

Founder / Pres. Resigns



Jack J. Lawson (L) became acting general manager of Sparta upon resignation of William J. Overhauser (R). Secretary to the president Myra Cowan undergoes her first change of bosses in fifteen years!

The most difficult communication I have ever composed in my business career was a memo which I prepared on September 22nd, addressed to all Sparta employees. The following is a partial quote:

"It is with mixed feelings that I announce that effective today I will no longer occupy the position of President and General Manager of Sparta. Jack Lawson has agreed to accept the position of acting General Manager . . .

"Relating again to my mixed feelings, the negative aspect is leaving the fine people who have been such a big part of making Sparta the success that it is today . . . on the positive side . . . is the fact that I will continue to serve Cetec and Sparta on a consulting basis . . .

"... With the continuation of the outstanding spirit that has always existed at Sparta, I am sure that Sparta will continue to be the kind of company of which we can all be extremely proud."

The second most difficult communication is this one, addressed to you, the broadcasters with whom I've identified for over twenty years.

Some fifteen years ago I was excitedly expectant at the initial offering to California broadcasters of a new tape cart machine. They liked what they saw and heard, and became buyers . . . and friends. The word spread rapidly across the country, and almost

simultaneously, to Mexico and Canada.

Then came the first Sparta console, a more advanced tape cart system, and a few other related products, and the future of Sparta in broadcasting had built a lasting foundation.

And so, to 1975. Sparta, with a constantly expanding product line is in that enviable position many strive for, but few achieve. Along with Cetec Corporation sister companies Jampro, Cetec Audio, Vega, and now Schafer, it's going to be a tough team to beat!

I have, of course, thought often in recent days of Sparta's beginnings, and progress, and the myriad friends we've made in these fifteen years. Many names and faces come to mind, and I find myself wishing I could thank every person I've met personally. But there isn't even the space available here to list them. So I must settle for that often used phrase, 'words cannot express my feelings', and simply settle at last for a sincere, most deeply felt 'Thank You' to broadcasters everywhere who have given to Sparta and to me the opportunity to fill an important need in our industry.

Bill Overhauser

"The loss and the promise . . ."

As acting general manager of Sparta, and especially after well over a decade of association with Bill Overhauser, I feel well qualified to comment on both the loss and the promise that his resignation makes us feel.

Bill made it abundantly clear that he needs withdrawal from business pressures in order to devote more time to other, more personal matters which he feels he has long neglected in favor of the continuing growth and prosperity of Sparta.

In light of that fact his retirement from active direction of the company he created is in his own best interests; from the viewpoint of we who must continue to build on that firm foundation, the feeling of loss is inescapable. In spite of Bill's

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"The Loss . . ."

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availability to Sparta and to Cetec Corporation as a consultant, the lack of his daily presence will surely make itself felt for some time to come.

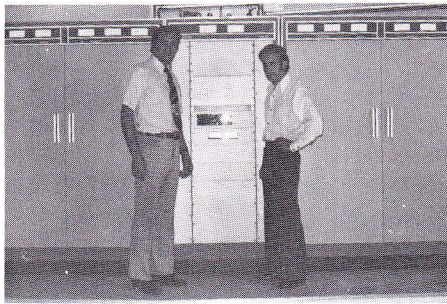
As for the promise — we have Bill Overhauser's original and unchanged dedication to this industry to uphold and to build upon. A foundation of fifteen years' history devoted to one aim has created a company with unswerving loyalty to broadcasting, and a determination to build the best equipment at the most reasonable prices in the business. In a word, the original Spartan ideal continues to guide us all.

With that commitment to our chosen industry ever in mind we face the future confidently.

Jack J. Lawson
Acting General Manager

NEW PRODUCT FROM JAMPRO: a 50kW isocoupler (Model JIC50) developed especially for KYAK, Anchorage, Alaska.

OVERSEAS SCENE



Juan Gregorio, Sparta multi-lingual transmitter engineer, (left in photo) spent over five weeks in Colombia recently inspecting final installations of the Radio Cadena Nacional Sparta RF and audio equipment [July-August and November-December 1974 issues; Ed]. He is pictured with RCN Director of Engineering Hernan Dario in front of one Sparta Model 730 30 kW AM Transmitter at Bogota'.
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Tech Tips



— by RIGO FELIX
Mgr. Customer Service

Stereo head alignment is the subject of this month's "Tech Tips", following our August comments on mono tape head alignment.

In stereo head alignment, first the playback will be adjusted, then the record heads.

The height and zenith adjustments for stereo are the same as for mono, discussed in the August "Spartan". The equipment necessary to properly align stereo heads consists of AL1 12 KHz alignment tape, CL1 or CL2 1 KHz alignment tape, VTVM, audio generator, and oscilloscope. The 'scope will be used as an indicator of correct right and left channel phasing. Although a dual trace 'scope is excellent for these adjustments, this discussion will be geared toward a single trace scope. The outputs of the playback deck should be connected to the inputs of the horizontal and vertical amplifiers of the 'scope. At this time the vertical input attenuator should be adjusted so that the

NAFMB, 1975 . . .

