



The SPARTAN

VOL. IV • NO. 4

MAY, 1975



IN RECOGNITION . . . on April 28 the employees of Sparta, and Bob Nelson, executive vice-president, Cetec Corporation, arranged a surprise for Sparta's President, Bill Overhauser. The occasion was for the presentation of Bill's 15-year Service Pin, which Bob had brought with him from corporate headquarters in El Monte. To add to employees' congratulations, a cake had been prepared which said: "Congratulations, Bill . . . 15 years building Sparta" and was topped off with a huge second layer "15". The brief afternoon ceremony saw Bob Nelson offering a few remarks and Bill making the shortest of rejoinders before the cake was enjoyed by visitors and employees. Above, Bill does the cutting bit with the first piece proffered Myra Cowan, his secretary of 13 years (polka dot top, at Bill's right). Jack Lawson, standing tall in the left background (dark shirt and jacket) and sales manager for the past 12 years, was also at the top of the list in seniority. Bob Nelson (left, arms folded) stands next to Beverly (Mrs. William, Sr.) Overhauser. -Sparta Photo

News of

Cetec Corporation

"Since 1970 Cetec Corporation's operating income and net sales have grown consistently and rapidly. Our performance in 1974 continued the strong upward trend as operating income rose 45 percent over the 1973 results and sales increased by 22 percent to an all-time record of \$32,683,000."

The above quote is from President Hugh Moore's introduction to the 1974 Cetec Corporation Annual Report.



President Hugh Moore

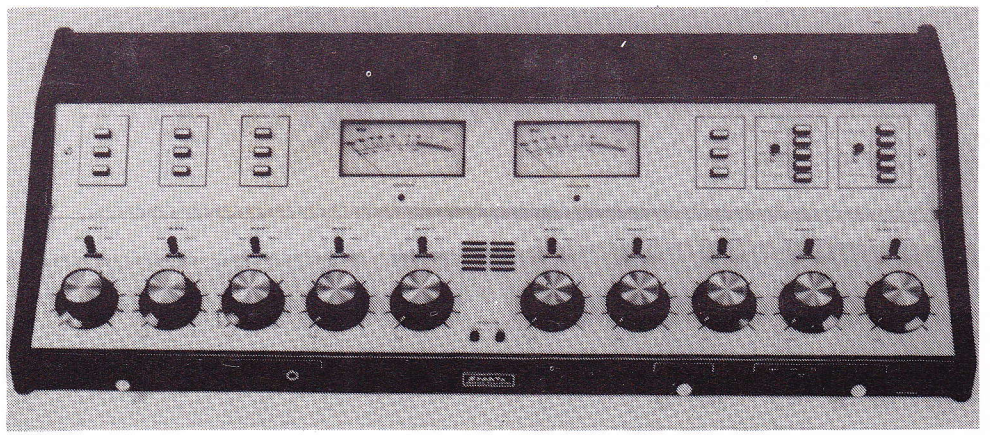
-Cetec Photo

A copy of the complete report, of interest to investors as well as broadcasters, will be furnished upon written request to: The Office of the President, CETEC CORPORATION
(continued on page 2)

Model 3310 Audio Console

We're afraid that our new 10-mixer monaural console got lost in last month's NAB '75 picture spread, and it's really front page news! So, it gets more 'breathing room' here.

The 3310 accommodates 28 audio sources through its 10 mixers; ten microphone and eighteen line level. Line level inputs are switch selectable to sensitivities of -10, 0, and +10 dBm. A built-in bridging input to Mixer 8 allows up to five cart *(continued on page 4)*





WELL! HOW ABOUT THIS! KTSM-FM, of El Paso, TX, recently returned an AS100 5-mixer stereo console (above, center) to Sparta for overhaul. The unit was delivered to KTSM in March of 1965 and the past decade certainly put wear and tear on the unit. The console was turned over to Lois Rose (right) for re-wiring and during the process it was discovered that it had originally been made by Stella Campbell (left). As the unit was released to Audio Checkout, we asked the duo to pose with their mutual product, nearly 10 years to the day after it left Stella's hands. The unit was the basic console in an AS30 Studio/Remote Audio Control Center when delivered to KTSM. —Sparta Photo

—News of Cetec

(continued from page 1)



Sparta Centurion Console of KZAP, Sacramento, with three GT-12 Turntables.

