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## Pop poster sells for \$41,000

### Promoted 1958 teen concert at Rochester's Auditorium Theatre

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Staff writer

In 1958, screaming, squealing and hip-shaking Rochester teens paid between \$2 and \$3.50 for tickets to see young music idols such as Buddy Holly, the Everly Brothers and Jimmie Rodgers in concert at the Auditorium Theatre.

Earlier this month, a bidder from Massachusetts paid more than \$41,000 for the concert's promotional poster on the online auctioneer eBay.

The poster, 23 inches high and 17 inches wide, was made for the Rochester stop on the 17-day America's Greatest Teenage Recording Stars tour in January 1958. Faces of 32 performers from 15 different groups are scattered throughout the poster.

Jeremy Gersh, who runs ezAuctioning, a third-party eBay listing company in Alexandria, Va., had stumbled across a series of similar posters when picking up a stamp collection from a client a few weeks ago.

The owners had planned to throw the set away, but Gersh thought otherwise. He expected to sell the posters for about \$200 apiece. Instead, two sold for around \$25,000 each, another for nearly \$19,000.

The online sales of old concert posters have fluctuated the past few years, Gersh says. Once some are posted on a site like eBay, people will scavenge through their basements to see whether they can find similar lost treasures.

That's what happened to a Maryland resident, whose collection included the Rochester poster. The owner quickly contacted Gersh and by May 3, the poster was listed on eBay, selling a week later.

"One person actually flew in from California to see the poster," Gersh said. "That's the type of money you're talking about if someone can fly in just to look at a poster."

On May 1, Gersh sold a poster for an early 1960s Ray Charles show at the Auditorium Theatre for more than \$6,000.

In June, Gersh said, ezAuctioning will sell another series of posters on eBay, including one promoting a 1957 Greatest Bands in Jazz concert at the Rochester War Memorial Auditorium. Count Basie, Stan Kenton, Joe Williams and Ann Richards highlighted the show.

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