

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



CAWN JUICE
FUH SEASONIN'
ONLY

OLLIE
KART

WOLF NOBLE

HOWDY FOLKS!
PAWDON TH' SHOOTIN'
BUT OW CHICKUNS IS
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GIT 'EM ON TH' FLY!



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 is the TOPS—**Rejuvenation is actually here, Boys and Girls.**

Celery 25 Stuffed Celery 35 Queen Olives 20

Ripe Olives 20 Stuffed Olives 20 Dill Pickles 10

Sweet Gherkins 20 Noble Farm Sweet Pickles 10

Tuna Fish 50 Imported Sardines 40 Sardine Canape 25

Oyster Cocktail 30 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 Hoss d' Ouevres 60, for two 1.10, for four 2.00

DOWN HARMONY LANE

Vegetable 25 Puree of Tomato 25 Cream of Tomato 25

Tomato Bouillon 20 Bisque of Clams 25

Mock Turtle 25 Chicken Gumbo 25 Oxtail 25

Beef Consomme 25 Our Own Make or Ready Soups 15



EVEN THE BABY CAN "TAKE" OUR SEA FOODS OLD IODINE ITSELF (Sea Foods)

Crab Meat or Shrimp Cocktail 40 Dinner Size 25
Lobster 75

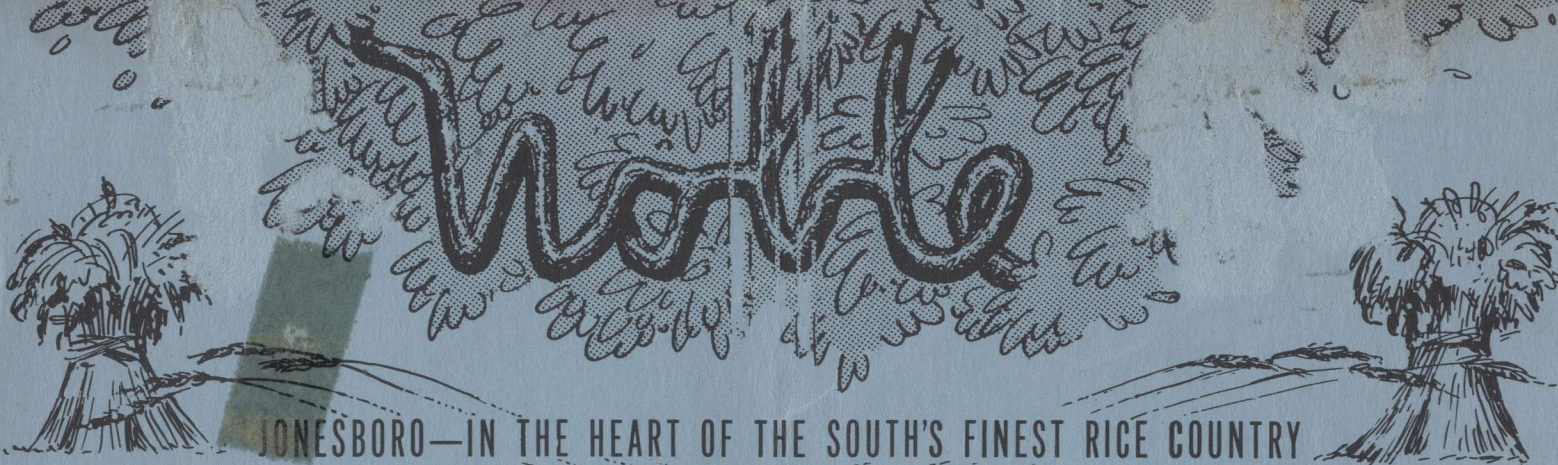
Baltimore Oysters: ½ dozen Raw 30 Stew 40 Fried 40

Cream Stew 65 Pan Roast 50

Boiled or Broiled Salt Mackerel, drawn butter 45

Red Sockeye Salmon 30

Always a splendid assortment of Fresh Fish direct from the OLD FRENCH MARKET in New Orleans



JONESBORO—IN THE HEART OF THE SOUTH'S FINEST RICE COUNTRY

"DOWN IN ARKINSAW" SPECIALS

All Have Been Approved by the Folks and Relatives of Bob Burns and Lum 'n' Abner

JONESBORO, BEING IN THE HEART OF THE SOUTH'S RICE BELT, PROVIDES YOU WITH AN EXCELLENT OPPORTUNITY TO VISIT THE RICE FARMS AND MILLS. A TRIP THROUGH THEM WILL BE WORTH YOUR WHILE.

