

SOUTHERN CALIFORNIA (LeBell) 1971: A Year in the Life

Table of Contents

TERRITORY FACT SHEET	2
RANKINGS	3
WRESTLER PROFILES BY DAVID GIBB.....	4
ROSTER.....	9
EVENT CENTER.....	13
FEUDS.....	14
TITLE HOLDERS AND HISTORIES	18
TAKING ATTENDANCE.....	20
HOUSE SHOW LINEUPS AND RESULTS.....	21

Territory Fact Sheet

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

PRO WRESTLING TERRITORY FACT SHEET		SOUTHERN CALIFORNIA (LEBELL)		1971			
SAMPLE WEEK		<div style="font-size: x-small; margin-top: 5px;"> LEGEND METRO AREAS RUN REGULARLY OTHER TOWNS RUN REGULARLY </div>					
MON 7/26	VENTURA						
TUE 7/27	NORTHRIDGE						
	SAN DIEGO						
WED 7/28	LOS ANGELES						
THU 7/29	BAKERSFIELD						
	EL MONTE						
FRI 7/30	LOS ANGELES						
SAT 7/31	SAN BERNARDINO						
SUN 8/1	--						
TOP SINGLES	TOP TAG TEAMS	HOUSE SHOW RECORDS					
FREDDIE BLASSIE MIL MASCARAS KINJI SHIBUYA JOHN TOLOS RAY MENDOZA	KINJI SHIBUYA & MASA SAITO BLACK GORDMAN & GOLIATH PANTERA NEGRA & SALVADOR LOTHARIO EL SICODELICO & MIL MASCARAS	DOCUMENTED HOUSE SHOWS	337	SHOWS PER WEEK	6.5	ESTIMATED COMPLETENESS	80-85%
	MISC. BOOKING STATS						
	HEEL/FACE TURNS		1	ROSTER TURNOVER		285%	
	ROSTER SIZE/COMPOSITION			MATCH RESULTS			
	TOP RIVALRIES		AVERAGE # OF WRESTLERS: 15.1				
FREDDIE BLASSIE VS KINJI SHIBUYA PANTERA NEGRA & SALVADOR LOTHARIO VS KINJI SHIBUYA & MASA SAITO RAUL MATA VS KINJI SHIBUYA RAY MENDOZA VS GOLIATH EL SICODELICO & MIL MASCARAS VS KINJI SHIBUYA & MASA SAITO		OVERALL					
TITLE CHANGES		<div style="text-align: center; font-weight: bold; padding: 5px;"> MAIN EVENTERS (4.1) UPPER MID-CARDERS (5.6) MID-CARDERS (3.5) PRELIMINARY WRESTLERS (1.9) </div>					
AMERICAS HEAVYWEIGHT	10						
AMERICAS TAG TEAM	6						
BEAT THE CHAMP TELEVISION TITLE	8						
		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: x-small;">FACE WINS: 55% HEEL WINS: 31% DRAWS: 13%</p> </div> <div style="text-align: center;"> <p style="font-size: x-small;">FACE WINS: 62% HEEL WINS: 31% DRAWS: 7%</p> </div> <div style="text-align: center;"> <p style="font-size: x-small;">FACE WINS: 64% HEEL WINS: 27% DRAWS: 9%</p> </div> </div>					
		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: x-small;">FACE WINS: 54% HEEL WINS: 33% DRAWS: 13%</p> </div> <div style="text-align: center;"> <p style="font-size: x-small;">FACE WINS: 40% HEEL WINS: 33% DRAWS: 26%</p> </div> </div>					
		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="font-size: x-small;">FACE WINS: 54% HEEL WINS: 33% DRAWS: 13%</p> </div> <div style="text-align: center;"> <p style="font-size: x-small;">FACE WINS: 40% HEEL WINS: 33% DRAWS: 26%</p> </div> </div>					

ORIGINAL DESIGN: NICK BOND @THE1CKSTER

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Rankings

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

RANKINGS FOR SOUTHERN CALIFORNIA (LeBell) - 1971

- 1 - FREDDIE BLASSIE**
- 2 - MIL MASCARAS**
- 3 - KINJI SHIBUYA & MASA SAITO**
- 4 - BLACK GORDMAN & GOLIATH**
- 5 - KINJI SHIBUYA**
- 6 - JOHN TOLOS**
- 7 - RAY MENDOZA**
- 8 - BULL RAMOS**
- 9 - BLACK GORDMAN**
- 10 - PANTERA NEGRA & SALVADOR LOTHARIO**
- 11 - EL SICODELICO & MIL MASCARAS**
- 12 - GOLIATH**
- 13 - RAUL MATA**
- 14 - DON CARSON**

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 8/1/2023 - chartingtheterritories.com

Wrestler Profiles by David Gibb

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

KINJI SHIBUYA & MASA SAITO

Kinji Shibuya ("Kenji" in some territories) was one of the most consistently booked "foreign" villains on the west coast at the height of the territory period, but he was born in the U.S. (believed to be in Utah) in 1921 and raised in greater Los Angeles. His legal first name was Robert, and he was a star football player – the most American thing one can aspire to be.



After playing ball at the University of Hawaii, Shibuya participated in island semi-pro leagues into the early '50s. His profile as a local sports star got him noticed by Honolulu Booking Office owner Al Karasick, who'd been an NWA member for a couple of years and was in search of good talent that didn't require a plane ticket. Robert would've been around 30, making him an older rookie, but his strength and athleticism paired with the fact he was both authentically Japanese and a native English speaker made him an attractive investment.

After breaking in and becoming "Kinji," Shibuya toured the U.S. and Canada's western territories throughout the '50s and '60s, generally as part of a "Japanese" tag team with Mr. Moto, Duke Keomuka, Mitsu Arakawa, or Haru Sasaki – all of whom were Hawaiians of Japanese ancestry. Shibuya also teamed with a few national stars, including Sweet Daddy Siki and Don Leo Jonathan, on several occasions.

