

**G/S Television**

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# Laser video could be the next craze

By DIAHANN NADEAU  
Herald Special

Do you remember when a color television cost \$1,000 and had to be watched in a dark room? Gerry Lang and Steve Palichuk do. They opened their first store on Main Street in Georgetown 32 years ago. They have seen a lot of changes in that time - the electronics industry has produced technology that would have been unimaginable 10 or 20 years ago.

'I could not have imagined VCRs at all, and I'm surprised they're available at such low prices,' says Gerry Lang. He points out that customer electronics is the only field where prices have decreased for merchandise. Can you imagine a car costing less than it did in 1964?!

Along with their wives, Lisa Lang and Nina Palichuk, and a high school student, the two men sell televisions, CD players, radios, microwaves, VCRs, stereos, CDs and tapes at their Sinclair Place location on Guelph Street. It is their fifth location since they started out. However, they do plan to stay where they are for the foreseeable future.

Steve Palichuk was born in Saskatchewan and came to Ontario nearly 40 years ago. Before starting in business as a television repairman he worked at A.V. Rowe, on the Avro Arrow. He took night courses in electronics for a couple of years during this time. When the Arrow died, he went into his own business of television repair. It was then he met Gerry Lang, another television repairman, a 'friendly competitor' as Mr. Lang puts it.

Mr. Lang was born in

Nuremberg, West Germany, and came to Canada in 1954. He moved to Georgetown in 1957 and started his own business after training in electronics.

In 1958 they went into business together, opening a shop on Main St., but moving a few months later into the Market plaza near Loblaws. 'We started as a Marconi shop, we had their great big clock for advertising,' says Mr. Lang, who is the company historian. 'We were one of the first shops in the new plaza, along with Loblaws and the Smoke Shop.' The plaza ended where there is now the passageway connecting the Zellers' side with the Loblaws' side.

In those days G/S sold Admiral, Spartan, Marconi products. None of those companies makes televisions now. Steve Palichuk remembers the Admiral 18-inch black console television. 'It weighed a ton and lasted a long time.' Back then consoles were all the rage, color television was outrageously expensive, and you were always replacing tubes.

'Quality has improved so much,' Mr. Lang points out, 'you don't have the heat problems you used to have with tubes. You couldn't even watch color television in a lit room.' Color came out in 1964, but it was only in 1970 that G/S began to sell more color than black and white. Now they don't even sell black and white televisions.

'NBC in Buffalo used to transmit three or four hours of color a day,' remembers Mr. Lang. 'Few shows were in color, but the specials were usually shot in color. Bob Hope's specials and Ed Sullivan shows were some of the first to use color. We've all heard how sponsors

pay millions of dollars to advertise on the highly rated Superbowls; it seems there is proof of the power of advertising.' During the first Canada/Russia hockey series in 1972, they were advertising the Zenith 40-30 set,' says Mr. Lang, 'and then everybody wanted a 40-30 set. It didn't even have to be a Zenith, but everyone remembered those numbers.' It seems that Zenith produces one of the longest lasting televisions in the business these days; you can expect your Zenith to last about 18 years.

The next big thing in the industry could be the laser video. New models will be coming out this year, and there are currently about 1,600 movies available on laser disc. While this technology has been around for awhile, the new models will be far advanced. The machine will be able to play a

disc from three to 12 inches, double sided. It will be high fidelity stereo, and you can watch a movie on it, or watch a CD; many CDs now sold contain graphics, which you can't see on your CD player.

When they aren't keeping up with new technology, the partners like to pursue their hobbies: for Steve it's fishing and gardening, while Gerry sails his catamaran on Georgian Bay.



