

The SPARTAN

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Imitation Is Flattery? . . . Well, Maybe!

This article was touched off some time ago when one of our large competitors advertised their turntable as "all new and delightful". No doubt it is. But, also no doubt, it borrows many salient features from the Sparta GT12 Turntable which is NOT new!

The temptation to use the ideas of others, without permission, is as attractive in ours, as well as any other industry. But that's not the point. The advertisement to which we refer started a group of us discussing how many innovations Sparta has made in broadcast equipment over the years, but the lack of credit received for originality.

It started back in 1959 when Bill Overhauser introduced the industry's first compact, and inexpensive, tape cartridge system. It was Sierra Electronic Enterprises' (Sparta's name until 1962) Model SE 10/11 "Spot-O-Matic", and an industry trend-setter with a vengeance! Just last year, the latest development in Sparta's lines of tape cartridge equipment, the Century Series, invaded the market with innovations such as same-size modules for extreme flexibility of design in control or production room . . . small, but self-contained modules with independent motors . . . choice of mounting arrangements with accessories to match . . . self-illuminated stop/start bar for peripheral vision recognition by the operator . . . record amplifier modules with pushbutton input selection and three-position VU meter . . . and more. Thumb through trade publication pages of advertising and just see how many followers the Sparta Century Series has today!

Going back to the GT12 Turntable, its several features have been imitated outwardly but we wonder how hard other companies will try to meet the mechanical specs Sparta has set for low rumble, wow and flutter.

To begin with, all parts of the GT12 are interchangeable and replaceable. The only way this is possible is by superior machining and rigid adherence to close tolerances. The materials that go into the GT12 are the best obtainable, "free machining" steel in the shaft and special alloys for utmost accuracy in casting, plus extreme resistance to warp.

(continued on page 3)



IN RECOGNITION OF SERVICE . . . Mansion Inn, Sacramento, was the setting for cocktails and dinner honoring Sparta employees for years of service. Fifteen persons were presented Computer Equipment Corporation tie pins and brooches. Hugh Moore and Phil Gundy, CEC president and executive vice president, respectively, first presented a 10-year pin to Sparta's president, Bill Overhauser, who in turn made awards to the others. In the photo at top, 1 to r, are: Hugh Moore, Doyle Pittser, Bill McGowan, Jack Lawson (glasses) and Bob Hopkins; middle row: 1 to r, John Spencer, Mary Burgh, (face in shadow), Myra Cowan, Lois Rose (dark hair), Bill Overhauser, Bob Herrick (beard), Stella Campbell and Phil Gundy; front row, kneeling, are Sam Urner and Gary Maggiore. Ten-year pins were awarded Bill Overhauser, Jack Lawson, Gary Maggiore and Myra Cowan; the others were recognized for five years' service. Lower photo, Mr. and Mrs. Overhauser chat with Hugh Moore (left) and Phil Gundy.

—Sparta Photos



IN THE SPOTLIGHT ... Sparta equipment is prominently featured in the above photo of WCCO-FM's studio, Minneapolis, MI. The picture, taken during opening ceremonies, shows (in the foreground), Glen Espelien, engineer, controlling the Sparta AS40B 8-mixer stereo console. Two of its inputs read the Sparta GT12 Turntables, complete with ST220 Tone Arms, mounted in "Showcase" dual return. Opposite Espelien is Dave Teller, announcer. The ribbon cutting principals are, l to r, Bob Brown, WCCO-FM general manager; Van Konynenberg, executive committee chairman, Mid-West Radio-TV; Joe Strub, chief, Twin Cities weather bureau; Robert Ridder, Mid-West board chairman; Henry Dornseif, Mid-West executive VP; Tom Doar, Mid-West Secretary; Larry Haeg, Mid-West president and Sherm Headley, WCCO-TV general manager. —Sparta Photo

Donald Mutton Comes To New Sparta Post

The appointment of Donald L. Mutton as Administrative Manager, Sparta Electronic Corporation, has been announced by



Donald L. Mutton

—Sparta Photo

News From **J A M P R O** Jampro Prexy's Paper Read to The IEEE Group

An illuminating paper, "Multiple Station FM Antennas", authored by Peter K. Onnigian, president, Jampro Antenna Company, Sacramento, was presented by Ross Shelton, Jampro sales manager, when he appeared before the 23rd Broadcast Symposium of the IEEE group in Washington, DC, late September.

In his opening paragraph, Onnigian stressed that the use of one antenna by two or more FM stations has become increasingly common due to the necessity of obtaining good antenna locations, the requirements for high power operations and basic economic reasons.

His paper went on to discuss the 12 basic areas of concern in feasibility studies of multi-station single antenna use. Among these were types, patterns, impedance

compensation and VSWR, panel construction-wide band, mountings, vertical patterns, horizontal plane radiation patterns, axial ratio, radomes, antenna input, dual station-narrow band antennas and wide band FM antennas.

