



# The SPARTAN

VOL. IV • NO. 3

APRIL, 1975

## Convention Spurs Domestic Record Sale



The University of Southern California, represented by Dr. Wallace A. Smith, General Manager of station KUSC (above, r) and KUSC Director of Engineering Hugh Paul (l), signed the largest domestic broadcast equipment order of the year for Sparta at Las Vegas. Sales Engineer Chuck Rockhill (second from right) put together the \$100,000 package with the signing officiated at by Cetec Corporation Executive Vice-President Bob Nelson (second from left).

USC, located in Los Angeles, is one of the largest and academically top-rated private schools in the country. Its combined educational broadcasting and telecommunications facilities will be, upon completion of a \$1,000,000 Public Broadcast Service facility, the largest such department in the world.

A complete story of the USC plans will be coming soon in "The Spartan".—Sparta Photo

## Vegas NAB Show Sure Was Not "Way Out" West!

Whether the lure was entirely that of glittering Las Vegas, or presentation of new broadcast equipment and ideas, or a combination of both, the NAB Convention this month was by all reports the very best ever.

There were more companies exhibiting, using more floor space, with a grander total of equipment shown, and more visitors, than any previous show. NAB secretary Everett Revercomb reported that the organization had expected 5,500 visitors, and late registrations were definitely pushing the total above that mark as the show got under way.

The Las Vegas Convention Center, from

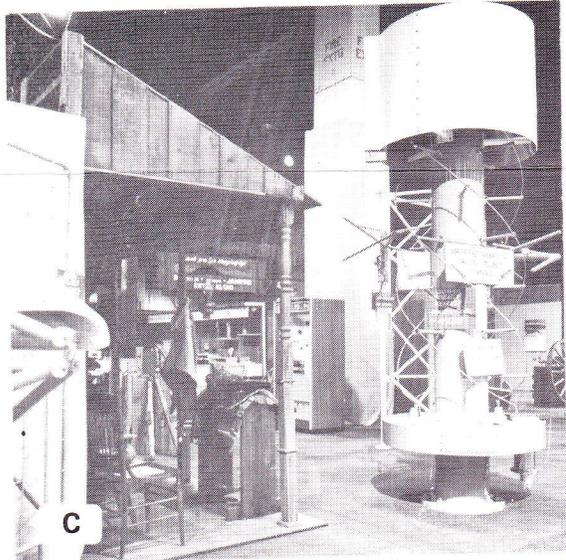
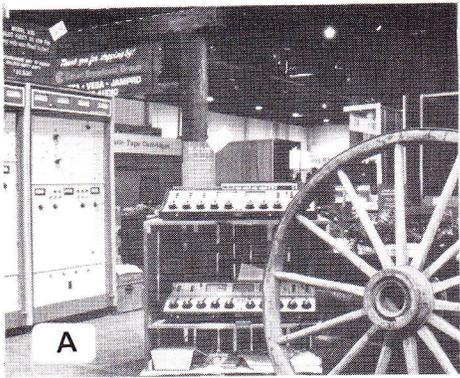


THE MESSAGE IN FULL ... view approaching our NAB booth from the main entrance. Jampro antenna display, left; Cetec Audio Console, left front; Sparta transmitters and consoles, from center to right. Vega wireless microphone display is behind Sparta 701B Transmitter, just left of center. —Sparta Photo

our exhibitor's point of view, is the finest to work in anywhere in the country. And the Las Vegas Convention Service Company, with its affiliated Global Productions, and Young and Rue Freight Service, put the show up and took it down in the smoothest operation we've seen since Sparta has been attending NAB conven-