Masanori Saito was 20 years Shibuya's junior and born in Tokyo. He was a respected shooter who participated in the 1964 Olympics before turning pro for the Japan Wrestling Association (JWA). Likely seeking more stable working conditions, as the JWA was engulfed by a power struggle since the death of Rikidozan, Saito left for California, where he bounced up and down the coast between Shire and the LeBells.

Roy Shire initially paired Shibuya & Saito shortly after the latter's arrival, and they captured the San Francisco version of the World Tag Team Titles from Pepper Gomez and Pedro Morales, two top area stars with whom Shibuya had been feuding off-and-on for a number of years. Shibuya & Saito enjoyed a 16-month reign of terror up and down the California coast until Saito went to Florida in late 1969.

In January of 1971, Masanori Saito returned to California and set up shop with the LeBells in Los Angeles. By mid-February, Kinji Shibuya had wrapped up for Shire and joined him. He found success in both tag team competition and the singles ranks, As a single, he held the Americas Title for one month and the "Beat the Champ" TV title twice. The real steak on the plate, however, was Shibuya & Saito together.

With Saito away, Black Gordman and [The Great] Goliath had become the top local heel combination. When Shibuya & Saito resumed teaming in the spring of '71, a heel-heel confrontation between the two teams developed. On May 4th in San Diego, Shibuya & Saito beat Gordman & Goliath, a feat which they repeated in LA three nights later, in San Bernadino the night after that, and again in LA later that month. Somewhere in there, Shibuya & Saito became the Americas Tag Team Champions. (It's tough to know exactly when that happened, as title matches weren't advertised and reported on with consistency in California the way they were in other parts of the country.)

Having asserted themselves as the villains to end all villains, Shibuya & Saito transitioned into a feud with international megastar Mil Mascaras and his brother El Sicodelico. The two teams brawled around the territory, with most of the details of the angles lost to history. They did some kind of controversial finish on July 17th in San Bernadino, as a return match was booked with special guest referee Black Gordman.

Gordman was a heel, but since he had been so recently wronged by the Japanese contingent himself, he helped Mascaras & Sicodelico during the match, leading to a loss for Shibuya & Saito. Naturally, this led to the two villainous teams renewing their rivalry for the Americas Tag Team Championship.

On August 27th, the night promoter Mike LeBell hoped to set an attendance record in the L.A. Memorial Coliseum, Shibuya & Saito lost the titles back to Gordman & Goliath in a climactic semi-main event below Freddie Blassie vs. John Tolos.

In the fourth quarter of 1971, the Americas Tag Team Championship lineage either falls apart or becomes especially illustrative of the territory era, depending on your point of view. Shibuya & Saito regained the titles in November, defeating Pantera Negra & Salvador Lothario. In December, the LeBells did quick tag title changes to set up rematches in towns throughout the territory. For example, Shibuya & Saito "lost" the championships to Earl Maynard & Frankie Laine in San Diego, only to win them back the next week. In Bakersfield during that same loop, the Japanese team "lost" the titles back to Pantera Negra & Lothario, only to regain them from the luchadores yet again the next week.

These idiosyncrasies aside, Shibuya & Saito seem to have been the champions of record in every one of the territory's towns as the calendars turned from 1971 to 1972. The two would continue to team until Shibuya hung up his boots in 1976, when he was at least 55. Saito, on the other hand, continued to tour the United States, returning to the Southeast and AWA upon Shibuya's retirement, eventually making his way to a quiet Wisconsin McDonald's on a fateful night in 1984.

THE ANGLE (written by Al Getz)



On May 8, 1971, one of the most memorable moments in wrestling history aired live from KCOP-TV studios in Los Angeles. The angle saw John Tolos “blind” Freddie Blassie with Monsel’s powder, which was done to build to promoter Mike LeBell’s card at the outdoor L.A. Coliseum in August.

This is a look at some of the key pieces of the angle and the thought process behind them inasmuch as we can be sure through the fog of history and the sometimes intentional obfuscation of the wrestling business. It was compiled using numerous sources, most notably the June 8, 2009 edition of Dave Meltzer’s *Wrestling Observer Newsletter* and Jeff Walton’s book *Richmond 9-5171*.

THE PLAYERS

By the spring of 1970, Freddie Blassie had been a fixture in Southern California for many years. He had most recently been teaming with Don Carson, but the two split, and promoters originally slotted Carson as the babyface. Blassie, however, seemed to be the choice of the fans and LeBell rolled with it, officially turning the longtime heel into one of the top babyfaces in the territory, basically neck-and-(pencil)-neck with Mil Mascaras.

As Blassie found himself in an unfamiliar role in 1970, so too did John Tolos. John had spent much of the 1960s teaming up with older brother Chris across the U.S. and Canada. As the new decade began, John was wrestling in Vancouver. Seeking a change of scenery (and perhaps of climate), John headed south. He emerged as a force to be reckoned with in singles competition, feuding with Blassie throughout the summer and fall of 1970.

THE PLAN

Behind the scenes, the plan to run the L.A. Coliseum (an outdoor venue with over 75,000 seats) was finalized about 18 months before the card happened. A match between Blassie and Tolos was penciled in as the tentative main event several months in advance.

THE "RECORD"

Mike LeBell booked the Coliseum with the specific goal of breaking the state record for attendance and the U.S. record for gross gate receipts. The promotion cited a May 21, 1952 match between Lou Thesz and Baron Michele Leone, which drew a reported 25,256 fans (paying \$103,277.75), as the record-holder.

That was not, however, the largest publicly reported wrestling crowd in California up to that point in time. A card held on October 10, 1934, headlined by Jim Londos vs. Man Mountain Dean, drew a reported 38,756 fans.

