

The SPARTAN

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SPARTA ELECTRONIC CORPORATION
A Division of Computer Equipment Corporation
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SACRAMENTO, CA 95828

Sparta Plays Important Part In Alaskan "First"

(See Photo Page 4)

Some 400 miles north and west of Anchorage, in the land of the midnight sun, lies the little village of Bethel on the banks of the Kuskokwin River.

It now has the distinction of being the first village in Alaska to have its own TV station . . . KYUK-TV.

Bennett Engineering Associates, Inc., Mercer Island, WA, Sparta sales representatives, has completed installation of the station which utilizes the Sparta A-20B audio console and Sparta audio accessories.

The TV project, an educational experiment sponsored by the State of Alaska, is coordinated by the Alaska Educational Broadcasting Commission.

Faced with the problem of education in small, isolated population centers, the State is experimenting with TV as a means of educating the predominantly Eskimo population.

Bethel is no exception when it comes to isolation. For months out of the year, the only means of transportation is by air. The snowmobile has largely replaced the romantic dog team for short runs but the need for education remains a vital problem.

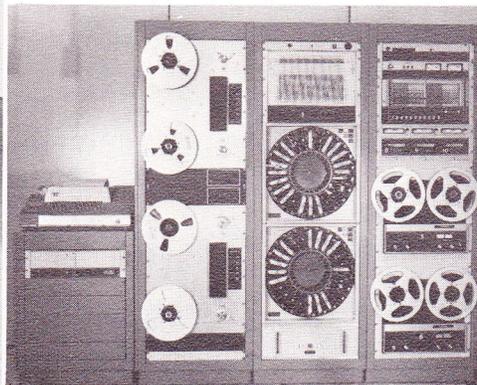
Starting last September, with but one camera, one quad VTR and a 10-watt

(Continued on page 4)



CENTURION CONSOLE

STELLAR N.A.B. ATTRACTIONS



SPARTAMATE II

Centurion Is The Hit At Recent N.A.B. Convention

by DAVE EVANS
Audio Products Manager

If the audio display in Sparta's booth at the recent N.A.B. convention in Washington, DC, was a target, the Centurion had to be the bullseye!

The degree of interest shown in the new Sparta quadrasonic-capable 12-channel console was fantastic. Even without full specifications for the big board, and without firm prices, orders were taken for the first several to be produced.

The accompanying photo of the Centurion II, in 8-channel configuration, shows the same unit which starred at Washington's Sheraton-Park hotel. The base was for display purposes only. A new version, being designed right now, will provide copy room and tape cartridge playback space.

Also in the Audio Dept., the first A20B 8-channel console, with illuminated VU meter, was shown. Judging from visitor's

reaction, the change met with approval.

Those who did not have the opportunity to attend the 51st annual N.A.B. convention missed the demonstration of the Spartamate II pictured. The basic Spartamate has been expanded with a third rack which accommodates two of the new Corinthian Series 14-inch reel/reel reproducers. Teletype logging was featured, since interest in fully automated systems is growing rapidly. The request for information about logging devices accompanies nearly every inquiry about Spartamation.

