



DR. JAMES ROWLAND ANGELL  
Educational Counselor  
National Broadcasting Company

**KGO**

PACIFIC COAST BLUE NETWORK

**KPO**

PACIFIC COAST RED NETWORK

★ PUBLIC SERVICE FEATURES ★

# Public Service Features over KGO - KPO

AND OTHER WESTERN STATIONS ASSOCIATED WITH THE NATIONAL BROADCASTING COMPANY

Number 3

KGO—790 kc. ★ ★ KPO—680 kc.

May 1940

## SUNDAY

†\* 7:30 to 8:00 A.M. Music and American Youth . . . . . KPO  
 8:00 to 8:15 A.M. The Story of All of Us . . . . . KPO and RED  
 8:00 to 9:00 A.M. Radio City Music Hall of the Air . . . . . KGO and BLUE  
 †\* 8:30 to 9:00 A.M. On Your Job . . . . . KPO and RED  
 †\* 9:00 to 9:15 A.M. Pilgrimage of Poetry—Ted Malone . . . . . KGO and BLUE  
 †\* 10:00 to 11:00 A.M. Great Plays . . . . . KGO and BLUE  
 †\* 10:30 to 11:00 A.M. University of Chicago Round Table Discussion . . . . . KPO and RED  
 †\* 11:15 to 11:30 A.M. Foreign Policy Association . . . . . KGO and BLUE  
 11:30 to 12:00 N. Tapestry Musicale . . . . . KGO and BLUE  
 †\* 11:30 to 11:45 A.M. News from Europe . . . . . KPO and RED  
 †\* 11:45 to 12:00 N. National and International News by Kaltenborn . . . . . RED  
 12:00 to 12:30 P.M. National Vespers—Dr. Henry Emerson Fosdick . . . . . KGO and BLUE  
 12:30 to 12:45 P.M. World on Parade . . . . . KGO only  
 †\* 12:30 to 1:00 P.M. The World Is Yours . . . . . KPO and RED  
 2:00 to 2:30 P.M. Catholic Hour . . . . . KPO and RED  
 3:00 to 3:30 P.M. Professor Puzzlewit . . . . . KPO and RED  
 4:30 to 5:00 P.M. One Man's Family . . . . . KPO and RED  
 5:30 to 5:45 P.M. Long Life Planning . . . . . KGO and BLUE  
 6:00 to 6:30 P.M. Hour of Charm . . . . . KPO and RED  
 7:00 to 7:05 P.M. News Broadcast . . . . . KGO and BLUE  
 \* 8:45 to 9:00 P.M. A Bookman's Notebook . . . . . KGO and BLUE  
 \* 9:15 to 9:30 P.M. University Explorer—Hale Sparks . . . . . KGO and BLUE  
 10:00 to 10:15 P.M. Richfield Reporter—Sunday thru Friday . . . . . KPO and RED  
 11:00 to 11:15 P.M. The World On Parade—Daily . . . . . KGO only

## MONDAY

7:00 to 7:15 A.M. The World on Parade—News (Mon. thru Fri.) . . . . . KGO only  
 7:45 to 8:00 A.M. Sam Hayes News Broadcast (Mon. thru Fri.) . . . . . KPO and RED  
 8:30 to 8:45 A.M. Religion Today (Mon. thru Fri.) . . . . . KPO and RED  
 8:30 to 9:15 A.M. National Farm & Home Hour (Mon. thru Fri.) . . . . . KGO and BLUE  
 8:45 to 8:50 A.M. KPO Radio Reporter (Mon. thru Sat.) . . . . . KPO only  
 9:15 to 9:30 A.M. Between the Bookends (Mon. thru Fri.) . . . . . KGO and BLUE  
 x†\* 10:00 to 10:30 A.M. Adventure In Reading . . . . . KGO and BLUE  
 10:45 to 11:00 A.M. Hymns of All Churches (Mon., Tues. & Thurs.) . . . . . KPO and RED  
 12:00 to 12:15 P.M. U.S. Department of Agriculture (Mon. thru Fri.) . . . . . KGO and BLUE  
 x\* 2:15 to 2:25 P.M. Malcolm Clair (Children's program) (Tues. & Thurs.) . . . . . RED only  
 2:25 to 2:30 P.M. Associated Press News (Mon. thru Sat.) . . . . . KGO and BLUE  
 3:15 to 3:30 P.M. Youth in the Toils . . . . . KGO and BLUE  
 x \* 4:30 to 4:45 P.M. Irene Wicker (Children's pgm.) (Mon. thru Fri.) . . . . . KGO and BLUE  
 4:30 to 5:00 P.M. Voice of Firestone . . . . . KPO and RED  
 4:45 to 5:00 P.M. Bud Barton (Mon. thru Fri.) . . . . . KGO and BLUE  
 5:00 to 5:30 P.M. Dr. I Q (Quizz Program) . . . . . KPO and RED  
 5:30 to 6:00 P.M. Alec Templeton Time . . . . . KPO and RED  
 7:30 to 8:00 P.M. True or False . . . . . KGO and BLUE  
 9:30 to 9:45 P.M. University Explorer—Hale Sparks . . . . . KGO and BLUE  
 †\* 10:00 to 10:30 P.M. National Radio Forum . . . . . KGO and BLUE  
 11:00 to 11:15 P.M. This Moving World (Mon. thru Fri.) . . . . . BLUE