For the U.S. gate record, the \$138,000 attributed to the Buddy Rogers vs. Pat O'Connor match at Comiskey Park in Chicago on June 30, 1961, was the number to beat.

Given the tendency of wrestling promoters to embellish attendance figures (and the long-standing belief among many historians that shows held at outdoor stadiums were subject to even more embellishment), one might say that LeBell was attempting to set a statewide record attendance figure that wasn't even the real statewide record, and in each case the numbers behind these "records" may have been greatly exaggerated. Sometimes in wrestling, the in-ring action isn't the only thing that is performative.

THE VOTE

For weeks, the Saturday night television program had been pushing a (seemingly legitimate) "Wrestler of the Year" fan poll. LeBell was confident that the fans would choose Blassie, but even if they didn't, it would've been simple enough to fix.

THE REAL AILMENT

Blassie needed to take some time off to get knee surgery, and he had committed to a tour of Japan as well. In total, he would be away from Southern California rings for more than two months. An injury angle, occurring a little over three months before the Coliseum card, was a logical way to both explain Blassie's absence and build up to the big match. Given this was going to lead to the biggest show Mike LeBell had ever promoted, it couldn't be just any injury angle.

THE PROBLEM & THE SOLUTION

LeBell asked ringside physician Dr. Bernhardt Schwartz if there was any substance that a doctor working at wrestling or boxing events might have that could legitimately cause blindness. Dr. Schwartz suggested Monsel's solution, a substance used in boxing for treating cuts. LeBell liked the idea, but he tweaked the name to the more visual-sounding "Monsel's powder".

A scenario was created where, just prior to announcing Blassie as the winner of the Wrestler of the Year award on TV, a "medical situation" would occur during an earlier televised match. This would require Dr. Schwartz to enter with his medical bag and then accompany the wrestler(s) back to the locker room area, conveniently leaving the bag in the ring.

THE TITLE

The night before the angle, one final key component fell into place. At the Olympic Auditorium, Tolos defeated Blassie to win the Americas Heavyweight title. This gave Tolos a legitimate reason to protest the outcome of the fan vote; since he was now the champion and ostensibly the number one guy, he felt that he should have won the award. As Blassie accepted the award, Tolos would storm around the ring complaining. He would then notice the doctor's bag lying in the ring, and off to the races they would go.

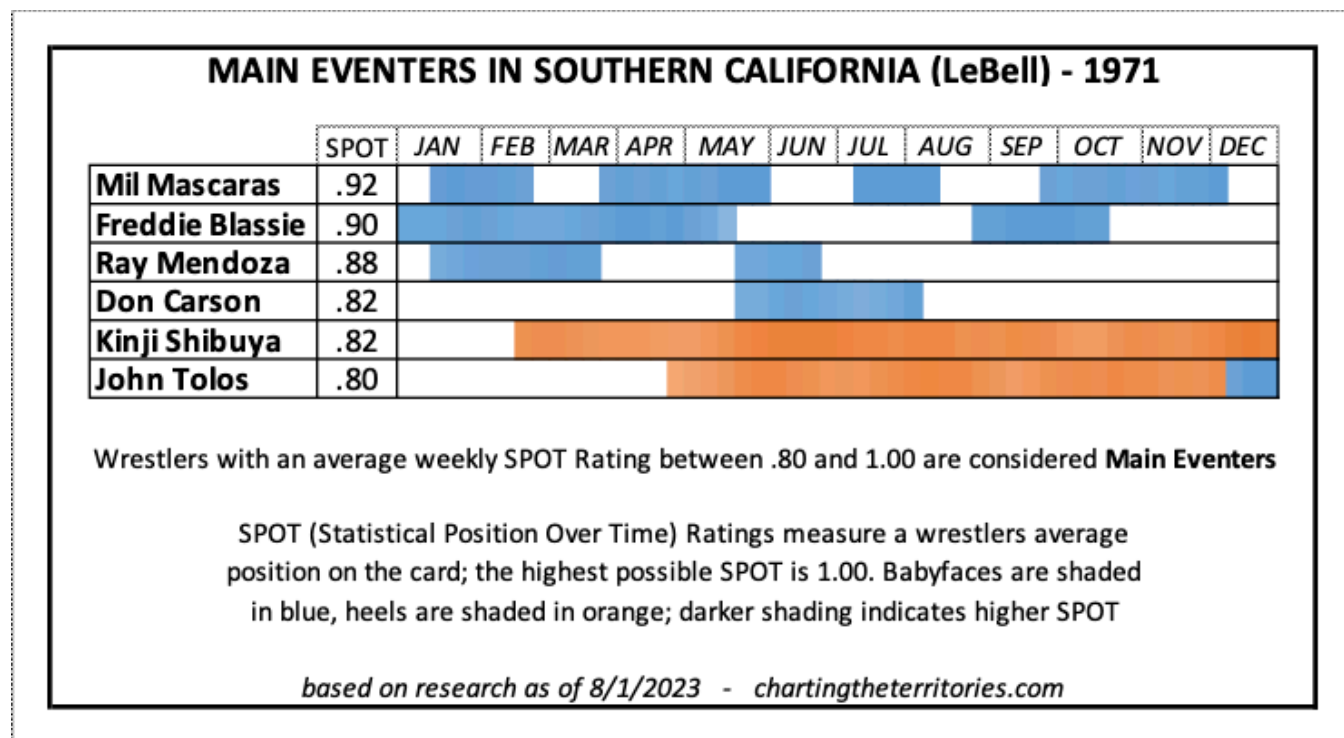
THE REHEARSAL

With so many moving parts, LeBell did something that up to that point in time may have been unprecedented: he brought all the participants to the studio earlier in the day to rehearse the angle. This included not only Blassie and Tolos but also announcer Dick Lane, Jeff Walton, Jimmy Lennon, Dr. Schwartz, several police officers, and even the cameramen. At this rehearsal, everyone's role was planned out ahead of time.