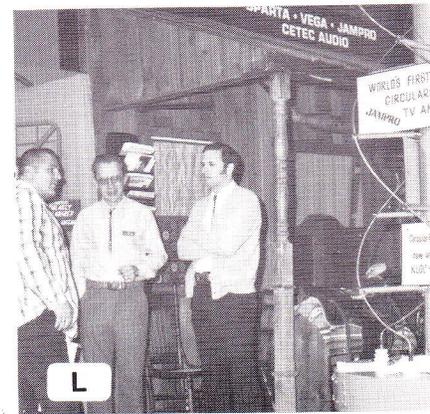
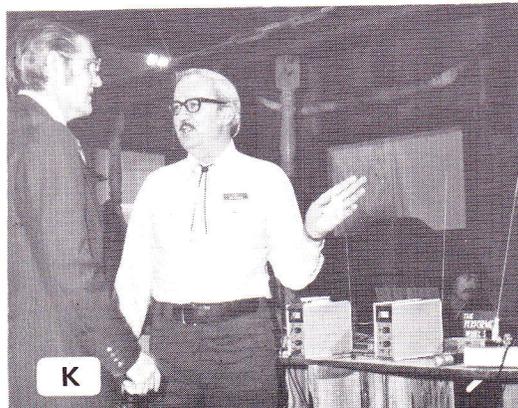
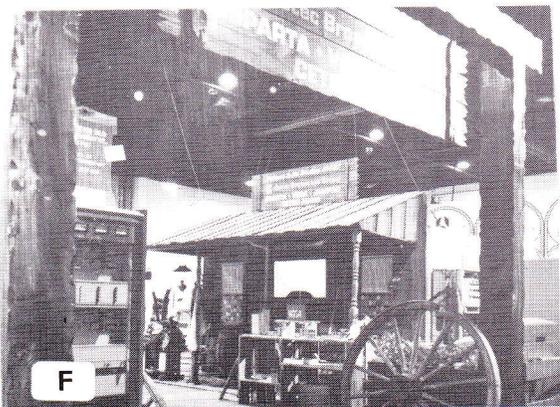
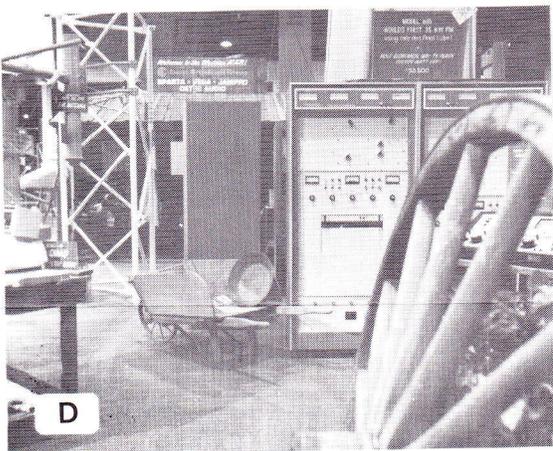
(continued on page 4)

# NAB '75



**Product Of The Month**

**IT'S ALL NEW! . . . the Model 3310 Monaural 10-Mixer Console. New Product Technical Bulletin available upon request. Mono Model 3310 — \$2,600. Stereo Model 3410 — \$3,600.**



WE WERE THERE! . . . Sparta, . . . tion. It was a great show as this p Model 635 35 kw Transmitter by Jampro Antenna Company area ( view at left, and corner of the "r Polarized TV Antenna is at right porch.

(D) A tip of Cetec Audio Cor background, side view of Sparta pan), the Model 635, facing view wagon wheel spokes. (F) The Veg house" porch. Sparta solid state M audio equipment in background at

(G) As the sign bills it: "World . . . 600B 250W FM!" It was intr and is now being installed in qua casting Corporation (I) Overhead hours, other photographers, show sought out the Western-style Cete sales engineer (r) covers the fine j a broadcaster.

(K) Ken McKenzie (r) of Vega understanding of the various wi display. (L) Bill Cunningham (ce admire the circularly polarized TV

(N) Jack Lawson (right), Sparta console for inspection by two o (left), president, Jampro Antenna president Hugh Moore (right) and (P) Jerry Gallagher (l), Sparta sale 35 kw FM transmitter. (Q) Darryl for the Sparta "rep" firm of Mart broadcaster just leaving the gates Sparta transmitter products mar visitor. Spartamation system cont back deck.

(U) Lynda O'Bryan, Sparta ta act as hostess in Booth 312 for ti considerably more attention than hat! (?) (V) Bill Overhauser, Spa made by one of three Latin Ame in even greater numbers than last y

# Las Vegas!

and its sister companies, affiliated with Cetec Corporation coverage clearly indicates. Photo A . . . at left the Sparta with the new 3000-Series consoles at center. (C) of the booth, with the screen dipole antenna partly in "ranch house" with old Western antiques. The Circularly with a Sparta 602A FM Transmitter visible beyond the