ATION, 9900 Baldwin Place, El Monte, CA 91731. Cetec Corporation is listed on both the American and Pacific Coast Stock Ex-

changes. CETEC BROADCAST GROUP is comprised of Benmar (marine communications), Cetec Audio Division, Jampro Antenna Company and Vega Electronics Division, as well as Sparta.

a little of . . .

EVERYTHING

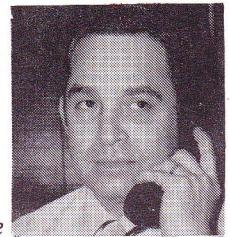
Our "Welcome to the Western NAB!" signs at the Cetec Broadcast Group booth in Las Vegas surely seemed to have been accepted by the majority of convention visitors. Never in Sparta's history have we enjoyed so much enthusiastic interest in our products and story.

The other companies in our group — Jampro Antenna Company, Vega/Division of Cetec Corporation, and Cetec Audio — likewise enjoyed tremendous visitor interest and sales activity.

To all those visitors whose response to our Western theme and product presentation made the trip enjoyable for us, thanks again for stopping by. Those of you readers who didn't get to Las Vegas for NAB '75 missed a great show in a great convention town. Sorry about that — see you next year in Chicago.

==Tech Tips==

—by DAN PELUSO
Mgr. Customer Service



Peluso

HERE'S A GOOD IDEA!

To secure small machine screws, such as the ones used on tone arms, apply a small amount of clear fingernail polish over the screw. Some suggest removing the screw and applying a dab on the threads and then replace. Sounds good . . . do both!

GREMLINS, MAYBE?

Have you ever experienced unwanted clicks and pops in the console when a mike key is closed or opened? If so, check across the contacts on the key switch which operates a muting relay. There should be a capacitor of anywhere between .05 and .25 uf 200/400 volt rating of known value placed there. The larger the value, the more noise suppression results.

WORTH NOTING . . . IMPORTANT!

Those of you who have transmitters equipped with an Air Flow Paddle type switch which opens the inter-lock (H.V.) circuit would most certainly trust this switch to open should air flow cease to protect large tubes from over-heating. However, it is possible for this switch to "stick" in the closed position even though air flow is shut off. Next time you shut down, take a moment to observe if YOUR switch is doing its job reliably. It's worth knowing!

COMING SOON

Another in the Intermodulation Distortion series of articles by Audio Production Manager Dave Evans. His next will deal with transient IM. It follows a two-part article which appeared in Volume III, Nos. 5 and 6.

BILL OVERHAUSER
President
Sparta Electronic Corporation

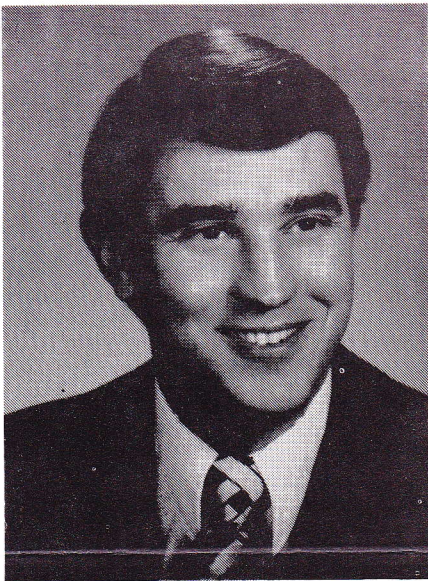
Darryl Parker Joins Texas "Rep" Firm

A native Texan, with a truly dynamic record in broadcast engineering, sales and management, has joined the Sparta "Rep" firm of Martin, Zienkosky, Browne and Associates with offices in Ft. Worth, Dallas and Austin.

He is Darryl E. Parker, 32, who assumes responsibility as manager, Broadcast Sales with MZB, from his home city of Ft. Worth.

His most recent broadcasting endeavor was as assistant manager of the Texas State Network which he was instrumental in conceiving, engineering and selling to the Lone Star State broadcasters.

Parker's background in broadcasting goes back to his high school days in Terrell, TX and, with only a two-year break for



Darryl Parker

—Sparta Photo

Army service, has been a story of continuous growth with the technical side.

He spent nine years as CE with KFJZ and KWXI-FM and at the same time found it possible to put over a dozen stations on the air as consultant!

His wife, Sharon, is employed by Capitol Cities Broadcasting (WPAB and KSCS-FM) in Ft. Worth. They have a two-year-old daughter, Martha K.

