



The

# SPARTAN

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JULY - AUGUST 1974

## \$ 1/2 Million S. American Order Placed

A half-million dollar order of Sparta products has been placed by Radio Cadena Nacional of Medellin, Colombia, South America following a recent trip to Bogota by Bill Overhauser, Sparta president.

Radio Cadena, one of Colombia's leading broadcast organizations, is to substantially renovate transmitter and studio facilities with Sparta products it has purchased. Included in the order are five Model 730 AM Transmitters for the five key stations of RCN. The Model 730 is made up of two Sparta 715 AM Transmitters, operating at 30 kw through the exclusive Sparta ferrite combiner. This system will give the RCN headquarter stations high power AM redundancy, always a consideration throughout most of Latin America.

The dependability of Sparta products was also a principal factor in RCN's pioneering efforts to further FM broadcasting in Colombia. Until recently, only STL links occupied the FM frequencies. Now they have been re-assigned and shifted and FM broadcasting is becoming a reality.

The FM transmitters, ordered by RCN, will make it a leader in FM efforts nationally. (Radio Cadena was recently acquired by POSTOBON, Colombia's leading soft drink manufacturer.)

Angel Antonio Pachon, manager, Electronica de la Sabana, Bogota (Sparta representatives), told Overhauser that the RCN decision to buy Sparta transmitter and studio equipment was influenced to a major extent by Sparta's reputation for dependability. The many remote locations of transmitting sites in thinly populated areas of Colombia posed a technical competence problem of great magnitude.

Prior to the recent NAB convention in Houston, Pachon brought Hernan Dario, RCN's director of engineering, to Sparta's Sacramento headquarters for several days of detailed investigation of Sparta products.

Both executives attended the NAB Houston convention where arrangements were made for the meeting in Medellin.



STUDENT CE JOE McCURRY, class of '74 at EUHS, Manteca, cues one up on Sparta GT12 Turntable. Sparta A15B console and Century Series tape cart equipment also visible. Production and training studio is visible through window, contains near duplicate of control room equipment. —Kim Komenich photo

## A Dream Came True In Manteca — And Popcorn Made It Possible

Who ever heard of putting a radio station on the air with a fund raising program based on selling popcorn? Well, the folks around the Manteca, California area, where East Union High School is located, have sure heard all about it!

Scott Reed, who teaches speech, remedial reading and radio production at the school decided about four years ago that if his dream of a student-run station was to be realized, selling popcorn might be the answer. Not only did the students sell popcorn at football games to raise \$2,000 a year but they also determinedly sold firewood, sponsored dances and pushed any other dollar making scheme that occurred to them!

The dream came true last January when KNBS-FM went on the air with the help of two professional engineers, the KNBS

Boosters Club and several tons of popcorn!

The group of students, who do ALL the station operational work, with the exception of as-needed professional guidance, typically operate the station from 6 to 8 a.m. and from after school until 10 p.m. with weekend hours extended.

Staff positions include: chief and assistant engineer, program director, six assistant program directors, audio engineer, music director, record library staff, continuity staff, traffic and production manager.

Everybody does air work, everyone does production and special outside events are handled individually . . . such as taping and editing a rock concert.

Another training aid is the radio students' involvement as PA announcers dur-

*(continued on page 2)*



LIVE FROM EXPO '74 . . . Allan T. Dickison of CKOV, Kelowna, British Columbia (upper left) is shown using the Fair's radio studio "B" which is equipped with the Sparta "Circle of Sound." At right is Joe Fisher, KHW, Spokane, broadcasting with the "Circle." His station also utilizes Studio "A" (in the background), for daily 10 a.m. to 3 p.m. broadcasts from the Fair. —Tom Salyer Photos

## ==Tech Tips==

—by DAN PELUSO  
Mgr. Customer Service



Peluso

Broadcasters are being subjected to more and more demands today and many stations are installing standby transmitters and auxiliary power equipment.

But what about studio equipment? Do you have backup power for it? . . . replacement parts such as motors, tubes or transistors, diodes or IC's?

We're in a period of shortages that range from mild to acute! Calling, or writing, for replacement parts just doesn't work like it used to.

CAUTION! Do not order a substitute semi-conductor to replace what the manufacturer originally used! True, the "sub" may be easier to get, but may fall short of meeting specs for noise or distortion.

