Guide to the KKSF Collection ARS.0068

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ARS.0068

Descriptive Summary

Title: KKSF Collection
Dates: 1986-1987
Collection number: ARS.0068
Creator: KKSF (Radio station: San Francisco, Calif.)
Collection size: 5 boxes: Two hundred and twenty-one (221) 5" open reel tapes; ten (10) 7" open reel tapes; one (1) 5" open reel tape
Repository: Archive of Recorded Sound
Language of Material: English
Access
Open for research; material must be requested at least two business days in advance of intended use. Contact the Archive for assistance.

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Preferred Citation

Sponsor
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Scope and Contents
The KKSF Collection consists of independently produced radio advertisements on open reels from late 1986 (two are from early 1987). Although the collection is named for the donor, KKSF, that station did not begin broadcasting until July of 1987. The ads may have been aired on the Adult Contemporary format station KLOK-FM, KKSF's precursor on the dial, but it is more likely that the commercials were played on classical station KDFC, as both KDFC and KKSF were owned by Brown Broadcasting Company from 1987 to 1993. Also, a few of the tape boxes have KDFC written on them. Most boxes have no station identification. The advertisements are mostly for goods and services such as automobile dealerships, airlines, banks and clothing stores. There are also ads for the San Francisco Opera and the San Francisco Symphony.

Arrangement
Tapes are in alphabetical order.

Indexing Terms
Advertising
Radio stations.
San Francisco Bay Area (Calif.)

Advertisements

Box 1
1. A-B
Scope and Contents
A.C.T.; A.D.P.; Accountemps; American Airlines; American Express; American Savings; Apple; Atlantic Financial Federal; Alaska Airlines; California First Bank; Caltrans; B.M.W.; Bank Of America; BART; Bay Area Cadillac Dealers; Bay View Federal; Beaulieu Vineyards; Bell Savings; Blue Diamond Almonds; Boucher's Appliances; Breuner's; Brooks Cameras; Butterfield and Butterfield
2. B-G

Scope and Contents
Butterfield Butterfield; Cadillac; Cal Performances; California For Quality Government;
Cellular One; China Airlines; Civic Arts Repertory; A Clean Well-Lighted Place For Books;
Coast Savings; Continental Airlines; Daniel Burnham Court; Dell Publishing; Delta
Dental; Doris Ward for Congress; Emporium; Epson America; Ethel M. Chocolates;
Eureka Federal Savings; Fine Jeweler's Guild; Folk Art International; Forest Nissan;
Foster Farms; Ford; Fremont Chamber of Congress; Dr. Alan Gaynor; Gibraltar Savings;
The Good Guys; Great Western Savings; GTE Mobilnet

3. G-M

Scope and Contents
GTE Mobilnet; Gumps; Heals; Henry Birks Jewelers; Hibernia Bank; Home Federal;
Home Savings; I.B.M.; KQED; KBHK-TV; KTEH-TV; Kaiser; Lew Doty Saab; Liquor Barn;
Lucky Stores; Macy's; Malm Luggage; Mercedes Benz

4. M-S

Scope and Contents
Merrill Lynch; MGM/UA Video; Mobilia; William Morrow; Neiman Marcus; Nor Cal Honda;
Omega; P.G. and E.; P.S.A.; Paine/Weber; Peugeot; Pineyhills Vineyard; Prudential
Bache; R.E.I.; Ricoh Camera; Rochester; Russell's Furniture; Saab; St. Mary's College;
San Francisco Chronicle; San Francisco Museum of Modern Art; San Francisco Opera;
San Francisco Symphony; San Jose Cleveland Ballet

5. S-Z (plus larger reels)

Scope and Contents
San Jose Cleveland Ballet; San Jose Rep; Sanwa Bank; Sears; Sound Goods; T.W.A.;
U.T.A.; Unocal; Teledisc; Tower Records; Victor Borge Show; Wall Street Journal; Wells
Fargo; Western Airlines; Rochester; Matthew's TV; Gumps; Cellular One; Bay Area
Cadillac; Accountemps