Boo k S t o r e s ,  I n n s  a n d  C a f e s

The Wayne Stater recently published a column written by Wayne State political science professor Dr. Mark Leeper in which he expressed the lack of “entertainment, food, drink, and retail” establishments near campus as one of the “things that just still mystify [him] about Wayne.” A few months earlier another faculty member had forwarded to me a question he had been asked regarding an advertisement in the 1958 Spizz about a Mrs. Austin at the College Inn, presumably an eatery south of campus. I began researching the College Inn and got caught up in the search for other business establishments located near campus throughout the years. While my research is not yet complete—there are still a few mysteries and unanswered questions—I thought I’d share some of what I have discovered since Dr. Leeper had touched upon the topic of businesses near campus.

A challenge in doing this research is that, while there was an occasional article in the student or city newspapers, I have had to rely mainly on advertisements in the student newspaper, The Goldenrod, its successor The Wayne Stater, and the yearbook, The Spizzerinktum or Spizz—which, unfortunately, carried no ads after 1960 and ceased publication altogether in 1971. The Wayne Herald generally didn’t carry ads for these businesses near campus. This is likely due to the owners of these businesses wanting to target the campus community and not the general Wayne community.

The ads usually give the typical information one would expect to see in an advertisement: name of the establishment, a slogan, hours of operation, prices, phone number, etc., but, more often than not, only a vague location would be given (“near the Main street College Campus entrance,” for example). It seems that Wayne’s being a small town everyone was presumed to know where businesses were located (this was common for ads for downtown businesses published in both The Wayne Herald and Goldenrod as well). This adds to the challenge of tracing the history of these businesses.
Most of the businesses offered school supplies and/or food and drink, but there were a few examples of other services as well. There’s the bowling alley a couple blocks west of campus at Lincoln and 13th. The bowling alley has been at this location since the early 1950s. Another recreation center in the 1950s was at 13th and Pearl: Chuck’s Roller Rink where students could go to skate evenings for 50 cents. An apartment building now occupies that location.

This building (below) at 113 W. 11th behind G’s Quick Stop, was the Wayne Laundromat many years ago:

![Wayne Laundromat](image)

As mentioned above, there have been many eating establishments south and west of campus over the years. Ads for some appear only for a brief time, sometimes only once, such as this ad (left) for a sweet shop “West of the Training School,” i.e. Hahn.

Chat ’N Nibble, Goldenrod
June 12, 1933
Other apparently short-lived businesses were the “Weenie House” “just south of the campus,” Alderson’s Star Café, “just off the campus” (1935), and the Double D or Double “D,” “straight west of campus,” (1935-6).

There have been several “hamburger shops” in Wayne. Most were located downtown, but at least one was located near campus. In 1931 Cross’ Hamburger Hut “invite[d] students and others to enjoy lunches and hamburgers at its convenient location just west of the college campus” in a “New Building – Newly Equipped.”

Someone recently sent me the text of an article from The Wayne Herald which reads

Verl E. Armstrong and Mrs. Lee Armstrong, his wife, from Los Angeles, will open a café near the College campus this week. The café will cater to college students and will be known as Wildcat Inn.

Mr. Armstrong is a former S.T.C. [State Teachers College] student having attended college three years ending in 1935. Mr. Armstrong was prominent [sic] in student activities at the college being editor of the Goldenrod and editor-elect of the yearbook.”

The person who sent this to me gave a publication date of July 5, 1938. However, this date cannot be correct as the newspaper was not published on that date (the closest publication date that year would be July 7).
However, the year was correct as *The Goldenrod* did publish a few ads for The Wildcat’s Inn in the fall of 1938, including this one (below):

![Wildcat’s Inn, Goldenrod
October 21, 1938](image)

Nothing has been found (so far) of Wildcat’s Inn after the fall of 1938.

There was a Home Café located at 1136 Main Street in the 1950s. This would likely put it at the corner of Main and 12th where only a house stands now.

This building (right), before a second story was added and turned into apartments, housed a series of restaurants.

In the 1950s (maybe later?) it was the location of the Igloo Drive-In (I’m not sure if it’s the same building, but it is the same location). The Igloo was an iconic 50s diner complete with car hops.