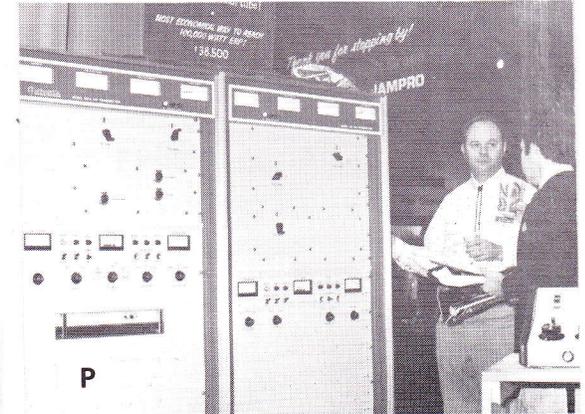
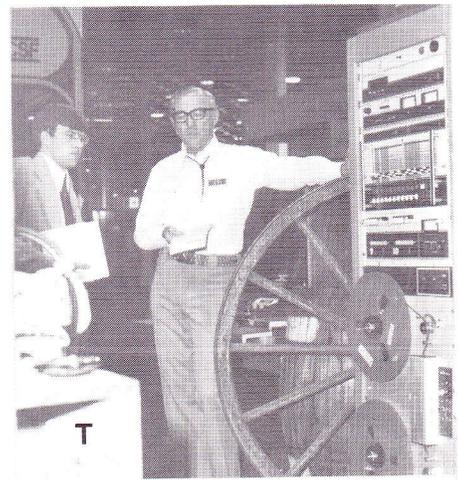
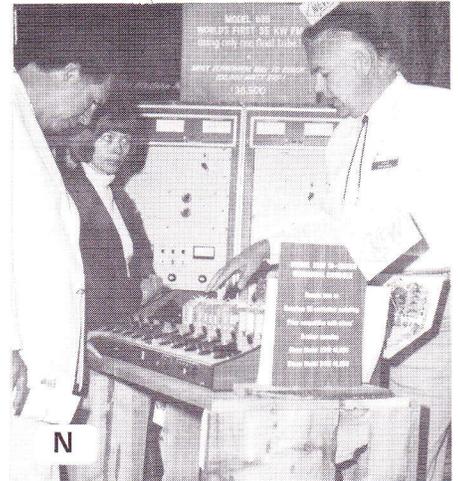
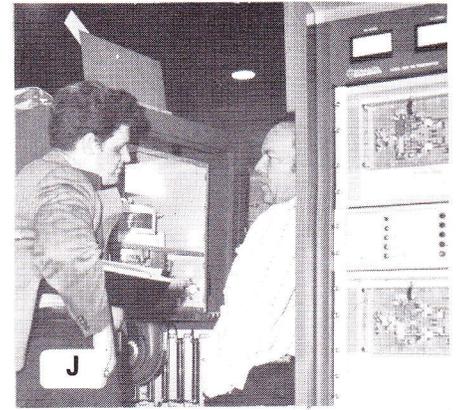
console is visible at left, Jampro antenna tower section in 601B AM Transmitter (behind wheelbarrow with gold . . . , with Sparta Model 3310 Console just in view between . . . wireless microphone area, just in front of the "ranch house" model 600B 250 Watt FM transmitter at left and Sparta . . . right.

is first PRODUCTION solid state Broadcast Transmitter produced as the 600BX (Experimental) at the 1974 NAB Convention at remote Canadian locations by Canadian Broadcasting Corporation; even though it was before official exhibit models, curious fellow exhibitors and early-bird visitors . . . Broadcast Group booth daily. (J) Jim Quarles, Sparta points of the new Model 635 35 kw FM transmitter with

Division of Cetec Corporation helps a visitor to a better wireless microphone systems in his section of the booth (center) and Jim Oliver (right) of Jampro, watch a visitor . . . antenna currently under tests at KLOC-TV Modesto.

sales manager, opens up the new Model 3310 10-mixer for the booth's innumerable visitors. (O) Peter Onnigan of Onnigan Company, deep in conversation with Cetec Corporation . . . Bob Nelson, executive vice president (back to camera) . . . engineer, answers questions about the new Model 635 . . . Parker (dark jacket), broadcast equipment sales manager . . . Zienkowky and Browne in Texas, bids goodbye to a . . . of the Cetec Broadcast Group booth. (T) Paul Gregg (r) . . . manager, does some explaining to an apparently serious . . . of rack at right with Corinthian 14-inch reel/reel play-

back cartridge and silk screen departments, went along to . . . the entire broadcast group. Her Western costume received . . . did that of the male personnel . . . must have been the . . . ta president (r) gives serious consideration to a point . . . ican guests. Foreign visitors to NAB came to Las Vegas . . . year's convention in Houston. —All Sparta Photos



# Vegas NAB Show

(continued from page 1)

tions. Our hats were off constantly to LVCS, and its management and workmen, headed by Dave Jamieson.

