



**HERALD BROADCASTING Co.**

FORREST WEIMHOLD, OWNER

TELEPHONE TW4-3134

P. O. BOX 866

**LEVELLAND, TEXAS**

G. W. PATSCHKE  
STATION MANAGER

August 5, 1957

Mr. John Sampson  
7940 Pacific  
Omaha, Nebraska

Dear Mr. Sampson:

I am happy to reply to your reception report. We are very happy to know that you received our signal.

In order to affirm your reception report, the following is our SIGN ON:

GOOD MORNING! THIS IS RADIO STATION K L V T IN LEVELLAND, TEXAS, BEGINNING A FULL 16 HOURS OF BROADCAST ACTIVITY. K L V T IS OWNED AND OPERATED BY FORREST WEIMHOLD'S HERALD BROADCASTING COMPANY AND OPERATES ON THE ASSIGNED FREQUENCY OF 1230 KILOCYCLES, AS AUTHORIZED BY THE FEDERAL COMMUNICATIONS COMMISSION IN WASHINGTON D. C. STAY TUNED TO K L V T THROUGHOUT THE DAY FOR THE TOPS IN RADIO ENTERTAINMENT. THE CORRECT CENTRAL STANDART TIME IS 5 A.M., AS WE BEGIN OUR DAY'S BROADCAST ACTIVITY WITH MAC PEREZ AND YOUR SPANISH PROGRAM.

If you should receive us at any time during the daylight hours, we would be happy to receive another report from you.

Sincerely yours,  
*Wendell Belyeu*  
Wendell Belyeu, P.D.  
RADIO STATION K L V T  
BOX 866  
LEVELLAND, TEXAS

WB