

# MAIN STREET BOOKS

Chad and Bonnell Jochum started Main Street Book store located at 426 W. Norfolk Ave. in downtown Norfolk. With the closure of Hastings Book Store in Norfolk last year, they saw an opportunity to fill a need in the local community. Their son, Calvin, manages the store.

They sell new books of all genres, with an emphasis on customer feedback. Their inventory is based on the interests of customers and trends in the literary world. Their objective is to ensure the best selection, at the best value to the public. They have local authors for book signings the 4th Thursday of every month.

NED, Inc. provided technical assistance and loan funds to start their business. NED, Inc. and the Jochums partnered with Midwest Bank in Norfolk to finance this startup creating two new jobs.



Hours of operation are:  
Monday – Wednesday: 10-6  
Thursday: 10-7  
Friday: 10-6  
Saturday: 10-5  
Sunday: 1-4  
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