Thought of the Day: Fight Over The Music

I only remember seeing this twice and it hasn't happened in over 25 years. Back in 1986, Hulk Hogan and Paul Orndorff had a HUGE feud. During the course of this, Orndorff started to use Hogan's legendary Real American song as his own, claiming that he (Orndorff) was the true Real American.

In 1987, the Young Stallions formed and started using a song called Crank It Up. Jimmy Hart, the writer of the song, was angry because he wanted the Hart Foundation to use it.

Why don't we see theme music as a feud starter anymore? I know a lot of the songs are generic and could be interchanged, but given how similar a lot of the feuds are anymore, this is as a good an idea as anything else for getting people not liking each other.