## TUESDAY

x \* 9:30 to 9:45 A.M. Nature Sketches . . . . . KPO and RED  
 \* 10:00 to 10:30 A.M. Gallant American Women . . . . . KGO and BLUE  
 5:00 to 5:30 P.M. Cavalcade of America . . . . . KPO and RED  
 7:00 to 7:30 P.M. Information Please . . . . . KGO and BLUE

## WEDNESDAY

10:00 to 10:15 A.M. Music for Young Listeners . . . . . KGO and BLUE  
 †\* 10:15 to 10:30 A.M. Echoes of History (Alternates with Quilting Bee) . . . . . KGO and BLUE  
 \* 9:00 to 9:15 P.M. Stanford University on the Air . . . . . KPO and RED

## THURSDAY

x†\* 10:00 to 10:30 A.M. How Do You Know . . . . . KGO and BLUE  
 †\* 12:30 to 12:55 P.M. Medicine in the News . . . . . KGO and BLUE  
 5:30 to 5:45 P.M. Safety First . . . . . KPO only  
 7:30 to 8:00 P.M. Musical Americana . . . . . KGO and BLUE  
 8:30 to 9:30 P.M. Standard Symphony Hour . . . . . KPO and RED

## FRIDAY

9:30 to 9:45 A.M. General Federation of Women's Clubs . . . . . KPO and RED  
 12:15 to 12:45 P.M. California Agriculture . . . . . KGO and CALIFORNIA BLUE  
 12:45 to 1:30 P.M. Commonwealth Club Luncheon . . . . . KGO and BLUE  
 x 4:00 to 4:30 P.M. Yesterday's Children—Dramatization of favorite books of famous people . . . . . KPO and RED  
 5:30 to 6:00 P.M. Name It and Take It . . . . . KGO and BLUE  
 †\* 6:30 to 6:45 P.M. Story Behind the Headlines . . . . . RED  
 6:45 to 7:00 P.M. Human Nature In Action . . . . . RED  
 7:30 to 8:00 P.M. This Amazing America . . . . . KGO and BLUE  
 8:30 to 9:00 P.M. Death Valley Days . . . . . KPO and RED  
 8:00 to 8:30 P.M. Treasure Island Varieties . . . . . KPO only  
 \* 9:15 to 9:30 P.M. University Explorer—Hale Sparks . . . . . KPO and RED

## SATURDAY

7:30 to 8:00 A.M. Our Barn (Children's Program) . . . . . BLUE  
 8:00 to 8:30 A.M. National Federation of Music Clubs (5/11 only) . . . . . KPO and RED  
 8:00 to 8:25 A.M. American Education Forum . . . . . KGO and BLUE  
 8:30 to 8:45 A.M. Call To Youth . . . . . KPO and RED  
 x† 10:15 to 10:30 A.M. Calling All Stamp Collectors . . . . . RED  
 x\* 2:30 to 3:00 P.M. Renfrew of the Mounted (Children's Program) . . . . . BLUE  
 2:30 to 2:45 P.M. Religion In the News . . . . . KPO and RED  
 3:00 to 3:30 P.M. Message of Israel . . . . . BLUE  
 †\* 3:00 to 3:30 P.M. Art For Your Sake . . . . . KPO and RED  
 3:45 to 4:00 P.M. National and International News—by Kaltenborn . . . . . KPO and RED  
 4:00 to 4:30 P.M. Landmarks of Radio Drama . . . . . KPO and RED  
 4:30 to 5:00 P.M. Radio Guild (Drama) . . . . . BLUE  
 \* 8:00 to 8:30 P.M. "City of St. Francis" . . . . . KPO and KGO

\*Programs of particular interest to Schools.  
 †High School  
 xElementary grades

# Public Service Features over KGO - KPO

AND OTHER WESTERN STATIONS ASSOCIATED WITH THE NATIONAL BROADCASTING COMPANY

Number 3

KGO—790 kc.



KPO—680 kc.

