

107 W 3rd Street

On March 14, 1945, Washington E. Boucher opened a shop at 107 West Third Street. He had been wire chief at the Marshfield Telephone Office until the war ended and he was able to change jobs. His brother Melton, also operated an electrical repair business out of the same building. Melton later moved to the state of Washington. Boucher Radio Service changed its name in the 1950s to Boucher Radio and TV Service. Guy, one of Washington's sons, learned his skills in the army. After working in a repair business in Wisconsin Rapids, Guy bought the family shop in June 1971 when his father, Washington retired. Guy and his wife Irene, have operated the shop since. During the 1970's, the repair of Citizen's Band radio equipment was added as a lucrative market. The latest mainstays however, have been the repair of modern televisions, stereos and VCRs. Guy specialized in auto radios, CB radio, VCR TV and FM two-way radio until closing his business the end of 2016. In February of 2017, the building was purchased by Elizabeth Olson Photography LLC and now operates as a photography studio.



NEW BUILDING

**Dr. Harrington Will Erect One
On State Bank Site For
His Dental Parlors.**

Dr. G. E. Harrington has leased a part of the vacant land back of the State bank for the erection of a solid brick one story modern building for his dental parlors and will have construction work started as soon as possible.

The building will have an 18-foot frontage with plate glass windows and will be 30 feet deep. The expectation is the building will be ready for occupancy in 30 days. Krasin brothers have the contract for its erection.

The Marshfield News and Wisconsin Hub,
Marshfield, Wisconsin, 01 May 1919,
Thu • Page 9

RADIO REPAIR SERVICE SHOP OPENED IN CITY

Washington Boucher, who has been interested in radio since the industry was in its infancy, has opened a radio repair service at 107 W. Third street. Mr. Boucher made his first "One Tuber" during his high school days and literally "grew up" with the industry.

The business known as The Boucher Radio Service will be devoted exclusively to the repair of radios for the present although other electrical repair work will be welcomed later.

Mr. Boucher was formerly employed as inside telephone maintenance man for the Marshfield Telephone Exchange and is at present first sergeant in the Marshfield unit of the Wisconsin State Guard.

Marshfield News-Herald
Marshfield, Wisconsin
28 Mar 1945, Wed • Page 10



**RADIO
SERVICE**

Announcing the Opening
of the

**BOUCHER
RADIO SERVICE**

107 W. THIRD ST.

Prompt Repairs on all makes of Radios
"PRECISION" Testing

PHONE 908-W

—Washington Boucher, Prop.—

Marshfield News-Herald
Marshfield, Wisconsin
27 Mar 1945, Tue • Page 4

**BOUCHER RADIO SERVICE — 107 W.
3rd St. Ph. 908-W. Call us for electric
wiring and contracting.**

Marshfield News-Herald
Marshfield, Wisconsin
15 Jun 1945, Fri • Page 9

Boucher Electric Service
107 W. THIRD ST. PHONE 908-W

Marshfield News-Herald
Marshfield, Wisconsin
04 Aug 1945, Sat • Page 9

WASHINGTON E. BOUCHER, 609 W. Fourth St., enters politics for the first time as a candidate this spring for alderman of the Third Ward.

He was born Feb. 15, 1907, at Anacortes, Wash., and came to Marshfield with his parents when he was 4 years old. His parents, residents of Marshfield, had lived in Washington only four years.

Boucher attended local public schools, graduating in 1925 from the old McKinley High School. Following graduation, he worked in Phillips for a telephone company and in Stevens Point and Ripon for radio repair shops.

From 1928 to 1945 he was in the employ of the Marshfield Telephone Co., and was serving in the capacity of assistant wire chief when he left the firm in 1945 to go into business for himself. He is the proprietor of Boucher Radio Service, 107 W. Third St.

The candidate and Miss Ruth Ingham of Spencer were married in Marshfield, May 18, 1935, and the couple have four children, ranging in age from 12 to 20.



(LaMere, Photographer)

Marshfield News-Herald
Marshfield, Wisconsin
24 Mar 1956, Sat • Page 5

Marshfield News-Herald
Marshfield, Wisconsin
25 Jan 1961, Wed • Page 14

Two Firemen Slightly Hurt

Two officers of the Marshfield Fire Department received minor burns to their faces this morning when an oil furnace backfired at Boucher's Radio and TV Service, 107 W. Third St.

They were Capt. Elmer Schreiber and Lt. Clarence G. Yaeger.

Firemen were called to the address at 8:17 a.m. when smoke and soot began to fill the building.

The furnace backfired while the chimney was being unblocked by firemen.