# Circle Of Sound In Stellar Role At Spokane's World's Fair-Expo '74

Sparta's "Circle of Sound", which debuted at NAB in Houston this spring (see May-June issue of *The Spartan*) is doing yeoman duty at Expo '74 World's Fair, Spokane, WA.

The efficiently modern new unit was shipped on loan to Jim Key's Radio/TV department of the Fair where it had to be installed in the studio by a cherry picker through the front window . . . just in time for the early May opening date.

Stations from Canada and the U.S. have the opportunity to enjoy this Sparta audio equipment in the "Circle" through November 3 when the fair winds up.

Among stations using the "Circle" for remote broadcasting from the fairgrounds already have been: KOL, Seattle; KXLY,

Spokane; KTW, Seattle; KGIL, San Fernando, CA; KKNW, Vancouver and CKOV, Kelowna, both of British Columbia. Further commitments to a half dozen Canadian stations have been made for July and August. American station inquiries have reached flood proportions, Key commented.

In addition, KXLY is using the "Circle" and equipment daily from 3-6 p.m. However, time is available for visiting broadcasters to schedule themselves into the studios for taping and at least brief interviews.

For further information on the equipment's availability, write or call Mr. Jim Key, Radio/TV Director, Expo '74, North 507 Howard, Spokane WA, 92210 or (509) 456-5619.



A REAL OCCASION . . . Stella Campbell, audio production worker, is presented her 10-year Sparta service pin by Bill Overhauser, president. Other employees marking five years service with Sparta include: Dave Evans, audio production manager; Don Malcolm, shipping; Gene Ohlhausen, transmitter production; Barbara Scudder, drafting and Alejandro Zendejas, general manager, Esparta Mexicana, Mexico City. —Sparta Photo

## — Popcorn

(continued from page 1)

ing home games. Away games for both East Union and Manteca high schools are broadcast live under the overall tutelage of Stan Riddle, veteran sportscaster, teacher and official of Concord.

The studios of KNBS-FM are Sparta equipped with an adjoining production/teaching booth which is a virtual duplicate of the control room. The transmitter is a Sparta Model 680/1 10-watt FM. An additional production tool is a Sparta S-1000 Broadcaster (tape delay/reverb and special effects reel/reel tape machine).

Programming is almost entirely originated by the students themselves. Besides music, a typical week's program includes the "Hour of Mexico" show, "Coming Together" and "Community Talent", live city council meeting broadcasts and extensive sports reporting.

The success of Scott Reed's dedicated involvement is evidenced by the facts that two graduated students are currently in broadcasting schools; two more plan on entering broadcast schools following gradua-

tion and another former student is already working in radio at Stockton.

Sparta congratulates Scott Reed and the outstanding high school student endeavor he guided . . . an endeavor of which broadcasters everywhere can well be proud!

a little of . . .

## EVERYTHING

Elsewhere in this issue you'll read just a little about Sparta's involvement in educational broadcasting.

We're extremely proud of our line of low power transmitting equipment which fills the needs of high school and college stations across the country. We're even more proud of the opportunity Sparta has to be a vital part in the education of tomorrow's broadcasters by supplying top quality, up-to-date equipment so that their training is carried out in full expectation of what the commercial radio world has to offer them.

To students everywhere in the U.S. who are looking to the future of broadcasting with personal hope, and to their instructors and technical advisors who put so much of themselves into their work, we can only say, "Good luck, work hard and remember that Sparta is with you in any way that we can help!"

**BILL OVERHAUSER**  
President  
Sparta Electronic Corporation

## Little Pats On The Back

Well, here at Sparta we DO try harder and it pays off in pleasant customer relations . . . they're happy . . . we're happy!

Case in point is a letter recently received from Marshall P. Brown, chief engineer, KTKT, Tucson, AZ. We'd like to quote his letter in part, as follows:

"I have been wanting to compliment your tape cartridge repair section for some time. We have experienced a very low mortality rate with carts re-built by your firm and, not only as a user, but as someone who was involved in the tape cartridge business for some time, I can really appreciate the effort which must go into your operation. Believe me, it doesn't go unappre-



LINDA O'BRYAN (above) is delighted with the special recognition accorded her Sparta tape cartridge department in a letter received from KTKT, Tucson, AZ.

