



The

# SPARTAN

VOL. III • NO. 3

MAY - JUNE 1974

## SPARTA AT THE HOUSTON NAB CONVENTION

(More Photos on Page 3)

AT THE SHOW ... Heinz Schleusner (center), owner of Estemac Peruana, Lima, Peru, Sparta distributor for that country is flanked by Bill Overhauser, Sparta president (left), and Paul Gregg, Sparta transmitter products manager (holding a copy of the hardbound Catalog No. 101). Below: looking down on the Sparta exhibit area. —Sparta Photos



## A Sparta Employee Visits SA

Sparta has long been a major supplier of broadcast equipment to Latin America, where dependability of tough and straightforward designs is a prime consideration in countries with relatively few electronics engineers.

It was thoroughly natural, then, when Fortuna Whittles, Sparta International Sales Coordinator, returned to her native Peru for a month's vacation recently, that she called on several of the major broadcasters.

Peru seems made to order for radio broadcasting with its 15 million population scattered over a landscape that seems to be mostly mountains. Almost one-half its population lives in the cities and Lima, the capital, accounts for nearly 4 million of them!

With the Andean Cordilleras separating the peoples into isolated groups (Cuzco, a major city, lies at nearly 14,000 altitude), radio communication is a vital link in providing national identity and disseminating news everywhere in a hurry.

The broadcast enterprises Fortuna Whittles visited during her 34 days "at home" indicate the variety of types of broadcasting in Peru. All are Sparta equipped to some degree; and one is entirely Sparta equipped.

In Arequipa, a dazzlingly beautiful city of 170,000 in southern Peru, Fr. Enrique Gomez exercises his priestly functions from Radio San Martin as well as in the Catholic church and convent to which Station OAX60 belongs. As a religious broadcasting outlet, OAX60 provides a full

*(continued on page 2)*

## Parent Corp. To Request Name Change

The board of directors of Computer Equipment Corporation, parent company of Sparta Electronic Corporation, and several other broadcast equipment manufacturers, will recommend to stockholders in late May that the name of the corporation be changed.

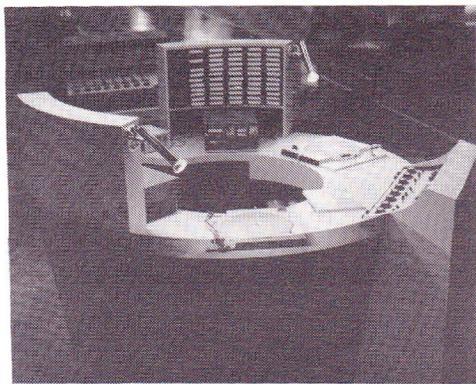
The change — if approved — will make Sparta a division of Cetec Corporation (pronounced see-teck).

## "Circle Of Sound" Makes NAB Hit!

The "Circle of Sound," which went to the NAB in Houston from Sparta's Sacramento manufacturing plant, was not a production version. However, the enthusiastic attention paid to its unique features and compactness was so great that a pro-

duction model may be available by summer's end.

This new concept measures a mere six-and-one-half feet in diameter but in that small space offers complete control room *(continued on page 2)*



## "Circle Of Sound"

(continued from page 1)

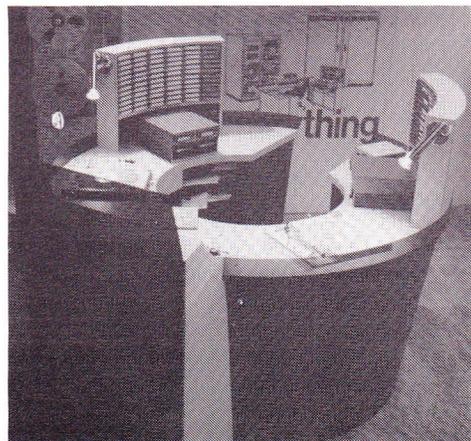
facilities for most stations, including record storage provision and ample desk top space.

The NAB show piece is now being re-evaluated with an eye to perhaps supplying a more modular system . . . one in which reel/reel space, number of turntables, tape cartridge and record storage might be offered as options within a general space design.

Overall dimensions are to remain basically the same as the prototype: 6½-foot diameter; "stand-up" operational height (but with swingout stool) of about four feet and a slightly modified copy and tape storage rack keeping overall height to about six feet.

The new Centurion Series custom consoles (see March-April "Spartan") might also be offered as options in the "Circle" style Showcase System.

