HOWDY FOLKS!
Pawdon th' shootin'
but ow chickuns is
so fresh we has to
git 'em on th' fly!

CAWN JUCE
Fuh Seasoning
ONLY

Ollie KART

Noble

Noble Hotel
HOWDY FOLKS!
PAWDON TH' SHOOTIN'
BUT OW CHICKUNS IS
SO FRESH WE HAS TO
GIT 'EM ON TH' FLY!

HOTEL NOBLE

CAWN JUCE
FOR SEASONING
ONLY

OLLIE KART

GET 'EM MAA.

HOTEL NOBLE
Bill Uh Fair
UPLIFTING THOUGHTS FOR JADED APPETITES
Tomato Juice, Moderately Slow Recovery 15 Quick 25 Sauer Kraut Juice 15 (This one must be given a lot of thought).
Mixed Vegetable Juice V-8 (This will really control that shape—if it be a little over here and there). Cranberry Juice 15 (Quite the stuff now-a-days). Carrot Juice (Here's one for your muscle, if anything ails it).
Pineapple Juice 15 (Served with a little crushed ice is quite darling. You must try it).
Grapefruit Juice 15 (Ah, this is the real thing, Smart and Swanky).
A larger glass of half-and-half Carrot and Beet Juice, or Carrot and Pineapple juice, or Tomato and Sauer Kraut juice in the TIPS—Rejuvenation is actually here, Boys and Girls.

Cerely 25 Stuffed Celery 35 Queen Olives 20 Ripe Olives 20 Stuffed Olives 30 Dill Pickles 10 Sweet Cherinks 25 Noble Farm Sweet Pickles 10 Tuna Fish 50 Imported Sardines 40 Sardine Canape 25 Oyster Cocktail 10 Shrimp Cocktail 40 Florida Fresh Fruit Cocktail 40 (Always glad to give a good State free advertising).
Caviar Canape 50 Crab Meat Cocktail 40 Imported Russian Caviar 60 Imported Chutney 30 Assorted Hors d’Oeuvres 60, for two 1.10, for four 2.00

DOWN HARMONY LANE

Things arranged in an unusually different manner and especially suitable to spring and summer

PAPA DIONNE’S FORMULA (Same results not guaranteed, tho’)
$1.50
FRESH SHRIMP COCKTAIL
Chilled Celery
GRILLED LARGE T-BONE STEAK Maître D’ Hotel
Waffle, French Fried or Baked Idaho Potato
Head Lettuce French Dressing HOT APPLE PIE with CHEESE
Coffee, Tea or Milk

WATCH YOUR DIET! Remember Diet does not mean to starve yourself, but just be careful and sensible in your selection and combination of foods.

SUM FREE FILL-OFF PLATE
This world’s inundated with every-thing and you may be trying to go by it—but at meals you are your own boss if you sit down and decide what you shall eat or drink. It will be your decision—(white or whole grain)

DE SHEF’S SPEISHUL!
OVER THE EMBERS OF A CHARCOAL FIRE A JUICY NOBLE STEAK OR CHOP FINDS ITSELF BROILED TO PERFECTION—SO TASTY AND SO DELICIOUS.
Charcoal Broiled Tenderloin or T-Bone Steak Spring Lamb or Pork Chops Vegetable Salad Bowl Waffle-Fried Potatoes or Baked Idaho Potato Hot Biscuits

SISTER NOBLE’S SPECIAL
Chicken Sandwich, as Garnish (Sliced Chicken placed on toast in a baking dish, oyster sauce poured over said chicken and then some grated cheese dashed over and you before placing in oven).

COFFEE
Results: A more than satisfied appetite.