—Sparta Photo

acted by those of us in the field.

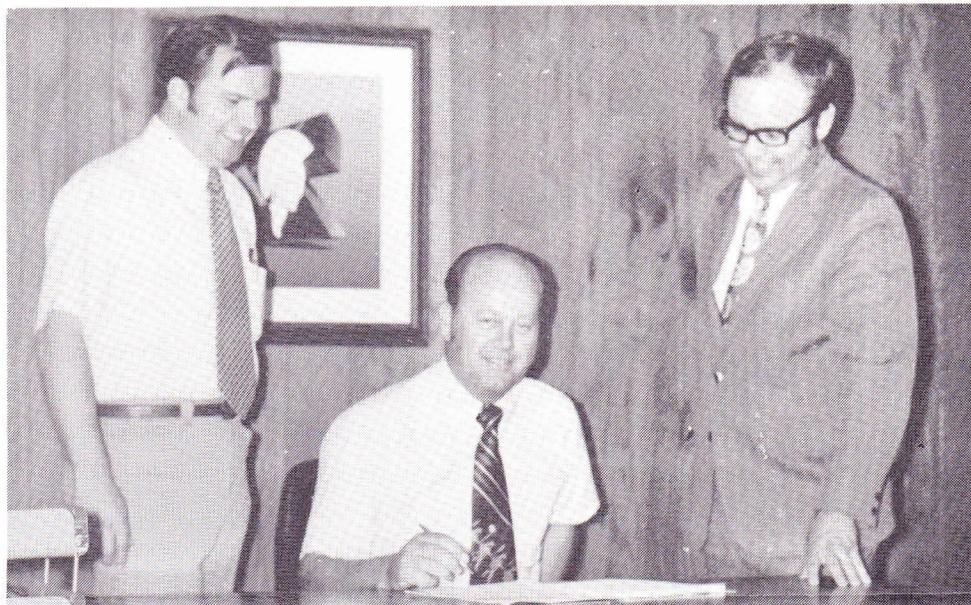
"Thanks once more for the service we have received."

. . . and we thank you, Marshall P. Brown!

## Sparta Stars In World-wide Disney Show

A Sparta Model MC104 multi-playback tape cartridge system arrived at Sparta's Sacramento manufacturing facility some time ago for repairs. It was almost exactly three years old to the day when it reached Sparta — which made it a bit "young" to be coming in for overhaul. But, this particular MC104 had already seen service throughout some 50 countries during its short career.

Disney-on-Parade is the globe trotting organization that uses this particular MC104. It's a touring company of about



SPEEDING THINGS UP . . . faster, and more efficient, customer service at every level is assured by the addition of a new Honeywell computer to the Sparta EDP center. The new equipment will improve and expand the present capability in the areas of inventory, order and shipment processing and cost control. Customer benefits are two-fold: ordering and shipping information will be instantly available to the buyer, and costs will be reduced for an overall gain in keeping Sparta equipment prices down. In the above photo Sam Anderson of Honeywell Information Systems Division (right) presents the sales contract for Sparta president Bill Overhauser's signature while Don Mutton (left), Sparta administrative manager and head of the EDP Dept., looks on.

—Sparta Photo

100 people, costing upwards of \$60,000 per week to stage, which has been seen and heard by well over 15 million persons around the world since its inception.

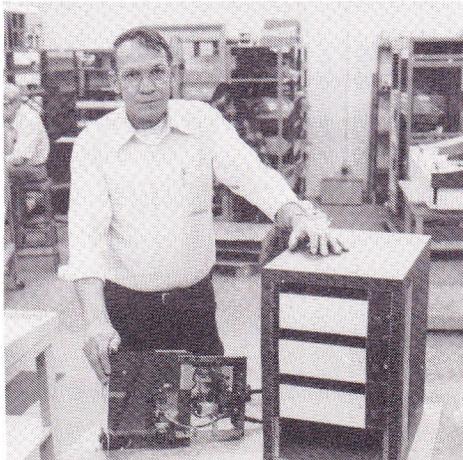
It is operated by NAWAL Productions, which was a joint venture of NBC and Walt Disney Productions just a few years ago.

Disney-on-Parade is a combined film/audio/live presentation which requires an approximate 20 x 120-yard stage area. It features many of the beloved Disney cartoon characters in a rousing all-American production that has captivated audiences in the U.S., Canada, Mexico, Australia and throughout all Europe.