Neither Capt. Schreiber nor Lt. Yaeger required hospitalization.

Some smoke and soot damage was reported.

At 7:15 a.m. today firemen were called to the Carl Moen residence, 803 S. Vine Ave., to check a furnace pipe. There was no fire.



Marshfield News-Herald
 Marshfield, Wisconsin
 01 Nov 1957, Fri • Page 2

Badgerland Radio Club Holds Banquet Meeting

The Badgerland Radio Club banquet was held Saturday evening at Pinecrest with the new president, Guy A. Boucher, calling the meeting to order at 7:30 o'clock.

He appointed a sign committee to organize the painting of new citizen band monitoring signs. On the committee are James Grave, Gene Perlock and Randy Trudeau.

Special guests for the evening were Miss Diane Hendrickson, Wisconsin Rapids, and John Dvorak Jr., Marshfield.

The next Badgerland Radio Club meeting is scheduled for Saturday, Feb. 19, in the basement of Boucher Radio and TV Service, 107 W. Third St., where the members will work on signs, following which a valentine party will be held at the home of Mr. and Mrs. Guy A. Boucher, 609 W. Fourth St.

Marshfield News-Herald
 Marshfield, Wisconsin
 25 Jan 1972, Tue • Page 10

Washington E. Boucher

Services for Washington E. Boucher, 70, Route 2, Spencer, will be at 11 a.m. Monday at St. Alban's Episcopal Church.

Mr. Boucher died at 2:10 a.m. Thursday at St. Joseph's Hospital, where he had been admitted May 18. Death was attributed to heart failure.

Officiating will be the Rev. John T. Splinter, rector. Cremation will take place following the services.

Friends may call after 4 p.m. Sunday and on Monday until service time at the Rembs/Kundinger Chapel, where an Elks Lodge of Sorrow will be at 8 p.m. Sunday.

Mr. Boucher was born Feb. 15, 1907, at Anacortes, Wash., and came to Marshfield with his parents when he was 3. He attended local public schools, graduating in 1925 from the former McKinley High School. Following graduation, he worked in Phillips for a telephone company and in Stevens Point and Ripon for radio repair shops.

From 1928 to 1945, he was in the employ of the former Marshfield Telephone Co. and was serving in the capacity of assistant wire chief when he left the firm in 1945 to go into business for himself. He then established the Boucher Radio and TV Service at 107 W. Third St. and continued to own and operate the business until 1971, when he retired and moved to Route 2,



(LaMere Studio)
 Washington E. Boucher

Spencer. His son, Guy A. Boucher, purchased the business in 1971 and continues to operate it at the present location.

Mr. Boucher was active with the Boy Scouts for many years and was a member of St. Alban's Episcopal Church, the United Commercial Travelers, Eau Pleine Boat Club, Elks Lodge and Eagles Lodge. He also entered city politics in 1956 and 1960 as a candidate for alderman of the Third Ward.

On May 18, 1935, at St. Alban's Episcopal Church, he married the former Ruth E. Ingham, who survives.

Other survivors include two daughters, Mrs. Burnell (Ruth Ann) Stolzman, Saratoga, Calif., and Mrs. Ray (Sara) Showers, Alberta, Minn.; two sons, Guy A. Boucher, Marshfield, and Capt. Douglas W. Boucher, Ent Air Force Base, Colorado Springs, Colo.; two sisters, Mrs. Clarence (Hazel) Parmelee, Phillips, and Mrs. Myrtle Barclay, Roseville, Calif.; a brother, Melton Boucher, Citrus Heights, Calif., and 18 grandchildren.

A brother and a sister preceded him in death.

The family has suggested memorials be given in the name of the Eagles' Max Baer Heart Fund.

Marshfield News-Herald
 Marshfield, Wisconsin
 27 May 1977, Fri • Page 15

BOUCHER
RADIO & TV SERVICE
 Guy Boucher, Proprietor
 Phone 384-4323
 107 W. Third Street