By all accounts, the angle went off without a hitch. As it played out, Mike LeBell was probably thinking to himself, "We're going to find out just how many die-hard wrestling fans there are in Los Angeles, as every last one of them is going to want to pay to see this match."

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.



Freddie Blassie <https://slamwrestling.net/index.php/2003/06/02/freddie-blassie-passes-away/>

Kinji Shibuya <https://slamwrestling.net/index.php/2010/05/08/kinji-shibuya-dead-at-88/>

John Tolos <https://slamwrestling.net/index.php/2009/05/29/the-golden-greek-john-tolos-dies/>

UPPER MID-CARDERS IN SOUTHERN CALIFORNIA (LeBell) - 1971

	SPOT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Raul Mata	.79								Blue			Blue	
Black Gordman	.79	Orange	Orange	Orange	Orange	Orange		Orange	Orange	Orange	Orange	Orange	Orange
Salvador Lothario	.77										Blue	Blue	Blue
Goliath	.76	Orange	Orange	Orange	Orange	Orange		Orange	Orange	Orange	Orange	Orange	Orange
Masa Saito	.76	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
The Professional	.74	Orange	Orange										
The Saint	.73			Blue	Blue								
Pantera Negra	.72			Blue	Blue	Blue	Blue				Blue	Blue	Blue
Bearcat Wright	.71											Blue	
Bull Ramos	.71			Orange	Orange	Orange	Orange	Orange	Orange		Orange	Orange	Orange
El Medico #2	.69							Blue	Blue				
Great Snuka	.66								Blue	Blue			
El Sicodelico	.65						Blue	Blue	Blue	Blue	Blue	Blue	Blue
El Medico	.64	Blue						Blue	Blue	Blue			
Suni War Cloud	.63	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue		Blue	Blue
Man Mountain Mike	.63										Blue		
Earl Maynard	.62		Blue		Blue	Blue	Blue	Blue	Blue	Blue		Blue	Blue
Frankie Lane	.61								Blue	Blue			Blue
El Gran Markus	.61							Orange	Orange	Orange			

Wrestlers with an average weekly SPOT Rating between .60 and .80 are considered **Upper Mid-Carders**

SPOT (Statistical Position Over Time) Ratings measure a wrestlers average position on the card; the 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 8/1/2023 - chartingtheterritories.com

Raul Mata <https://slamwrestling.net/index.php/2018/12/20/raul-mata-passes-away/>

Masa Saito <https://slamwrestling.net/index.php/2018/07/16/masa-saito-dead-at-76/>

The Professional (Doug Lindzy aka Doug Gilbert)

<https://slamwrestling.net/index.php/2013/11/05/doug-lindzy-a-masked-professional-with-a-rebeard-dead-at-76/>

Bull Ramos <https://slamwrestling.net/index.php/2006/05/28/apache-bull-ramos-dies/>

Great Snuka (Jimmy Snuka) <https://slamwrestling.net/index.php/2017/01/15/jimmy-superfly-snuka-dead-at-73/>

Earl Maynard <https://slamwrestling.net/index.php/2010/04/18/mr-universe-earl-maynard-returns-to-the-fold/>

Frankie Lane <https://slamwrestling.net/index.php/2016/05/28/cowboy-frankie-lane-dies/>

MID-CARDERS IN SOUTHERN CALIFORNIA (LeBell) - 1971

	SPOT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Fidel Castillo	.57							Orange	Orange	Orange			Orange
Bob Ramstad	.53	Orange	Orange		Orange								
Johnny Zenda	.50					Blue	Blue						
Les Roberts	.45					Orange							
Apolo	.44				Blue		Blue	Blue	Blue	Blue			
Tito Montez	.42										Blue	Blue	Blue
Jack Armstrong	.41	Orange	Orange	Orange									Orange
Takachio	.40	Blue	Blue										

Wrestlers with an average weekly SPOT Rating between .40 and .60 are considered **Mid-Carders**

SPOT (Statistical Position Over Time) Ratings measure a wrestlers average position on the card; the 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 8/1/2023 - chartingtheterritories.com

Bob Ramstad (aka Buck Ramstead)

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

Tito Montez <https://slamwrestling.net/index.php/2013/01/31/arizona-legend-tito-montez-dies/>

PRELIMINARY WRESTLERS IN SOUTHERN CALIFORNIA (LeBell) - 1971

	SPOT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
El Olimpico	.39									Blue	Blue	Blue	
Miguel Valentino	.37	Orange	Orange	Orange	Orange								
Francisco Flores	.34												Blue

Wrestlers with an average weekly SPOT Rating below .40 are considered **Preliminary Wrestlers**

SPOT (Statistical Position Over Time) Ratings measure a wrestlers average position on the card; the 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 8/1/2023 - chartingtheterritories.com

PART-TIME WRESTLERS IN SOUTHERN CALIFORNIA (LeBell) - 1971

	SPOT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
El Solitario	.67												
Falcon #1	.63												
Rocky Johnson	.60												
Falcon #2	.58												
Bob Sweetan	.57												
Peter Maivia	.54												
Mississippi Plowboy	.48												
Rocky Montero	.46												
Don Savage	.45												
Paul DeMarco	.44												
The Outlaw	.43												
Oregon Lumberjack	.41												
Art Mahalik	.41												
Mr. X	.37												
Bengali	.36												
Mando Lopez	.35												
Bobby Austin	.33												
Arnoldo Mondaca	.33												
Jose Silva	.30												
Jose Teran	.27												
Al Steele	.25												
Masked Texas	.24												