And where Disney-on-Parade goes, there goes Sparta, dependable audio equipment . . . to all climates . . . all countries.

BACK HOME AGAIN . . . Bill Livingston, Sparta chief checkout technician, is shown with the MC104 in for repair after a strenuous three-year, globe circling stint with Disney-on-Parade.

—Sparta Photo



## Sales Job Open At Sparta

Sparta is looking for an enthusiastic salesman to help with an expanded marketing program, Jack Lawson, sales manager, announces.

When asked about qualifications, Lawson emphasized the right combination of sales background, general broadcast knowledge and, above all, enthusiasm.

"Specific product and technical training", said Lawson, "will be provided here at Sparta when we find the right man. He should know broadcasting generally, but not necessarily as a station engineer or other specific technical position."

Send resume and details to Lawson at Sparta's address which appears on the address fold of this newsletter. Sparta is an equal opportunity employer.



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SACRAMENTO • CA • 95828

# Paul Gregg Back From Far East

A recent whirlwind trip took Paul Gregg, Sparta transmitter products manager, to 10 Far East countries during which he logged more than 28,000 flying miles!

Probably the highlight of his 33-day tour was a three-day stay in New Zealand where he visited with officials of New Zealand Broadcasting Corporation which had just purchased Sparta 703B 3 kw AM transmitters . . . the first U.S.-made transmitters bought by NZBC in 30 years!

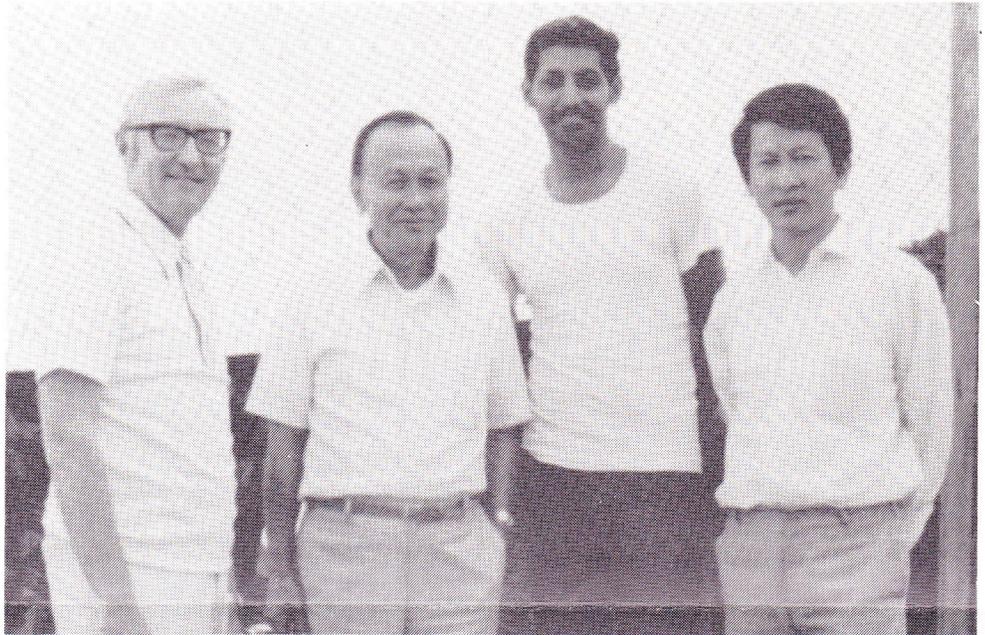
From New Zealand, he flew to Australia for a two-day stop before flying out to Singapore where he enjoyed a day with Associated Technical Services, Sparta sales representatives.

Malaysia was the next four-day stop spent in the company of agency officers of Bahagia Teknik at Kuala Lumpur. Malaysia Broadcasting and Telecommunications people (see photo) are evaluating two tenders currently . . . on both AM and the very first FM service for Malaysia.

Flying on to Bangkok, Thailand, Gregg was hosted by Unicom, Sparta "reps", and enjoyed his longest stay in one place visiting transmitter sites using Sparta equipment for a week.

Off again for Hong Kong for a day . . . another three days in Taiwan and a one-day stop in Manila to confer with Felix Zamora, Sparta Philippines agent, operating under the name of Educational Enrichment Company.