May 1940

## SUNDAY

†* 7:30 to 8:00 A.M.	Music and American Youth . . . . . KPO
8:00 to 8:15 A.M.	The Story of All of Us . . . . . KPO and RED
8:00 to 9:00 A.M.	Radio City Music Hall of the Air . . . . . KGO and BLUE
†* 8:30 to 9:00 A.M.	On Your Job . . . . . KPO and RED
†* 9:00 to 9:15 A.M.	Pilgrimage of Poetry—Ted Malone . . . . . KGO and BLUE
†* 10:00 to 11:00 A.M.	Great Plays . . . . . KGO and BLUE
†* 10:30 to 11:00 A.M.	University of Chicago Round Table Discussion . . . . . KPO and RED
†* 11:15 to 11:30 A.M.	Foreign Policy Association . . . . . KGO and BLUE
11:30 to 12:00 N.	Tapestry Musicale . . . . . KGO and BLUE
†* 11:30 to 11:45 A.M.	News from Europe . . . . . KPO and RED
†* 11:45 to 12:00 N.	National and International News by Kaltenborn . . . . . RED
12:00 to 12:30 P.M.	National Vespers—Dr. Henry Emerson Fosdick . . . . . KGO and BLUE
12:30 to 12:45 P.M.	World on Parade . . . . . KGO only
†* 12:30 to 1:00 P.M.	The World Is Yours . . . . . KPO and RED
2:00 to 2:30 P.M.	Catholic Hour . . . . . KPO and RED
3:00 to 3:30 P.M.	Professor Puzzlewit . . . . . KPO and RED
4:30 to 5:00 P.M.	One Man's Family . . . . . KPO and RED
5:30 to 5:45 P.M.	Long Life Planning . . . . . KGO and BLUE
6:00 to 6:30 P.M.	Hour of Charm . . . . . KPO and RED
7:00 to 7:05 P.M.	News Broadcast . . . . . KGO and BLUE
* 8:45 to 9:00 P.M.	A Bookman's Notebook . . . . . KGO and BLUE
* 9:15 to 9:30 P.M.	University Explorer—Hale Sparks . . . . . KGO and BLUE
10:00 to 10:15 P.M.	Richfield Reporter—Sunday thru Friday KPO and RED
11:00 to 11:15 P.M.	The World On Parade—Daily . . . . . KGO only

## MONDAY

7:00 to 7:15 A.M.	The World on Parade—News (Mon. thru Fri.) KGO only
7:45 to 8:00 A.M.	Sam Hayes News Broadcast (Mon. thru Fri.) KPO and RED
8:30 to 8:45 A.M.	Religion Today (Mon. thru Fri.) . . . . . KPO and RED
8:30 to 9:15 A.M.	National Farm & Home Hour (Mon. thru Fri.) KGO and BLUE
8:45 to 8:50 A.M.	KPO Radio Reporter (Mon. thru Sat.) KPO only
9:15 to 9:30 A.M.	Between the Bookends (Mon. thru Fri.) KGO and BLUE
x†* 10:00 to 10:30 A.M.	Adventure In Reading . . . . . KGO and BLUE
10:45 to 11:00 A.M.	Hymns of All Churches (Mon., Tues. & Thurs.) KPO and RED
12:00 to 12:15 P.M.	U.S. Department of Agriculture (Mon. thru Fri.) KGO and BLUE
x* 2:15 to 2:25 P.M.	Malcolm Clair (Children's program) (Tues. & Thurs.) . . . . . RED only
2:25 to 2:30 P.M.	Associated Press News (Mon. thru Sat.) KGO and BLUE
3:15 to 3:30 P.M.	Youth in the Toils . . . . . KGO and BLUE
x* 4:30 to 4:45 P.M.	Irene Wicker (Children's pgm.) (Mon. thru Fri.) . . . . . KGO and BLUE
4:30 to 5:00 P.M.	Voice of Firestone . . . . . KPO and RED
4:45 to 5:00 P.M.	Bud Barton (Mon. thru Fri.) . . . . . KGO and BLUE
5:00 to 5:30 P.M.	Dr. I Q (Quiz Program) . . . . . KPO and RED
5:30 to 6:00 P.M.	Alec Templeton Time . . . . . KPO and RED
7:30 to 8:00 P.M.	True or False . . . . . KGO and BLUE
9:30 to 9:45 P.M.	University Explorer—Hale Sparks . . . . . KGO and BLUE
†* 10:00 to 10:30 P.M.	National Radio Forum . . . . . KGO and BLUE
11:00 to 11:15 P.M.	This Moving World (Mon. thru Fri.) . . . . . BLUE

## TUESDAY

x* 9:30 to 9:45 A.M.	Nature Sketches . . . . . KPO and RED
* 10:00 to 10:30 A.M.	Gallant American Women . . . . . KGO and BLUE
5:00 to 5:30 P.M.	Cavalcade of America . . . . . KPO and RED
7:00 to 7:30 P.M.	Information Please . . . . . KGO and BLUE

