

## Cetec Corporation Buys Schafer

Cetec Corporation chairman Hugh P. Moore has announced the acquisition of Schafer Electronics. The \$3.5 million annual sales company becomes the fifth Cetec Broadcast Group member.

Forty-two percent of Cetec's annual sales have been accounted for by the Communications Group companies, including Cetec Audio, Jampro, Vega, and Sparta. The addition of Schafer's automation systems business brings combined broadcast sales to over \$17 million, and enormously strengthens Cetec's position as a major international supplier of radio broadcast gear of all types.

The company was bought by Cetec from principal shareholder James M. Cunningham, who will remain as technical consultant for new product development.

Cetec expects to announce a new president of the Schafer subsidiary shortly. Like the other divisions operating in the broadcast industry, Schafer will remain autonomous within the Cetec fold, with its own manufacturing, administrative and sales offices in the industrial area of Goleta, near Santa Barbara.

Cetec Corporation, headquartered in El Monte, California, already operates ten facilities in California in addition to two plants in Great Britain, with domestic and foreign sales offices elsewhere.

### KBWD Celebrates 34th, New Home

'Bill' Jamar, founder of Jamar Media Group, did things up in typical Lone Star state fashion for the grand opening of the new KBWD/KOXE-FM Sparta-equipped facilities in Brownwood, Texas in August.



William W. 'Bill' Jamar

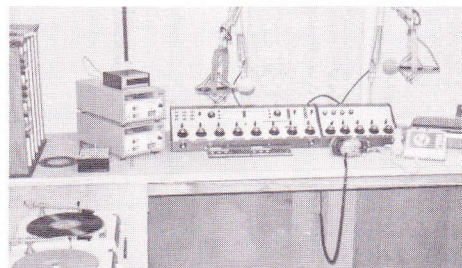
Billing the handsome new building and operating plant as "... the finest AM-FM facility in Texas", Jamar held the open house on the 34th anniversary of KBWD's sign-on.

Jane Ellen Jamar, Bill's wife of 28 years, is the daughter of the late Wendell Mayes, a Texas legend in radio pioneering. Mrs. Jamar's father founded KBWD, among the 13 radio and one TV stations he was active in during his broadcast career.

The Jamar Media Group currently includes seven radio stations, CATV systems in seven Texas and Oklahoma cities, and both daily and weekly Texas newspapers.

The KBWD/KOXE-FM Sparta equipment includes Models 701B 1kW AM and 625A 25 kW FM Transmitters, GT12 Turntables in both control and production

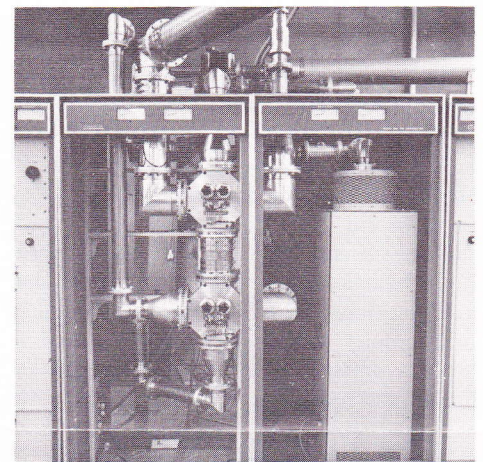
studios, and 1000-Series and Centurion Series consoles with Extender Panels for production and control room use, among other items. Martin, Zienkosky and Brown Associates of Dallas... the Sparta sales rep firm in Texas, Oklahoma, Arkansas and Louisiana... handled the equipment order.



KBWD production studio. 1000-Series console customized with twin meters, Extender Panel, twin GT12 Turntables and many other Sparta items both here and in the control room helped create the well-planned, station.



KBWD control room. Sports Director Dallas Huston at the Sparta Centurion I.



The KPOL Model 650 50 kW Dual Sparta FM Transmitter is installed for tests at its Los Angeles site [see August issue; Ed]. Here is a closeup of the combiner section, with the 6 1/8" rigid line at top going to the 50 kW reject load. Contained in the combiner section is a small reject load, controls, meters.