Korea was another three-day layover, calling on Sparta's new sales rep, Korean Electric Company. Another new Sparta rep firm is General Trading Company of



ON MT. NEN KALI . . . the above photo was taken near the transmitting station of Malaysia Broadcasting, 6,000-feet above Kuala Lumpur on Mt. Nen Kali, where Malaysia's first FM transmitter will be located. Sparta equipment is being considered for this major project. In the photo (l to r) are: Gregg; Lim Yew Yin, of the Sparta rep firm, Associated Technical Services, Singapore; an unidentified transmitter technician of Malaysia Telecommunications and Lim Song Kee, of Bahagia Teknik SDN-BHD, Sparta Malaysia agents.  
—Paul and Nancy Gregg Photo

Tokyo, Japan, where Gregg spent four days.

Homeward bound, last stop was on Guam where KUAM uses Sparta transmitting equipment. A new CP for Guam Broadcasting Company was the subject of discussion with company officials.

### EVANS IN BM/E

Look for Dave Evans' article "Considerations of Current Trends in Audio Console Design and User Expectations" (original title) in the July issue of BM/E magazine. The issue, with its emphasis on audio consoles, also pictures the Sparta "Circle of Sound".

The author is audio products manager at Sparta.

## These Now Enjoy New Spartamation

Among stations who have recently joined the Spartamation family are: WASR, Wolfboro, NH; WIZO, Franklin, TN; KGKO, Benton, AR; WMAF, Madison, FL and KSGO-FM, Arcata, CA.

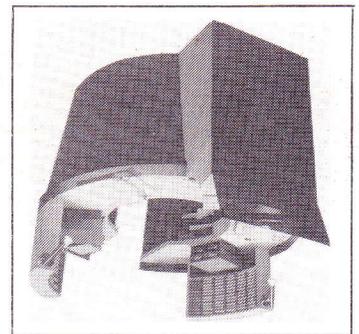
For further information on Spartamating your station, contact Dave Evans, audio products manager, or the Sparta sales department.

RETURN ADDRESS REQUESTED

(Note article inside)

at EXPO '74 - Spokane  
CIRCLE OF SOUND

See our



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# TAPE CARTRIDGES AND ACCESSORIES



**NEW!**

THE **SPARTA**

BROADCAST **PREMIUM**

**FOR TOP  
QUALITY AND  
RELIABILITY IN  
PERFORMANCE**

The Sparta Premium tape cartridge is designed specifically to meet the broadcasters' demand for high-use cartridges capable of faithfully reproducing the finest music.

Materials used throughout the Premium have been selected for high temperature-humidity-impact resistance. The Premium never needs lubrication; all bearing surfaces are of dissimilar low friction materials for utmost quiet and smoothness. Pressure pads are of "constant force" foam so variations among playbacks do not cause appreciable performance differences. The tape guide is molded as part of the cartridge base itself; nothing can shift the azimuth, or cause tape edge wear. The reel flange and patented "double vee" hub are of super smooth, stable, high temperature plastic; tape loop movement is accomplished with incredibly low wow and flutter. An extra front snap, molded into the case, assures warp free contact between cover and base, with little chance of high frequency loss due to azimuth change. A simple, effective tape brake with positive clamp action holds the cue securely even if the cartridge might be dropped between plays. Available only in NAB "A" size, to 10:30 length.

LENGTH	PREMIUM		STANDARD		RELOADS	
	Part No.	Price	Part No.	Price	Part No.	Price
Empty	118-0004	1.60	118-0001	1.50	—	—
:20	118-0004-02	1.90	118-0100	1.80	119-0100	.95
:40	118-0004-03	2.00	118-0102	1.90	119-0102	1.00
:70	118-0004-04	2.05	118-0104	1.95	119-0104	1.10
1:30	118-0004-05	2.10	118-0106	2.00	119-0106	1.15
1:40	118-0004-06	2.15	118-0108	2.05	119-0108	1.20
2:30	118-0004-07	2.25	118-0110	2.15	119-0110	1.35
3:30	118-0004-08	2.40	118-0114	2.30	119-0114	1.50
5:30	118-0004-09	2.70	118-0118	2.60	119-0118	1.85
7:30	118-0004-10	3.05	118-0025	2.95	119-0025	2.15
8:30	118-0004-11	3.25	118-0022	3.15	119-0022	2.30
10:30	118-0004-12	3.60	118-0122	3.50	119-0122	2.60
Empty M600	—	—	118-0003	2.50	—	—
16:00 M600	—	—	118-0200	6.10	119-0200	4.50
Empty M1200	—	—	118-0005	3.90	—	—
31:00 M1200	—	—	118-0300	9.40	119-0300	7.50