## WEDNESDAY

10:00 to 10:15 A.M.	Music for Young Listeners . . . . . KGO and BLUE
†* 10:15 to 10:30 A.M.	Echoes of History (Alternates with Quilting Bee) KGO and BLUE
* 9:00 to 9:15 P.M.	Stanford University on the Air . . . . . KPO and RED

## THURSDAY

x†* 10:00 to 10:30 A.M.	How Do You Know . . . . . KGO and BLUE
†* 12:30 to 12:55 P.M.	Medicine in the News . . . . . KGO and BLUE
5:30 to 5:45 P.M.	Safety First . . . . . KPO only
7:30 to 8:00 P.M.	Musical Americana . . . . . KGO and BLUE
8:30 to 9:30 P.M.	Standard Symphony Hour . . . . . KPO and RED

## FRIDAY

9:30 to 9:45 A.M.	General Federation of Women's Clubs KPO and RED
12:15 to 12:45 P.M.	California Agriculture . . . . . KGO and CALIFORNIA BLUE
12:45 to 1:30 P.M.	Commonwealth Club Luncheon . . . . . KGO and BLUE
x 4:00 to 4:30 P.M.	Yesterday's Children—Dramatization of favorite books of famous people . . . . . KPO and RED
5:30 to 6:00 P.M.	Name It and Take It . . . . . KGO and BLUE
†* 6:30 to 6:45 P.M.	Story Behind the Headlines . . . . . RED
6:45 to 7:00 P.M.	Human Nature In Action . . . . . RED
7:30 to 8:00 P.M.	This Amazing America . . . . . KGO and BLUE
8:30 to 9:00 P.M.	Death Valley Days . . . . . KPO and RED
8:00 to 8:30 P.M.	Treasure Island Varieties . . . . . KPO only
* 9:15 to 9:30 P.M.	University Explorer—Hale Sparks . . . . . KPO and RED

## SATURDAY

7:30 to 8:00 A.M.	Our Barn (Children's Program) . . . . . BLUE
8:00 to 8:30 A.M.	National Federation of Music Clubs (5/11 only) KPO and RED
8:00 to 8:25 A.M.	American Education Forum . . . . . KGO and BLUE
8:30 to 8:45 A.M.	Call To Youth . . . . . KPO and RED
x† 10:15 to 10:30 A.M.	Calling All Stamp Collectors . . . . . RED
x* 2:30 to 3:00 P.M.	Renfrew of the Mounted (Children's Program) BLUE
2:30 to 2:45 P.M.	Religion In the News . . . . . KPO and RED
3:00 to 3:30 P.M.	Message of Israel . . . . . BLUE
†* 3:00 to 3:30 P.M.	Art For Your Sake . . . . . KPO and RED
3:45 to 4:00 P.M.	National and International News—by Kaltenborn KPO and RED
4:00 to 4:30 P.M.	Landmarks of Radio Drama . . . . . KPO and RED
4:30 to 5:00 P.M.	Radio Guild (Drama) . . . . . BLUE
* 8:00 to 8:30 P.M.	"City of St. Francis" . . . . . KPO and KGO

\*Programs of particular interest to Schools.

†High School

xElementary grades

**Y**OUR public service bulletin for the Western Division of the National Broadcasting Company is presented in this handy form which we trust will be more serviceable and useful to you in following the many outstanding educational programs on NBC. This bulletin is another evidence of the increasing interest manifest in Public Service programs by this pioneer broadcasting company.

Did you know that 55% of all time on the Red and Blue Networks is devoted to public service releases? 30% of the programs are commercial while the remaining 15% constitute a miscellany of sustaining musical programs.

**FOR YOUR INFORMATION THE FOLLOWING  
WESTERN STATIONS ARE ASSOCIATED WITH NBC**

**RED NETWORK**

KPO, San Francisco  
KOA, Denver  
KDYL, Salt Lake City  
KOMO, Seattle  
KHQ, Spokane  
KGW, Portland  
KMJ, Fresno  
KFI, Los Angeles

**BLUE NETWORK**

KGO, San Francisco  
KVOD, Denver  
KLO, Ogden  
KUTA, Salt Lake City  
KGHF, Pueblo  
KJR, Seattle  
KGA, Spokane  
KEX, Portland  
KTMS, Santa Barbara  
KECA, Los Angeles  
KFSD, San Diego

Following stations carry both RED and BLUE NBC programs:

KFBK, Sacramento  
KOH, Reno  
KGHL, Billings  
KGIR, Butte  
KSEI, Pocatello  
KERN, Bakersfield  
KVOA, Tucson  
KOB, Albuquerque

KGW, Stockton  
KMED, Medford  
KIDO, Boise  
KPFA, Helena  
KTFI, Twin Falls  
KYUM, Yuma  
KTAR, Phoenix  
KTSM, El Paso

For further information address:  
JENNINGS PIERCE, Director of Education

**THE NATIONAL BROADCASTING COMPANY**

111 Sutter Street, San Francisco