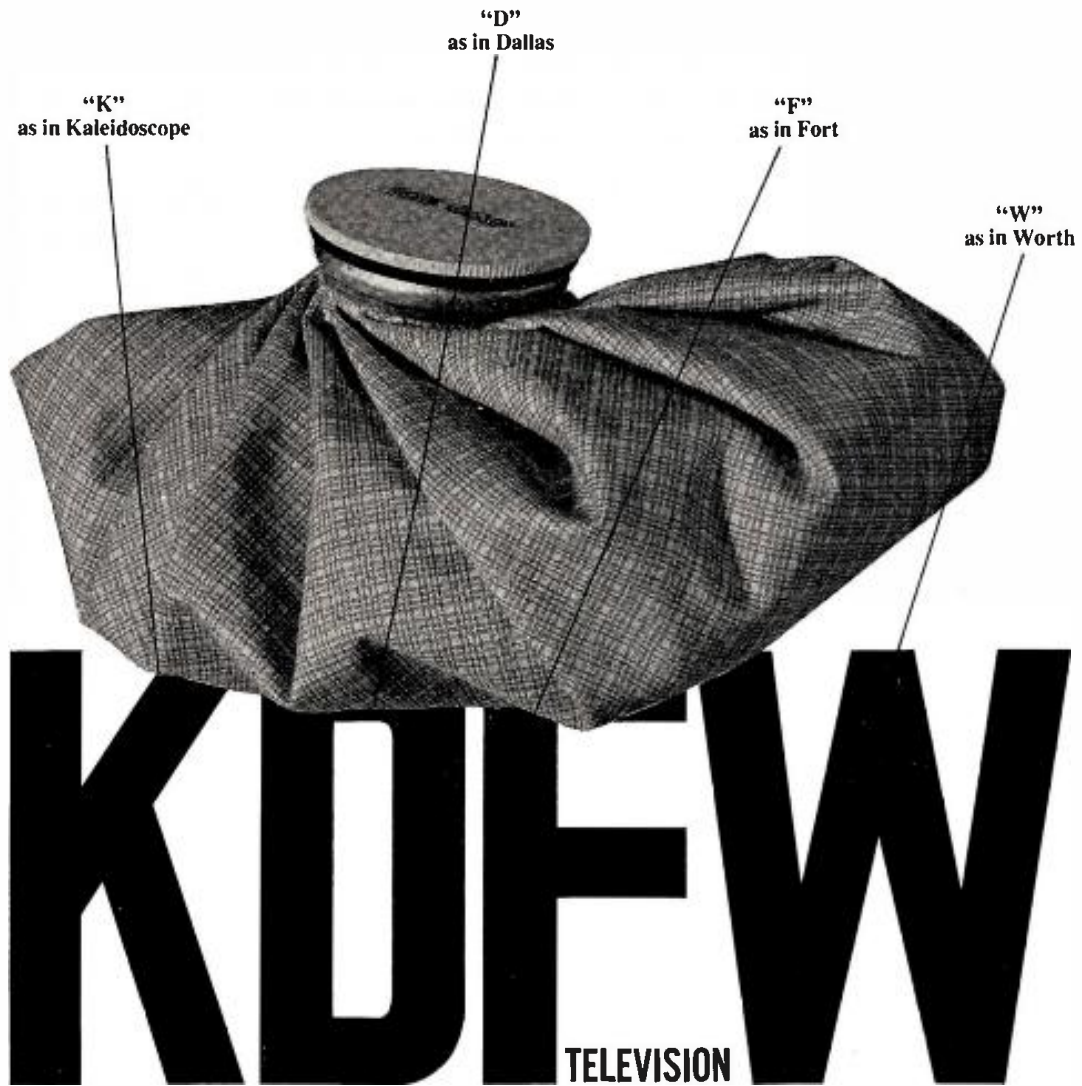


# A name change is a painful thing... but KRLD-TV is now KDFW-TV

Thanks for suffering with us.



We've changed our name because of FCC regulations, but only the name is changed. We're still channel 4. We're still CBS. We're still the No. 1 station in the market.

**KDFW-TV**



represented nationally by



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*