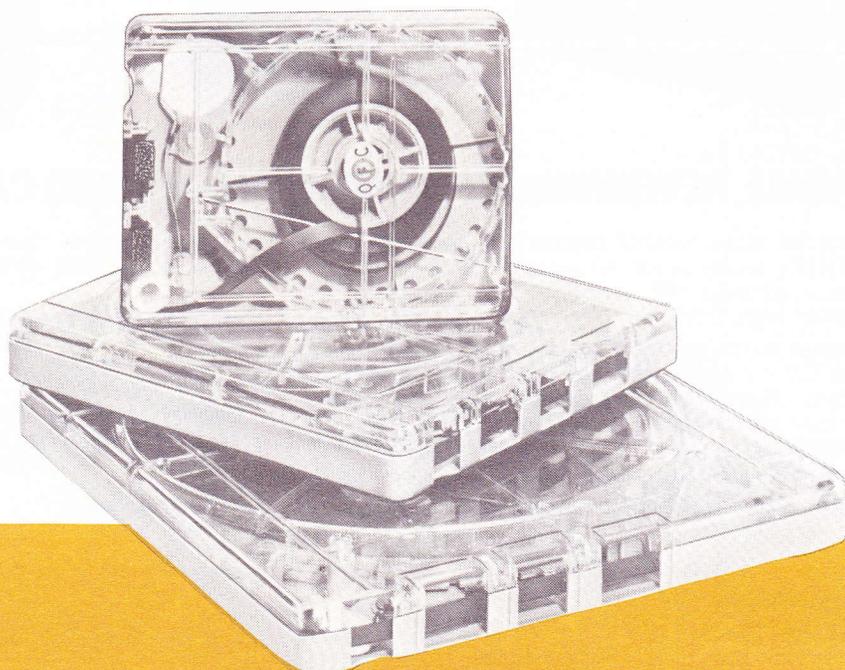
... IN ADDITION TO THE MOST POPULAR  
TAPE CARTRIDGE EVER SOLD, THE

**SPARTA**

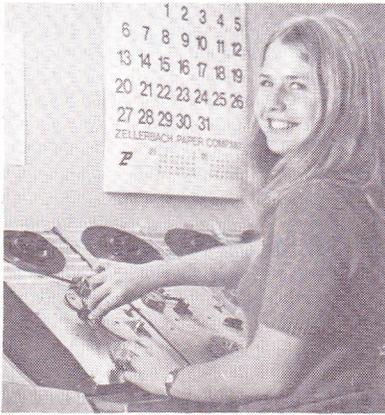
BROADCAST **STANDARD**

The Sparta Standard is used in more U.S. radio stations than any other tape cartridge ever used anywhere. It differs extensively from the Premium in construction details, but its performance places it squarely in the lead of other cartridges in its class and price. In addition, the Standard is available in 16:00 and 31:00 lengths.

The initial economy of the Sparta Standard is a bonus value for today's quality conscious broadcaster.



**SPARTA**  
ELECTRONIC CORPORATION



# RECONDITIONING, RELOADING & MISCELLANEOUS

Factory trained specialists inspect, clean, repair, reload and triple-test your tape cartridges to highly exacting specifications. Fatigued or malfunctioning parts are replaced as necessary; reload prices (over) include minor parts replacement, major parts will be replaced at Sparta's discretion after inspection.

Every cartridge returned to you after Sparta service LOOKS AND OPERATES LIKE NEW.

For the station wishing to reload its own cartridges:

1800' Lubed Magnetic Tape  
P/N 118-0600 \$4.95

3600' Lubed Magnetic Tape  
P/N 118-0601 \$9.75

**KUM KLEEN LABELS.** Sparta's 'Kum Kleen' labels are cleaner than earlier types . . . sheets (of twelve labels each) measure 2½x9" for convenience . . . paper stock takes any writing instrument. 'Kum Kleen' labels are only offered in lot quantities shown.