Noble Special Salad Bowl
Crisp Head Lettuce, Quartered Chilled Tomato, Mango Rago, Rose Radishes, Curled Celery Hearts, Diced Baked Ham, Diced Cheese, Jumbo Shrimp, Russian Dressing, Saltine Crackers

LUM ‘N’ ABNER’S FAVORITE-ITE
Tomato Juice Two Fresh Yard Eggs with Country Cured, Hickory Smoked Ham, Bacon or Sausage “in the Country.”
Hot Biscuits or Buttered Toast Preserves Sherbet Iced Tea or Coffee
75c

CONSTITUTIONAL HELPERS

SETTER OFFERS
All our Salads made fresh for you—No holders

FRUIT 50 Combination 35 Shrimp 50 Chicken 40 Potato 25 Waldorf 50 Head Lettuce 25 Sliced Tomatoes 25 Lettuce and Tomato 30 Crab Meat 50 Lobster 1.50 Tuna Fish Salad 50 Princess Salad (Lettuce, Tomatoes and Asparagus) 40 Pineapple and Cheese Salad 35

COVER OVERS
Thousands Island 15 Vinaigrette 15 Mayonnaise 15 Mignonette 25 Rougfort 25 Camembert 25 French 15

SORT O FILLERS IN, IF YOU ARE NOT TOO HUNGRY—SANDWICHES—
DE LUXE CLUB (Three Deckers) 50 Sliced Chicken Sandwich, au Gratim 50 Sliced Chicken (White Meat) 40 Chicken Salad 30 Ham and Cheese on Toast 35 Lettuce and Tomato 25 HOT ROAST BEEF OR PORK, POTATOES, GRAYV 35 Steak Sandwich 50 Pimento Cheese 20 Sliced Red Roast Ham and Cheese 35

2 FAMUS NOBLE CHICKEN DINNER

For Those Who Wish to Keep Their Form, Grace and Beauty or for some reason just don’t like everyday food, we suggest a tasty menu of

DIETETIC FRUITS AND VEGETABLES
For Example: Unweptened Fruit Cup and Chicken Broth or Bouillon. A small sirloin steak, but preferably Sliced Boiled Chicken, or Broiled Fish and 2 Dietetic Vegetables, Whole Wheat Bread with Butter, Unweptened Fruit or Fruit Jello. (Sorry, no whipped cream.) Then, Tea with lemon; or Black Coffee...

$1.25

2 FAMUS NOBLE CHICKEN DINNER
“THINGS ARRANGED IN AN UNUSUALLY DIFFERENT MANNER AND ESPECIALLY SUITABLE TO SPRING AND SUMMER”

PAPA DIONNE’S FORMULA (Same results not guaranteed, tho’)

$1.50
FRESH SHRIMP COCKTAIL
Chilled Celery

GRILLED LARGE T-BONE STEAK
Maître D’ Hotel
Waffle, French Fried or Baked Idaho Potato
Herbed Lettuce — French Dressing
HOT APPLE PIE WITH CHEESE
Coffee, Tea or Milk

WATCH YOUR DIET! Remember Diet does not mean to starve yourself, but just be careful and sensible in your selection and combination of foods.

SUM FREE ESSOPIFY
Thu world’s sapped up to uh warry place, an’ yuh may be a tryin’ tol go — Huh! see shure yuh have here, if yuh shuck it — harmon’ — yuh’ll also down bout this eagle!! Yuh in or yuh in’t — wade upayg yuh plat!!

For Those Who Wish to Keep Their Form, Grace and Beauty and for some reason just don’t like everyday food, we suggest a tasty menu of

DIETIC FRUITS AND VEGETABLES
For Example: Unsweetened Fruit Cup and Chicken Broth or Bouillon. A small sirloin steak, but preferably Sliced Boiled Chicken, or Broiled Fish and 3 Dietetic Vegetables. Whole Wheat Bread with Butter, Unsweetened Fruit or Fruit Jello. (Sorry, no whipped cream.) Then, Tea with lemon, or Black Coffee...

$1.25

2 FAMOUS NOBLE CHICKEN DINNERs

TYPICALLY ARKINSAY!!!

YOUNG VIRGINAL SPRING CHICKEN, FRISIPIY BROWN
SHOESTRING OR WAFLE POTATOES
TOAST OR BISCUITS AND NOBLE FARM PRESERVES OR JELLY

$2

(There ain’t no cutlet allowed, It’s jest forgotten and forbidden. If you can’t see your fingers you shore oughta look. Wash pan furnished alongside every order — Takes fifteen minutes to get this here off’n the stove.