Wrestlers who meet at least one of the below criteria are considered **Part-Time Wrestlers**

- 1) Were not booked as a regular for at least four consecutive weeks during the time period
- 2) Had less than 40% bookings per week as the most frequently booked wrestlers in the territory

SPOT (Statistical Position Over Time) Ratings measure a wrestler's average position on the card; the 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 8/1/2023 - chartingtheterritories.com

Rocky Johnson <https://slamwrestling.net/index.php/2020/01/15/rocky-johnson-dead-at-75/>

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

Mississippi Plowboy (Stan "Uncle Elmer" Frazier)

<https://slamwrestling.net/index.php/2008/05/16/mat-matters-singing-the-praises-of-the-underappreciated-stan-uncle-elmer-frazier/>

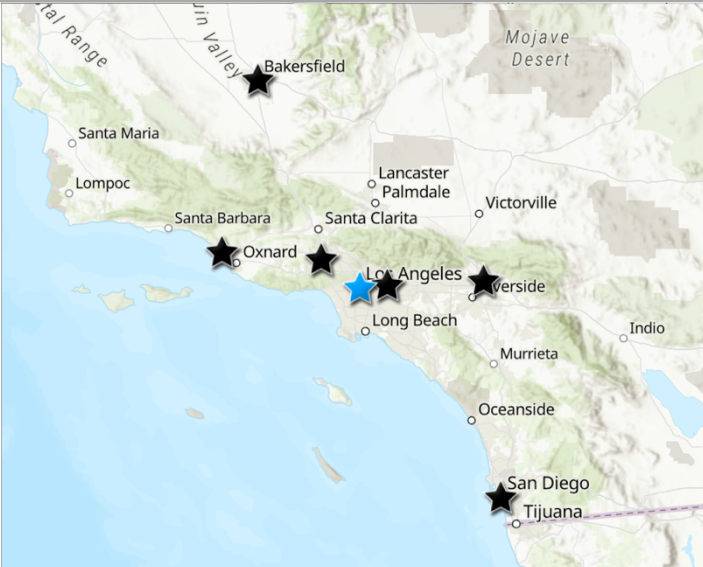
Event Center

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/sJuDa4otFwU>

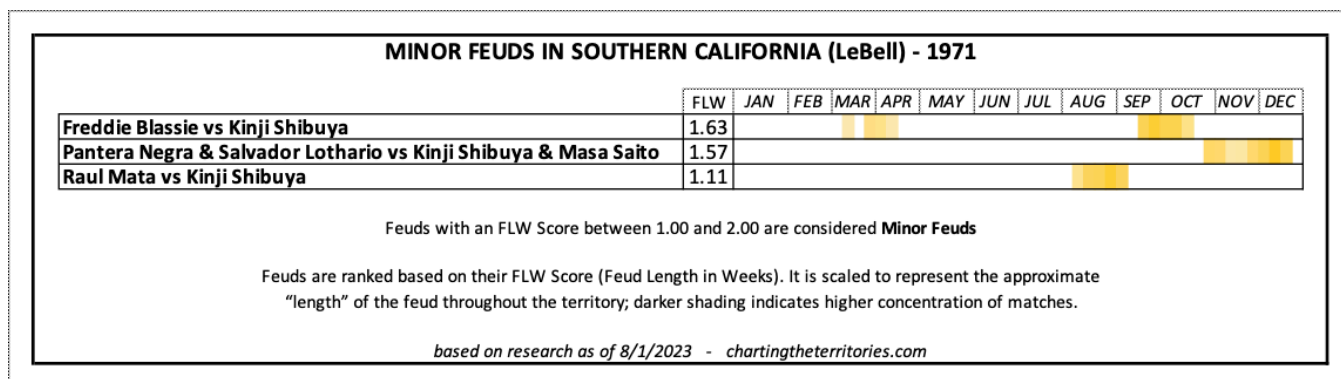
SAMPLE WEEK	
MON 7/26	VENTURA
TUE 7/27	NORTHRIDGE
	SAN DIEGO
WED 7/28	LOS ANGELES
THU 7/29	BAKERSFIELD
	EL MONTE
FRI 7/30	LOS ANGELES
SAT 7/31	SAN BERNARDINO
SUN 8/1	--



A map of Southern California showing various cities and regions. Black stars indicate house show locations: Bakersfield, Oxnard, Los Angeles, Riverside, and San Diego. A blue star is located in the Los Angeles area. Other cities shown include Santa Maria, Lompoc, Santa Barbara, Santa Clarita, Lancaster, Palmdale, Victorville, Long Beach, Murrieta, Indio, Oceanside, and Tijuana. Geographic features like the Santa Lucia Range, San Joaquin Valley, and Mojave Desert are also labeled.

Feuds

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



NOTE: You may have expected to see Blassie vs Tolos listed as the biggest feud of the year. The FLW statistic is designed to reward feuds that have multiple rematches in multiple markets. The angle between Blassie and Tolos in 1971 was specifically done to build to one match at the L.A. Coliseum, and there were only two other matches between the two during the remainder of the year.

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.