![Site of Igloo](image)
This ad (below) for the Koffee Korner appeared in the 1951 Spizz:

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Rather crowded, isn’t it? But that isn’t anything unusual because the college students have found the BEST place to eat at THE KOFFEE KORNER, just West of the campus.
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Koffee Korner, 1951 Spizz

Ads for the Koffee Korner appear in the *Goldenrod* from 1950 through 1953. An ad in the February 9, 1951 issue states that the business was then starting its second year. The owners names were Ed and Pauline Haefner (or Heffner as the name appeared in another ad). The location was usually given as “just West of the campus” although one ad does give more of a hint as to its exact location. The ad states “adjacent to Quality Market,” a grocery store. The 1954 Wayne phone book gives the address of Quality Market as 1034 Main. This is the same address as G’s Quick Stop today. Thus the Koffee Korner must have been located just to the north or south of where G’s is.
Besides Quality Market, there was another grocery store located west of campus. Arnie’s Superette was built in 1949 and later remodeled and expanded. Arnie’s was still in business in the 1970s and (I think) is now the Student Bookstore (or at least the building stands on the same site). Oddly, Arnie’s is not listed in the 1954 phone book, so there’s no address, but there is a full page ad in the “Wayne County Souvenir Edition” published by the Wayne Herald in 1976 for the U.S. bicentennial. The 1976 ad mentions that “there was a small café beside” the grocery store when it was built in 1949. Perhaps this was the Koffee Korner—or its predecessor.

The Dairy Queen at the corner of 7th and Main is not the first DQ in Wayne. In the 1950s there was a Dairy Queen at 1002 Main, currently the site of the State National Bank drive-up. Another drive in, The Cottage Drive-Inn [sic], opened at the corner of 10th and Main in May 1950, probably the same location. The Dairy Queen likely succeeded the Cottage Drive-Inn.
While many questions remain regarding the various businesses surrounding the campus, The Campus Inn provides heightened mystery.

**New Students! Eat at the Campus Inn**

Everyone else does.
Hot Chocolate  Butter Rolls  Coffee
Just Off the Campus
LITEL & BUSCHKAMP, Student Managers

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**Attention Students!**

You can now order Steaks, Pork Chops and other meat orders and be sure and try our tasty home baked Pork and Beans.

We Aim to Please You.

**Campus Inn**

Martin Buschkamp & Gerald Litel, Student Mgrs.

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After classes stop at

**The Campus Inn**

for sandwiches or rolls and coffee; also meals and lunches
Ticket Sales Service for Cornhusker Stage Lines.

**BARTLETT & WACHTER**

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Campus Inn
Goldenrod
April 16, 1931

Campus Inn
Goldenrod
January 26, 1931

Campus Inn
Goldenrod
December 7, 1931
The first ad for The Campus Inn appeared in the September 29, 1930 *Goldenrod*. Gerald Litel and Martin Buschkamp are listed as “student managers.” Ads for the inn ran in the newspaper regularly and one appeared in the 1931 *Spizz*. The caption accompanying Litel’s photograph in the yearbook acknowledges that “he is responsible for the existence of the Campus Inn.”

**Gerald Litel & Martin Buschkamp 1931 Spizz**

The first mystery is how two students could have the time and finances to run such a business and pay for all those ads, although, granted, it simply says they were managers, not owners. But if they did not own it, who did?

Then in the fall of 1931, the Campus Inn ads continue, but now the student managers are listed as Bartlett and Wachter. No first names are ever given and the *Spizzes* and alumni directories of that time list no students with the last names of Bartlett or Wachter—a second mystery.

The *Wayne Herald* carried a story on July 7, 1932, which stated that “[t]he Campus Inn near the college entrance has been opened this week under the management of Amic and Spencer. Meals and luncheons will be served by the new owners.” Again, the names Amic and Spencer do not appear in any *Spizz* or alumni directory.
Then just 3 months later an ad (below, left) appeared in *The Goldenrod*. In January 1933 another ad (below, right) appeared.

So, was the new proprietor Mrs. C. F. Martin or Mrs. E. E. Martin? Were they the same person (one set of initials being a misprint), or perhaps two persons related to one another?—yet another mystery.

