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## THE NIGHT JINGLES WERE BORN: WCCO RADIO S GREATEST BROADCAST MOMENTS



Hill Top Publishing, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.WCCO Radio, serving the key Minneapolis/St. Paul market, holds the honor for airing the nation's first singing commercial for Wheaties in 1926. The historic event is vividly told in The Night Jingles Were Born. The jingle raised Wheaties awareness; soon becoming a leading brand in the cereal industry. And it triggered WCCO's string of...

### Read PDF The Night Jingles Were Born: Wcco Radio s Greatest Broadcast Moments

- Authored by Hill Dick
- Released at 2015



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