



.....REACHING UP to reach out

**KSLA-TV INCREASES COVERAGE
6 TIMES WITH NEW IDECO TOWER**

Here's the story—

BEFORE: Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265' tower and served a population area of 177,100.

AFTER: In November, 1955 the station changed to full power operation with a new 1195' IDECO guyed tower increasing population coverage to 1,089,350.

● When KSLA-TV decided to "reach up to reach out" they naturally turned their tower problem over to Ideco.

Why? Because Ideco knows towers . . . has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Ideco engineers a background in tower design and fabrication unmatched in the industry.

It's little wonder Dresser-Ideco is responsible for more than half of the nation's tallest TV towers and hundreds more of usual heights.

So when you are ready to "reach up to reach out" it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average . . . unusual . . . or spectacular.

For a practical talk about your tower, write Dresser-Ideco or contact your nearest RCA Broadcasting Equipment representative.

DRESSER-IDECO COMPANY

One of the Dresser Industries

COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.



Tall or Short . . . for TV, Microwave, AM, FM . . .
IDECO Tower "Know-How" Keeps You on the Air