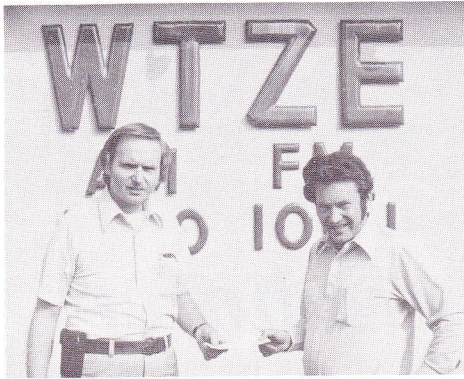
### Transmitter Sales Boom

Sparta Model 703B 2.5 kW AM Transmitters are already on order for a number of US stations, in response to the June FCC ruling creating the 2.5 kW AM power class.

(cont'd Page 2, column 1)



Xmtrs (from page 1)



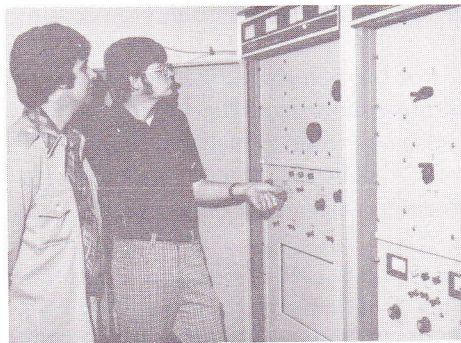
WTZE in Tazewell, Virginia has an order in for the first 703B to be sold domestically. In the photo above James L. Cox, VP and general manager of WTZE (right), presents the deposit check for the transmitter to Mel Lieberman of Broadcast Engineers and Equipment Representatives, the Sparta rep firm in Baltimore.

Nine other stations have indicated intent to file with Sparta 703B's within six weeks or so of this writing.

See the July "Spartan" for details on the Sparta Model 703B, or call Sparta sales department collect for further information.

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FM transmitter orders recently will put a number of stations on the air with Sparta high-power equipment. WNUF in Pittsburgh, Pennsylvania will put their 10 kW Model 610A on the air shortly. . . WLIR, Long Island, New York, takes delivery of the new Sparta 605B 5 kW. . . another Long Island station, WBLI, has its Model 610A on the air now. . . a 625A 25 kW goes to Lynden, Washington soon. . . and a 610A is waiting for its Anchorage, Alaska building to be built at KYAK.



they built. It has been trouble-free from the first initial turn on. . . Overall we are pleased with the FM equipment. . ."

WWJO-FM is the sister station to WJON, St. Cloud, owned by WJON Broadcasting Company.

Thanks for the compliment, Mike. We sincerely hope it was all worth those cold days of initial tower construction!

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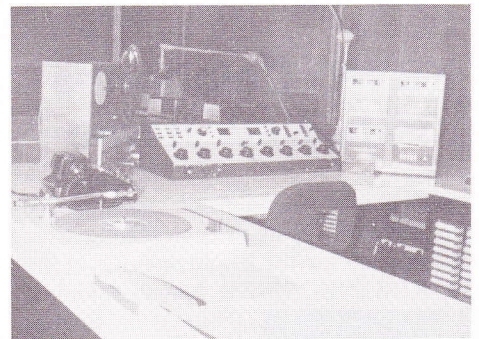
Fred DeCosterd, CE of WBLI-FM, Patchogue, Long Island, NY, had pats on the back for Sparta and Totowa, NJ Sparta rep Herb Holzberg recently.

Fred visited the Sacramento headquarters to see the proof of his new Model 610A 10 kW FM Transmitter. He said to Herb, "The people at Sparta are always most helpful . . . they are never satisfied until I am".

Fred selected his 610A on the basis of prior experience with a Sparta Model 602 2.5 kW FM Transmitter at WRCN-FM in Riverhead, L.I., NY.

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Station WAYC in Bedford, PA celebrated its first birthday a short while ago. Herb Holzberg stopped in to see how brothers John and Jay Cessna were doing on the anniversary of the station he helped them plan and equip. They expressed happiness at the trouble-free operation of their Sparta Model 701B 1 kW AM Transmitter and Group 3



'Showcase' studio equipment (see photo). Happy birthday, WAYC, from all of us at Sparta. Thanks for the picture, Herb!

# LITTLE PATS ON THE BACK

Putting up the tower and mounting antennas for WWJO-FM was given an inauspicious start in the snow surrounding Saint Cloud, MN this past winter. (Column 2)

When spring clouds sailed over Saint Cloud, however, construction was complete and the radomed 10-bay antenna providing stereo FM at 98.1 for Northern Minnesota residents. CE Mike Hendrickson (dark shirt, see Col.2) and WWJO PD Conrad Overboe took advantage of the first nice day to size up their new Sparta Model 610A 10 kW FM Transmitter and installation. Of the 610A Hendrickson said, "I want to compliment Sparta on the excellent FM transmitter



## a little of Everything

The acquisition of Schafer makes the Cetec Broadcast Group five divisions strong and has now created the most successful radio broadcast equipment manufacturing and marketing organization ever conceived.