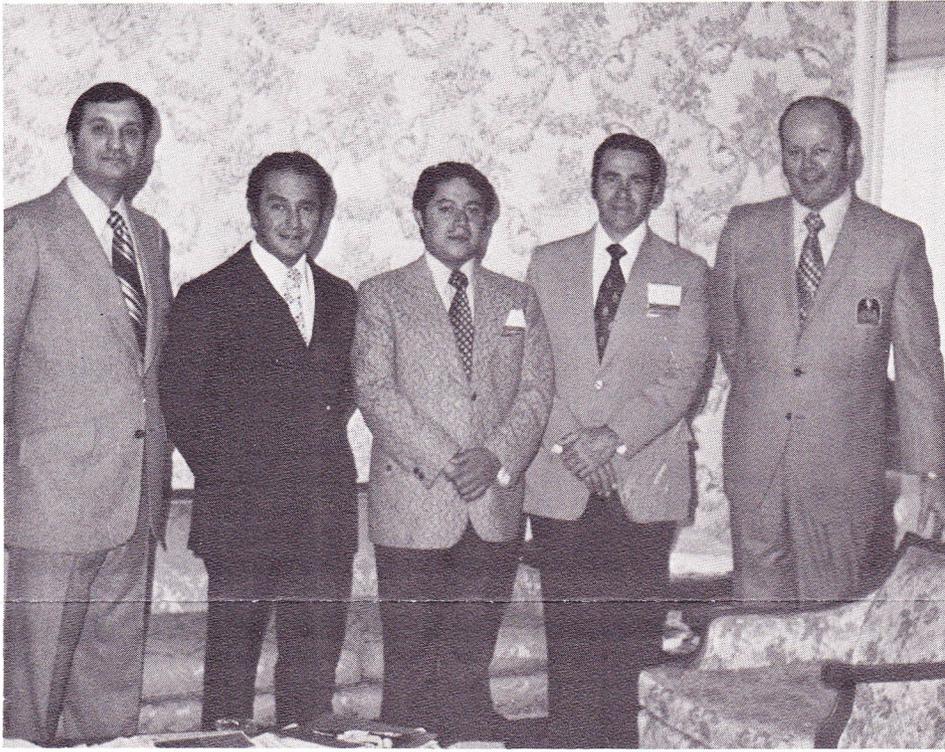
Despite the gratifying interest in the new Corinthian decks, the Spartamate "building block" concept and the new Sparta 4400 series reel/reel recorder-reproducers, the winner's laurels still must be awarded to the Centurion with its quadrasonic capability . . . a foremost talking point.

Announce "Rep" For Carolinas

The appointment of Broadcast Supply of Atlanta, as Sparta sales representative for North and South Carolina, was announced during the NAB convention.

Broadcast Supply's Bill Bradley will be traveling the Carolinas with information and technical "know how" about Sparta transmitter and audio products and assisting broadcasters who contemplate replacing equipment or plan new construction.

Broadcast Supply may be reached 24 hours a day at (404) 458-0815. Mail address is P.O. Box 47995, Atlanta, GA 30340.



DURING A LULL in discussions at the Sparta hospitality suite, NAB Convention: (left to right) Juan Gregorio, Sparta transmitter engineer; Alejandro Zendejas, general manager, ESPARTA MEXICANA in Mexico City; Sr. Luis Balmori and Sr. Francisco Ibarra of Grupo Acir, a foremost Mexican broadcasting organization; Bill Overhauser, president, Sparta Electronic Corporation. —Funmusic Radio Photo

Two Plane Loads of "Just Right" Sparta Equipment Off To Mexico

While the discussion pictured was taking place, Sparta Sacramento headquarters was preparing a 78-piece air shipment of equipment to Grupo Acir in Mexico City.

The shipment was quite inclusive; two Sparta Model 601 FM Transmitters, Jampro antennas, plus complete connecting materials.

The audio portion of the shipment consisted of two A20B 8-channel consoles, five AC155B Studio/Remote Control Centers, Century Series Tape Cartridge modules, plus turntables, reel/reel equipment and numerous other items.

Although Gregorio's full Sparta title is Transmitter Design Engineer, he wears another hat; traveling all of Mexico and Central and South America as direct factory engineering consultant for export sales.

Latin American broadcasters welcome his frequent trips to back up their local consulting engineers and Sparta representatives, since Juan's being a native of Argentina, plus his many years in broadcast electronics in the USA, provide an ideal versatility in such assignments.

For instance, he returned April 30th from a week with Alejandro Zendejas, traveling between Mexico City and Aca-

pulco. He leaves again shortly for Mexico City in connection with the Grupo Acir Sparta FM installations.

a little of . . .

EVERYTHING

Company morale is never higher, and the work never harder, than just before and during the annual NAB convention effort.

During the convention, the plant waits as the ground crews of air warfare days waited for *their* planes to come back from a mission.

And, when those attending the NAB land again in sunny Sacramento, the "ground crew" who stayed behind all have that same question: "How did it go? . . . how did they like *our* equipment?"

The feeling of togetherness is never greater than during this annual display of Sparta equipment far across the country . . . and it's one of the two greatest satisfactions of exhibiting at the NAB. The other one is being able to say, with fond memories of the hands we've shaken and smiling faces we've greeted in our display booth and hospitality suite: "Mission accomplished. *We* had a *great* show again this year!"

There are questions to ask ourselves which add up to this: "Will we be even more willing and able in 1974?" The next NAB convention will roll around almost before the questions are answered, but now is the time to publicly again say: "Thanks a million to you many, many people for the efficient and large Sparta NAB effort in 1973."