SOMETHING REALLY DELIGHTFUL

(For either a lady or a gentleman on a warm day)
A delicious Toasted Cheese Sandwich garnished with a generous portion of fruit salad, whipped cream-dressing and choice of Coffee, Tea or Milk

1.60

SISTER NOBLE'S SPECIAL

Chicken Sandwich, au Gratin (Sliced Chicken placed on toast in a baking dish. Good Cream sauce poured over said chicken and then some grated cheese dashed hither and yon before placing in oven)

Coffee

Results: A more than satisfied appetite.

1.65

DE SHEF'S SPESHUL !

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

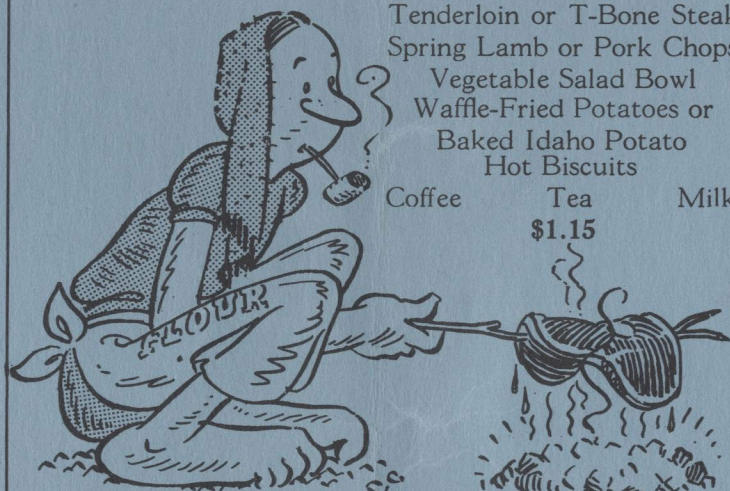
Hot Biscuits

Coffee

Tea

Milk

\$1.15



LUM 'n' ABNER'S FAVOR-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

NOBLE SPECIAL SALAD BOWL

Crisp Head Lettuce, Quartered Chilled Tomato, Mango Rings, Rose Radishes, Curled Celery Hearts, Diced Boiled Ham, Diced Cream Cheese, Jumbo Shrimp, Russian Dressing, Saltine Crackers.

Sherbet

Iced Tea

60c

"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

Maitre 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-OSOPHY

Thu world's speedid up to uh scarry pace, an' yuh may be a-tryin' tuh go 'long—Butt ese shore ese yore born; if yuh ain't seekin' harme; you'll slo down 'bout this eatin'; ur yore inwards'll be yore defeatin'—(withe upology tuh Pluto)

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: 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**

BILL UH FAIR



CONSTITUTIONAL HELPERS

June Peas 25 Garden Spinach 25 Lima Beans 25

Asparagus Tips on Toast 40 Buttered Beets 25

Stewed Tomatoes 25 String Beans 25 Sauer Kraut 25

Sugar Corn 25 Kidney Beans 25

French Fried Onions 30

VEGETABLES READY 10 and 15

SETTER OFFERS

All our Salads made fresh for you—No holdovers

Fruit 50 Combination 35 Shrimp 50 Chicken 40

Potato 25 Waldorf 50 Head 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 Salad 35

COVER OVERS

Thousand Island 15 Vinaigrette 15 Mayonnaise 15

Mignonette 25 Roquefort 25 Camembert 25

French 15

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

—SANDWICHES—

DE LUXE CLUB (Three Decker) 50

Sliced Chicken Sandwich, au Gratin 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

Steak Sandwich 50 Pimento Cheese 20

St. Paul 40 Ham and Egg 25 Denver 25

2 FAMUS NOBLE CHICKIN DINNERS

Tomato Bouillon 20 Bisque of Clams 25
 Mock Turtle 25 Chicken Gumbo 25 Oxtail 25
 Beef Consomme 25 Our Own Make or Ready Soups 15



**EVEN THE BABY CAN "TAKE" OUR SEA FOODS
 OLD IODINE ITSELF (Sea Foods)**

Crab Meat or Shrimp Cocktail 40 Dinner Size 25
 Lobster 75
 Baltimore Oysters: 1/2 dozen Raw 30 Stew 40 Fried 40
 Cream Stew 65 Pan Roast 50
 Boiled or Broiled Salt Mackerel, drawn butter 45
 Red Sockeye Salmon 30

Always a splendid assortment of Fresh Fish direct from
 the OLD FRENCH MARKET in New Orleans
**FOR THEM AS GOIN' PLACES AND DOIN'
 THINGS, KINDA TARZANISH, Y'KNOW**
 (Our best wishes and orchids to gay, old Ferdinand)

**A portion of French or Waffle-Fried
 Potatoes, or a Baked Idaho Potato
 after 5 P.M., Slaw and Bread Served
 with all A la Carte Steak and Chop
 Orders.**