A Mammouth Delicious and Glorified Hamburger Sandwich, French Fried Onions, Pickles, et al...

$3.50

FRESH VEGETABLE PLATE

With Poached Egg 40

PAN BROWNED CORNED BEEF HASH 35
With Poached Egg 45

ROASTED KIPPERED HERRING With Scrambled Eggs, Toast and Drink 50

FRIED CREAM BACON WITH EGGS Country Style, Buttered Toast 60

NOBLE FARM COUNTRY HAM STEAK — Hickory Smoked, Natural Gravity, Baked Hominy Grits, Bread and Drink 75

SLICED BREADED CHICKEN, POTATO SALAD 65
With Frozen Fruit Salad 65

MAMMY’S OLD FASHIONED SOUTHERN CHICKEN DINNER

$1.00
Choice of Today’s Cocktail, Soup and Relish Fried Spring Chicken On Toast.

Yeh Mars
Plenty of Cream Gravy and Hot Biscuits
"Yaah, Yaah"
Your Choice of Two Vegetables

"Huh huh"
A Good Vegetable Salad, Sliced Tomatoes or Frozen Fruit Salad

"Go way fur hums"
Choice of Desserts

"Hot Dew,
Dan’ dat sumpin’"
Coffee, Tea or Milk

"it’s just then fine mo’ pus’ wheh ah kin lay down and restez ovah!

After A Noble Meal — Peace and Contentment.

OUR SALADS MADE FRESH FOR YOU — No Holdovers

FRUITY CRANBERRY CHICKEN 3.50
Potato 25
Waldorf 50
Harvest Lettuce 25
Sliced Tomatoes 30
Lettuce and Tomato 30
Crab Meat 50 Lobster 75
Tuna Fish Salad 50
Princess Salad (Tomatoes, Lettuce and Asparagus) 40
Pineapple and Cheese Slad 35

COVER OVERS

Thousand Island 15
Vinaigrette 15
Maionaise 15
Mignonette 25
Roquefort 30
Camembert 15
French 15

SORT O’ FILLERS IN, IF YOU ARE NOT TOO HUNGRY

—SANDWICHES—

DE LUXE CLUB (Three Deckers) 50
Vanilla Ice Cream Sandwich, wu Grains 50
Sliced Chicken (White Meat) 40
Chicken Salad 30
Ham and Cheese on Toast 35
Lettuce and Tomato 20

HOT ROAST BEEF OR PORK, POTATOES, GRAVY 35
Beef Sandwich 50
Pimento Cheese 20
St. Paul 40
Ham and Egg 25
Denver 25
Cold Ham 15
Fried Ham 20
Egg and Olive 35
Cold Roast Pork 20
Bacon and Tomato on Toast 25
Cold Roast Beef 20
Bacon and Egg 25
American Cheese 15
Swiss Cheese 15
Bacon and Egg 25
Tuna Fish 30
Sardines on Toast 25
Caviar 60

BEEF (Choose, No Remarks)

American Cream 15
Swiss 20
Pimento 20
Roquefort 30
Philadelphia Cream 30
Saltines included with above

STAY AS SWEET AS YOU ARE

(It’s Your Figure—Do it with as you will)

All Pies and Puddings 10 and 15 according to the variety
Fresh Cake 15
Figs in Syrup 30
Rhubarb in Syrup 20
Stewed Fruit Compote 20
California Fruit Compote 20
Special Ice Cream 15
Sundae 20, with Cake 25
Parfait 25, with Cake 30
Pie a la Mode 20
Selection 25

AND IF YOU MUST DRINK—HERE’S HOW

Malted Milk 25
Milk Egg 35
Buttermilk 50
Half and Half, glass 20
Milk, bowl 25
Cream, glass 25
Coffee, cup, 10
Potato, cup 10
Demi Tasse 5
Hot Chocolate, cup 10
Pot 20
Hot or Iced Coffee, cup 10
Pot 10
Soft Drinks—Coca-Cola 10
Gingerale 25
Lime Rickey 25
White Rock 35
Beer—bottles 15
Grape Juice 15
Sacharine Served Upon Request

Try a delicious Cold Bottle of Domestic Wine
The Very Best to be had. Waiter or Waitress will be glad to

quench your thirst.