Cetec Broadcast Group Almost Together.

"Encouraging," reported the Sparta sales staff, speaking of the NAFMB convention last month in Atlanta, "if somewhat below the expectations of both ourselves and the Association."



input levels to horizontal and vertical amplifiers are nearly equal.

The VTVM may be placed across either channel. At this time the AL1 12 KHz tape should be inserted and the azimuth adjustment made so as to peak the reading on the VTVM.

Remove the AL1 cartridge and then insert the CL1 or CL2 tape. A visual check should be made to assure that the phase relationship is correct. If not, adjust azimuth screws until the pattern corresponds to Figure (1). Other signals which might appear are shown in Figures (2) through (5).

Finally, the AL1 should be used in making final adjustments to the azimuth. Once again, adjust for a pattern similar to Figure (1), as seen on the oscilloscope. This completes the playback head adjustments.

When setting up a record/playback machine or system, first connect a signal generator into the inputs of the recorder. Insert a properly erased cart into the machine and record a 12 KHz tone on the tape while monitoring the signal outputs on the 'scope and VTVM. Then peak the signal as seen on the VTVM by adjusting the record head azimuth screw. Keep in mind that there is a time lag between the record and playback heads.

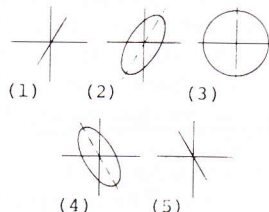
Next, switch the audio generator to a

The NAFMB members attended outstanding tech sessions and luncheons in what has been aimed at becoming the "national radio broadcasters conference and exposition" the past two years. Next autumn's NAFMB convention in San Francisco will again be designed for bigger and better attendance and exhibits.

Below is an overall view of the Jampro/Sparta/Vega fifty foot booth. At left Sparta sales engineer Chuck Rockhill answers visitors' questions. At right is Schafer's [see last month's Spartan; Ed] low-profile 'sit-down' Model 903 Automation system.

lower frequency; say 1 KHz. Spotcheck the phase relations at this low frequency and make adjustments as necessary. The final adjustment is made at 12 KHz; any phase discrepancy shown at this time should be corrected.

This completes the record head adjustment. I would advise that AT THIS TIME YOU ALSO SHOULD SPOT CHECK ALL CARTRIDGES IN NORMAL USE. In checking the carts, look for cart-to-cart interchangeability insofar as phasing is concerned. Those carts which show a gross error in phase relationship from the standard you have set by alignment should be retired.



LISSAJOUS PATTERNS obtained from the major phase difference angles. Figure (1) shows 0% phase difference; (2) shows 45%; (3) shows 90%; (4) shows 135%, and (5) demonstrates 180% phase difference.