More States For Bennett

In addition to the state of Alaska, the territory of Bennett Engineering Associates, Sparta sales representatives, Mercer Island, WA, has been expanded to include the states of Idaho, Oregon and Washington. The announcement has been made by Ed Fitzgerald, Western Regional Sales Mgr.

For prompt service, write or call Bennett Engineering Associates, P.O. Box 23, Mercer Island, WA 98040 or (206) 232-3550.

C.E.C. Report Available

Copies of the Computer Equipment Corporation 1972 Annual Report are available to interested broadcasters, compliments of Sparta.

The report deals in depth with the Communications Electronics Group of C.E.C. which includes the Benmar line of marine navigational and communications products, Electrodyne professional recording studio consoles, Gauss high speed tape duplicating equipment, Langevin consoles, Jampro AM/FM and TV broadcasting antennas, Vega wireless microphone systems, and — of course — the complete radio broadcast equipment line of Sparta Electronic Corporation.

To receive your copy, simply send a letterhead request to The Office of the President, Sparta Electronic Corporation, 5851 Florin-Perkins Road, Sacramento, California 95828.

BILL OVERHAUSER
President
Sparta Electronic Corporation

Interest In 701-B High At NAB Meet

by PAUL GREGG
Transmitter Products Manager

When one considers that the majority of AM radio stations fall in the 1000-watt category, it would be expected that interest in this class would be the highest.

At the recent Washington NAB convention this was no exception and visitors at the Sparta booth had the opportunity to view the newest transmitter in the field . . . the 701-B.

The simplicity of the solid state RF and audio drivers interested many as did the new 4-500 final and modulator tubes, the 125-percent positive modulation capability and the tally light/memory overload system . . . all standard 701-B features.

First orders have been received from KUHL, Santa Maria and XEA and XEBD in Mexico. Shipments are expected to be made in June.

2nd GENERATION FM EXCITER IMPRESSES NAB VISITORS

The all-new 680 FM Exciter scored high at the Sparta booth and hospitality suite during the convention.

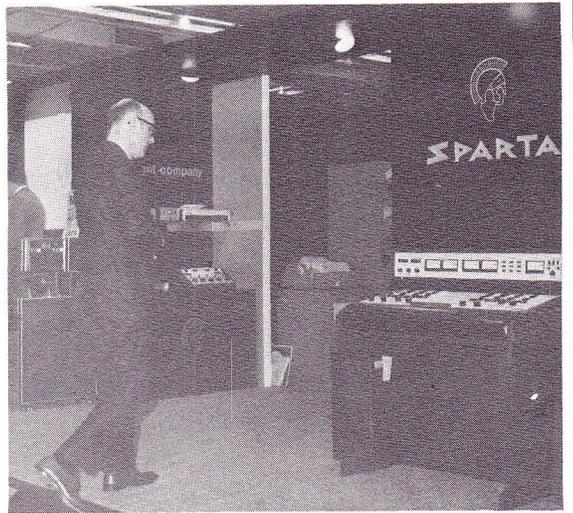
Design engineer Dick Johnson conducted regular demonstrations of the 680 and its companion Model 682 stereo generator during the day. Not only showing the outstanding specifications of this new addition to the Sparta FM line, he astonished viewers with intentional torture tests that would have destroyed less sturdy devices. Many a potential customer was observed tossing his hotel keys into the 680 (upon invitation, of course), letting them fall where they may, short circuits or not! Once the keys were removed, the 680 was back on the air in seconds, none the worse for the experience.

Sparta was one of the first to introduce an all solid state FM Exciter several years ago. The 680 now represents a state of the art second generation design . . . much more simple than its predecessor, with better specifications and topped off with something unheard of these days . . . A LOWER PRICE TAG!

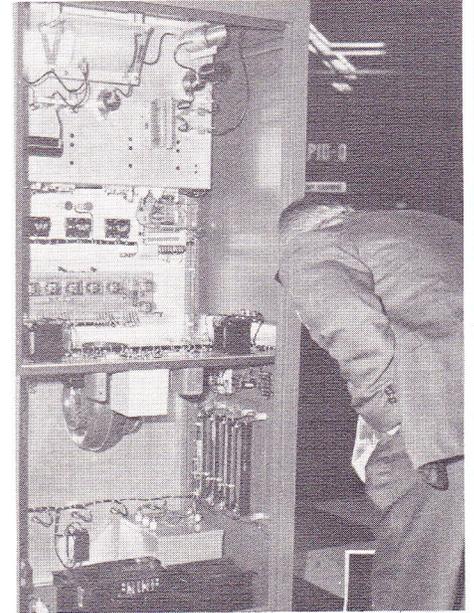
The first 680-62 combination was shipped right after the NAB convention to KUIC (formerly KVFS) Vacaville. Other shipments scheduled for the near future will go to Gold Country Radio, Jackson; KLGA, Algona, IA; WFMV, Blairstown, NJ; WVFV, Dundee, IL and to KBey, Kansas City, KS.

