

IN THE HEART OF
UMATILLA COUNTY



PLUS BONUS COVERAGE
OF FOUR OTHER
COUNTIES

KUMA

REACHING ALL OF UMATILLA COUNTY

STUDIOS AT 1815 S.W. EMIGRANT
PHONE 521
P.O. BOX 606
PENDLETON, OREGON

1370 KCS.

Norman L. Maguire
1420 Columbia Drive NE
Albuquerque, New Mexico

November 10, 1955

Dear DX Fans:

Please accept this letter as verification of your reception report which stated that you heard KUMA from 12:30am to 12:50a PST on November 6, 1955 in Albuquerque, New Mexico.

KUMA went on the air for the first time on August 26, 1955, with 1000 watts on 1370 kc. We currently are a daytime station operating from 6:00 a. m. to local sunset. KUMA studios are at 1815 S. W. Emigrant Ave. in Pendleton, and the transmitter and tower operated by remote control, located two miles east of the city center. KUMA's call letters were chosen to represent the county of which Pendleton is the County Seat....UMAtilla! Umatilla is an indian name. Pendleton has a population of approximately 15,000 persons, with 47,000 in the county.

All equipment at KUMA is RCA, including a BTA-1M transmitter; BC-2B Console, Magnecord tape recorders, RCA turntables, RCA pick-up arms and heads. We are concentrating on a library of HI-FI music as much as possible.

At this writing, KUMA has an application before the FCC for 5000 watts, directional day and night on 1290 kc. We are, of course, eagerly awaiting a grant.

Best of luck in the furtherance of your hobby.

Very truly yours,

Len Serdar
Chief Engineer

THE "POWER FULL" 1000 WATT RADIO VOICE OF EASTERN OREGON