Combined sales of the Cetec divisions in broadcasting will eclipse any previous record, yet the unique structure of autonomous divisions gives the broadcaster a number of comfortable and personal entities to deal with — not a monolithic, lethargic corporate giant.

We welcome Schafer wholeheartedly as a sister company. Few other such organizations in any industry have as fine a reputation in product development, industry service, excellence of manufacturing, and unwavering good business ethics.



Bill Overhauser  
President





# NEW PRODUCTS

The Sparta Model ST12 Turntable represents an economy for the broadcaster without sacrifice of significant quality. In every respect it performs as does the Model GT12 Deluxe, but certain manufacturing differences have reduced its price noticeably.



The ST12 is available only with 4-pole motor. The 'Power Paddle' on/off switch has been replaced with a front-mounted toggle, and the speed indicator lights with a single 'on' light. The massive cast front plate of the GT12 becomes a lighter weight shift plate on the ST12.

The mechanics of the ST12 and GT12 are exactly the same, as is the base casting for great strength. The GT12 continues unchanged, with synchronous motor, choice of tone arms and phono cartridges, and 'Power Paddle' on/off one-hand control.

The ST12 will be supplied standard on the AC155B and ASC305B Studio/Remote Audio Control Centers. With the GT12 Turntable and other deluxe features, those units are designated the AC155C and ASC305C.

- Sparta ST12 Standard 12" Turntable, less arm . . . . . \$225.00
- Sparta ST220 Tone Arm, less cartridge . . . . . 65.00
- Sparta 220S Pickup Cartridge with stylus . . . . . 15.00

(Prices given are as/of Sept. 1, 1975)

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A new line of top quality monitor speakers has been added to the Sparta line to complement the Showcase Series I and II studio furniture. Designated the SP30 and SP40, they are of matching design in solid hardwood, oiled-walnut finish enclosures.

The SP30 is a 3-way system of 10" cone woofer, 5" cone mid-range, and 4" "Super Dome" tweeter with frequency dispersion of 160%. Two controls inside the

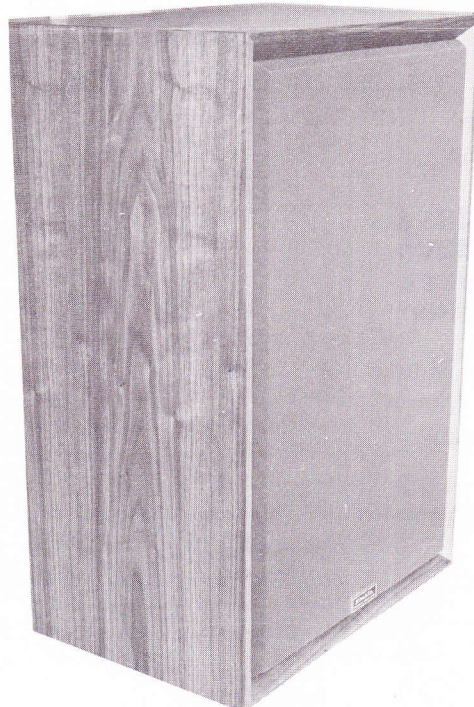
removable cloth grille adjust both mid- and high range frequencies separately from -6 dB to +2 dB. The crossover network is a unique 12 dB/octave arrangement.

The SP40 is a 4-way system of 15" woofer, 6 1/2" dome midrange, the 4" "Super Dome" tweeter, and 3" cone tweeter. Crossover systems are of both 6 dB- and 12 dB/octave, with low magnetic resistance and ferrite core. It, too, employs separate tone controls to adjust to the acoustics of a given room. The SP40 reproduces profound bass fundamentals with great fidelity.



SP30 3-WAY 10" SPEAKER

Crossover Frequencies	600 & 1,500 Hz
Impedance	8 ohms
Frequency Response	27-22,000 Hz
Power Handling	70 Watts peak
Dimensions	17 1/2 x 26 1/2 x 11 1/2"
Weight	37 lbs.
Price	\$120.00



## Tech Tips



— by RIGO FELIX  
Mgr. Customer Service

It is not possible to overemphasize the need to maintain proper operating filament voltage on modern tubes for maximum tube life. Of all the types of thermionic emitters in current use, thoriated tungsten is the most common for broadcast applications. These high efficiency emitters will produce around 75 milliamps of emission per Watt of heating power. Tube manufacturers recommend that the tube be operated within a maximum of  $\pm 5\%$  of the rated voltages.