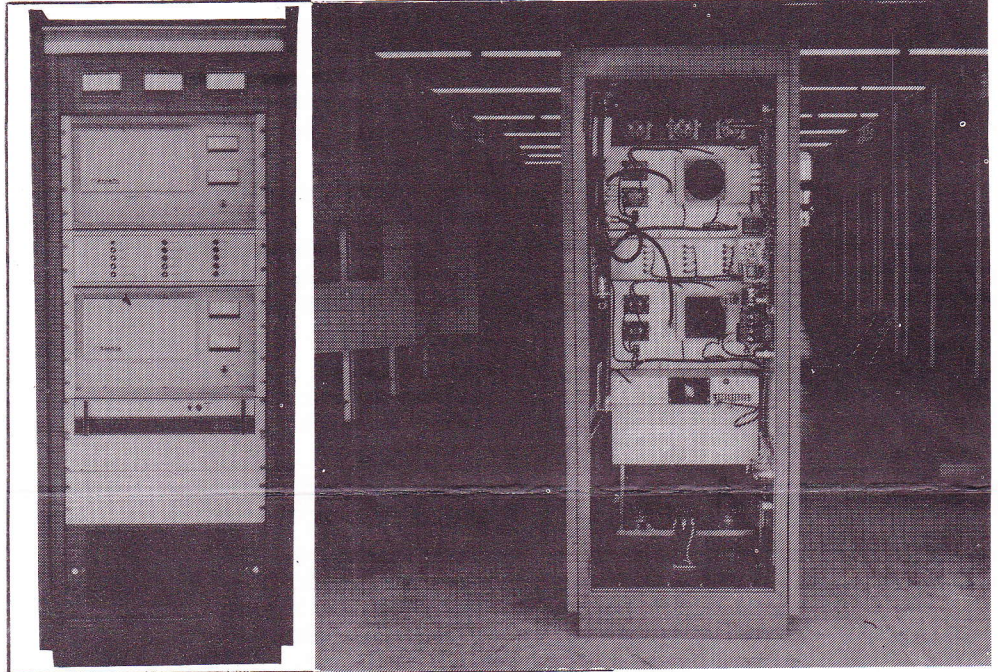
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SPARTA

ELECTRONIC CORPORATION

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a Subsidiary of Cetec Corporation

Product Of The Month



Front and rear views of the Sparta Model 600B 250W FM Transmitter are shown above against a background of other transmitters in various stages of construction.

The Canadian Broadcast Corporation is installing the first lot of 600B's in its "Accelerated Coverage Plan" (see March issue — Ed.) at various locations. The 600B is the world's first production model, solid state FM transmitter, to go into operation in quantity.

Further information concerning the 600B and its application to U.S. broadcasting is available through Sparta's Sales Dept. —Sparta Photos

Little Pats On The Back

Here's an excerpt from a letter signed by James E. Taylor, chief engineer, Beck-Ross Communications, Inc., of Babylon, NY and addressed to Jerry Gallagher, Sparta sales engineer. Jerry had sent both a Centurion Console mixer module and tech manuals to Taylor for Beck-Ross evaluation and consideration:

"I am quite impressed by the quality of the unit and must complement you on the fine workmanship. I passed the unit on to several people who expressed interest before returning it to you. I recently had the chance to inspect the facilities of WDBI in Tawas City, MI. If their Sparta 601 (1 kw FM Transmitter) is indicative of your entire FM transmitter line, you have done a fine job. Having worked with Collins, Gates, and RCA 1 kw transmitters, I feel the 601 is the best of the group."

"The Spartan" thanks Jim Taylor for the kind remarks in his letter.

Here's another one, concerning Sparta service, from Floyd L. Wynne, owner-manager of KFLS in Klamath Falls, OR:

"I do wish to highly commend the

men in your sales and supply section for great assistance above and beyond normal demand. Despite the fact that it was the Thanksgiving season, we received great cooperation and quick service on a Sparta cart machine that we urgently needed . . . greatly appreciated and put us back in business at a busy time."

Sparta sent an attenuator control knob without charge to Buena Park School District's KBPK-FM. Here's the letter that tells why.

"One of our students stepped (!) on a knife switch knob from our A20B (Sparta) broadcast console here at KBPK. After four years of student use, and abuse, the console is still working perfectly. This broken knob is the only problem we've had! Would you send us the price of this knob so that we can order one?"

The letter was signed by Bob Weidner, teacher and station manager. We're still wondering if the knob was on the floor, or on the console, when it was stepped on! Good to know, Bob, that the A20B is doing what it was designed for, and doing it well. Thanks for writing.