Onnigian's paper was graphically illustrated with some 19 drawings, charts and photos.

Broadcasters interested in a complete

Bill Overhauser, president.

Mutton, 34, and his family have just returned to Sacramento after two-and-one-
(continued on page 4)

copy of this address (with accompanying graphs and photos), may write Jampro Antenna Company, 6939 Power Inn Road, Sacramento CA 95828. A copy will be mailed without charge in answer to letterhead requests, as long as the supply lasts.

a little of . . .

EVERYTHING

We've had the first rains of the 1973-74 season already in Sacramento. Some employees are talking hunting . . . and one was heard to bewail his poor pumpkin crop! The signs are there. Autumn is here and it's time to give sincere thanks before winter storms set in.

Last year, at this time, Sparta sent along a Christmas greeting in verse with "The Spartan" . . . and apologized for doing so considerably before Thanksgiving.

We've decided against repeating that particular kind of a Holiday message. Instead, I want to simply take this space to share with all our readers the thanks we at Sparta feel, for the opportunity you give all of us to work, learn, grow and prosper in the industry to which we are so attached.

All of us sincerely thank you for the opportunity to create equipment for you which has created jobs and a business that did not exist before 1959.

We hope you are as gratified as we are to be a part of broadcasting and we sincerely wish you interesting and prosperous times ahead.

BILL OVERHAUSER
President
Sparta Electronic Corporation

Imitation Is

(continued from page 1)

Tolerances range to as close as $+.0001''$ to $-.0000''$ in machining the shaft and well. Shaft, well and bearing do not need to be hand-lapped together as a unit. Sparta specialists take parts from stock to assemble your turntable and still approximate $.004''$ rim tolerance, even after full assembly! The thrust bearing is a single, super hard steel ball, replaceable in a moment. The ST220 Tone Arm suits either mono or stereo uses; it has full balance and alignment capability and accepts all popular pickup cartridges.

The GT12's superiority, as far as the operator is concerned, rests in its ease and simplicity of operation. The exclusive "Power Paddle" has two positions: one spring-loaded for automatic cue movement and the other for running. Top center position is "OFF". The "Power Paddle" is just a thumb's length away from the platter, an ideal position for one-handed operation.

Finish of the GT12 is Light Smoke base, Leatherette Brown and polished alloy dress plate and trim areas, Burnt Orange "Power Paddle" and "felt" (which isn't really felt at all but a long-wearing and high-friction acrylic vinyl material) with the ST220 tone arm of polished alloy trimmed with Leatherette Brown and white.

All in all, we believe it's the handsomest and best broadcast turntable on the market today. Just compare it with the "new" turntables now and in the next year or so and remember what we are saying about Sparta's many "firsts"!

EDITOR'S NOTE: This is the first of a two-part article to be concluded in the Jan.-Feb. issue of "The Spartan."

Arnold Barnes Changes Name

The Arnold Barnes Company, Sparta sales representatives with offices in Dallas, Houston and Austin, TX, is now known as Martin, Zienkoski, Browne & Associates. In a letter to their customers, the company said that the change was being made "to better reflect the people you have been doing business with for the past two years."

The 19-year-old company represents Sparta in Texas, Louisiana, Oklahoma and Arkansas and is headquartered at 7616 LBJ Freeway, Suite 501, Dallas, TX 75240. Phone: (214) 233-5535.



JOHN FERNANDEZ, Sparta mechanical engineer, shows the unique heart of the GT12 Turntable. The shaft is pressed into the platter and the assembly seated in the well on the ball (left hand) with $.005''$ tolerance or better when assembly completed. Machining tolerances of platter rim, shaft, and well run as close as $+.0000''$ to $-.0001''$ to achieve complete interchangeability of stock parts. Ray Dickey, (in background) pretends to ignore his boss to continue assembly work. —Sparta Photo



THE SPARTA GT12 CUSTOM 2-SPEED TURNTABLE, with ST220 Tone Arm. The full range of accessories for the GT12 purchaser include TEP-series pre-amplifiers, single, or dual, Showcase returns and the user's choice of popular pickup cartridges. —Sparta Photo

New For Spartamation

The new prices for the DC24 Digital Clock for Spartamation systems should be added to Sept. 1, 1973 Sparta price schedule.

The DC24 gives 12, or 24, hour timing for all program and verification systems.

It has, as an option, a crystal oscillator battery backup pack which guarantees accuracy within one second per week, independent of line frequency variations or actual AC outages.

In turn, it provides Form C closures to the Program Controller for arming the Re-set function up to four times per hour . . . at :13, :28, :43 and :58 minutes past each hour. Four switches on the rear of the clock select which of the available times will be used.