Marshfield News-Herald
 Marshfield, Wisconsin
 02 Dec 1978, Sat • Page 31

**Ceramic store
 in business**

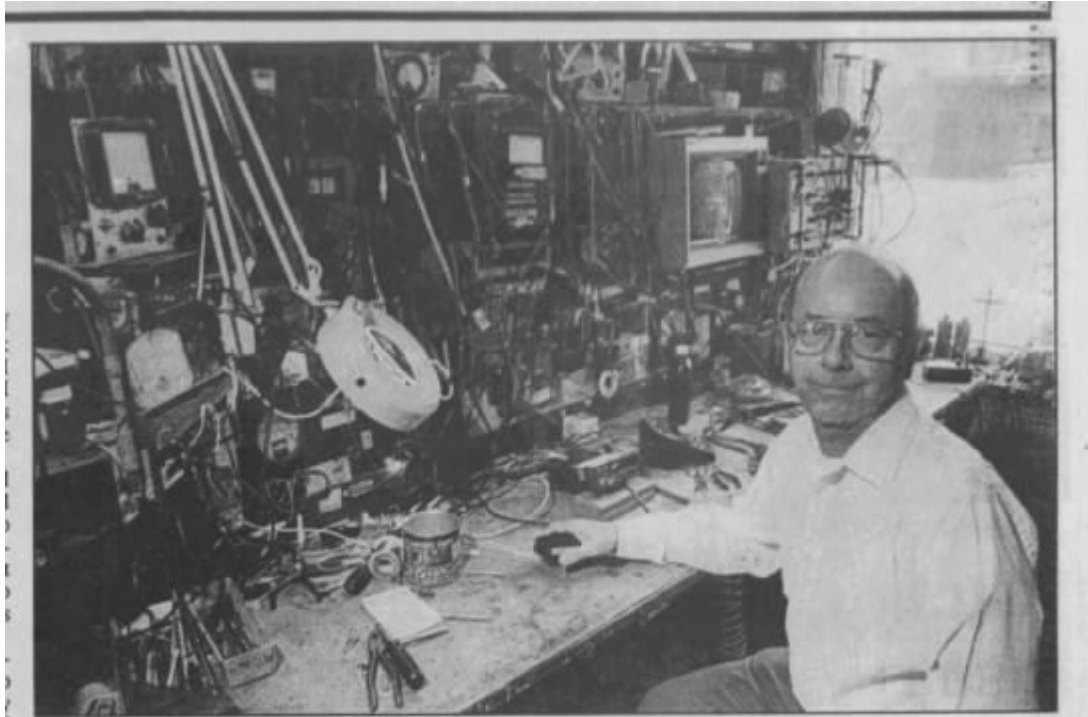
Hezzie's Ceramics, 907 S. Central Ave., opened for business May 13. The business, owned by Armella Gordee, 310 E. 15th St., and Ruth Boucher, 413 S. Cedar Ave., offers instruction and an opportunity for people to work on ceramic projects in the store, if desired. Both women have 10 years of experience in teaching ceramics.

Gordee was born in Marshfield and Boucher has lived in the city for 45 years. She and her husband own Boucher Radio & TV Service, 107 W. Third St. Gordee worked at home prior to opening the ceramics store.

Marshfield News-Herald
 Marshfield, Wisconsin
 19 Aug 1981, Wed • Page 16

Fast & Reliable
TV & Radio
Service
 Auto • Radio • CB • VCR
BOUCHER
Radio & TV
Service
 107 W. 3rd St., Mfld.
 384-4323
 Established 1945
 Guy Boucher, Proprietor

Marshfield News-Herald
 Marshfield, Wisconsin
 24 Dec 1994, Sat • Page 39



Just like new

Guy Boucher sits at the workbench in his radio and television repair business in downtown Marshfield. The 57-year-old Boucher is one of a dying breed of repairmen.

He still operates the one-man shop his father, Washington Boucher, opened 50 years ago next week.

(News-Herald Photo by Dan Young)

Accompanying story on next page.

Marshfield News-Herald,
 Marshfield, Wisconsin,
 11 Mar 1995,
 Sat • Page 7

Tuned to yesteryear

Carrying 50-year legacy of radio fix-it, repairman keeps old-fashioned touch

By JAMIE MARA
Of the News-Herald

Shortly after taking over his father's small radio repair business nearly 24 years ago, an anxious Guy Boucher completely re-arranged its workshop.

Within six months, he'd put it all back the way it was.

"Because he knew what he was doing," is Boucher's explanation.

"Everything now is within my reach," the 57-year-old radio repairman said, wheeling around on a small stool and extending his arms to shelves in the confined workshop, which sits at the back of his small downtown shop.

The set-up for repairs in the narrow workshop still works 50 years after his dad, Washington Boucher, opened the one-man operation at 107 W. Third St. to mainly fix and install automobile radios, Guy said.

It's hard to imagine much has changed in the tiny store since its first days in March 1945.

Shelves cluttered with old radios, wires, Radio Days-style microphones, antennas, telephones and speakers line the walls of the quaint shop. Antique nicknacks are also displayed in two glass cases in the business, which inhabits a narrow brick building. An electrical repair practice run by Washington Boucher's brother, Melton, also operated there for a time alongside the radio business.

