

# The SPARTAN

SEPT. - OCT. 1973

PUBLISHED BI-MONTHLY BY



Vol. 2 • No. 5

SPARTA ELECTRONIC CORPORATION  
A Division of Computer Equipment Corporation  
5851 Florin-Perkins Road  
SACRAMENTO, CA 95828



SPECIAL TRANSMITTER PRODUCTION UNIT . . . (the "Chinese Transmitter People") with the last 1kw AM unit they built. From left to right, back row: Jim Sexton, Josephine Romosky, Bob Hopkins, supervisor, and his assistant Frank Stangl. Front row: Gilbert Chavez, Bessie Don, Peggy Fiorovich, Barbara Smith. Not in the picture: vacationing Vivian Spenser. —Sparta Photo

## Record 1kw Xmitter Order Now Finished And Exported To China!

Last November, Sparta President Bill Overhauser announced that the Republic of China purchasing authority, in New York City, has placed an order for about \$¼ million worth of AM transmitting equipment.

Sparta believes this to be the largest single production order for one type of transmitter ever recorded.

To handle this big order, a special production unit was established under the supervision of Bob Hopkins, a 10-year Sparta employee, assisted by Frank Stangl, who was re-assigned from Mechanical Assembly for the period. At the height of activity, Bob's staff numbered some dozen employees, plus support from the regular Transmitter Division staff.

The "Chinese Transmitter People", as they came to be called, were actually required to work in especially rented quarters near the main Sparta plant as heavy winter rains delayed construction of the recently completed new assembly annex.

The completed transmitters were shipped in groups of ten to a dozen from February until early August. The one pictured above was the final transmitter to leave the assembly line.

The Transmitter Division personnel were augmented to form this special production unit. Sparta's long-standing policy is not to hire and layoff on a short term basis. Accordingly, all members of the unit continue at Sparta as permanent employees, largely within the Transmitter Division.



JERRY GALLAGHER, is shown in top photo with his "home away from home" . . . the Sparta Showmobile and the station wagon that affords motive power. He has logged many miles throughout the Pacific West covering conventions with the fully equipped studio-on-wheels when it was not rented out for remote broadcast use by Western radio stations. In the lower photo, Jerry assumes the operator's chair in the Showmobile which actually is a complete remote broadcast center as well as a sales demonstration unit. —Sparta Photos

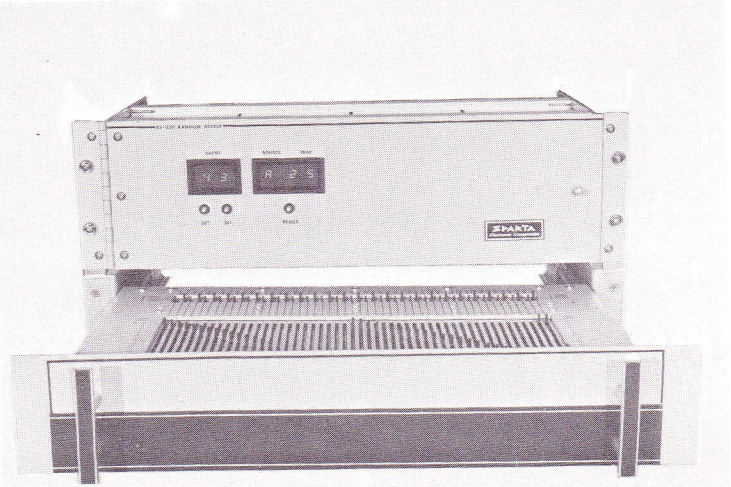
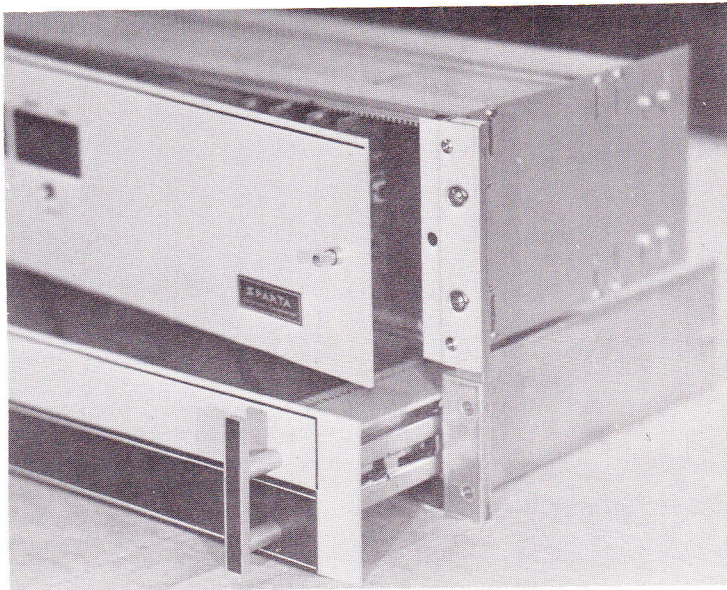