CONVENTION HIGH LIGHTS

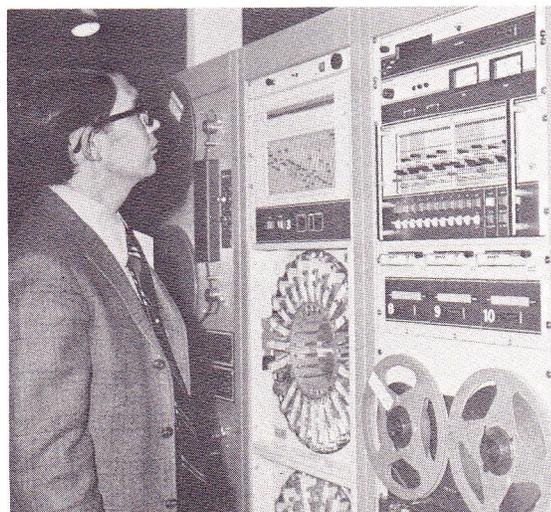
JERRY GALLAGHER (below, left), Sparta Sales Engineer, shows enthusiasm over interest in the new Jampro broadband screen reflector FM antenna shown at NAB (see announcement in last issue of "The Spartan"). Here the circularly polarized antenna is shown at his right in-cut-a-way radome.



SPARTA'S NEW 8 to 12-channel Centurion Console (above) drew visitors like a magnet. An early arriving conventioneer homes in on it.



THE NEW SOLID STATE 701B 1 Kw AM Transmitter (above) is inspected closely by an unidentified guest at the Sparta booth. Its 125 percent modulation capability was reportedly the focal subject of questions asked of Sparta engineers.



THE BUILDING BLOCK SYSTEMS APPROACH, exemplified at NAB by Dave Evans' Spartamate II (left), with 14-inch Sparta Corinthian decks and teletype logging, was the target of countless serious viewers.



Arnold Barnes Named As New Sparta "Rep"

The Arnold Barnes Company, headquartered in Dallas, TX, will represent Sparta throughout Texas, Oklahoma, Louisiana and Arkansas. Jack Lawson, general sales manager of Sparta, has announced.

The firm was founded in 1954 by Barnes, a past president of the Electronic Representatives Assn., who is also a member of the IEEE and ISA. He served as pilot and instructor in the U.S. Air Force during World War II.

President of the company is John Zienkosky, an ex-Marine and Air Force Assn.



Nathan Hughes

member. He joined Barnes as regional manager of the San Antonio office.

Vice-president W. Russell Martin took his bachelor of science degree at Auburn University and did graduate work at University of New Mexico. He is a member of two engineering and one mathematics hon-



KYUK-TV, BETHEL, ALASKA . . . above is shown a partial view of the Sparta A-20B audio console flanked by TV Control. Engineer Bob Tinkle is nearly under the table (lower left) making some equipment adjustments. —Bennett Engineering Associates Photo

Sparta Plays Important Part

(Continued from page 1)

temporary transmitter then, the station is now fully equipped and has an additional VTR, a one Kw-TV transmitter and the Sparta equipment.

A part of the final studio layout in-

cludes an audio production and dubbing center for translating tapes into the native Yupick language and utilizes a Sparta A-15B console, Sparta turntables and Sparta Century Series cart machines.

orary societies.

Gordon Browne, a lieutenant colonel in the U.S. Army Reserves, is southern regional manager. He served as liaison officer, while with Boeing, at the Marshall Space Flight Center.

Broadcast sales specialist is Nathan Hughes who boasts an international back-

ground. He was graduated from the University of Wales and served as general manager of Wales Television. He has traveled commercially throughout Africa, Europe and the Middle East and is a member of European and American professional societies, including IEEE and is a fellow of IERE.

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