

## **Tribute to Sherb Noble on 45<sup>th</sup> anniversary**

Sherb Noble - they call him "Mr. Dairy Queen" and rightfully so. It all began back in 1938 right here in Kankakee - one more thing that Kankakee is famous for.

The first experimental Dairy Queen store was started in Kankakee at 255 S. West Avenue. It was the birth of the Dairy Queen industry. A new kind of dairy dessert (with the curl on top) was served for the first time and the people loved it -- and still do after all these years.

Sherb ran an ad back in 1938 - "All the ice cream you can eat for only 10 cents". The results: over 1600 servings in about two hours.

After perfecting this delicious product, Sherb Noble opened the first regular Dairy Queen store in 1940 in Joliet. Now there are over 4,000 Dairy Queen stores through- out the world.

Sherb recalls that back in the early days he asked a friend if he would like to manage a Dairy Queen store he was opening at 700 East Court Street. His friend agreed, but added "That's way out in the country". (How times have changed)

Sherb had an interruption in his new business. In 1941 he enlisted in the Army and served in World War II in the European campaign. After the war, Sherb returned to his Dairy Queen business and did very well.

Sherb Noble has many duties outside of the Kankakee area, but Kankakee is his home town and he still owns and oversees his three Dairy Queen stores here - two in Kankakee and one in Bourbonnais. Sherb is proud of his three local stores and he insists on cleanliness, quality products and good service. His managers have been with him for many years and they agree that he runs the best stores in the chain.

Many times Sherb has been asked if he considered going into food products as many Dairy Queen stores have. Sherb believes in serving the best Dairy Queen in the world. He has said that if you give the people the best product possible and perfect it, you will sell enough to make money. So, he feels it is not necessary to take on a lot of new items. His stores will continue to sell only Dairy Queen.

Sherb's license plate reads "DQ ONE" which means he opened the first Dairy Queen in the world. The birth of the Dairy Queen industry began right here in Kankakee way back in 1938.

Congratulations Mr. S. D. (Sherb) Noble and HAPPY 45TH ANNIVERSARY.

Transcribed by Christie Noble. I am not sure who gave this tribute.