- Lot of ten Kum Kleen sheets **Part No. 118-0507 \$1.95**
- Lot of thirty Kum Kleen sheets **Part No. 118-0507-02 \$4.75**
- Lot of fifty Kum Kleen sheets **Part No. 118-0507-03 \$5.50**

**CL-1 TEST TAPE CARTRIDGE.** 1 KHz standard reference level on Premium cartridge. **Part No. 118-0011 \$5.50**

**CL-2 TEST TAPE CARTRIDGE.** 1 KHz at -10 db on Premium Cartridge. **Part No. 118-0013 \$5.50**

**AL-1 TEST TAPE CARTRIDGE.** Full track 12 KHz for precise head alignment test. **Part No. 118-0009 \$7.50**

**AG-2 HEAD ALIGNMENT GAUGE.** The quick, easy and exact way to adjust tape cartridge heads on any equipment. Prismatic optical device, fits pocket! **Part No. 001-4300 \$10.00**

**NAB-3 TEST TAPE CARTRIDGE.** NAB-approved continuous Monaural Frequency Response. **Part No. 118-0008 \$18.00**

Part No. 001-4325

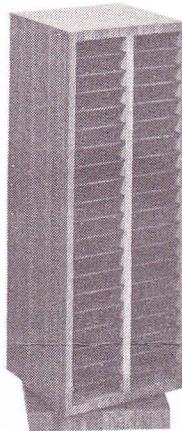


\$60.00

**CE-3 CARTRIDGE AND REEL TAPE ERASER.** Our own super heavy duty professional eraser for cassettes, carts, and reels up to 10½". Note service light to warn if power remains 'on' for any reason. Thousand watts of current, 90 to 135 volts AC, 50 or 60 Hz. Case is plastic, with epoxy-sealed construction. Reel center pin is removable, and case bottom is protected with no-scratch rubber pad. Three-wire grounding plug available as option; add \$3.00 to price.



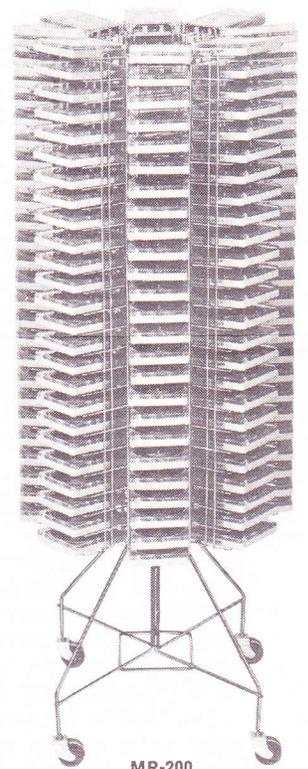
CR-100



CR-80



CR-120



MR-200

## WALL, REVOLVING STAND, AND ROLL-AROUND CARTRIDGE RACKS

**CR-100 WALL MOUNT CARTRIDGE RACK.** Built for lasting beauty in our "Showcase" walnut finish. One hundred NAB "A" cartridges capacity; 25" wide, 27½" high, 5" deep. **Part No. 001-3150 \$75.00**

**CR-80 REVOLVING CARTRIDGE RACK.** Popular 'lazy susan' for eighty NAB "A" carts in 14" turning radius! Twenty-nine inches high, in Sparta "Showcase"-matching walnut plastic laminate. Ball bearings. **Part No. 001-3130 \$75.00**

**CR-120 REVOLVING CARTRIDGE RACK.** Generous cart capacity in 18" turning radius. Same height as

CR-80, and same "Showcase" finish as other cart racks and Sparta control room furniture. **Part No. 001-3140 \$90.00**

**MR200 "FLOOR FLEX" REVOLVING RACK.** As a roll-around 'lazy susan' this 200-cart storage unit adjusts through ten inches of height. Price includes eight WR 25 modules. **Part No. 888-0210 \$136.00**

**WR25 CARTRIDGE STORAGE MODULE.** Chromed heavy duty steel wire rack holds 25 NAB "A" carts, to hang on wall or transfer to the MR200 'Floor Flex' above. Extra WR25 alone **Part No. 888-0210-02 \$12.50**



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