



**Happy Joe's Pizza & Ice Cream Parlor** (HappyJoes.com)  
 855 Century Drive, Dubuque, 563-556-0820  
 Mon - Thu 11 am - 10:30 pm, Fri - Sat, 11 am - 11 pm, Sun, 11:30 am - 10 pm  
 1094 University Avenue, Dubuque • 563-556-0823  
 Mon - Thu: 11 am - 12 am, Fri - Sat: 11 am - 1 am, Sun: 11 am - 11 pm  
 222 Sinsinawa Avenue, East Dubuque, IL • 815-747-3300  
 Mon - Thu: 4 pm - 12 am, Fri - Sat, 4 pm - 1 am, Sun, 4 pm - 11 pm  
**ATMOSPHERE:** Party Time for Kids of All Ages  
**RECOMMENDATIONS:** Taco Joe, Hawaiian, BLT, Meat Works, Happy Joe's Special and Combo Pizzas; Cheese Bread; Nacho Basket; Meatball Sandwich; Chicken Taco Salad; Peanut Butter Cup Sundae  
**LIQUOR SERVICE:** Draft Beer Century Drive Location Only  
**PRICE RANGE:** \$5.50 - \$22.34  
**RESERVATIONS:** Accepted for 6 to 180 Century Drive Location Only  
**PAYMENT OPTIONS:** Cash, Debit, MC, Visa, (Discover except Century Dr.)  
**WHEELCHAIR ACCESS:** Yes  
**KIDS POLICY:** Children's portions; High Chairs and Boosters  
**CATERING:** Yes, TAKE OUT: Yes  
**DELIVERY:** University & Sinsinawa: Yes - Century: No  
**PARKING:** Century, Private Lot; Sinsinawa, On Street; University, Private Lot behind building, on street.



**Happy Joe's Pizza and Ice Cream Parlor**  
by Rich Belmont

Kids know there is always a party going on at Happy Joe's Pizza & Ice Cream Parlor.



When Joe Whitty was a young man he worked as a supervisor in one of the pizza stores of a well know chain. He was impressed how often customers would tell him they were going to go for ice cream somewhere else after they finished their pizza. So Joe went to his management and suggested they turn their stores into pizza and ice cream parlors. Amazingly they simply were not interested! So Joe went out looking for start-up capital. He was turned down a lot but he persevered and finally convinced Davenport Bank and the Small Business Administration to finance him. On November 16, 1972 he opened his first Happy Joe's Pizza & Ice Cream Parlor in the Village of East Davenport, IA.

Soon people were coming from all over not just to have great pizza and ice cream. They also understood they now had a place to go where they could have a good time and bring the whole family: all the kids, aunts, uncles, grandmas and grandpas.

Two years later Dubuquers got lucky. Because in



that year Pat and Joanne O'Hara decided their city needed one of these places too. They purchased a franchise and brought it to Dubuque in 1974. It is a policy of Happy Joe's that owners must work in the stores. Pat and Joanne were overwhelmed with the support they received from the citizens of Dubuque. They were so busy they quickly discovered they would have to have a lot of help. They knew they would require a professional staff and managers would be needed. Pat and Joanne identified dedicated and talented employees they could invite to become future partners.

First they brought in Pat's brother Rich to manage the operation. Then soon after in 1975 Phil Romer joined the management team. Today the franchise is owned by Rich O'Hara, Phil Romer, Dan Boland and Mark and Darryl Schmitt (pictured above right). They are operating from three locations. There are stores on Century Drive and University Avenue in Dubuque, IA and on Sinsinawa Avenue in East Dubuque, IL. The Century Drive location is the main restaurant and the one on Sinsinawa is delivery and take-out only. The Happy Joe's on University is an eat-in location and it is also the main delivery and take-out center. It is so popular it is consistently

ranked as the number one Pizza Parlor in the entire Happy Joe's chain of approximately 65 stores.



Happy Joe's is definitely focused on children. They are given place mats containing doodles, games and pictures to color. There are several arcade machines they can play with. There is also a viewing window where generations of kids have watched the cooks making pizzas.