Apparently, however, the Campus Inn was no longer under student management. Also the latter ad pinpoints an exact address for the new location and gives a good idea of the old location. Today there is a building with apartments at 939 Main. It’s located on the corner of 10th and Main south of the Willow Bowl. The older location was across the street, according to this ad, which would have put the original Campus Inn just south of the present Student Bookstore.

Beginning in the fall of 1934 several ads for the Campus Inn had the line “under new management” with no name given. These ads for the Campus Inn continued periodically through at least April of 1937. The 1940 U.S. census records indicate that a Charles A. Adcock, a 65-year old janitor at a department store, his 67-year-old wife Rose, and their 34-year-old single daughter, Barbara, were living at 939 Main that year. It appears, therefore, that the Campus Inn must have ceased to exist.
sometime before 1940. However, the census record there is something that raises a question about this. In the 1940 census there was a question about the person’s residence in 1935. The response that Barbara Adcock gave—she was the one indicated on the census record as being the respondent—was that the family was living in “the same place” in 1935. This may be a little ambiguous as most other people responded “in the same house” if their residence was the same. The “same place” could mean in Wayne but another address. But, assuming that the Adcocks were living at 939 Main in 1935, how does that reconcile with the Campus Inn being at that same address at the same time? One clue to a possible solution is Barbara Adcock’s occupation. She stated that she “cooks for borders” in “[her] own house.” Perhaps the Adcocks had turned the Campus Inn into a type of boarding house that also served students as well as a family home—yet another item on “further research needed” list.

**Jones Book-Music Store / The College Inn**

This building (below) has a remarkable history.

The building was constructed in 1916 by Dr. S. A. Lutgen and served as Wayne’s first hospital. It closed in 1919 when Dr. Lutgen built a larger hospital in the 900 block of Main Street.

Originally located on the site of the Willow Bowl, it was later moved across the street to 109 E. 10th Street. In the fall of 1923 F. H. (Frank Hurlburt) Jones opened a store in the building. Jones had come to Wayne in 1897. Jones established a book and music store in downtown Wayne that year. The Jones-
Music Store carried a wide variety of items besides books, sheet music and phonographs and phonograph records, but school supplies were a specialty. A 1923 ad claims the store carried “Everything for the school.”

An April 9, 1931 story in The Wayne Herald noted

> When J. M. Pile began his school in Wayne, Mr. Jones added a line of school supplies, serving the needs of students and faculty members for the new institution of learning. With the growing needs of rural school districts in the county, a stock of supplies was added to accommodate the outlying district. Sat one time the book store carried on its ledgers accounts for over 600 school districts in Nebraska.

The first part of this statement may not be entirely accurate as J. M. Pile started his Nebraska Normal College (NNC) in 1891, six years before Jones came to Wayne, but it is clear that Jones did support Pile and the NNC and schools in general.

The article also stated that

> . . .the store was in a way responsible for the word “Wayne” as used in connection with the college here. At the time Mr. Pile sold the growing college to the state [1909], college pennants were made at the store with the “W. S. N.” monogram, designating the school from that time as the Wayne State Normal, rather than the State Normal School at Wayne as all other normals at that time were named. When the school became a state teacher’s college, it retained the name of the town as the first word of its title [unofficially].

So given Jones’ support for schools in general and Wayne State College in particular, it was natural to open a store across from the campus to serve the college’s students and faculty. The first ad mentioning the Jones’ College Store appeared in the September 24, 1923 Goldenrod (right).
In January 1924 the college store was advertising a “neat, sanitary Lunch Room” which featured “chicken dinners and waffle suppers” and a “different special menu, every day, (except Sunday).”

The college store also offered rooms “steam heated and well kept,” for male students (in those days female students living off campus would room with families).

The Jones store also acted as publisher. As seen in this Spizz ad from 1926 (below), Jones published books by several Wayne State teachers and the sheet music of a song by Grace Welsh Lutgen and Wayne State music teacher, Leon F Beery.