## 'Showmobile' Has Active Summer Time

Jerry Gallagher, Sparta factory sales engineer, had just returned from the Utah State Broadcast Convention with the Sparta Showmobile when the accompanying pictures were taken.

Jerry, whose territory sales management responsibility is generally the Northwest states, with sales "rep" Stan Bennett of Mercer Island, WA, also logged trips this summer to the Washington and Oregon state conventions with the Showmobile

(continued on page 2)



READY, WILLING AND ABLE! . . . the access ease of the RS250 is clearly pictured in the photo at left (above). Selection switch "drawer" pulls out for programming changes, while the plug-in circuit boards are mounted vertically behind the full-width door. LED readouts remain attached to the circuit board edges; only the windows move in the door. Circuit boards have positive locks to prevent accidental movement. The drawer features simplified, foolproof locks for each stopping position and removal. Photo at right depicts the operator's view of the RS250 with drawer fully extended for program changes to be made. "Event", "Source" and "Tray" indicate the next commercial announcement cartridge which will be played when the Model 1052 Program Controller makes a "request" from the RS250. —Sparta Photos

## Sparta RS250 Sub-Controller Fills Needed Broadcast Slot

The Sparta RS250 Random Access tape cartridge sub-controller for Spartamate systems has undergone final design revision prior to production (The Spartan, Mar-Apr '73).

The selection switches for the "skip" feature, choice of 50 tape cartridge

"events" and search ahead cueing are contained in a drawer. Access to electronics is provided by a full width door above. Circuit boards mount vertically, like books on a shelf, for maximum compactness and accessibility.

LED readouts show the Carousel and tray number next to play. The RS250 has multiple spotting capability, and search ahead cueing provides that two commercials are always cued to play.

Audio switching is built-in, so the Model 1052 Program Controller reads the output of the RS250 as a single audio source.

The RS250 is an integral part of the new Spartamate building block concept, or may be purchased separately to update older automation systems using tape cartridge Carousels.

**SHOWMOBILE** (continued from page 1) and is planning on "doing" the Nevada convention as well.

Ed Fitzgerald, Western regional sales manager, has also spent considerable time with the Showmobile, attending the California convention in Monterey and he may take the Showmobile as far as the National Association of Educational Broadcasters in New Orleans during November.

Station KSOL-FM rented the Showmobile for a full 10-day live coverage of the San Mateo County Fair. Station KFMC in Utah and KTIP in Porterville, CA, are past and potential users of the Showmobile before the county fair season is over.

The Showmobile is stereo equipped with the AS40B 8-mixer console, Century Series record/playback system, plus one or two playback modules, two GT-12 Custom turntables and all necessary power supplies, amplifiers and monitor speakers. On special occasions it is converted to full mono.

It serves Sparta as a plug-in demonstration unit and stations renting it as a complete remote facility.

All it needs is AC and access to the remote studio transmission link service.

*a little of . . .*

## EVERYTHING

At first glance, there's little analogy between farming and our business at Sparta. But, a conversation with a broadcaster recently, brought a parallel to mind. He asked just how we "sprouted" new ideas.

As his question was the "seed" for this paragraph, so we plant and gather. We "plant" new ideas with our engineers; "irrigate" them with discussion and review of progress; "fertilize" them with the latest information about basic electronic trends and finally "harvest" a new, or improved, product.

Here in the rich Sacramento Valley we don't count summer gone until the long rains of November begin. Crops are harvested not once but two, three, or more times each season.

In the same way we plant at Sparta at any time, enjoy a long "growing season" and harvest many times each year.

Seed is our most valuable asset, too. Some of our finest seeds have come as broadcasters' own ideas about new and better equipment. If you find yourself among those thinkers, express your idea "seed" to Sparta. We'll plant it carefully, nurture it tenderly and evaluate its potential as it matures.