Even some of the original voltage monitoring equipment remains fixed in its place along the back of the workshop bench, where Guy tinkers with everything from yesteryear radios to modern televisions, stereos and VCRs — today's mainstays for Boucher Radio & TV Service.

"I have gear in here from the 1940s to the 1990s," Boucher said, running his hand along the bench and its cluster of electrical cords, nobs, dials and meters.

Citizens band radio equipment was added years ago at one end of the bench — something Dad didn't have, Boucher said, but that became almost a necessity to tap into the then-lucrative CB radio market in the 1970s.

"Born into the business," this dying-breed repairman learned his skills in the Army. After working for a repair business in Wisconsin Rapids, he bought the family shop

"It must be that the individual attention that my dad and myself gave to customers brings back repeat business."

— Guy Boucher

in June 1971 when his father retired. His wife, Irene, assists in the upkeep.

Honest service with a personal touch still greets customers lugging in television and radio sets on the fritz, Boucher said. Any surprises are taken out of the repair game early on, he said, which in the long-run benefits him and his customers.

"Some things I won't fix," he said flatly.

If repair costs would drowned out the worth of the equipment, customers are told so up front, he said. And they'll get the same straightforward reply when seeking unnecessary work.

"I'll try to be straight with them," Boucher said. "I say I'll take your money (and) it'll work a little better, but you won't notice it."

"Unless there's something wrong with it, that's a different story," he said.

His openness sometimes backfires, Boucher said, citing his brash, tell-it-like-it-is demeanor — a behavior he readily admits could use some of the fine-tuning he applies to his radios.

But for others, the repairman said, the honesty is understood and appreciated.

"A fella the other day came in with a TV set and he told me about a real strange tuner problem he had," Boucher recalled. "And I said, 'Sorry, I can't handle that job, that's more than I can fix.'"

A surprising response met Boucher's recommendation that the gentleman visit a larger local repair business.

"He said, 'I wanted to give you the business, because you need it more than they do,'" he said.

Whether it's Boucher's persona that draws such customers or a small business "underdog factor," the attraction is there — and has been for half a century, he said.

"It must be that the individual

attention that my dad and myself gave to customers brings back repeat business," Boucher said. "I have tremendous repeat business. I could show you sons and fathers and grandfathers that have done business here."

Amidst modern day electrical gadgets, the spectacled Boucher still repairs the occasional old-time radio or record player, often for sentimental value rather than market value. A 1954 Coronado phonograph is awaiting its owner's return near the front counter.

"These people have their grandfather's radio, and it means a lot to them to have it playing. They'll pay the money to have it play," Boucher said. "First I give them the pitch, 'Better off to put it on the shelf and love it the way it is. It's not worth any more fixed.' But a lot say they want it anyway."

The sentiment is not lost on him, Boucher admits. A 1926 Crosley radio that belonged to his dad remains in the shop.

Tinkering with a donated 1939 Sonotone model, now perched high on a side shelf, revealed the handiwork of the shop's founder, Boucher explained. A small service card tucked inside the radio was his father's trademark.

Dad's customers found they could always trust him with their equipment, Boucher said. He's carried that responsibility over, and says he'll pass it on — maybe to one of his two sons who's also versed in the trade.

Boucher said he'll likely retire within five years, but even then he'll still "come down to the shop and tool around" just as his father did when the shop changed hands.

One could say the change in owners at the Boucher repair shop was seamless when it occurred 23½ years ago.

For some, the small shop evokes a once simpler time, when broken things got fixed without too much hassle.

For some, things haven't changed.