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**JONES BOOK-MUSIC STORE**
Connected with
**JONES COLLEGE STORE**

*(Phone 107-W)* *(Down Town)*
*(Phone 83)* *(Near Campus)*

“My Boy’s Got the Ball”

**Selling is Our Game.**
We have the stock. Everything in Books-Music-Art.

**Our Aim.**
To be alive to the educational needs of our trade and to supply Northeastern Nebraska with everything for school work.

Our stock has doubled many times with the increased demand as school work has developed. Our College Store with an attractive stock provides convenience to the Student of the State Teachers College. Our downtown store developed with the ever increasing needs of the school of Northeast Nebraska.

**Publishing**

- “Neihardt, Man and Poet” by Dr. J. T. House
- “Laboratory Manual of Physics” by I. H. Britell
- “History and Civics Outlines and Questions” by —Dr. J. G. W. Lewis

- “Horn Ash begin Spellings tablets” by Edith Beechel
- “Government of Nebraska” (recently revised) By O. R. Bowen
- State Song, “Nebraska, My Native Land” words by Grace Welsh Lutgen, Music by Leon F. Beery. Adopted by different clubs in Nebraska and featured by Extension work of State of Nebraska.

High grade Pianos and Players—Everything in Music.
Send your Mail Orders to us. They will have prompt attention.
Jones announced in a January 23, 1928 ad in the Goldenrod (below) that “We have arranged with Michael & Michael to handle our line of supplies and notions” and that “The Café is owned and run by Michael & Michael. They will continue to serve you even better than under our management.” There’s no information about the identity of Michael & Michael found so far (another question to research).

“Michael’s Café” and the Jones’ college store continued until the death of F. H. Jones in January 1930. His son, Francis, who operated a book store in Sioux City, decided he could not operate the stores in Wayne as well as Sioux City. In April of that year there was a going-out-of-business sale.
All stock was to be sold at such a price “that will cause it to be sold out in a short time.” Francis Jones made clear, too, the finality of the close out: “We are not going to buy a single dollar’s worth of stock for this sale. When we sell an article, we are out! That’s all! There ain’t going to be no more.”

The ads published in The Wayne Herald refer only to the downtown store, which was to be leased (not sold) to another business. It seems though that the building at 109 E. 10th was also leased rather than sold.

In October 1931 an ad appeared for Wilson’s Eating House, “successor to Michael’s.” Just one month later a story was published in The Wayne Herald (November 19) announcing that “H. J. Nicholaisen, who came here recently from Spokane, Wash., opened on Tuesday the college café in the Jones building which he leased near the college. The café and rooms above have been remodeled and re-equipped to make them modern in every respect.”

An ad appearing in that same issue announced the opening of the College Café and Nick’s College Store, detailing the renovations in the building and services offered: “regular meals, luncheons at all hours and fountain service are provided. We carry a complete line of groceries and school supplies.”

Nickolaisen didn’t remain long. On March 24, 1932 The Wayne Herald reported that “George Pavlik of Norfolk has leased the college store and café which H. J. Nickolaisen formerly had, and will call it the College Dinnette [sic]. New booths are being installed and some other improvements made. The opening date is set for March 29.” An ad for the new College Dinnette [sic] was carried in the same issue. Ads after that immediately after that date do have the correct spelling dinette, but some ads later in 1932 returned to the dinnette spelling.

On January 16, 1933 this ad (right) appeared in The Goldenrod.

NOTICE
To Students

The DINNETTE

Is now open under the Old Campus Inn management. We solicit your business with the same service and friendship.

Mrs. E. E. Martin

Dinette, Goldenrod
January 16, 1933
So there appears to have been a merging of the Campus Inn and the College Dinnette/Dinette in January 1933. But only four months later this ad (below, left) appeared. Then this ad (below, right) appeared in October 1934.