TRAVELERS SPECIAL PLATE

**BROILED SMALL
 TENDERLOIN STEAK**
 Slaw
 French or Waffle-Fried Potatoes
 .65

**After 5 P. M. All Steaks and Chops broiled over
 Charcoal Embers unless you
 have other preference.**

Noble Sizzling Steak 85

Sirloin Steak 1.00—Double 1.50 Rib or Club Steak 75
 T-Bone Steak 1.00 & 1.50

Extra T-Bone Steak 1.50 K. C. Tenderloin 1.00
 Filet Mignon, Plain 1.00

Special Planked Tenderloin 1.25

Pan Fried Steak, Natural or Cream Gravy, Potatoes 55
 Broiled or Fried, Large Pork Chops (2) 50

Delicious Broiled Thick Lamb Chops. French Fried
 Potatoes, Toast, One 30 Two 55 Three 75

Ham Steak 60 Veal Cutlets, Breaded or Plain 45
 With Cream or Tomato Sauce 50

Ham and Eggs 40 Bacon and Eggs 40

Noble Farm Sausage 30 with Fried Apples 50
 Link Sausage 40 Canadian Bacon and Eggs 60

K. C. Steaks Smothered with Onions 15 extra
 With Mushrooms 40 extra

STARCHES, Commonly Called Fats

— POTATOES —

American Fried 15 Au Gratin 25 Julienne 20
 Waffled 15 Hashed Brown 15 French Fried 15
 Saratoga Chips 20 O'Brien 20 Lyonnaise 20

**Special Dinners, Bridge Luncheons, Parties or
 Banquets**

Especially Catered to

PRIVATE DINING ROOMS AVAILABLE

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Head Lettuce French Dressing

HOT APPLE PIE with CHEESE

Coffee, Tea or Milk

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 Grace and Beauty or for some reason just
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**DIETETIC 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 FAMUS NOBLE CHICKUN DINNUHS

TYPICALLY ARKINSAW!!!

YOUNG VIRGINAL SPRING CHICKEN,

FRIED CRISPY BROWN

SHOESTRING OR WAFFLE POTATOES

TOAST OR BISCUITS AND NOBLE

FARM PRESERVES OR JELLY

.75

(There ain't no cutlery allowed.
 It's jes forgotten and forbidden.
 If yu kain't use yore fingers, yur
 shore outta luk. Wash pan
 furnished alongside ivery order)
 —Takes fifteen minuts to git
 this here off'n thu stove.



**MAMMY'S OLD FASHIONED
 SOUTHERN CHICKEN DINNER**

\$1.00

Choice of Today's Cocktail, Soup and Relish
 Fried Spring Chicken On Toast

"Yeh Man!"

Plenty of Cream Gravy and Hot Biscuits

"Yah, Sah!"

Your Choice of Two Vegetables

"Uh huh!"

A Good Vegetable Salad, Sliced

Tomatoes or Frozen Fruit Salad

"Go 'way fum heah!"

Choice of Desserts

"Hot Dawg, ain' dat sumpin'!"

Coffee, Tea or Milk

"'n then jest fine me er place wheah

ah kan lies down and

restes erwhile!"

A Mammoth Delicious and Glorified Hamburger Sandwich, French Fried Onions, Pickles, et al.....35

FRESH VEGETABLE PLATE.....40

With Poached Egg.....50

PAN BROWNED CORNED BEEF HASH.....35

With Poached Egg.....45

BROILED KIPPERED HERRING with Scrambled Eggs,
 Toast and Drink.....50

FRIED CANADIAN BACON with Eggs Country Style,
 Buttered Toast.....60

NOBLE FARM COUNTRY HAM STEAK — Hickory
 Smoked, Natural Gravy, Boiled Hominy Grits, Bread
 and Drink.....75