A Minor (?) Error and Major Woes!

This story amply illustrates how very minor errors can lead to what amounts to a crisis when compounded by distance and elapsed time. You're familiar with little problems which snowball into emergencies in your daily station operation? Here's how a typist's mistake created one of those situations for us which are so hard to explain to our customers!

A very reputable British firm had our order for ultra-sophisticated parts which we in turn had to practically re-manufacture to suit our needs. The customer for whom we were taking this trouble was in another foreign country, which multiplied the timing for delivery; England-to-Sparta, Sparta special rebuilding project, Sparta-to-Africa. All would have been well, except...

A clerk for the English firm failed to extend the invoice price. The "each" price (fifteen pounds) was carried over and typed as the value of the entire shipment! When American Customs officers opened it for inspection, they rapidly calculated its total value at around \$3,600 instead of fifteen pounds (about \$34.50 at current ex-

change) . . . and impounded the shipment! The English firm, meanwhile, had discovered the error even before the goods left the London airport, and immediately transmitted corrected shipping documents; unfortunately, they never caught up with the shipment.

So Sparta was faced with waiting perhaps 60-90 days for a full Customs hearing into the matter, or depositing the entire estimated value of the shipment, in cash, with Customs simply to show good faith.

The customer in Africa cannot be expected to accept the apology of a typist in England as reason why a U.S. firm can't ship his goods in time, now can he?

NEXT MONTH

Project BINA gets an airing in "The Spartan" from Director Bobby D. Holt, Jr., and staff. BINA (Broadcast Information for Native Americans) is the nucleus of a system the originators hope will link all Native Americans across the country and perhaps, across national boundaries.

-Model 3310 Audio Console

(continued from page 1)

sources to be connected without interaction.

Precision step attenuators are standard throughout, as is remote turn on of all mixers, which allows newscasters to control their own microphone channel, for instance — or 'audio follow video' in TV applications.

The Model 3310 is full dual channel, with identical line level balanced outputs on both Program and Audition; both busses are metered.

Audio products manager Dave Evans says this of the Model 3310: "We've never had such instant acceptance of features, performance specs, and appearance for any audio product. The NAB viewers' enthusiasm for the 3000-Series is equalled by our own engineers' delight with the outcome. It's a winner for the designers, Sparta in general, and the user!"

A FUTURE ISSUE

. . . will tell the story of the largest, non-commercial, educational broadcast facility in the country and its plans for growth.

LOW-POWER BROADCASTER

. . . a bi-monthly newsletter is being published by KNBS-FM at East Union High School, Manteca. They are soliciting articles and other non-commercial station addresses for non-profit, no-cost distribution of "Radio Roundup News" to exchange ideas and answers to problems. Write to: Scott Reed, KNBS-FM, 15500 South Union Road, Manteca, CA 95336. We include this information in "The Spartan" in case it reaches non-commercial, low-power broadcasters, who Scott Reed does not have on his mailing list. We've seen it . . . good info!

Apologies ... And An Explanation

In looking back at Volume III we realize that some stations and individuals have offered us material which never appeared in these pages. To those interested and energetic persons who contributed ideas, photos, and copy . . . and who never saw it used . . . we sincerely apologize. From the editorial point of view there is one *other* thing inevitable besides death and taxes: lack of space to print everything we'd sincerely like to. Our problem is never how to fill up the pages, but how to discriminate among stories according to the breadth of interest they cover.

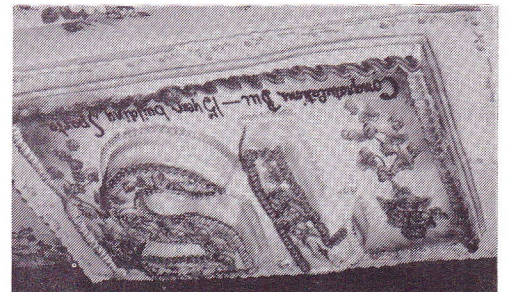
So . . . we continue to invite your comments about "The Spartan" and its contents. And we again invite your contributions: pictures, a neat "how to . . ." idea for other engineers, plain bragging about your station or its promotions (fancy bragging is welcome, but we'll have to cut it to size anyway!), or criticisms of what you read here.

'Thank you,' who have contributed. And 'welcome' to those who have not, yet, but intend to.
—The Editors

RETURN ADDRESS REQUESTED

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SACRAMENTO CA
95821

(see inside)



WHAT'S THIS ALL ABOUT?

BULK RATE
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