Freddie Blassie vs Kinji Shibuya (looking at their matches in three cities in September & October) Bakersfield

- 9/30 Pacific Coast title: Shibuya won the match and the title, taking the third fall when he "propped his foot on the ropes for extra leverage"
- 10/7 Pacific Coast title: Blassie won (the newspaper report states that Blassie "retained" the title as a result of this victory)

San Bernardino

- 9/11 Blassie won, "taking the decisive falls in 2:15 and 2:55 minutes"
- 9/18 Pacific Coast title: Blassie won "when Mr. Saito entered the ring to aide Shibuya"; the newspaper report indicates Blassie won the title via this victory

Santa Maria

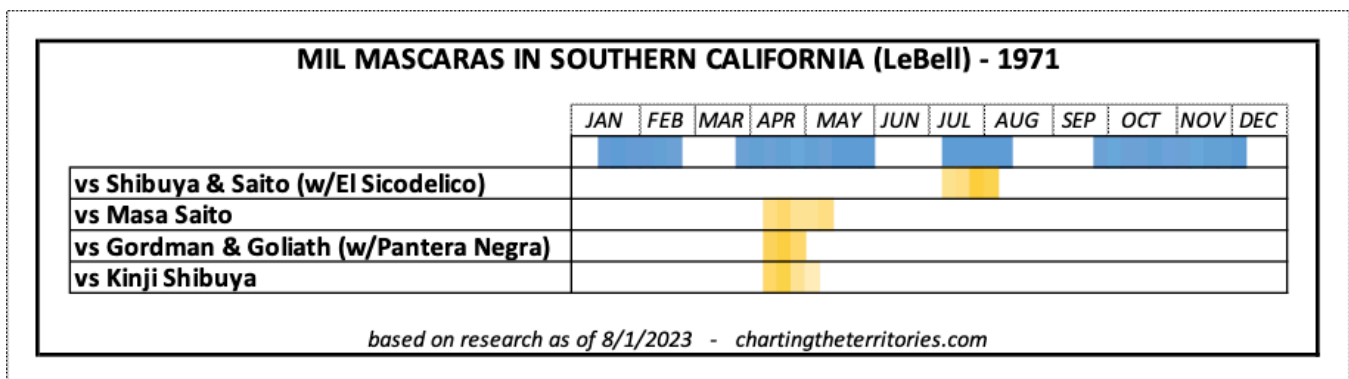
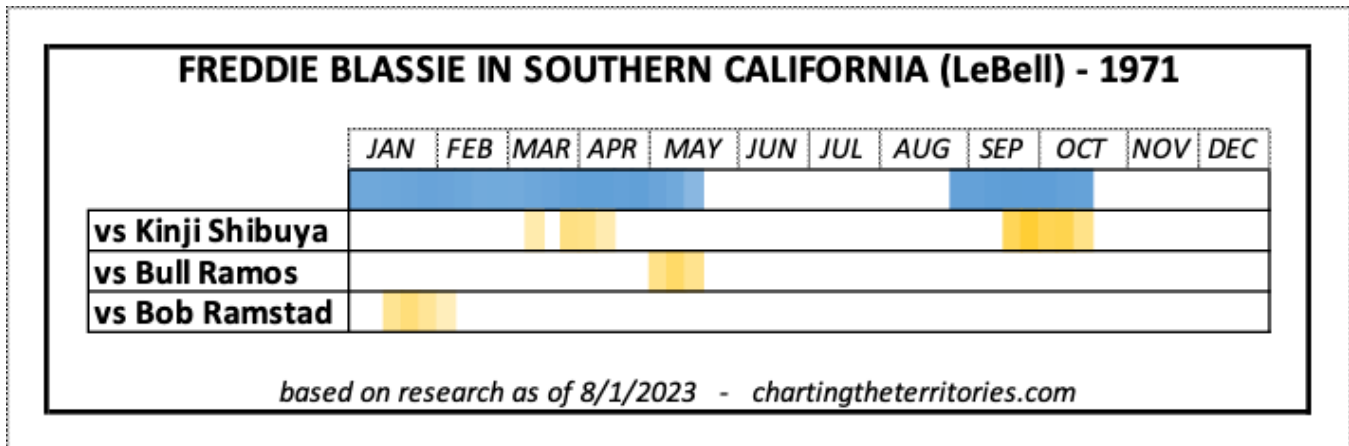
- 9/17 Pacific Coast title: Both men were counted out
- 10/1 Lumberjack match: results not available

Pantera Negra & Salvador Lothario vs Kinji Shibuya & Masa Saito in Bakersfield

- 12/2 Americas Tag Team titles: Pantera & Lothario won by reverse decision; originally, Shibuya pinned Pantera after throwing Lothario into the referee
- 12/9 Americas Tag Team titles: Pantera & Lothario won the match and titles; when the referee was knocked out, Shibuya “placed Saito over Lothario”, but by the time the referee had come to, Pantera “switched men and positions on the mat”
- 12/16 Americas Tag Team titles: Shibuya & Saito won (and regained the titles) after Lothario accidentally kicked Pantera during the third fall

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.



KINJI SHIBUYA & MASA SAITO IN SOUTHERN CALIFORNIA (LeBell) - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Shibuya	[Orange bar]											
Saito	[Orange bar]											
Shibuya vs Freddie Blassie			[Yellow]	[Yellow]						[Yellow]	[Yellow]	
vs Pantera Negra & Salvador Lothario											[Yellow]	[Yellow]
Shibuya vs Raul Mata								[Yellow]	[Yellow]			
vs El Sicodelico & Mil Mascaras							[Yellow]	[Yellow]				
Saito vs Mil Mascaras				[Yellow]	[Yellow]							
Shibuya vs Mil Mascaras				[Yellow]	[Yellow]							
vs Earl Maynard & Frankie Lane												[Yellow]

based on research as of 8/1/2023 - chartingtheterritories.com

BLACK GORDMAN & GOLIATH IN SOUTHERN CALIFORNIA (LeBell) - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Gordman	[Orange bar]											
Goliath	[Orange bar]											
Goliath vs Ray Mendoza	[Yellow]	[Yellow]	[Yellow]									
vs Mil Mascaras & Pantera Negra				[Yellow]	[Yellow]							
Goliath vs Raul Mata								[Yellow]	[Yellow]			[Yellow]
vs Great Snuka & Suni War Cloud								[Yellow]	[Yellow]			
vs Pantera Negra & The Saint			[Yellow]	[Yellow]								