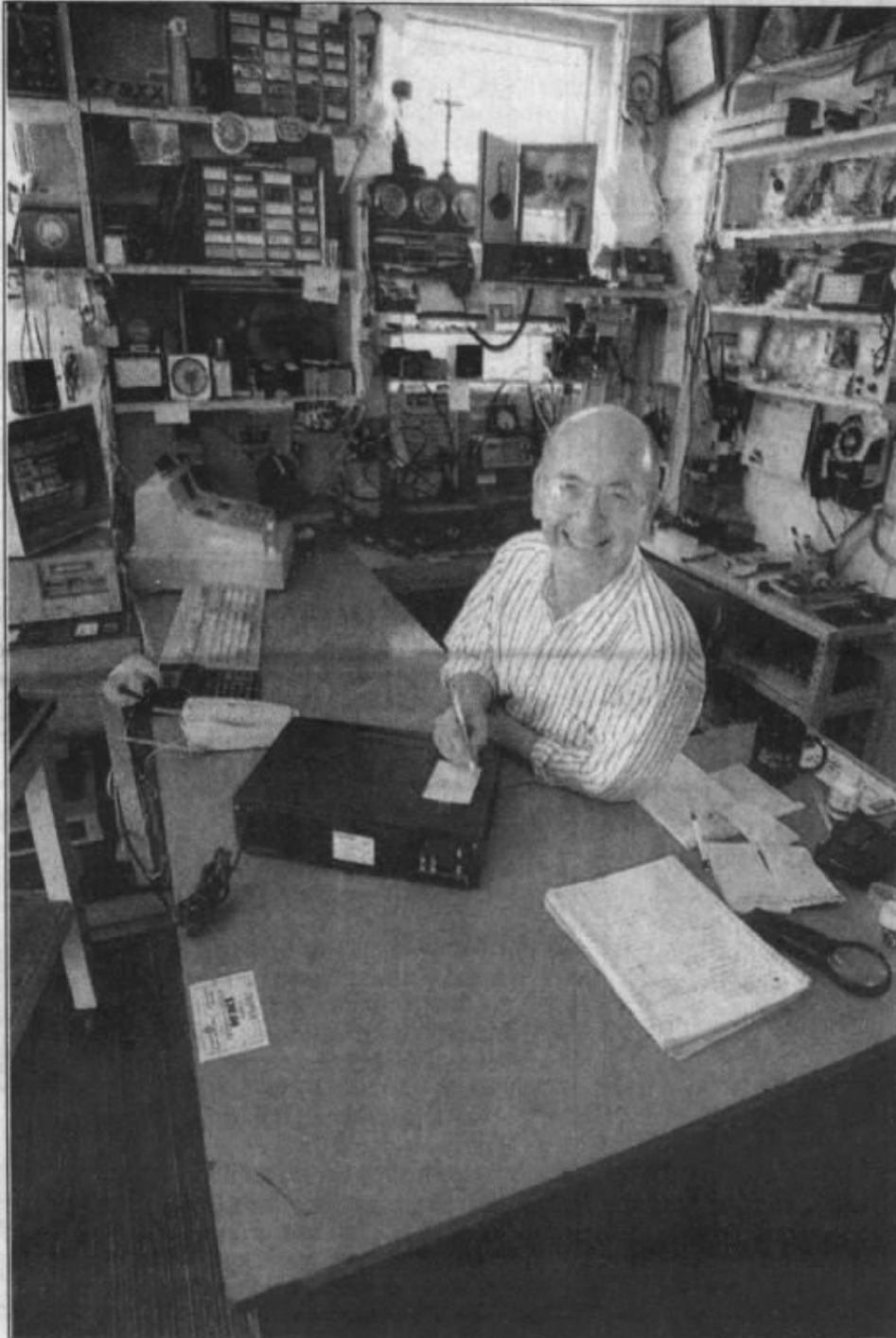
"A nice little old lady, 80-some years old, came in here a little while ago... She was talking about her little house radio," Boucher recalled. "Well, she said, I thought the son took over the business." I said, well I am the son."

Accompanying picture on previous page.

Marshfield News-Herald, Marshfield, Wisconsin, 11 Mar 1995, Sat • Page 7

No shelving these old-time gadget gurus

MR. FIX-ITS



News-Herald Photo by Dan Young

GUY BOUCHER, owner of Boucher's Radio and TV Service, 107 W. Third St., is one of a handful of knowledgeable Mr. Fix-its still in operation. Boucher's father started up the shop more than 50 years ago.

Accompanying story on next page.

Marshfield News-Herald, Marshfield, Wisconsin, 26 Sep 1998, Sat • Page 1

'Having an awfully good time'

By Alex Hummel
Of the News-Herald



If it is powered by electricity, broken and worth your time and money, Guy Boucher and Terry Cole will take a crack at fixing it.

Just step into Boucher's Radio and TV Service, 107 W. Third St., or Cole's Music Store, 148 S. Central Ave., explain the

troubles ailing your radio, television or VCR and prepare for a swift diagnosis.

Small electric repair is a family tradition for both men.

Cole's expertise lies in radio and amplifi-

er repair. Boucher will dig into just about anything with a cord and a plug.

"The only things I don't fix are toasters and telephones," said Boucher, who learned the electronic repair trade as a boy at his father Washington Boucher's small Third Street shop and through training in Army Radio School, where he graduated second from the top in 1955.

"I can't charge \$20 to fix a \$9 toaster," he said.

