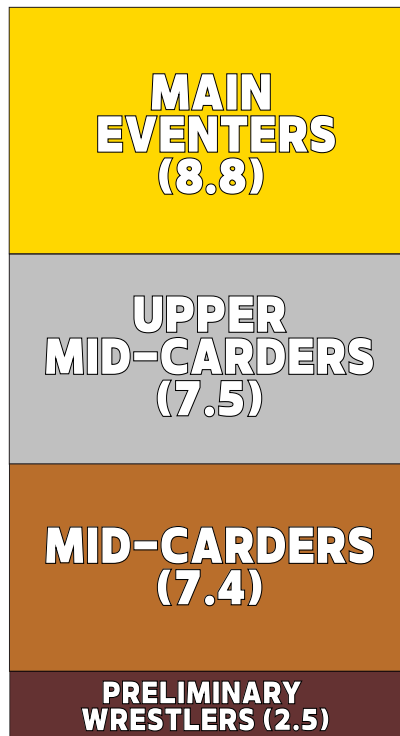
TOP RIVALRIES

- BILL WATTS & BILLY RED LYONS VS. KARL VON BRAUNER & WALDO VON ERICH**
- BILL WATTS VS. DOCTOR X**
- DUSTY RHODES VS. THE SPOILER**

TITLE CHANGES

NORTH AMERICAN HEAVYWEIGHT	2
NWA WORLD JR. HEAVYWEIGHT	3
UNITED STATES TAG TEAM	4

AVERAGE # OF WRESTLERS: 26.2



OVERALL