Our Hotels are doing their utmost to please. If there is any article wanted which is not listed, kindly ask Hostess or your waiter.
To You
OUR GUEST AND FRIEND
Welcome AND HOWDY DO!

FROM THE OFFICE OF CRAWFORD NOBLE

After receiving your order, the waitress serving you has been requested not to remove this menu at once. You will find therein facts regarding our cities and the service of our hotels with a dash now and then of nonsense thrown in for good measure. By poring at your leisure, perhaps we can become better acquainted, you and I, as a guest and host should. It is not always my good fortune to meet each and every guest personally, so I have selected a little simple motto for our hotels. Where Hospitality Is a Reality—Quite understandable and must be lived up to by all employees. I feel sure that you are going to sense a very “homely” atmosphere here, because it is and has been the inherent desire of the Noble family, as hotel and inn keepers during the past five consecutive generations, to provide those things which are necessary and requisite to the comfort and pleasure of yourself and those who have traveled before and the many who will follow you in the future. Unless that certain something happens pretty soon, this is the last generation of Noble inn keepers, so believe me when I say that it is my earnest desire to operate the best hotels of their class, thereby upholding the reputation handed down to me in this great business of hospitality.

To be sure there will be times when things won’t go along as harmoniously as we would like, but then, in the very best families, you find the going a little rough at times. Matters are not just peaches and cream in affairs at Washington, and look yonder across both oceans at what is going on. So, if you should find something not to your liking, either in the food served or your room, tell us about it, because we are endeavoring in every way possible to merit your valued patronage. Constructive criticism is always welcome.

Out at Noble Farms on August 1st, 1940, over fifteen hundred “friends, patrons and Country-men” joined with us in celebrating the 24th Anniversary of the establishment of “The Noble” in Jonesboro, by the late “E. B.” and Mattie Noble, the very best parents you could possible imagine. The next three days “OPEN HOUSE” found hundreds following the green line which led them on an inspection tour of the entire property. The modern rooms, suites, function rooms, dining rooms, laundry and carpet department. Next visited was the last word in Refrigeration system with its FROZEN FOOD compartment. Laying there peacefully, waiting into a gentle sleep by a fifteen BELOW ZERO breeze were the most luscious, delectable looking STRAWBERRIES, RASPBERRIES, PEACHES, and all varieties of FRESH VEGETABLES, ever seen. FROZEN STIFF now, but at the most out-of-seasonal time they will THAW out a bit and bob up on our tables just for the pleasure of your appetite.

The Kitchens are the pride and joy of our hotels. TODAY IS OPEN HOUSE to YOU. We would like to show you the BACK OF THE HOUSE and have you see just what makes the wheels go round in this institution of hospitality.

Each of the four seasons finds our menu arranged accordingly. Maybe it is “hog jowl and blackeyed peas,” “fried salt or fresh pork with boiled hominy grits,” “turnip greens and pot likker with corn pore,” or dozens of other typically Arkansan and Southern dishes, “coconut one. Chintlin’s” No Chintlin’s will ever find their way to our menu, regardless of whether they’ve been sung once, twice or three times, makes no difference. We don’t like ’em ourselves and the Law says, too, they are not typical.

Your cup of coffee should be especially delectable. It is a special Noble blend. A major portion of the butter eggs, pork, milk and cream, fruits and vegetables are produced on our own farms near Jonesboro. Most of the preserves and jellies served are home made. Our meats are the very best that money can buy, being carefully and especially selected for us in Government Inspected packing houses in Kansas City and Iowa. Our own plant provides ice made from pure clean Arkansas Well water, for which this city is noted. Your sea food is received overnight from the old French Market in New Orleans. PRICE featured on our menu is grown near Jonesboro, and should your time permit, a trip through the Rice fields and the mill would be most interesting.