The menu is designed for family gatherings. Choose from a large selection of sandwiches, salads, baked pasta dishes as well as pizza and ice cream. Popular appetizers include Cheese Stix, Nacho Baskets, Garlic Bread and Cheese Bread. The Beef or Chicken Taco Salads are big sellers.



Even though this is primarily a pizza place the sandwiches are surprisingly good. Many people order the Shaved Ham and Cheese Sandwich or the Hoagie Sandwich consisting of American cheese, Swiss cheese, turkey, ham, tomato, lettuce and Thousand Island dressing on French bread. My favorite is the Meatball Sandwich stuffed with Italian tomato sauce and mozzarella cheese. There are daily Luncheon Specials too. For example, Monday is Ham and Cheese Sandwich day, Tuesday is Oven Baked Pasta and Thursday is Beef Taco Salad day. These specials are only \$5.50 and so is the Little Joe six inch pizza with your choice of toppings. The Little Joe is available for the Luncheon Special price every day from 11:00 am to 3:00 pm.



The pizzas are all prepared on fresh dough made daily on the premises. Only 100% real dairy cheese is used, the sausage is made from specially seasoned pork and all pizzas are made to order. Happy Joe's is the originator of the Taco Pizza. It is assembled from a Mexican seasoned tomato sauce, cheese, lettuce, tomatoes and taco chips. It is by far the most popular pizza.



Other favorites include the Happy Joe's Special with Canadian bacon and sauerkraut (pictured above as a half and half with Taco), the Hawaiian with Canadian bacon and pineapple, and the BLT with bacon, Canadian bacon, lettuce, tomatoes and mayonnaise. Also popular, are the Meat Works topped with pepperoni, bacon, sausage, beef and Canadian bacon and the Combo bursting with pepperoni, sausage, mushrooms, beef, green peppers and onions. When you are on a short lunch break or cannot spend too much time call ahead and your order will be waiting for you. If you're not in a hurry take the time to check out the memorabilia on the walls. There are 37 years of memories there including a picture of each year's staff starting in 1975.



Of course, there is no better way to finish a great pizza dinner than to have some delicious ice cream! There are usually twenty flavors to pick from including Peppermint Bon Bon, Chocolate Chip, Butter Pecan, Bubble Gum or Rocky Road.



Then there are at least sixteen sundaes as well as any number of malts, shakes and ice cream sodas. My favorite happens to be May's special, the Peanut Butter Cup Sundae!

Happy Joe's is a great place to celebrate birthdays. To begin with there is always a party atmosphere. Then the birthday boy or girl gets a free chocolate sundae delivered by a waitress blowing an antique car horn and singing the Happy Birthday Song.

Better yet, you could plan on bringing your friends to the restaurant for a birthday party. There is a package deal that includes 2 medium pizzas, 10 refillable soft drinks, 10 Clown Sundaes and 10 hats and balloons. All of this is just \$56.08 not including tax and tip. Who knows, you might even be visited by Happy the Dog, a really big black and white Dalmatian, who will liven up your special occasion.

Teachers please take note. Happy Joe's offers educational opportunities. You can arrange for your class to take a store tour. Your students get to walk through the restaurant, learn about recipe ingredients and kitchen equipment, and make their own pizzas. There is also the Happy Reader Program. Students in grades K through 8 can agree to reach monthly reading goals during a 3 month period. Upon achieving their goals they receive Happy Joe's Pizza Certificates.



There are fund raising opportunities, too. If your organization needs to raise money the owners of Happy Joe's are all too happy to help. Call any store manager to arrange for a customized fund raising party. Or your group can purchase Happy Cards for \$1.00 each and resell them for \$5.00 a piece. The cards have eight peel-off coupons for discounts on menu items worth a total value in excess of \$35.00.

So there you have it. Happy Joe's is a party place for the whole family. Delicious pizza, yummy ice cream treats and tremendous community involvement. It's no wonder Happy Joe's Dubuque has been awarded the Hospice of Dubuque's Best Fest "Best Place for Pizza" designation fourteen straight years! So bring all you friends and family over to Happy Joe's where their motto is "Good Times to Be Together"!

