

WHAT EVER HAPPENED TO YOUR HIT PARADE

By Juanita Sparks 12-03-11

What ever happened to Your Hit Parade? Where is that wondrous Saturday night show of popular music that we looked forward to all week?

Each Saturday night the program offered the best-selling and most popular songs from the previous week.

The Your Ht Parade audience was informed that the best-selling Tunes in sheet music and recordings, as well as radio shows' most often played songs, were tabulated to determine which songs were featured.

Each week a countdown of the top three finalists was made known, with fanfares, the number one hit was always the finalist. Occasionally favorites from the past, and other well-known songs were featured. These were known as "Lucky Strike Extras."

The American Tobacco Company, specifically, Lucky Strike cigarettes, sponsored the program for its entire life.

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The show was broadcast on radio from 1935 until 1955. In 1955 the show was televised until 1959. Although many of us were dedicated radio listeners, the Golden Era for Your Hit Parade happened when the show was televised. Now we could see the faces of the performers. Now we were treated to glamorous stage settings accompanying the songs we knew and loved.

Who can forget the look of a clean-cut all American-girls as portrayed by Dorothy Collins? Smoothies I can still hear the melodious operatic voice of Giselle Mc Kensie. Snookie Lanson was my favorite. I sat up and paid close attention when he came on stage and sang. What ever happened to Your Hit Parade? Perhaps the show was too costly for only one sponsor. Perhaps the magic was going out of television. I don't know, yet, I yearn to hear again those melodies performed by those stars.

What ever happened to melody in our music?
What ever happened to finesse in staging?
What ever happened to memorable lyrics??
Find the answer to these questions, and then you will know---. .

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