## OTHERS CATCH UP IN SOLID STATE TRANSMITTERS

One of the most exciting aspects of the show concerning radio broadcasters was presentation of solid state transmitters. Sparta, if you recall our 1974 "The Spartan" issue wrapping up the NAB at Houston, introduced the Model 600BX 250 watt FM solid state transmitter. This year the "X" has been dropped from the model designation, since the unit is fully developed and in full production for the Canadian Broadcast Corporation. Coincidentally, with the Las Vegas convention appearance of the production 600B, four of them were delivered to CBC for first installation in their five-year "Extended Coverage Plan" (see March, "The Spartan" — Ed.)

Sparta, then, has two 'firsts' in broadcast transmitter development: the actual first solid state broadcast transmitter put on public view in 1974, and in 1975 the world's first *production* s/s FM transmitter delivered for operation. For the moment the 250 watt FM 600B represents the limit of Sparta R&D on solid state; under consideration by our transmitter engineers are various methods of creating higher power FM transmitters, but with no real breakthrough in sight at this writing.

Westinghouse and Harris showed s/s AM transmitters at Las Vegas; Westinghouse a 5 kw, Harris a 1 kw. Broadcaster interest was great in all three s/s designs, but between the two AM's interest seemed to shift to Westinghouse when it became known that their display model is the basis for either higher OR lower power models, while the Harris plan, we were told, is to

offer only the 1 kw unit in the foreseeable future.

Sparta is one of a select number of equipment companies engaged in discussions with Westinghouse for licensed manufacturing of their s/s AM designs. With the licensing negotiations still inconclusive, to be followed by tooling up for production and then field evaluation of production models, s/s AM transmitters of the Westinghouse pattern will not be available "off the shelf" for a goodly while yet.

We expect that the broadcaster with a fairly immediate need for new or replacement transmitters will find that state-of-the-art designs such as Sparta's (701B 1kw AM solid state up to the finals, s/s FM exciter, 35 kw FM Model 635 using a single final tube, etc.) will prove to be the workhorse standards of the industry for economy and dependability for a longish time to come.

## AUDIO REPORTS FROM BOOTH 312

Audio consoles were the subject of much exhibitor effort and visitor interest again this year, with very few noticeable advances in design or even model changes.

Our own 3000-Series consoles proved to be one of the only totally new items in the field. New literature is available on both the monaural Model 3310 and stereo Model 3410, and will be sent immediately in reply to your inquiry. The only information not contained in the New Product Technical Bulletin concerns prices: the mono Model 3310 is listed at just \$2,600, while the stereo Model 3410 lists for \$3,600. When you consider that these are state-of-the-art TEN MIXER consoles, the prices become remarkable, don't you agree?

Cetec Audio showed a Series-10 console in stereo, and another set up for quad mixing. They also brought along a very well engineered item, the Copy Cass cassette duplicator, which promises to set

the standard for such items for the foreseeable future.

Vega/Division of Cetec Corporation brought every wireless microphone system to Las Vegas which could conceivably interest broadcasters . . . and WERE they interested! Vega's Ken McKenzie reported he was totally swamped by the unexpected number of serious inquiries from broadcasters looking for a better way to handle many live assignments.

## BACK TO TRANSMITTERS

One of the only truly new transmitters on exhibit was the Sparta Model 635 35 kw FM Transmitter, which achieves that power for the first time in the industry with only one tube! Literature is also available on the Model 635 by writing or calling the sales department here at Sparta: (916) 383-5353. Its price is \$38,500, another remarkable achievement for a transmitter of that power which uses 3-1/8" coax to feed the antenna for further savings on a 100,000 Watt ERP!

## . . . AND ANTENNAS

Jampro's area of the Cetec Broadcast Group booth centered on the circularly-polarized TV antenna display. The actual unit is undergoing field tests at KLOC-TV in Modesto, as reported in last month's "Spartan".

A new item displayed by the antenna experts is 40 kw omnidirectional standby FM antenna. Literature is available on it from Jampro Antenna Company, 6939 Power Inn Road, Sacramento, CA 95828.

Published Monthly By

# SPARTA

ELECTRONIC CORPORATION

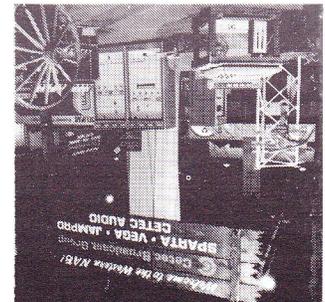
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(See center spread photo layout)

## NAB AT LAS VEGAS



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