"I learned many years ago to avoid stressful jobs," Boucher said. "It's hard to avoid stress and make a living. I said, 'I'm just going to tell the customer right up front what the deal is.'"

Please see **FIX-ITS**, A-4



News-Herald Photo by Dan Young

TERRY COLE, owner of Cole's Music Store, became interested in radio repair as a child and later spent summers working as a roving repairman for church organ companies.

Conclusion of story on next page.

Marshfield News-Herald
Marshfield, Wisconsin
26 Sep 1998, Sat • Page 4

FIX-ITS: Gadget gurus keep 'em running

Continued from A-1

Boucher's shop is a museum of electric guts and gadgets and a Mr. Fix-it monument. It even incorporates a dash of the exotic with classic Boy Scout bugles resting on high shelves, old, elegantly styled Shure microphones standing in the windows and a mounted bear's head snarling over a back room entrance.

But Boucher's brand of harmless, wise-cracking humor — now, he admits, tempered with a much more customer-friendly sincerity — may be the strongest spark keeping his business' watch wound. He opts to rely on a 50-year reputation rather than advertise.

"We aren't getting rich quick but we're sure having an awfully good time," the diminutive, electric whiz said after sharply bargaining with an acquaintance for a few parts. "I'll probably be here until I croak. I just love waking up in the morning and coming to work."

For Cole, repairs are made in the tool and vacuum tube-littered back room of his music shop, which opened in 1936.

Although musical instrument sales and repairs get top billing, he still tinkers with radios.

"I was always hanging around in Washington Boucher's radio shop," he recalled with a laugh. "He always had time for pesky kids."

Cole, too, learned bits and pieces of the repair trade from his father. Summer stints working for church organ companies as a local repair man also fine-tuned his craft, which spilled over into piano tuning and violin repair.

"A roofer would put in a new roof on a church, but then he would forget to put the lightning rods back on. Then you get sparks in the church organ....," Cole said. "I always had to do the repairs in the evening. I'd work for two hours and talk for five."

But it was the lessons and exchanges at Boucher's Third Street brick-and-plate glass hut as a young boy that Cole most fondly recalled.

"I remember going into that shop and asking for a diagram of a crystal radio set. I wanted to build one. Well, Washington — 'Wash' they called him — took a piece of paper and drew it out for me off the top of his head."

Like Boucher, Cole, as he reproduced the crystal radio diagram from memory on the back of an envelope, said he has no plans to wind down.

"Everybody is getting old nowadays and talking about retirement. But that gets old pretty fast," he said.

Both repairmen agree that despite cheaper, ever-improving technology, there will always be customers that haul in their old Philcos and Sylvania's for fine-tuning or major operations.

"I don't really see many abused things," Boucher said. "Sure, you'll get the kid who stuck a piece of jelly toast or coins or little red men in the VCR. I've only had to remove a few dead rodents over the years."

"There is a nostalgic kick with old radios right now," Cole said while recalling a giant Philco dinosaur he repaired for a Sparta man who wanted to listen to Milwaukee Brewers games. "A lot of these radio tubes aren't available

anymore so you've got to improvise."

"A lot of old stuff is being tossed," he said. "Rather than taking a chance on unsuccessful

repairs people throw stuff away. A lot of it goes with the economy. When times get tough people are more inclined to fix the old."

Beginning of story and photo on previous page.

Marshfield News-Herald
Marshfield, Wisconsin
26 Sep 1998, Sat • Page 4



News-Herald photo by Eric Young

GUY BOUCHER, never short for conversation, sits at his workbench inside Boucher TV and Repair Service, a Marshfield business he's owned for more than 30 years.

Businessman always ready to chat — no topic off limits

By Amy E. Bowen
Of the News-Herald

Guy Boucher is never afraid to tell his customers exactly what he thinks.

Almost no topic is off limits when customers walk into his store, Boucher Radio and TV Service, at 107 W. Third St. And if you don't like what he has to say, he'll debate you for hours. That's an improvement; he used to throw people out if he disagreed.

"I will talk about everything — religion, sexual orientation, how to get their juke box fixed without having to spend a lot of money," the 65-year-old Marshfield man says.

Boucher understands that he's outspoken. In fact, he embraces it. He readily admits that he has "definite opinions" on everything, but can change his mind in a snap.

Pat Schreiner, owner of Schreiner's Plumbing and Heating of Marshfield,

stopped in Tuesday morning for a CB radio microphone. He describes Boucher as "fun and straight forward."

"He's very friendly," Schreiner said. "He'll talk about anything and everything."