**THE PROTOTYPE "CIRCLE OF SOUND"** on display at Houston was finished up in stereo with AS40B 8-mixer console, stereo Century Series tape cartridge equipment (one dual Record/Playback and one dual Playback unit), twin GT12 Turntables with ST220 Tone Arms, DC24 Digital Clock and MAS50Q Monitor Amplifier. Main finish is laminated plastic with acrylic plastic copy board and siderail trim, flexible built-in lighting and space for 144 NAB Standard "A" tape cartridges. Also visible are the receiver of a Vega Model 55/56 Wireless Microphone and a copy of Sparta's new catalog, No. 101, on desk in front of the console. —Sparta Photo



# A Sparta

(continued from page 1)



**VISITOR AND HOSTS . . .** above (l to r) are Heins Schleusner, owner of Estemac Paruana, Lima; Fortuna Whittles, Sparta International Sales Coordinator and Engineer Gustavo Reusens, Radio Panamericana, Lima, in the OAX4D studios.

mass daily over the air but programs news, special events and music as well.

In Lima, of course, the number and variety of broadcasting stations is nearly bewildering! Radio Nacional, owned and operated by the government, has outlets in nearly every province (state) or Peru. In Lima, Engineer Jose Lindley conducted the Whittles through OBX4A and talked extensively about the need for radio communications in every part of the country. Radio Nacional, and its dedicated personnel, look to the U.S. and Sparta for the technical "know-how."

Heins Schleusner, Sparta sales representative for Peru, has owned his own equipment sales and service business in bustling Lima for eight years, doing business as Estemac Peruana. He introduced the Whittles to Engineer Gustavo Reusens of Radio/TV Panamericana, privately owned in the American style, and which illustrates the further range of possibilities among commercial, religious or government ownership.

Mrs. Whittles' family owns and operates Pilsen Callao, which has been brewing beer in Lima since 1863. Mrs. Whittles (DeAlbertis, then) worked for the U.S. Embassy in Lima as social secretary to the Ambassador and Charge d'Affairs, winding up her career there when she met Tom Whittles, USAF.

a little of . . .

## EVERYTHING

The Sparta sales-and-enthusiasm index at the Houston NAB was at an all-time high, despite attendance generally being off from the record set in Washington last year.

Measuring the response by the trade press and broadcasters to new Sparta products, we're predicting that this year will be even better than we had hoped for . . . for ALL the broadcast industry! Sparta, in fact, is now engineering plant expansion to meet increasing production volume . . . following plant expansion just last year!

A most gratifying observation was the presence of so many Latin American broadcasters at Houston. Elsewhere in this issue are direct indications of the increasing importance of Sparta products to that great and growing market . . . and vice versa.

We'd like to thank all of you who made it a point to visit our booth . . . sometimes in such numbers that we couldn't thank all in person. If you attended the NAB, but didn't visit us, or didn't get to Houston at all, remember that you have our invitation, AT ANY TIME, to call or write for equipment or service information.

Don't wait for NAB in Las Vegas next year, to become acquainted with us at Sparta!

## ==Tech Tips==

—by DAN PELUSO  
Mgr. Customer Service



Peluso

From Lockport, NY comes an experience from WUSJ's CE, Ron Potaszala . . . a Bauer 707 1kw AM transmitter bias failure story:

"The problem was an apparent partial loss of Modulator bias, causing the modulator tubes to glow quite red and tripping the overload relays, as it should. Noted that there was some control from the bias pot, but not enough to set the proper operating condition for the tubes. The problem was intermittent, and would clear itself (heaven forbid!) and normal operation would resume. Inspecting further, it was revealed that the modulator bias supply (diode package, D-1) was mounted in our transmitter, at least, by means of spring-loaded terminals. Apparently through the years a high enough resistance built up due to terminal corrosion and oxidation, causing the bias output to vary intermittently, causing static, noise, and flickering of the modulator plate current meter, at static condition. After cleaning up the terminal spring clips holding the diodes we haven't had any problem, and our 707 is as reliable as ever."