"E'en with husbandry, 'tis bestly done  
When planter and gleaner are the same and one."

**BILL OVERHAUSER**  
President  
Sparta Electronic Corporation

## Meet Our "Reps"

### Steve Cisler -- Louisville

Steve Cisler, Sparta sales representative for Ohio, Indiana, Tennessee and Kentucky, with headquarters in Louisville, hosted many new and old friends at the '73 N.A.B. convention in Washington.

He greeted none with more pleasure than Bob McRaney, owner of WROB, West Point, MI, then executive secretary, Mississippi Assn. of Broadcasters. It was a reunion dating back to when Steve was Bob's first boss in broadcasting at WSGN, Birmingham, AL. Bob's early promise was born out: not only did he graduate into management and ownership, but his son went into broadcasting as well. (WWBT-TV, Richmond, VA.)

Steve's own career has spanned many decades and locales as announcer, program



STEVE CISLER

Bob McRaney Photo

producer, audio engineer and owner.

Among his earlier responsibilities in broadcasting was MC-ing the weekly WLS National Barn Dance show from Chicago. It was a 6-hour grind every Saturday night with very little program preparation for the procession of live talent. He also did a stint at WGAR, Cleveland, prior to World War II and then served in Marine Corps Aviation as airborne radio/radar officer. His tour of duty ended at an historic occasion when he recorded the surrender of Japan aboard the USS MISSOURI with two wire recorders. It was that recording, relayed to the U.S., that informed us that the fighting in the Pacific, and WW II were over.

After the war, Cisler plunged into construction of new stations ... WKYW,



GEORGE ("MIKE") ANGELOU (above) visits Sparta's home office in Sacramento on a recent trip from England.  
—Sparta Photo

## Angelou Named Sales Chief For New Sparta Set Up In England

Louisville; WWSO, Springfield, OH; WXGI, Richmond, VA and WXLW, Indianapolis, IN. He also bought a station in San Mateo CA, that became KEAR-AM-FM but disposed of it when the lure to return to his beloved Louisville could not be denied.

If you ask Steve Cisler how today's radio business differs from the early days, he'll tell you: "We still meet the same problems of 'old radio days' during our rounds covering stations; people and equipment. The official life is more complicated with forms and reports, so Sparta can help the harried station owner with good, reliable equipment". What about people? "Sparta has made a host of friends with its personalized service direct from its Sacramento manufacturing headquarters. I hope that we field representatives can win more friends as we meet the station people personally."

As is true of many long-time broadcasters, Steve's interest turns to electronics generally, and radio particularly, in his spare time. His hobby is sound and video recording, collecting old radio programs and exotic music.

His children are grown (a daughter in architecture in New York, a son in library administration in California) so Steve has most of his energy and time for travel among 500-odd stations in his territory. He typically carries some Sparta equipment and a vast fund of know-how and expertise.

A man who loves his profession and its people, Steve said: "It's good to sell something when you know its quality and believe in it ... like Sparta equipment!"

Sparta has established a new sales center to serve Europe, the Middle East and Africa.

The firm is Computer Equipment Company, Ltd., with offices just outside London in High Wycombe. Products of sister companies, Jampro, Vega and Cetec, will be marketed from High Wycombe.

George ("Mike") Angelou has been named sales director with responsibility of supplying and promoting Sparta products through his vast territory.

Educated in England, Mike was graduated from Southall Technical High School and Southall College of Technology where he was awarded National and Higher National Certificates. Subsequently he took post-graduate work at Elliot Automation Computer College and Southampton University.

He was then employed for five years by EMI and, after service with the Royal Corps of Signals in the Far East and graduating from the I.E.R.E., he joined the Plessey Company, Ltd. as an engineer on transmitters and synthesizers and senior engineer on antennas.

After five years with Plessey, he became associated with Granger Associates, Ltd., (an English affiliate of Granger, U.S.A.) with responsibilities as sales engineer (Far East), chief engineer and ultimately systems manager.

Angelou, 38, is a corporate member of the British I.E.R.E. and a chartered engineer.

Married, he and his wife are the parents of two children.

Address him at: Shaftesbury St., High Wycombe, Bucks, HT 11-2 NA, England.

# News From The Field

WEBSTER ENGINEERING  
DUNDEE, IL

Who said that "lightning only strikes once in the same spot"? Don't you believe it!

The 600-foot-plus tower of WCRA-AM-FM in Effingham, IL, has had two heavy lightning strikes within the past six months.