But looks are deceiving. Boucher only stands 5 feet 2 inches, wears wire-rim glasses, and always seems to laugh or smile. And he is friendly and outgoing, but he admits he has a nasty temper — a temper he has learned to control.

Boucher is good at what he does. He can fix just about anything, and if he can't he tells his customers.

He's brutally honest. A man comes with a 1992 Dodge truck radio that's broken. After some conversation, Boucher tells him that he can't fix it, but walks him through the preliminary checks anyway. The weary customer could bring it in, but Boucher says he'd just say the same thing and charge his customary \$50-per-hour rate.

The man leaves, and afterward Boucher

says he thought the man should have offered him something for his advice. That doesn't happen very much these days, he adds.

"I turn down more jobs than I accept, in all fairness to the customer," Boucher says.

Boucher has his favorite customers, however. He "adjusts the prices accordingly" for little old ladies and clergy of all denominations. "It doesn't matter what they are," he says. "Christian, Hindu, Buddhist."

A little old lady brought in a clock radio one day, and Boucher only charged her \$1.50 for a new battery.

Most of Boucher's customers are old friends, with a sprinkling of "first timers." He's the only radio and television and radio repairman in town. He classifies the business as "low income," but quickly adds that he's blessed that the store has allowed

See **CHAT**, A-2

Remainder of story on next page.

Marshfield News-Herald
Marshfield, Wisconsin
21 Jun 2002, Fri • Page 1

CHAT: No topic off limits for man

Continued from A-1

him to raise a family on its income.

On a good day, 10 customers stop in, he says. Some days, only one or two visit.

On this warm summer day, Boucher's pal Walt comes to see what's new. The two shoot the breeze once a week.

"If I ever learn anything, you'll be the first to know," Walt says after a few minutes of conversation.

Boucher looks completely at home in his cramped and cluttered office. His father, Washington Boucher, started the store in its current location in 1945. When Boucher was only 5, he landed his first job: crushing old radio chassis so his father could sell the parts.

Ever since, Boucher has been a permanent fixture.

"I just love it — to get up in the morning and go to work," Boucher says. "What would I do if I was retired? Go to the senior center and play cards?"

And with him comes years of merchandise and fixtures. Old photographs and certificates look

down from shelves and walls. Cabinets that were once shiny and new now are chipped and dusty. A portrait of a proud-looking man and a grainy computer printout of a woman sit on a dusty shelf. The man is Boucher's great-grandfather, Louis Joseph Boucher (he was 6 feet tall). The woman, Boucher believes, is Louis' wife, Zelda, a tiny French woman. Boucher says that's where the family's short genes originated.

"Humphrey Bogart says that these little guys have big mouths," Boucher says, laughing.

Boucher has two telephones in his store: a black, rotary wall phone with a shrill ring from the 1950s — when the telephone number was Fulton 4 — and his modern, black, cordless phone with a muted ring.

He calls himself a collector — saving everything from Barbie Dolls to wooden swords. Two of his loves, HAM radios and guns, decorate the store. Boucher is a licensed gun dealer, but won't sell a weapon to just anyone.

And don't think anything gets

lost in the store's mess.

Boucher's wife, whom he calls "Saint Irene," cleans the store, but knows enough not to touch anything.

He knows where everything is, or where it should be. That's the beauty of a one-man operation, he says.

Boucher says throughout his life he's been blessed with a good wife, good kids, and a good shop that in many ways remains as it was in 1945. But times change, and Boucher wants to work for at least three more years.

After he retires, he's unsure what the future holds. There was talk of a relative running a computer repair business out of the shop, but he thinks that's unrealistic.

"Everyone likes to pass on the torch," Boucher says. "But you have to be realistic. If it's not going to happen, then it's not going to happen."

Amy Bowen can be reached at 1-715-384-3131 or 1-800-967-2087, Ext. 330, or at amy.bowen@cwnews.net.

Beginning of story and photo on previous page.

Marshfield News-Herald
Marshfield, Wisconsin
21 Jun 2002, Fri • Page 1



LAURA SCHMITT/FOR CENTRAL WISCONSIN SUNDAY

Guy Boucher talks about a game caller, which plays a tape of a dying rabbit to lure in a coyote, that he fixed at his shop, Boucher Radio and TV Repair, in Marshfield.

Accompanying story on next page.

Marshfield News-Herald
Marshfield, Wisconsin
24 Aug 2008, Sun • Page 23

Repair shop owner embraces slower pace

By ADAM RODEWALD
CENTRAL WISCONSIN SUNDAY

The reality that Guy Boucher's handyman business has fallen the way of eight-track players and black-and-white TVs doesn't slow him down.