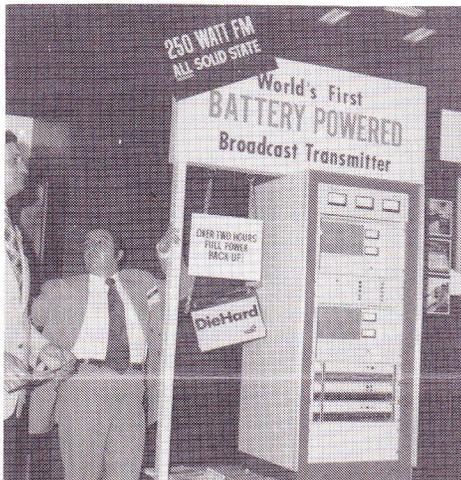
Paul Gregg, Sparta Transmitter Products manager, further notes:

"About the design: earlier models of the 707 transmitter used a plug-in package for bias voltage. The spring clips were favored over the solder type terminals to give quick access if a diode should fail. The low voltage board had a 50 per cent safety factor

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**BILL OVERHAUSER**  
President  
Sparta Electronic Corporation

# Sparta Scores A "First" With Battery X-mitter



LOOKING IT OVER . . . Juan Gregorio, Sparta transmitter design engineer (left), spends some time with Angel Antonio Pachon of Bogota, Colombia, discussing the radically new battery operated Model 600BX 250-watt FM transmitter. —Sparta Photo

History was made by Sparta at Houston when the Model 600BX 250-watt FM Transmitter was publicly displayed for the first time. It is the world's first BATTERY OPERABLE BROADCAST TRANSMITTER, and is the fruit of research by Sparta engineers into transmitting effectively without AC, recognizing national concern over power supplies.

Furthermore, the 600BX uses batteries available almost anywhere . . . ordinary 12 volt auto type! In tests, using the Sears Die Hard No. 27 (96 ampere hours), well over two hours of full power operation were provided by a single battery. Paul Gregg, transmitter products manager, has suggested that either a thermo-electric or windcharger system could keep the compact little 600BX functioning indefinitely at a remote location without recourse to ANY AC POWER AT ALL.

The 600BX is of necessity ALL solid state . . . electronics AND control circuitry. Remote control of the 600BX needs no external interfacing devices. All stages are metered, and protected instantaneously against overload. Auto-recycle VSWR protection is built in, also. Every fail-safe feature conceivable has been added to the 600BX design, since its primary function would be a standby or remote location operation; even if one amplifier goes out, for instance, the 600BX remains on the air with the other.

Another power-saving feature is the freon closed-loop cooling system, similar to those used in modern avionics cooling. It is

virtually self-sustaining, since the freon circulates (evaporates and condenses) within a sealed system not requiring pumps, compressors or evaporators. Only when the ambient temperature hits 100 degrees or more will a small 'whisper fan' begin operating to move the ambient air a little faster over the condenser. Operation is therefore silent, and no dust-laden air is passed over any electronic components at all. The freon heat exchanger, even though it doesn't work at all hard, may be repaired or recharged by any auto air conditioner shop or refrigerator repairman.

The Model 600BX experimental FM Transmitter shown at NAB is only the forerunner of many changes in transmitter design planned at Sparta. In itself it is unique, and a valuable addition to broadcasting electronics know-how. But in its prophecy for the future . . . in pointing the way to what CAN be done . . . Sparta hopes that the 600BX will help keep broadcasting communications near the top of the energy priority list.

## Just Call John

We here at Sparta are human and once in a while, despite every effort, we sometimes cannot keep exact delivery promises.



John Schneider

And that is just why John Schneider, sales order coordinator, is on the job with us. Certainly not the easiest job in the world and at times a veritable hot seat!

