

Mueller Publishing Inc.—243 South Central Avenue

The idea of publishing a local telephone directory was born in the basement of Carl Mueller's home on 6th Street in Marshfield, Wisconsin. Carl's sons Bob and John had decided to establish a publishing company, and Bob began to gather information in the Appleton library regarding independent telephone book publishers. After reviewing the material, Carl made contact with the publishers mentioned in Bob's report and gathered all the information needed to develop a successful business plan.

The business plan looked good! But implementation was problematic because there were no Mueller family members with any sales experience. Sales people were hired and began contacting local businesses in February of 1994. Six months later the first directory, "The Marshfield Area Telephone Directory" was printed, and distribution commenced in September of 1994. \$57,000 in advertising was sold for the first book, the 1995-96 directory.

Selling the new local directory was quite difficult despite widespread acceptance by residents and businesses, and the pool available of potential advertisers in the area surrounding Marshfield.

Nathan, the youngest of the seven Mueller children showed great sales potential when he decided to just "grab some contracts" and go sell advertising. He didn't wait for any training but it was apparent he didn't need any to get started. Within a few short years, Nate bought the business from his father and has since created a product that was recognized in 2012 with third place for excellence in print directories and awarded the international "Gold Book Award" by the Association of Directory Publishers. Advertising sales for the 2012/2013 edition is expected to gross \$1M. The company now employs 8 full- and 2 part-time quality individuals.

The name of the directory was changed in 1999 to "Marshfield Yellow Pages Inc." As the popularity of the book grew and the coverage area expanded, the name was changed in 2005 to "The Local Book". Finally, beginning with the 2010/2011 directory, the "The Central Wisconsin Mueller Book" has become a household name.

What became of the original founders of the Central Wisconsin Mueller Book? John had originally contributed his computer graphic skills and capital to start the business. He acquired a master electrician license and now owns Mueller Electric (www.marshfieldelectricians.com) with several employees working in Marshfield and throughout central Wisconsin. Bob contributed his time selling the book and capital to get the book started. He later graduated from college as a Certified Public Accountant and finished in the top five of those taking the state exam that year. Carl Mueller retired and enjoys his family and grandchildren and all the other things retired people do.



The Mueller Professional Building owned by Nate Mueller, located at 243 South Central Avenue, Spring 2012.

See also story of Gag Clothing Store

See also story of St. Clair—Page



Gag Clothing Store,

If you have any additional information (including pictures) regarding this business or location, we would really appreciate you contacting us and sharing. We will add information whenever possible.

For questions, or for sharing additional information, please contact us at schnitzl@charter.net. Please include what story the information relates to. Attach your text information in the form of a word document, please no PDF's. Photos should preferably be in jpeg format.

For additional stories on the historical sights and businesses of Marshfield, visit our website at: <http://www.marshfieldgenealogy.com/OR-Codes-of-Historical-Marshfield.html>.