Fast service on Sparta's part enabled repair of the 1 kw AM and 20 kw FM Sparta transmitters in short order.

WVTV, Dundee, IL, is now installing a completely new Sparta station from consoles to a Sparta 602 transmitter and Jampro antenna.

Schools, advertising agencies and stations continue to order the popular AC-155B audio control centers which come complete with mixer and turntables and make a complete studio, or remote, facility.

In Chicago, the scramble is still on with TV and FM stations moving from the top of the Prudential Building to the John Hancock or the Sears Tower buildings. Jampro is working on some of the special antennas for these jobs.

—Glenn E. Webster, President  
Webster Engineering Company

HOLZBERG ASSOCIATES  
TOTOWA, NJ

Choo-choo . . . choo-choo . . . no longer are the commuters waiting in Blairstown, NJ at the railroad station, but they are anxiously awaiting the exciting sounds of brand new WFMV-FM

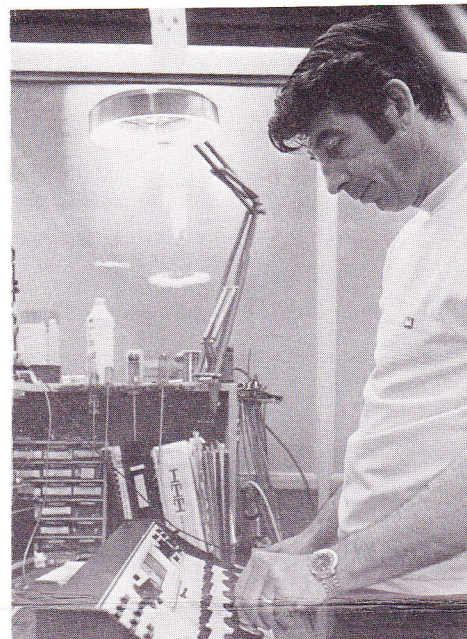
This all-Sparta equipped automated FM-er, broadcasting on 106.3, will be the

# We're All In The Hunt For Excellence!

Early in 1965 Sparta introduced the full-sized control room mixing console, the 8-channel Model A20.

Even with recent development of the Centurion Series Custom Audio Consoles (8-16 mixing channels, quadraphonic capability) the reliable Model A20 remains a workhorse for many stations across the nation and abroad.

In the photo, at right, Bruce Hollingsworth, audio/Spartamation products supervisor, (The Sparta, Jan-Feb), steps into Final Checkout for a look at the most re-



BRUCE HOLLINGSWORTH

—Sparta Photo

first 24-hour station in the area with its Sparta 601A transmitter on the highest mountain top in the region. Covering a 6,000 square mile listening area, the station will feature the "Golden Music of the 1950's".

At Washington, NJ, Nick DeRienzo, president of both WCRV-AM and the new Blairstown venture, is pioneering an unusual approach by converting an old commuter railroad station into a modern broadcast studio.

Fully equipped with the Sparta Showcase Stereo System and a Spartamate II Spartamation System, he is reaching out into the Pocono Mountain resort towns in Pennsylvania. The studio retains the railroad motif . . . blending the past with the present.

A champagne open house early in September celebrated the opening with railroad lanterns lit and guests each receiving "railroad engineers' caps" featuring the station's call letters, WFMV-FM.

—Herb Holzberg, President  
H.M. Holzberg Associates

cent update to the A20B addition of the PS-8 Power Supply.

Sparta's policy is to improve and change its products where it counts . . . *under* the handsome exteriors to upgrade performance and dependability.

In spite of the great interest in the Centurion Series modular consoles, the A20B (or C? or D?) will be around for a long while yet.

Never change workhorses in the middle of the stream!

## FOR SALE Oldie But Goodie

10 kw FM transmitter with direct FM exciter. Model RCA BTF-10B using grounded grid finals. Recently removed from daily operation in Southern Calif. As is-where is. \$4,000. Call Sparta.

THE  
JUST RIGHT  
COMPANY  
small enough to be  
first name friends  
. . . big enough to  
supply EVERYTHING.  
Call us.  
Collect.

BULK RATE  
U. S. POSTAGE  
PAID  
PERMIT NO. 997  
Sacramento, Calif.

SPARTA ELECTRONIC CORPORATION  
5851 FLORIN-PERKINS ROAD SACRAMENTO, CALIFORNIA 95828 (916) 383-5353  
ADDRESS CORRECTION REQUESTED