Both men and women cooks in the kitchen are qualified to give food that southern flavor and seasoning. Even the air you breathe in this dining room has been washed, dehumidified and warmed or cooled. For your ultimate comfort, both hotel roofs have been completely insulated.

EL PATIO, our beautiful Spanish type dining room in Jonesboro, was the first in Arkansas to be air-conditioned. The BLUE ROOM in Elkhartville, is one of the smartest and swankiest rooms of its kind in the South. It is completely air-conditioned. In each hotel are interesting private function rooms to accommodate large or small parties and banquets. The Side Walk Cafe in the Jonesboro Noble is something you should visit. It’s really different.

HOWDY FOLKS!
Pawdon th’ shootin’
But ow chickuns is so fresh we has to git ‘em on th’ fly!
RASPBERRIES, PEACHES, and all kinds of fruit that are in season but at the most out-of-seasonal time they will THAW out a bit and bob up on our tables just for the pleasure of your appetite.

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Each of the four seasons finds our menu arranged accordingly. Maybe it is “hug jowl and blackeye peas,” “fried salt or fresh pork with boiled hominy grits,” “turnip greens and pot likker with corn pone,” or dozens of other typically Arkansas and Southern dishes, “cornin’ one, Cinnamon’s. No Chetises will ever find their way to our menu, regardless of whether they’ve been sung once, twice or three times, makes no difference. We don’t like them ourselves and the Law says, too, they are not typical.

Your cup of coffee should be especially delectable. It is a special Noble blend. A major portion of the butter, eggs, pork, milk and cream, fruits and vegetables are produced on our own farms near Jonesboro. Most of the preserves and jellies served are homemade Noble products. Our meats are the very best that money can buy, being carefully and especially selected for us in Government Inspected packing houses in Kansas City and Iowa.

Our own plant provides ice made from pure clean Arkansas Well water for which this city is noted. Your sea food is received overnight from the old French Market in New Orleans. RICE featured on our menu is grown near Jonesboro, and should your time permit, a trip through the Rice fields and the mill would be most interesting.

All employees in this hotel are selected not only for the best appearance possible, but for cleanliness, courtesy and ability to serve you well. Safety in all instances is paramount. Therefore, our employees for their own well being, as well as yours, are required to have periodic physical examinations.

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Speaking of air and air-conditioning, we remind you that in every room you will find a ceiling fan. Elaborate cooling systems have been installed. Our hotels are now completely air-conditioned from cellar to garret. And now for the “Believe it or not” column, we give you the ultimate in hotel service. An INNOVATION that is an INNOVATION. THERE IS AN ELECTRIC FAN IN EVERY BATH ROOM. WHAT a luxury! what a life and so different! and so-o-e-o-m-e-o-r-a-b-l-e (for drying your hair after a good cold shower or shampoo, of course) Egbert, don’t be silly.

A week-end can be spent most pleasantly at either hotel. Each city offers good churches (the word “good” is really superfluous), excellent libraries, baseball, golf and swimming pools. For those with a yen for the great out-of-doors, fishing and hunting may be had near each city, especially at Brown’s famous fish pond and hunting preserve near Jonesboro where the “tired business man” who wants (without knowing it, of course) his fishing and hunting made tremendously easy for him, will be found real sporting thrills. Many other attractions are available in each city. Just ask the manager, hostess or clerks. They want to meet you anyway, if they haven’t already. Questions of any kind always bring about conversation—and thus we are off.

We are genuinely glad to have you with us. Come often and if you feel you must go, hurry back and enjoy the hospitality and smiling service of the Noble.

BLYTHEVILLE NOBLE
JESSE E. STITT, Res. Mgr.

JONESBORO NOBLE
WILLIAM BUTTRY, Res. Mgr.

CRAWFORD M. NOBLE
His Mark
To You

Welcome and Howdy Do!