Announcement
College Dinnette
Opening
TUESDAY, MAY 2, 1933
25¢ Dinner 25¢
Served at 5:00 P. M.
Mr. and Mrs. Mike Wintz

College Dinnette, Goldenrod
May 1, 1933

Jones College Hill Store
“Under the Original Management”
Meet and Eat
With
YOUR OLD FRIENDS HERE
“A good place to talk over Homecoming”
“Prof.” F. C. Jones
(Prof. of what the Students go for)

Jones College Hill Store, Goldenrod
October 19, 1934

Apparently Francis Jones had decided to take back management of the store. But a couple years later came The Deacon…

The Goldenrod of October 22, 1937 published “The Popular ‘Deacon’ of College Inn Interviewed by Co-eds ‘Top’ and ‘Tess.’” The rather adulatory article tells the story of how Phillip Conner (aka Deacon) and his wife came to Wayne and established the College Inn, successor to the Jones College Store:

Deacon—a magic name in the hearts of many hundreds of us on this campus. We’ve decided that it’s about time to give credit where credit is dues, so contrary to our usual custom, we visited him one rainy afternoon to get all the dope. Here you are—read and sing praises—no, to “Deac,” silly.
Drinking his inevitable cup of coffee, Deacon delivers. He admits his coming to Wayne was providential, and for that many a chick and child on this hill send up prayers of thanks. Where would we be without the “jernt,” now we ask you? It seems that Deacon had a little money in his pocket one day and was looking for a place in which to invest it. He chanced to see a want-ad concerning the “College Inn,” Wayne, Neb. ‘Twas 111 degrees in the shade that July 4, 1936, when “Deac” first set foot in Wayne, and we don’t imagine the town or “jernt” looked very inviting on that first visit. However, filled with that undaunted courage and unflinching spirit which still characterize Phil Conner, Deac began his plans. After all sorts of red tape to be unraveled, and chasing around to be done, Phil and Gertrude were able to move in August 17, 1936. That day marked the start of a new era for Wayne State, for it was then that this great institution was founded! The first customers were mostly Sioux City kids, and it may be said that it is to our old friend, W. Dean Thorpe that Phil is indebted for his new title. Says Thorpe, ‘Well, I guess Deacon’s a good enough name for you.” It was, and always will be!

The identity of W. Dean Thorpe is undetermined at this time (no student with that name is listed in the alumni directories), but the name “Deacon” for Philip Conner did catch on. Numerous ads for the College Inn during the late 1930s and early 1940s were signed “The Deacon” or contained the statement “The Deacon wants to see you.”
The College Inn

Wallace King, Erwin Rotblatt, Jack Brenn, John Graffio, Cecil Lingenfelter

The management and staff of the College Inn extend congratulations and best wishes to departing graduates and a hearty welcome to the returning student body of 1938-39.

Mr. and Mrs. Philip C. Conner

The College Inn, Goldenrod - 1938 Spizz

The College Inn, Goldenrod - 1940 Spizz
The Deacon and his wife eventually left, however. While the exact date of his leaving is yet to be found, a 1950 Norfolk city directory lists a Philip and Gertrude Conner living in Norfolk and by 1948 Mr. and Mrs. R. H. Kilpatrick were the listed proprietors in ads for the College Inn.

There was yet another change in ownership in 1949:

Notice!

The College Inn is Under New Management

We wish to announce that we have purchased the College Inn from Mr. and Mrs. R. H. Kilpatrick.

We want to get acquainted with all the students, faculty members and friends in this part of town as well as everyone in Wayne.

The College Inn has been a nice place to eat and meet your friends, and we hope that we can help to maintain the Inn in the fashion that has been the policy in the past.

The College Inn / New Management - Goldenrod October 21, 1949
Ads for the College Inn with Mrs. G. L. Austin, proprietor continued for several years (it was one of these ads that initiated the question from a faculty member and got the research on this subject going).

There was a break in 1952 when there was an ad announcing that the Old College Inn would then be called The Shamrock with the names of Keith and Maxine Boughn (Maxine N. Boughn, by the way, is listed as the “Chief Operator” at the Wayne exchange of the Northwestern Bell Telephone Company in the 1954 Wayne city phone book); however, the College Inn was back in January 1953 with an ad announcing “Watch for the Re-Opening.” Ads for the College Inn trail off by May 1956.
S. B. (Sylvanus Bertrade) Whitmore and Nanna Carson Whitmore both graduated from James Pile’s Nebraska Normal College in 1906. After engaging in business (S. B.) and teaching (Nanna) a few years, the couple settled in Wayne and opened the Students Supply Store at the corner of Logan and 10th (they built a house next door at 211 East 10th). At that time, according to a 1935 interview with S. B. Whitmore in the student newspaper, “there were only three buildings east of the store on that street.”
The first ad for the store appeared in the September 25, 1922 issue of the Goldenrod (below):

**Students Supply Store, Goldenrod - September 25, 1922**

Just as the Jones store carried a wide variety of items for students and faculty, so did Whitmore’s store (while Jones’ slogan was “Everything for the School,” Whitmore trumpeted “Everything for the Student”; later “Everything for Teacher and Student”—or “Student and Teacher”). This 1929 Spizz ad covers everything from A to Z (see page 22).