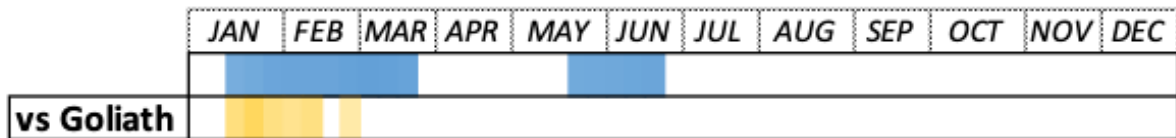
based on research as of 8/1/2023 - chartingtheterritories.com

JOHN TOLOS IN SOUTHERN CALIFORNIA (LeBell) - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
												[Blue]
vs Don Carson						[Yellow]	[Yellow]					
vs Pantera Negra									[Yellow]	[Yellow]		

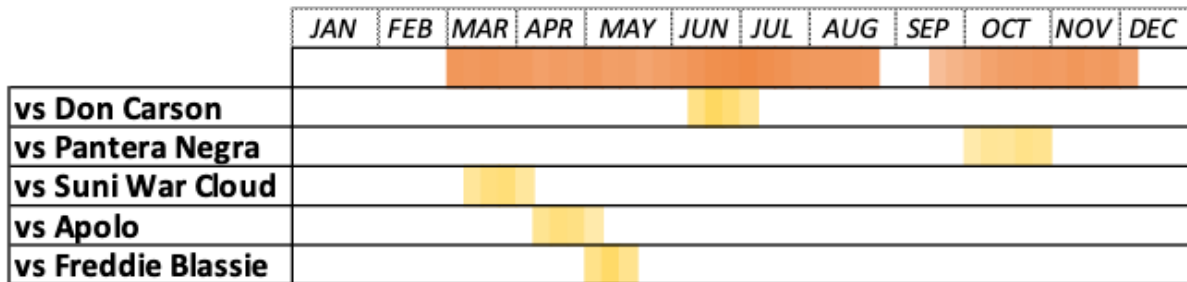
based on research as of 8/1/2023 - chartingtheterritories.com

RAY MENDOZA IN SOUTHERN CALIFORNIA (LeBell) - 1971



based on research as of 8/1/2023 - chartingtheterritories.com

BULL RAMOS IN SOUTHERN CALIFORNIA (LeBell) - 1971



based on research as of 8/1/2023 - 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.

AMERICAS HEAVYWEIGHT TITLE - SOUTHERN CALIFORNIA - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Freddie Blassie	Blue				Blue							
Kinji Shibuya				Orange								
John Tolos					Orange	Orange		Orange	Orange		Orange	
Don Carson							Blue					
Mil Mascaras										Blue	Blue	
Black Gordman												Orange
Frankie Lane												Blue

Only title changes recognized across the entire territory are listed.
 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 8/1/2023 - chartingtheterritories.com

AMERICAS TAG TEAM TITLES - SOUTHERN CALIFORNIA (LeBell) - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Black Gordman & Goliath	Orange	Orange	Orange	Orange	Orange				Orange	Orange		
Mil Mascaras & Ray Mendoza		Blue										
Kinji Shibuya & Masa Saito					Orange	Orange	Orange	Orange				Orange
Pantera Negra & Salvador Lothario											Blue	

Only title changes recognized across the entire territory are listed.
 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 8/1/2023 - chartingtheterritories.com

BEAT THE CHAMP TV TITLE - SOUTHERN CALIFORNIA (LeBell) - 1971

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Professional		Orange										
Suni War Cloud		Blue	Blue	Blue								
Kinji Shibuya				Orange	Orange	Orange						
Earl Maynard						Blue	Blue					
John Tolos								Orange	Orange	Orange	Orange	
Black Gordman								Orange				Orange

Only title changes recognized across the entire territory are listed.
 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 8/1/2023 - chartingtheterritories.com

Another title recognized in the territory at this time was the Pacific Coast Heavyweight title. However, the lineage of this title is extremely unclear. The newspaper ads and articles for cards in this territory were less forthcoming in stating whether matches were title bouts or not.

Charting the World Champ

In 1971, NWA World Heavyweight champion Dory Funk Jr. had 2 known title defenses and 2 other appearances in the territory.

- 4/7 Los Angeles: Dory defeated Mando Lopez
- 4/21 Los Angeles: Dory & John Tolos beat The Mexican Falcons
- 4/22 Bakersfield: Dory vs Mil Mascaras. Dory retained the title when both men were counted out of the ring. Both men flipped over the ropes to the floor; as Mascaras tried to get back in the ring, Funk "pulled him back"
- 4/23 Los Angeles: Dory vs Peter Maivia. The match went to a draw.

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.

We have attendance figures for most of the cards held at the Olympic Auditorium in Los Angeles. They ran a hybrid house show/live TV every Wednesday night, and traditional house shows every other Friday night.

Most sources state that the Olympic had 9,700 seats, though there are other sources that have it at 10,400. Attendance figures reported in the newspapers around this time usually exceeded those numbers. While we acknowledge that attendance figures released publicly are often inflated, it is believed these numbers may have been accurate by and large, with the overage being “standing room only” sales. On at least 3 occasions during the year, they did a live closed circuit broadcast of the Friday night house shows in one or two locations. This happened on July 30th, September 10th, and September 24th. When announcing the July 30th closed circuit broadcast, it was specifically stated that the Olympic had sold out a week in advance.

For the Friday cards at the Olympic, we have attendance figures for 17 out of 24 shows held during the year, and the average attendance was 10,991. For the Wednesday cards, we have attendance figures for 43 out of 51 shows held during the year, and the average attendance was 4,894.

We also have attendance figures for 30 out of 45 cards held in San Diego during the year. The average attendance for these cards was 1,288.

