

Radio Advertisement Script Collection



**National Audio-Visual Conservation Center, Library of Congress
Washington, D.C.
2022**

Contact information: <https://hdl.loc.gov/loc.mbrsrs/mbrsrs.contact>

Catalog Record: <https://lcn.loc.gov/2022621504>

Additional search options available at: <https://hdl.loc.gov/loc.mbrsrs/eadmbrs.rs022007>

Prepared by David Jackson

Finding aid encoded by David Jackson, September 2022

Revised 2023-03

Collection Summary

Title: Radio advertisement script collection

Inclusive Dates: 1939-1940

Extent: approximately 750 items

Extent: 2 containers

Extent: 0.8 linear feet

Language: Collection material in English

Location: Recorded Sound Research Center, National Audio-Visual Conservation Center, Library of Congress, Washington, D.C.

LC Catalog record: <https://lccn.loc.gov/2022621504>

Summary: Consists of copy for radio advertisements at various radio stations, all during the 1939-1940 period.

Location: RPA 03944-03945 (boxes 1-2)

Provenance

Transfer; Music Division, 2022.

Accruals

No further accruals are expected.

Processing History

The Radio Advertisement Script Collection was processed by David Jackson in August 2022.

Copyright Status

Restrictions may exist on copying, quoting, or publishing material included in the collection. For additional information, contact a reference librarian in the Recorded Sound Research Center, National Audio-Visual Conservation Center, Library of Congress, Washington, DC, 20540-4690; (202) 707-7833.

Access and Restrictions

The Radio Advertisement Script Collection is open to research. Advance notice is required; contact a reference librarian in the Recorded Sound Research Center, National Audio-Visual Conservation Center, Library of Congress, Washington, DC, 20540-4690; (202) 707-7833.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [Container number], Radio Advertisement Script Collection, National Audio-Visual Conservation Center, Library of Congress

Scope and Content Note

Consists of copy for radio advertisements at various radio stations, all during the 1939-1940 period.

Arrangement

The Radio Advertisement Script Collection is organized in 1 series:

- [Series I. Radio Advertisement Scripts, 1939-1940](#)

Selected Search Terms

The following terms have been used to index the description of this collection in the LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

Organizations

KQV (Radio station : Pittsburgh, Pa.)

KRBM (Radio station : Bozeman, Mont.)

KRE (Radio station : Berkeley, Calif.)

Subjects

Advertising copy.

Radio advertising.

Form/Genre

Radio scripts.

Description of Series

Container

Series

Series I. Radio advertisement scripts, 1939-1940

Arranged by radio station call letters.

Container List

Container	Contents
	Series I. Radio advertisement scripts, 1939-1940 Arranged by radio station call letters.
BOX-FOLDER 1/1	KQV scripts, May 1940 KQV was a Mutual and Quaker Network affiliated AM broadcast station in Pittsburgh, Pa., opened in 1919, and operated in 1940 by KQV Broadcasting Company. KQV transmitted at 1000 watts on 1380 kc.
BOX-FOLDER 1/2-7	KQW scripts, June 1939 - Sept. 1940 KQW was a Mutual and Don Lee Broadcasting affiliated AM broadcast station in San Jose, Calif., opened In 1909, and operated in 1940 by Pacific Agricultural Foundation, Ltd. KQW transmitted at 5000 and 1000 watts on 1010 kc.
BOX-FOLDER 1/8	KRBA scripts, May 1940 KRBA was an independent AM broadcast station in Lufkin, Tex., opened in 1938, and operated in 1940 by Red Lands Broadcasting Association. KRBA transmitted at 250 watts on 1310 kc.
BOX-FOLDER 1/9	KRBM scripts, April 1940 KRBM was an NBC affiliated AM broadcast station in Bozeman, Mont., opened in 1939, and operated in 1940 by KRBM Broadcasters. KRBM transmitted at 250 watts in 1420 kc.
BOX-FOLDER 1/10	KRE scripts, March-April 1940 KRE was an independent AM broadcast station in Berkeley, Calif., opened in 1922, and operated in 1940 by Central California Broadcasters, Inc. KRE transmitted at 250 watts on 1370 kc.
BOX-FOLDER 2/1	KRIS scripts, May 1940 KRIS was an NBC and Lone Star Chain affiliated AM broadcast station in Corpus Christi, Tex., opened in 1937, and operated in 1940 by Gulf Coast Broadcasting Co. KRIS transmitted at 500 watts on 1330 kc.
BOX-FOLDER 2/2-5	KRKD scripts, May-June 1940 KRKD was an independent AM broadcast station in Los Angeles, Calif., opened in 1927, and operated in 1940 by Radio Broadcasters, Inc. KRKD transmitted at 2500 and 1000 watts on 1120 kc.