Around 1930 the Whitmores added a lunch room. I’ve been told that eventually the lunch room / café had so much become the bulk of their business that students called it the “soup store.”

**Students Supply Store, Goldenrod - November 2, 1934**
THE SPIRIT OF PROGRESS

In ever striving to better the service and enlarge our scope of usefulness to our student and teacher customers, the store now offers a line covering everything needed from “A” to “Z”

A Art—Full line of artist’s supplies to work out any project offered in the art department.
B Books—Any auxiliary books you may need.
C Confectionery — The best in bars, bulk and box candies selected from modern factories.
D Drugs Sundries & Toilet articles. Dennison’s line of crepe papers and paper goods. Desk blotters.
E Eats—We can furnish and deliver everything for your feeds parties and banquets.
F Fountain Pens: Sheaffer, Moore and other leading pens.
G Gifts: For all occasions. Graduation books, for both High School and College graduates.
H Hosiery: Ladies and Gents Silks for dress and everyday.
I Instruction books for study of music, vocal and instrumental.
J Jewelry: College rings and pins.
K Kodaks: The Eastman line. Kodak films, albums and kodak finishing.
L Laundry bags, and laundry supplies.
M Music: Latest popular songs. Magazines: We sell from the rack and take your subscriptions.
N Notebooks: All kinds for all departments. Full line of fillers.
O Outdoor sports: Athletic Goods, bathing suits, caps, tennis goods.
P Pictures, Picture framing, Mottos. Make your room attractive.
Q Quick service on special orders for goods not carried in stock.
R Room supplies such as soaps, towels, mirrors, coat and dress hangars, alarm clocks.
S Soda Fountain Service: Complete electrical refrigeration insuring pleasing fountain selections.
T Typewriters, typewriter paper, ribbons, business and social correspondence papers.
U Useful articles needed everyday around your room and in class.
V Variety Goods. Volland’s Greeting Cards for all occasions.
W Womens Basketball shoes, and regulation athletic clothing for gymnasium work.
X Xmas cards and appropriate gifts. Young men’s track suits, basketball shoes, socks, athletic goods.
Y Zoology and biology, scientific goods, nature study books.
Z And hundreds of items, not mentioned that you will need while attending College. Quality goods always.

STUDENTS SUPPLY STORE
CORNER 10th & LOGAN
JUST OFF THE CAMPUS
1922  

1922  

1946  

20 years 

TWO-FOUR YEARS 

1946 

We look back twenty-four years to the opening of the Supply Store. We are glad we came. Thousands of ambitious young people have been our good customers. They are scattered all over our country making good in their chosen professions.

We Are Glad To Have Been of Some Service To Them.

One of our first mottoes was “Everything for Teacher and Student.” To make this motto good we have constantly added to our stocks, and, although the past years of war have made complete stocks impossible, we are again building up our reserves to care for the needs of all.

“The store that brought the supplies to the hill.” Fathers and mothers of present students will tell you that, before we came they walked a mile for their supplies.

“Through Summer Heat and Winter Snow We Save You the Long Walk Down Town.”

Although You May Now Have a Car We Still Save You the Trip.