Our Guest and Friend

After receiving your order, the waiters serving you has been requested not to remove this menu at once. You will find therein facts regarding our city and the service of our hotels with a dash now and then of nonsense thrown in for good measure. By pursuing sat in at your leisure, perhaps we can become better acquainted, you and I, as a guest and host should. It is not always my good fortune to meet each and every guest personally, so I have selected a little simple motto for our hotel, "Where Hospitality is A Reality."—Quite understandable and should be lived up to by all employees. I feel sure that you are going to sense a very "homelike" atmosphere here, because it is and has been the inherent desire of the Noble family, as host and hostess, to keep the guests during the past five consecutive generations, to provide those things which are necessary and requisite to the comfort and pleasure of yourself and those who have traveled before and the many who will follow you in the future. Unless that certain something happens pretty soon, this is the last generation of Noble inn keepers, so believe me when I say that it is my earnest desire to operate the best hotels of their class, thereby upholding the reputation handed down to me of the "excellence of hospitality."

To be sure there will be times when things won't go along as harmoniously as we would like, but then, in the very best families, you find the going a little rough at times. Matters are not just peaches and cream in affairs at Washing and looking around both oceans at what is going on. So, if you should find something not to your liking, either in the food service or your room, tell us about it, because we are endeavoring in every way possible to merit your valued patronage. Constructive criticism is always welcome.

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The Kitchens are the pride and joy of our hotels. TODAY is OPEN HOUSE to YOU. We would like to show you the BACK OF THE HOUSE and have you see just what makes the wheels go round in this institution of hospitality. Each of the four seasons finds our menu arranged accordingly. Maybe it is "hug o'wll and black-eyed peas," "fried salt or fresh pork with boiled horney grits," "turnip greens and pot likker with corn pose," or dozens of other typical Arkansas and Southern dishes, chosen one. Chillin's No Chillin's will ever find their way to our menu, regardless of whether they've been slung once, twice or three times, makes no difference. We don't like our air fresheners and the laws says, too, they are not in typica.

Your cup of coffee should be especially delectable. It is a special Noble blend. A major portion of the butter eggs, pork, milk and cream, fruits and vegetables are produced on our own farms near Jonesboro. Most of the preserves and jellys served are homemade Noble products. Our meals are the very best that money can buy, being carefully and especially selected for us in Government Inspected packing houses in Kansas City and Iowa, in the first place from our clean, Arkansas Washington fruit grower, which last city is noted. Your sea food is received straight from the old French Market in New Orleans. A BEEF-feature on our menu is grown near Jonesboro, and should your time permit, a trip through the Race fishing pond would be most rough the Pike fish is noted.

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A weekend can be spent most pleasantly at either hotel. Each city offers good churches (the word "good" is we speak of, excellently efficient theatres, baseball, golf and swimming pools. For those with a yen for the great out-of-doors, fine fishing and hunting may be had near each city, especially at Brown's famous fish and hunting preserve near Jonesboro where the tired business man who wants (without any exaggeration, of course) his fishing and hunting made tremendously easy for him, will be found real sporting thrills. Many other attractions are available in each city. Just ask the manager, hotel or clerk. They want to meet you anyway, if they haven't already. We always welcome your company and always bring about conversations—and thus we are off.

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Welcome

AND HOWDY DO!

FROM THE OFFICE OF
CRANDON NOBLE...

After receiving your order, the waitress serving you has been requested to remove this menu to remove the remainder of the facts regarding our cities and the service of our hotels with a dash now and then of nonsense thrown in for good measure. By purusing same at your leisure, perhaps we can become better acquainted, you and I, as a guest and host should. It is not always my good fortune to meet each and every guest personally, so I have selected a little simple motto for our hotels, "Where Hospitality Is a Reality."—Quite understandable and must be lived up to by all employees. I feel sure that you are going to sense a very "homelike" atmosphere here, because it is and has been the inherent desire of the Noble family, as hotel and inn keepers during the past five consecutive generations. To try the things which are necessary and requisite to comfort and pleasure of yourself and those who have traveled before and the many who will follow you in the future. Unless that certain something happens pretty soon, this is the last generation of Noble inn keepers, so believe me when I say that it is my earnest desire to operate the best hotels of their class, thereby upholding the reputation handed down to me in this great business of hospitality.