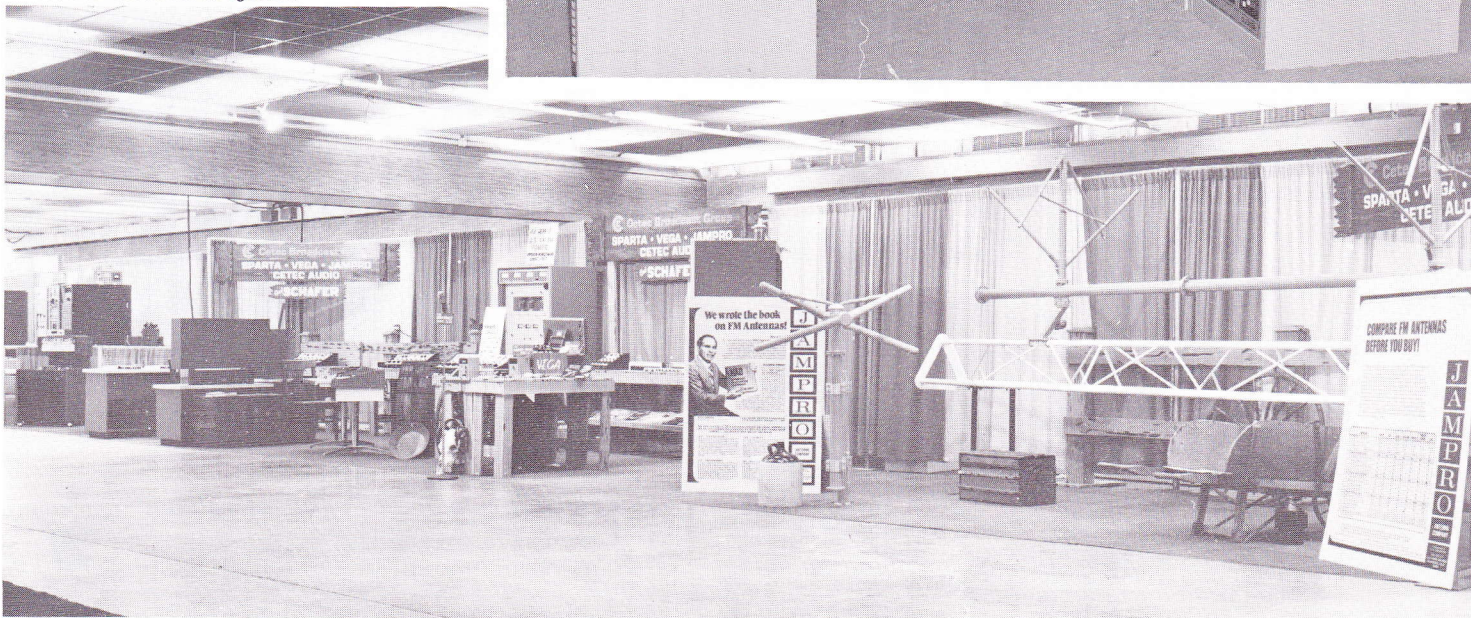
MOVING UP at SPARTA

JOHN F. SCHNEIDER, 26, has moved up from Sales Assistant in the International Department to Factory Sales Engineer after two-and-a-half years with Sparta.

John's first broadcasting experience came in Michigan, his home state. He came West to attend San Francisco State College, where he graduated in 1971 with a BA in Broadcast Communications Arts. He worked in sales and announcing at several California stations during and following his college years, coming to Sparta as Order Coordinator in May 1973.

His Sparta territory includes stations and rep firms in the states of Nevada, Utah, Colorado, Nebraska, Kansas, Iowa, Missouri, Illinois, Indiana, Kentucky, Ohio, West Virginia, Virginia, North

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O'seas . . .

(From Page 2)

Sparta acting general manager Jack Lawson, with Juan Gregorio, attended the Mexican National Radio and Television show in Mexico City October 1-4. Announcement of a new Sparta rep firm, COSA, S.A., was a primary feature of the booth, with around \$25,000 worth of Sparta equipment on display.

Sparta Model 610 FM Transmitters gave Malaysia its first FM broadcasting this summer, with a national exhibit of FM home receivers and related items which also opened a new stadium in a two-week celebration.

Initial reaction to the new FM signal was favorable, and listeners as far away from Kuala Lumpur as Malacca and Lumut reported receiving the stronger-than-anticipated signals.



Richard Johnson, Sparta Transmitter Engineer, spent some weeks in Malaysia overseeing final proofing of the FM equipment, as well as companion AM equipment, and training Malaysian technicians in operation and maintenance.

In addition to more hours of FM operation, the Ministry has gone on record as favoring FM broadcasting for the entire nation. They presently are reviewing manpower and equipment needs for expansion of the venture in 1976.

News of Other Divisions

New president of Schafer Electronics Corporation, newly-acquired subsidiary of Cetec Corporation, is ROBERT M. WARD, member of the Cetec board of directors since 1964.

Mr. Ward resigned as a partner in Consultants West in Menlo Park, California, to take up his new responsibilities in Santa Barbara.

Cetec chairman Hugh P. Moore said, "a contributing factor to Cetec's decision to purchase Schafer was Bob Ward's promise to come in as president. Our management has been acquainted with his high capabilities through his 10 years on Cetec's board . . .".

Mr. Ward, before his recent consulting work, had been with Ultek Corporation in Palo Alto, the Berkeley division of Beckman Instruments, and active with the Western Electronics Manufacturers Association.

Jampro president Peter Onnigian, and consulting engineer Dr. Raymond DuHamel together delivered a paper on circularly polarized TV antennas at the IEEE symposium in Washington. Jampro's circularly polarized TV antenna, Onnigian and DuHamel hope, will succeed in bringing CP TV authorization from the FCC.

The forthcoming NAB Engineering Handbook contains a section on FM antennas written by — who else? — Jampro Antenna Company. Jampro offers a free copy with each FM antenna order received before the end of the year.

Moving Up . . .

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Carolina, Delaware, and Central California.

John is married, father of a year-old daughter.

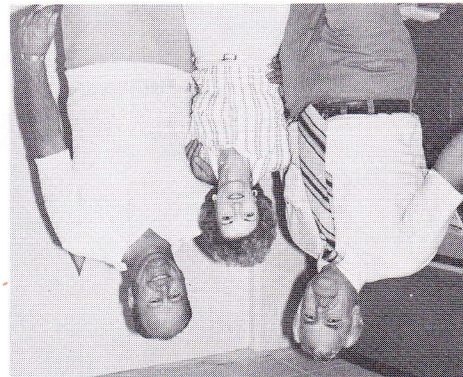
1.2 MEGAWATT AMer in Lebanon required two antenna tuning units and power splitters. Jampro gets the job: coil sizes up to six feet in diameter, 2" copper water pipe for coil material, 80 kW vacuum variable condensers!!!

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