His shop, Boucher Radio & TV Repair, has been in the same brick building half a block off of Central Avenue in Marshfield since 1945. Though fixing today's electronics isn't economical, Boucher still holds on to his shop.

"(Modern) electronic equipment is built too difficult to service. There's no parts available for them, and you can buy them too cheap to bother putting any time or money into (repairs), he said.

In other words, instead of fixing today's TVs, DVD players and radios, consumers can just buy a new one.

Since 1998, Boucher's primary business has shifted to servicing antique radios and eclectic assorted knick-knacks such as lamps and

LOCALLY OWNED

Locally Owned is a weekly feature highlighting small businesses in central Wisconsin.

Boucher Radio & TV Repair

Owner: Guy Boucher
Address: 107 W. Third St., Marshfield
Phone: 715-384-4323
E-mail: kf9xx@charter.net
Service: Repairs antique radios and other electronics
Hours: 10 a.m. to 5 p.m. Monday through Friday

glasses frames. He also sells two-way radios.

Boucher's father founded the shop 63 years ago after working as the wire chief for Marshfield Telephone Co. during World War II. Boucher, who was trained as a radio repairman for the National Guard, purchased the business when his

father retired in 1971.

Business has slowed for Boucher in recent years — he had three employees at one point in the 1970s — but at 71 years old, he gladly accepts the now casual pace.

Anyone with an interest in radios or with an odd piece of electronic equipment needing repair might find their solution at Boucher's shop. In fact, he's earning somewhat of a reputation as a consultant and will tell you straight up if an item is worth fixing.

"This is my philosophy: Tell the customer what it's going to cost ahead of time — no surprises," Boucher said.

What keeps him going, despite the waning demand for his services, is a love for the work, he said.

"I love to get up in the morning, anticipate coming down to the shop and accepting the challenges my customers place on me. I just love it," he said. "My plan, is in 20 years to fall over dead here."

Accompanying photo on previous page.

Marshfield News-Herald
Marshfield, Wisconsin
24 Aug 2008, Sun • Page 23



PHOTOS BY TYLER RICKENBACH/USA TODAY NETWORK-WISCONSIN

Guy A. Boucher, owner of Boucher Radio & TV Service, talks about his career as a radio and TV repairman on Nov. 29 in Marshfield.

HOW A CHRISTMAS TRAIN IGNITED RADIO CAREER

Fascination with electronics parlayed into lifetime of fixing things

TYLER D. RICKENBACH
USA TODAY NETWORK-WISCONSIN

The following is the first in a series of video profiles of Marshfield-area personalities called Hub City Stories. More to come in the upcoming weeks.

MARSHFIELD - Guy A. Boucher's lifelong passion of working on radios began in the 1940s when he was 8 years old. That's when his dad gave him a Lionel electric train set for Christmas.

The train set sparked his fascination with electronics. Boucher's father ran a radio and television repair shop in Marshfield, which is where Boucher was taught how to build and repair a wide variety of devices.

His father's influence would later help him as he joined the Wisconsin National Guard, attended Army Radio School at Fort Sill, Oklahoma, and became a radio operator jeep driver.

After his service in the Wisconsin



Guy A. Boucher, owner of Boucher Radio & TV Service, became fascinated with electronics after receiving a train set for Christmas.

See CAREER, Page 5A

Remainder of story and more photos on next page.

Marshfield News-Herald
Marshfield, Wisconsin
09 Dec 2016, Fri • Pages A1 & A5



TYLER RICKENBACH/USA TODAY NETWORK-WISCONSIN

Guy A. Boucher, owner of Boucher Radio & TV Service, smiles as he reflects on his career as a radio and TV repairman on Nov. 29 in Marshfield.

Career

Continued from Page 5A

National Guard, Boucher bought the shop from his father in 1971. In the 45 years since then, he has served the children and great-grandchildren of some of his first customers at Boucher's Radio & TV Service, 107 W 3rd St. in Marshfield.

Hub City Stories

Do you know someone from the Marshfield area who we should feature in the Marshfield News-Herald's Hub City Stories series? If so, then call Tyler Rickenbach at 715-207-1571 or email trickenbach@gannett.com.

Along with repairing and servicing TVs, Boucher has become one of

50,000 ham radio operators in the United States, allowing him to talk to people all over the world using an in-shop radio and a government-assigned code sign.

Contact Photographer/Videographer Tyler D. Rickenbach at 715-207-1571 or trickenbach@gannett.com; on Twitter @TylerDBach and Instagram at @bachphoto_

Beginning of story and additional photos on next previous page.

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