JUST A BRIEF LIST OF VARIOUS LINES CARRIED 

SCHOOL SUPPLIES APPROVED AND GUARANTEED 

ALL DEPARTMENTS 

STATIONERY  
OFFICE SUPPLIES  
TYPEWRITER RIBBONS  
FOUNTAIN PENS  
INKS AND ADHESIVES  
FILES AND CARDS  
ACCOUNTING BOOKS  
ADDRESS AND MEMO BOOKS  
DESK BLOTTERS  
LAUNDRY BAGS  
LIGHT BULBS  
ART MATERIAL  

DISSECTING SETS 
DRAWING PENCILS 
KODAK FILM 
KODAK ALBUMS 
AUTOGRAPH ALBUMS 
GREETING CARDS 
TOILET GOODS 
VARIETY ITEMS 
PHOTO POSTCARDS 
MAGAZINES, BOOKS 
CANDY BARS & BULK 
FANCY BOX CANDY 
BAKERY GOODS 

PICNIC SUPPLIES 
DRUG SUNDRIES 
FOUNTAIN SERVICE 
ICE CREAM 
NOVELTIES 
COLD BOTTLED DRINKS 
GROCERIES 
DAIRY ITEMS 
FRESH FRUITS 
SALTED NUTS 
ALL KINDS 

OUR WISH FOR THE CLASS OF 1946 

May you find your place in the world — may it be a useful one — and wherever you go, whatever you do, may success and happiness attend you.

Your Friends at the 

STUDENTS SUPPLY AND VARIETY STORE 

1922  
JUST OFF THE CAMPUS  
1946
In that 1935 interview, S. B. Whitmore made some interesting observations of the college and students, commenting on how things had changed since 1922.

“One of the biggest changes,” Mr. Whitmore says, “is that now students go home on weekends, whereas they used to stay over. Because they do go home, there is not so much school spirit as formerly.”

Now the students form cliques and do not make the acquaintance of as many of the other students as they did formerly, Mr. Whitmore thinks.

One change that has taken place in the last few years is that they are not so extravagant now as they formerly were. During the years between ’26 and ’29, Mr. Whitmore recalls that the students coming into the store would buy anything they wanted, but now they confine themselves to necessities. [The influence of the Depression on this change in buying behavior was left unaddressed].

The ties between the Whitmores and both the Nebraska Normal College and Wayne State College were strong in ways beyond the operation of a store for students. Nanna Whitmore compiled a history of the Nebraska Normal College. Published in 1939, *Nebraska Normal College* recovered (as best as could be done) many of the records of the NNC which had been scattered or “thoughtlessly ill preserved”. One of the valuable features of the book is a list of members of the NNC faculty and at least a partial list of NNC students with up-to-date information.

The Whitmores had six children, every one of which received degrees from Wayne State College: Irol (1933), Larhylia (1942, 1961), Lillian (1928, 1930), Llewellyn (1937), Nyeulah (1928, 1930, 1934), and Quentin (1941). Llewellyn was killed during the Japanese invasion of the Philippines in 1942, the first soldier from Wayne County to die in the Second World War. The local VFW post is named in his honor. The School of Education and Counseling offers a Llewellyn Whitmore scholarship for education majors and a Lillian Whitmore scholarship for education major with an interest in exceptional children. Irol Whitmore and her husband Howard Balsley endowed the Balsley-Whitmore Teaching Excellence Award for an outstanding teacher of English, the Balsley - Whitmore Fund and Balsley - Whitmore English Literature Fund. There is also an Irol Whitmore scholarship for English majors.

I’m still researching the history of the Students Supply Store. I don’t yet have a date when it closed, but I do know that the Hair Studio (now closed) had occupied the building for many years and that when S. B. Whitmore died in November of 1969 his obituary stated that the store he and his wife established in 1922 “has been in operation continuously since then.”
So, here is the history—though still sketchy at this point—of the succession of businesses that have occupied the area of west and south of the campus the past 80 years, seeking to serve the students and faculty of the college. If there are any long time Wayne residents or WSC alumni who can answer some of the yet unanswered questions (who was Mrs. G.L. Austin? What became of the Campus Inn? What’s the story about the two Mrs. Martins? What was the Home Café?), who can help fill in the gaps in the history, or who would like to share their personal memories (or perhaps their parents’ or grandparents’ memories) of campus social life in general, please contact me. I’d love to be able clear up the mysteries as well as bring the story past the 1950s in order to flesh out the social history of the campus. I should also add that if I’ve been inaccurate in any way, please correct me.

Marcus Schlichter
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Wayne State College
1111 Main Street
Wayne, NE 68787