Another option is once-per-hour network joining from digital comparators. More sophisticated network joining systems are also optional.

Readout is bright, easily read, LED display.

The DC24 is included in the present price of the Model 1052B Program Controller. Its basic price, if purchased separately to up-date an existing system, is \$475. Net joining for one time per hour adds \$100 to the price. The battery backup pack is \$125 additional.

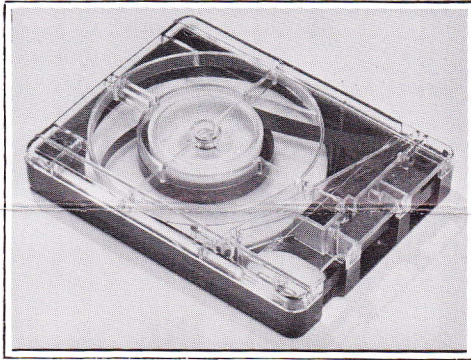
A non-controlling version of the clock for announcers' time readout only, is available for the Centurion Custom Console line, or for mounting in the Showcase console hood.

Other option prices on request.

New Sparta Tape Cartridge Makes its Debut This Month

Sparta will begin distribution of a new premium quality tape cartridge during November, Jack Lawson, vice-president and marketing manager, has announced.

The Sparta Premium Cartridge is marketed as the AudioPak A-2 and is



NEW ON THE SCENE . . . above, is the new Sparta Premium Tape Cartridge. Fewer parts, larger, all-purpose pressure pads, cue-locking tape brake and outstanding performance —Sparta Photo

priced somewhat higher than the Standard Cartridge, the Fidelipac M-300.

The Sparta Premium has been designed for those stations that are recording their music programming on cartridge and consequently require closer tape tracking tolerances within the cartridge for consistent high performance.

A unique loop-straightening rear guide post in the Premium Cartridge permits a free and easy flow of longer tape lengths, back onto the reel, increasing its continuous play reliability.

The top cover of the Premium Cartridge

snap locks to the base at the front just behind the massive, constant-force, foam pressure pack. This securing is in addition to the top center screw hold down.

The left front corner tape guide is molded into the cartridge, using guide-by-angle concept with no sleeves to shift position.

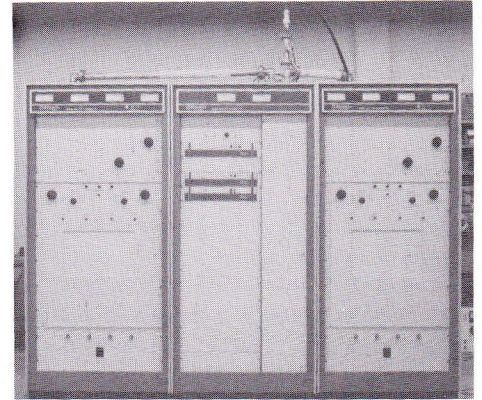
Tests were made at stations using different makes of cartridge equipment, disclosing that Sparta Premium Cartridge could be inter-mixed with other makes without any incompatibility problem.

The Sparta Standard Fidelipac cartridge is still the most widely used tape cartridge in the broadcast industry. "Most cartridge programming is still for voice announcement", Lawson commented, "and consequently the performance and attractive price of the Fidelipac makes it a good sound value!"

Sparta maintains a complete tape cartridge service, including re-loading, and minor parts for both the Premium and Fidelipac. With the increased activity in cartridges, Sparta is endeavoring to fill new cartridge orders within 48 orders and return cartridge re-loads within five days after receipt at its plant.

WOULD YOU BELIEVE?

If you owned a radio station at the foot of Mt. Everest, and your transmitter was atop its lofty peak, Sparta could have run TEN lines from your studio to the transmitter with the wire used in manufacturing during 1972!



ABOUT READY TO GO . . . soon to be transmitting from high above San Diego, for PSA Broadcasting's KEZL, is the new Sparta Dual 603D (above). Combining the outputs of two 1500-watt transmitters, the KEZL 603D also includes an automatic switchover panel in case of exciter failure. —Sparta Photo

Donald Mutton

(continued from page 2)

half years in Hawaii, where he was employed in the data processing field. Prior to the Island stint, he had been associated with the Burroughs Corporation in both Sacramento and Reno.

A native of Minnesota, Mutton attended the University of Minnesota and subsequently took his degree at American River College, Sacramento.

In addition to responsibilities involving personnel, building maintenance and security systems and general administrative planning, he is in charge of Sparta's present data processing and will prepare for its future growth.

The new appointee, and his wife, Twyla, are the parents of Susan, 12 and Sam, 11.

John Schneider
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Sacramento, Calif. 95821

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