



FOR IMMEDIATE RELEASE

Noble DQ to Recreate 1938 - 10 Cent All-You-Can-Eat Soft-Serve Sale

July 17th, 2018 - Kankakee, Illinois: On August 4th, 1938 Sherwood “Sherb” Noble introduced Soft-Serve Ice Cream to the world with an All-You-Can-Eat for 10 cents sale at his Kankakee Ice Cream Parlor. On August 4th, 2018, 80 years later, Noble Dairy Queen will be recreating the event.

As in 1938, August’s sale will run from 8-9:30 PM. Customers will be served a 5 ounce dish of Vanilla Soft-serve and may refill as often as they like during that period. Service will only be offered via Walk-up windows. “We will close the drive-through and serve walk-up customers from those windows in addition to our normal walk-up windows” said Hilary Sidner, manager at the Station Street location in Kankakee.

During the 1938 sale, Noble served 1,600 portions and revolutionized Ice Cream forever. “Dad was worried they were going to bust out the windows” says Sherb’s daughter, Christie Noble. Two years later on June 22nd, 1940, Noble and his partners opened the first Dairy Queen in Joliet, Illinois.

The Noble family continues the Dairy Queen tradition operating nine Dairy Queen Stores. “Nothing brought my dad more joy than to hand a cone with a perfect curl to a smiling child, and we are proud to continue that legacy” says Sue Stevens, Sherb’s daughter. Noble Dairy Queen Stores are true to their roots, serving only frozen treats and making their Dilly Bars, DQ Sandwiches, and Buster Bars by hand. This promotion is only being offered at Noble Dairy Queen locations.

About Noble Stores Dairy Queen:

Noble Stores, LLC was founded by Sherb Noble who opened the very first Dairy Queen in Joliet, IL in June of 1940. The Noble family continues to operate the business with nine locations, including two in Aurora, one each in Geneva and Batavia, and five in the greater Kankakee area. Noble DQ strives to provide our customers with timely, courteous service, a quality product, and a memorable experience.

Locations:

*121 S. Main Street, Bourbonnais, IL
1045 W. Station Street, Kankakee, IL
1700 E. Maple Street, Kankakee, IL
3 Gladiolus, Momence, IL
399 Southcreek Drive, Manteno, IL*

*126 N. Lake Street, Aurora, IL
918 W. Illinois Avenue, Aurora, IL
703 E. State Street, Geneva, IL
1134 W. Wilson Street, Batavia, IL*

More about Noble Stores, LLC can be found at their web page: www.NobleStores.com

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