There are a few other scattered attendance figures for this territory during the year. Ventura drew “some 1,000 fans” on January 11th, 1,200 fans on February 15th, and 1,259 fans on June 21st. El Monte drew 850 fans on February 4th.

The most discussed attendance figure for this territory in 1971 would be the August 27th card at the L.A. Memorial Coliseum. Publicly, it was reported as 25,847 fans paying \$142,158.50. Highly regarded wrestling historian Steve Yohe has said that he believes the crowd was 17,900. Additionally, the Coliseum’s web site states that “a crowd of 17,847” turned out. An in-depth look into these two attendance figures, as well as the two largest reported crowds in the state of California prior to 1971, will be featured on the August 2023 episode of our Charting the Territories podcast.

House Show Lineups and Results

We have shared our newspaper clippings for shows from this territory in 1971 with wrestlingdata.com to aid them in providing comprehensive information.

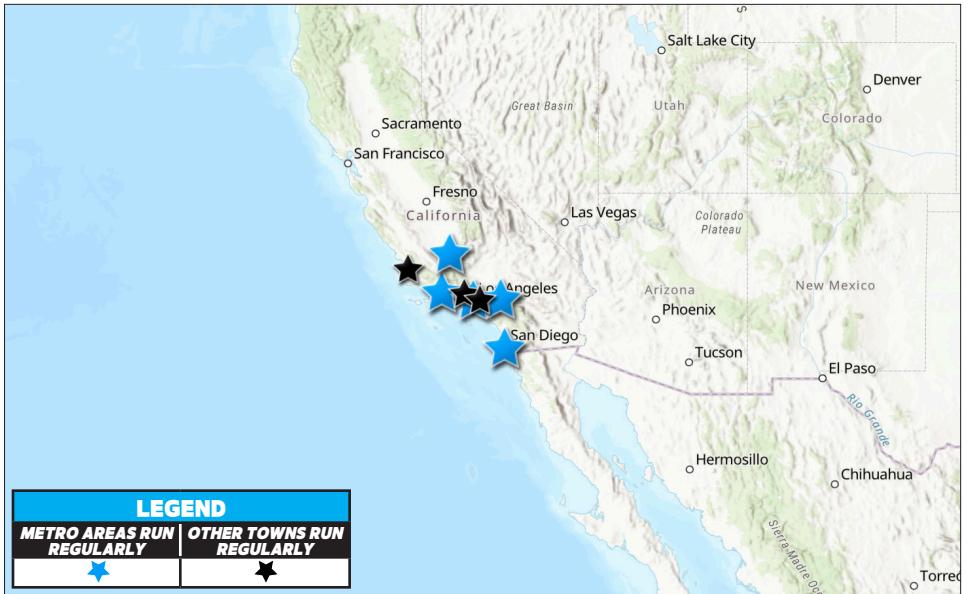
To see the cards and all available results, visit

<https://www.wrestlingdata.com/index.php?befehl=shows&sort=liga&kategorie=8&liga=297&jahr=1971&monat=0&showart=&ansicht=1>

SOUTHERN CALIFORNIA (LEBELL)

SAMPLE WEEK

MON 7/26	VENTURA
TUE 7/27	NORTHRIDGE
	SAN DIEGO
WED 7/28	LOS ANGELES
THU 7/29	BAKERSFIELD
	EL MONTE
FRI 7/30	LOS ANGELES
SAT 7/31	SAN BERNARDINO
SUN 8/1	--



TOP SINGLES | TOP TAG TEAMS

FREDDIE BLASSIE	KINJI SHIBUYA & MASA SAITO
MIL MASCARAS	BLACK GORDMAN & GOLIATH
KINJI SHIBUYA	PANTERA NEGRA & SALVADOR LOTHARIO
JOHN TOLOS	EL SICODELICO & MIL MASCARAS
RAY MENDOZA	

TOP RIVALRIES

- FREDDIE BLASSIE VS KINJI SHIBUYA
- PANTERA NEGRA & SALVADOR LOTHARIO VS KINJI SHIBUYA & MASA SAITO
- RAUL MATA VS KINJI SHIBUYA
- RAY MENDOZA VS GOLIATH
- EL SICODELICO & MIL MASCARAS VS KINJI SHIBUYA & MASA SAITO

TITLE CHANGES

AMERICAS HEAVYWEIGHT	10
AMERICAS TAG TEAM	6
BEAT THE CHAMP TELEVISION TITLE	8

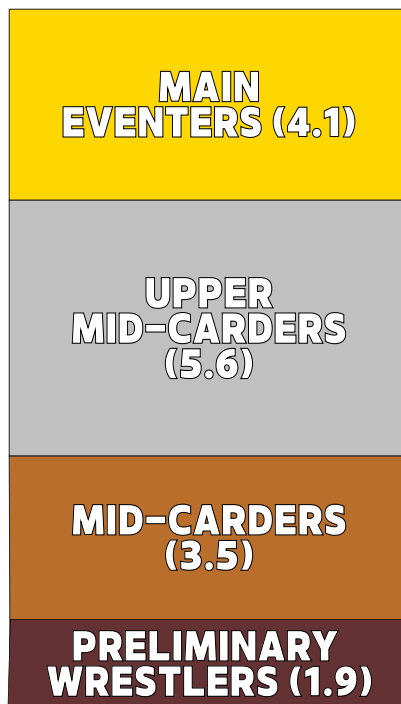
HOUSE SHOW RECORDS

DOCUMENTED HOUSE SHOWS	337	SHOWS PER WEEK	6.5	ESTIMATED COMPLETENESS	80-85%
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MISC. BOOKING STATS

HEEL/FACE TURNS	1	ROSTER TURNOVER	285%
ROSTER SIZE/COMPOSITION		MATCH RESULTS	

AVERAGE # OF WRESTLERS: 15.1



OVERALL