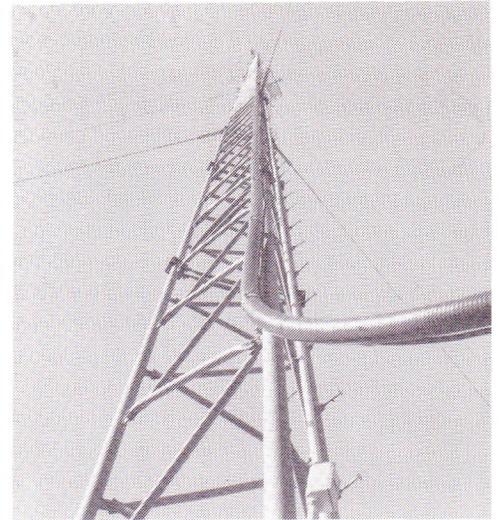
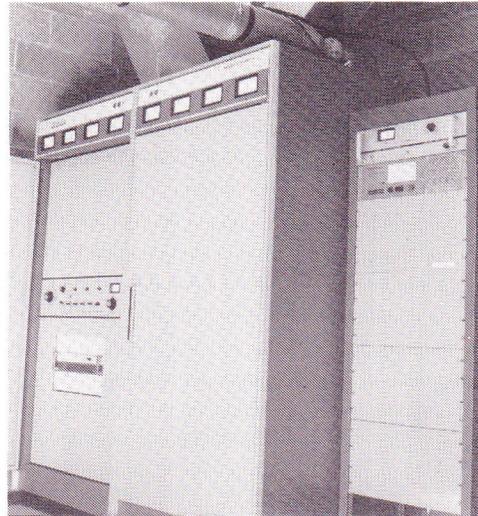
After your order has been received by Sparta for products, or services, John is on the job to see that it gets to you pronto! His "headaches" might involve shipping delays, back ordering, obtaining equipment from other companies that our customers wish shipped with their Sparta consignment and other related matters. If you have a problem with an existing order, John is THE man to call!

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## SPARTA AT THE HOUSTON NAB CONVENTION



At the upper left Jerry Gallagher, Sparta factory sales engineer, explains the 12-mixer Centurion II Stereo console to an NAB visitor. Another view of the same console is afforded by the picture at upper right; Dave Evans, Sparta audio products manager (right) gets deep into the subject of interchangeable mixer modules and motherboard construction with Dick Thompson of McClatchy Broadcasting. At lower left, the Centurion III and IV 6-mixer consoles are in the foreground, and the main Sparta transmitter display is beyond. In the last picture Sparta transmitter engineers Juan Gregorio (light jacket, facing camera) and Dick Johnson (dark jacket, at right) answer technical questions in front of the new Sparta Model 610A FM Transmitter. —Sparta Photos



HERE'S KSFM-FM, WOODLAND . . . owned by KULA Broadcasting, Sacramento, which also owns KGMS, Sacramento and KAGO and KAGM-FM, Klamath Falls, OR. At left is the control room with the Spartamation System actually only occupying three racks. The rack nearest the console desk contains the Sparta Model 682 FM Stereo Generator, STL transmitting equipment, and monitoring equipment. The three racks to the right are basically a SPARTAMATE II system with refinements. One in particular is at the bottom of the far rack; an NJ2 Network Switcher which brings news from station KGMS in Sacramento as a simulcast feature. When KGMS begins its 10 second news into a 7 KHz tone activates the KSFM Spartamation system to 'arm'; ten second later the KGMS news is heard on both stations. In view on the console desk are two GT12 Sparta Turntables, CE2

eraser, Century Series stereo Record/Playback dual system, and Spartamation REM1052 Remote Control for the Model 1052 Spartamation Program Controller. Just visible at left is an AS30B 5-mixer stereo console. The center picture shows KSFM's Sparta Model 625A 25,000 watt FM Transmitter, in all-new quarters six straight-line miles south of the Woodland studios. Note that only the Model 680 Exciter is mounted in the transmitter itself; Model 682 Stereo Generator is at the studio, in equipment rack. STL receiver and remote controls in rack will be joined by other equipment eventually; give CE Jerry Feutz a few months! At right is the KSFM tower with 6-bay Jampro JSCP antennas and SCA receiving dish. Tower is highest structure in Yolo County. How's that for neat coax installation? We believe it's a hard one to beat!

—Sparta Photos

## Tech Tips

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built in (more diodes per leg). Though the bias supply still has the same safety factor there is only one diode per leg — should it go, there is nothing left to carry on, or prevent a short. This is the reason for the 'quick release' mounting."

Our thanks to Ron Potaszala for bring-

ing this problem to light, and to Paul Gregg for the explanation.

Sparta greatly appreciates hearing from the field regarding any 'gremlins' in your gear. Oddly enough, they often strike more than once! Let's hear YOUR favorite 'gremlin' story . . . sharing it with "Spartan" readers in this way may help all of us.

—SCHNEIDER (continued from page 3)

A native of Wisconsin, Schneider grew up in Menominee working for WAGN during high school and his first year of college. He relocated in San Francisco during 1968 and attended San Francisco State College where he took his BA degree in broadcasting three years later. After a stint with KVML, Sonoma, he moved to Sacramento and went into sales at KEWT-FM before joining Sparta.

RETURN ADDRESS REQUESTED

(More Photos Inside)

### SPARTA AT NAB



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