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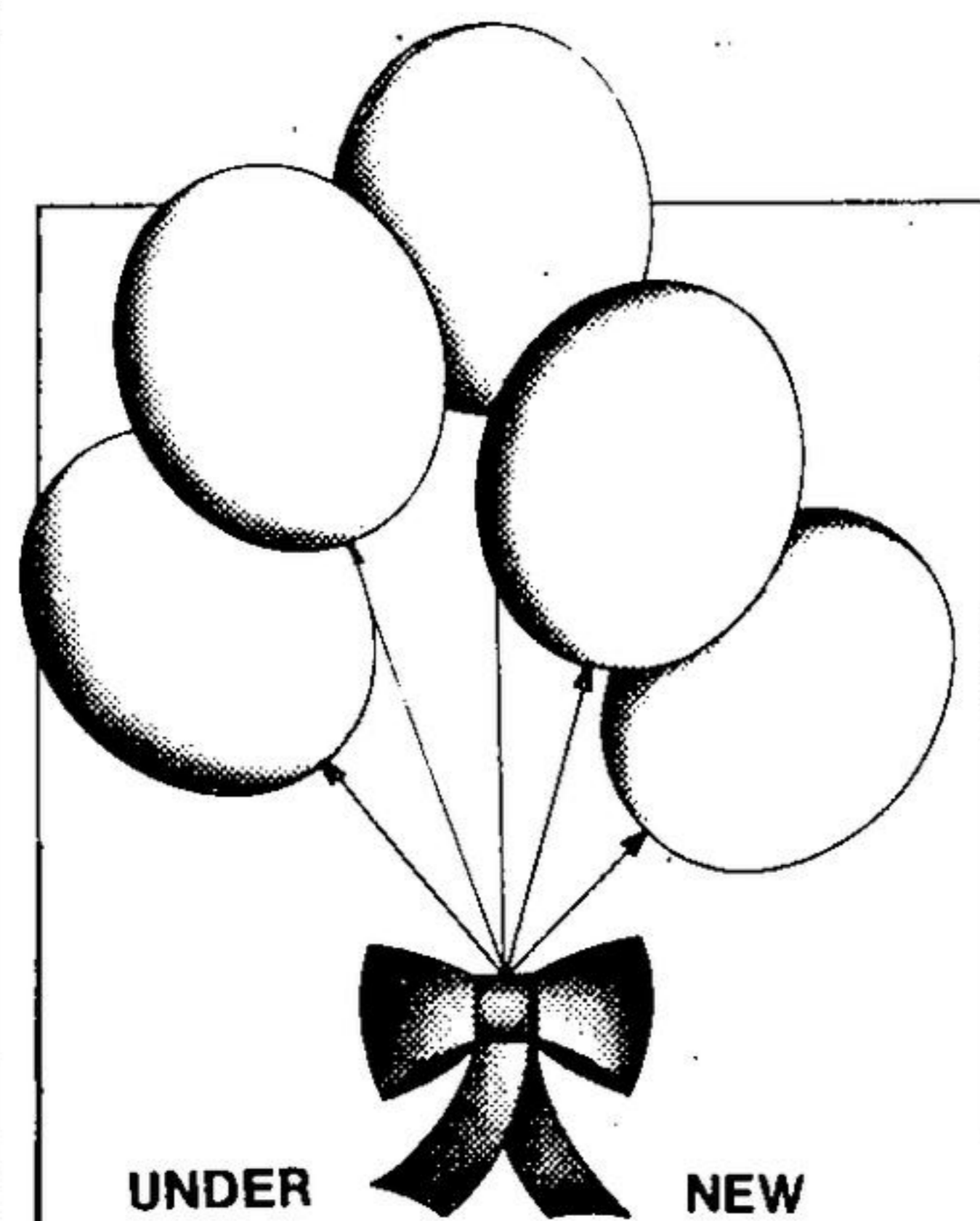
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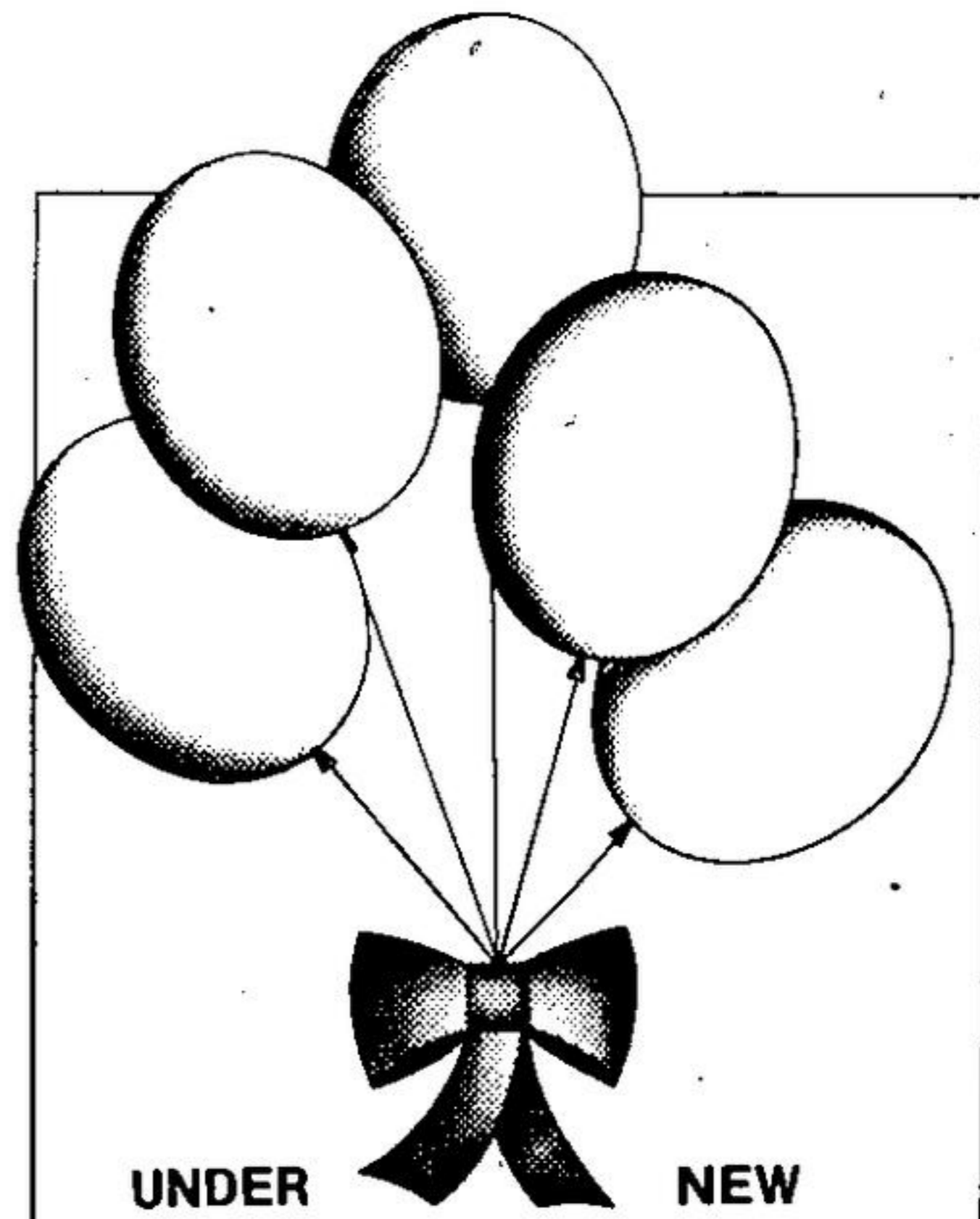


UNDER NEW MANAGEMENT

# Diet Center



Jackie McMullen, Owner & Counsellor - Diet Center



UNDER NEW MANAGEMENT

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