Voltage should be periodically measured at the tube socket with an accurate meter, then the filament voltmeter reading calibrated against the known standard. If long tube life is desired filament voltage may be operated slightly below normal ratings. It is better to operate below normal voltage, and at no time should the voltage exceed the maximum + 5% normal rating.

AC line voltage may vary from time to time, dependent on local loading of the lines. Because of AC line variation—sometimes as high as 10%—it is advisable to check the line over a 24 hour period. The resulting information is valuable in determining if a Regulated Constancy Voltage source should be used.

In case you are not sure of the rated filament voltage recommendations for modern tubes, the following table may be helpful: (each carries  $\pm 5\%$  voltage rating recommendation)

4-400A . . . . .	5.0V	4CX15000A . . .	6.3V
4-500A . . . . .	10.0V	4CX250B . . . . .	6.0V
4-1000A . . . . .	7.5V	3CX3000A7 . . .	7.5V
5CX1500A . . . . .	5.0V	3CX10000A7 . . .	7.5V
4CX5000A . . . . .	7.5V	3CX15000A7 . . .	6.3V
		3CX20000A7 . . .	6.3V

In conclusion: the time you spend assuring correct operating voltage means hours of added life for your tubes . . . and dollars in your station's pocket.

SP40 4-WAY 15" SPEAKER (left)

Crossover Frequencies	500 & 2,000 & 10,000 Hz
Impedance	8 ohms
Frequency Response	22-22,000 Hz
Power Handling	120 Watts peak
Dimensions	13 x 22 1/2 x 11 1/2"
Weight	62 lbs
Price	\$200.00



# Product Of The Month



The Sparta 220S phono pickup cartridge is of modern LP-only mono/stereo design to exactly suit the major requirements of broadcasters today. Its weight and tracking force perfectly fit specs recommended for both MOR and classical music stations; it produces superior separation and response at a surprisingly modest price.

Stylus type; LP only, 0.5 mil diamond tip (Sparta Model 22SN replaces). Output level; 4 mV. Separation; over 20 dB. Tracking force; 1-3 grams. Weight; 5.5 grams.

Sparta 220S mono/stereo phono cartridge, with stylus . . . . . \$15.00  
Sparta 22SN replacement stylus. . . . . 6.50  
(Prices given are as of Sept. 1, 1975)

# MOVING UP at SPARTA

Gary R. Maggiore, eleven years with Sparta, this summer became Production Scheduler as his latest move up.



Gary, native Sacramentan, has used his talents in virtually every production area in the plant. His college education includes electronics, drafting, engineering, computer science, business, and industrial arts.

Gary is married, father of two. Fishing and golf follow family outings as his spare time enthusiasms.



Lynda O'Bryan became Lead Production Specialist concurrent with Gary's move to Production Scheduler.

She may look familiar to many readers who remember her face (under a cowgirl hat!) from the Cetec Broadcast Group NAB booth in Las Vegas; she was our charming hostess in powder blue Western garb.

Lynda, who has spent two years in the Sparta Mechanical Assembly area learning a variety of jobs, is married, enjoys water skiing and sewing after hours. She attended Pasadena City College.

# OVERSEAS SCENE

Amalgamated Wireless-Australasia-Ltd. is one of two Sparta representatives firms in Australia, as well as being a manufacturer of commercial and home entertainment electronic equipment themselves. AWALtd has supplied some 70% of the broadcast transmitters currently operating in the Land Down Under, so their expertise in the transmitter field is quite unquestioned.

Upon the recent ruling of the Australian Broadcasting Control Board (equivalent to our FCC) to allow power increases to AM stations across the board, AWALtd entered orders for five Model 705C Sparta 5 kW AM Transmitters. They will all be installed in Queensland, in and around Brisbane. The 705C is the latest version of the popular 5 kW Sparta high powered AM transmitter, with new cabinetry and styling, and using only three tubes of one type, the 4CX5000A.

A peculiarity of the ABCB's power increase ruling is that all the AM stations in Australia so effected must switchover power at the same moment!

Shipments will begin to AWALtd in North Ryde, Australia, in November.

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# SPARTA

Division of Cetec Corporation

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