To be sure there will be times when things won't go along as harmoniously as we would like, but then, in the very best families, you find the going a little rough at times. Matters are not just peaches and cream in affairs at Washington, and looks yonder across both oceans at what is going on. So, if you should find something not to your liking, either in the food service or your room, tell us about it, because we are endeavoring in every way possible to merit your valued patronage. Constructive criticism is always welcome.

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Each of the four seasons finds our menu arranged accordingly. Maybe it is "bag jowl and blackeyed peas," "fried salt or fresh pork with boiled hominy grits," "turnips green and pot likker with corn pone," or dozens of other typically Arkansas and Southern dishes, captain one, Captain Two, Chattin' and Chillin' on our menu, regardless of whether they've been shung once, twice or three times, makes no difference. We don't like 'em ourselves and the Law says, too, they are not typical.

The DESSERTS are delectable. It is a special Noble blend. A major portion of the butter eggs, pork, milk and cream, fruit and vegetables are produced on our own farms near Jonesboro. Most of the preserves and jellies served are homemade Noble products. Our milk products are the very best that money can buy, being carefully and specially selected for us in Government Inspected packing houses in Kansas City and Iowa. Our own plant provides ice made from pure, clean Arkansas Well water for which this city is noted. Your tea is good and sweet. Our coffee is roasted and ground especially for us in New Orleans. The "Lamb's Tongue" is served in the area away from Jonesboro, and should your permit, a trip through the Rice fields and the Hill would be most interesting. We try to make you happy not only for the experience of the best appearance, but we try to help the ability and service to you well. Safety in all instances is paramount. Therefore, our employees for their own well being, as well as yours, are required to have periodic physical examinations.

Both men and women cooks in the kitchen are qualified to give good that old southern flavor and seasoning. Even the air you breathe in this dining room has been washed, dehumidified and cooled. For your ultimate comfort, both hotel rooms have been completely insulated.

EL PATIO. Our beautiful Spanish type dining room in Jonesboro, was the first in Arkansas to be air-conditioned. The BLUE ROOM in Blytheville, is one of the smartest and swankiest rooms of its kind in the South. It is completely air-conditioned. In each hotel are interesting private function rooms to accommodate large or small parties and banquets. The Side Walk Cafe in the Jonesboro Noble is something you should visit. It's really different.

Speaking of air and air-conditioning, we remind you that in every room you will find a ceiling fan. Elaborate cooling systems have been installed. Our hotels are now completely air-cooled from ceiling to gear. And now for the 'Believe it or not' column, we give you the ultimate in hotel service. An INNOVATION that is an INNOVATION. THERE IS AN ELECTRIC FAN IN EVERY BATH ROOM. WHAT a luxury! what a life! and so different! and so-o-o-c-o-o-o-o-o-s-o-o-o-o-o-b-l-e (for drying your hair after a good cold shower or shampoo, of course. Eighty don't be silly).

A week-end can be spent most pleasantly at either hotel. Each city offers good churches (the word "good" is really relative here), excellent theaters, baseball, golf and swimming pools. For those with a yen for the great out-of-doors, fine fishing and hunting may be had near each city, especially at Brown's famous fish and hunting preserve near Jonesboro where the "tired business man" who wants (without knowing it, of course) his fishing and hunting made easy on him, will be found real sporting thrills. Many other attractions are available in each city. Just ask the manager, hostess or clerks. They want to meet you anyway, if they haven't already. Expressions of any kind always bring about conversation—especially when you are off.

We are genuinely glad to have you with us. Come often and if you feel you must go, hurry back and enjoy the hospitality and smiling service of the Noble.

Crawford M. Noble
His Mark

BLYTHEVILLE NOBLE
JESSEE F. STITT, Res. Mgr.

JONESBORO NOBLE
WILLIAM BUTTRY, Res. Mgr.