SLICED BREST OF CHICKEN, Potato Salad.....50

With Frozen Fruit Salad.....65

NOBLE SPECIAL BAKED HAM, Potato Salad.....40

With Cheese.....50

CHILLED IMPORTED SARDINES, Sliced Egg, Chilled
 Tomatoes.....45

COLD BOILED RED SALMON, Mayonnaise, Stuffed
 Egg, Sliced Tomatoes.....45

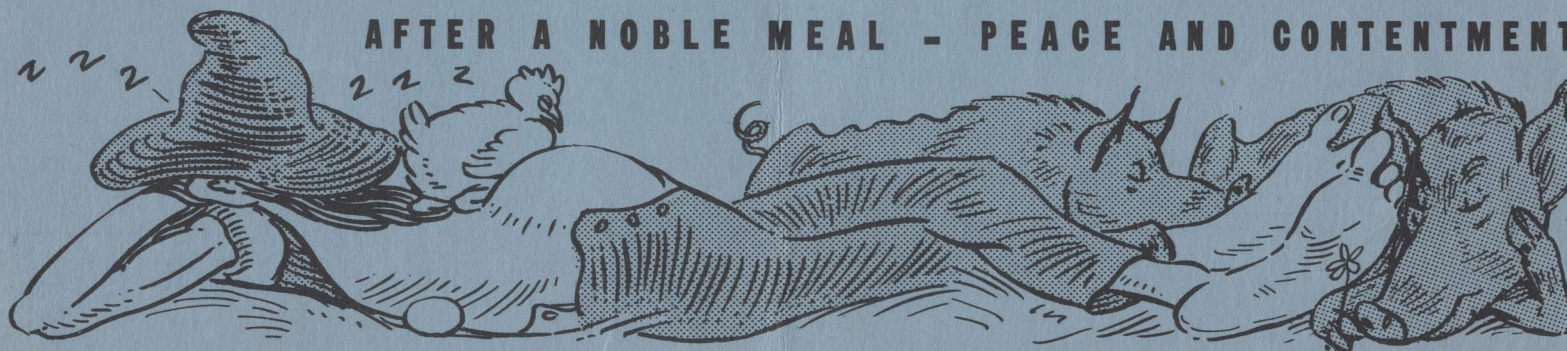
NOBLE SPECIAL COLD DUTCH PLATE, Assorted
 Cold Meats, Potato Salad, Stuffed Egg, Cheese, Sar-
 dines, Sliced Tomatoes, Olives.....55

With Beer.....65

HOT or COLD FRANKFURTERS, Potato Salad, Pickles.....30

Rye, Whole Wheat or White Bread served with above.

AFTER A NOBLE MEAL - PEACE AND CONTENTMENT



All our Salads made fresh for you—No holdovers
 Fruit 50 Combination 35 Shrimp 50 Chicken 40
 Potato 25 Waldorf 50 Head 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 Salad 35

COVER OVERS

Thousand Island 15 Vinaigrette 15 Mayonnaise 15
 Mignonette 25 Roquefort 25 Camembert 25
 French 15

**SORT O' FILLERS IN, IF YOU ARE NOT
 TOO HUNGRY**

—SANDWICHES—

DE LUXE CLUB (Three Decker) 50

Sliced Chicken Sandwich, au Gratin 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

Steak Sandwich 50 Pimento Cheese 20

St. Paul 40 Ham and Egg 25 Denver 25

Cold Ham 15 Fried Ham 20 Egg and Olive 25

Cold Roast Pork 20 Bacon and Tomato on Toast 25

Cold Roast Beef 20 Bacon and Lettuce 25

American Cheese 15 Swiss Cheese 15

Bacon and Egg 25 Tuna Fish 30

Sardines on Toast 25 Caviar 60

CHEESE (Careful, 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 with it 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

Vanilla Ice Cream 10 Special Ice Cream 15

Sundaes 20, with Cake 25 Parfaits 25, with Cake 30

Pie a la Mode 20

Fruit or plain Jello, Whipped Cream 15

AND IF YOU MUST DRINK—HERE'S HOW

Malted Milk 20 with Egg 25 Milk 5 Buttermilk 5

Half and Half, glass 20 Milk, bowl 25 Cream, glass 25

Coffee, cup, 10 pot, 20 Postum, cup 10 pot 15

Demi Tasse 5 Hot Chocolate, cup 10 pot 20

Hot or Iced Orange Pekoe Tea, pot 10

Soft Drinks: Coca-Cola 10 Gingerale 25 Lime Rickey 25

White Rock 25 Beer—bottles 15 Grape Juice 15

Saccharine Served Upon Request

Try a delicious Cold Bottle of Domestic Wine

The Very Best to be had. Waiter or Waitress will be glad
 to quote prices.

Our Hotels are doing their utmost to please. If
 there is any article wanted which is not listed, kindly
 ask Hostess or your waiter.



FROM THE OFFICE OF
CRAWFORD NOBLE ...

To You
OUR GUEST AND FRIEND
Welcome
AND HOWDY DO!

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 perusing 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 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 looka 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.

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 day "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 canning department. Next visited was the last word in Refrigeration system with its FROZEN FOOD compartment. Laying there so peacefully, wafted 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 pone," or dozens of other typically Arkansas and Southern dishes, 'ceptin' one, Chittlin's. No Chittlin'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 '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 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 Artesian 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 menus 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 periodical physical examinations.

Both men and women cooks in the kitchen are qualified to give food that old 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 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.

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NOBLE

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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 cooled 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 s-o c-o-m-f-o-r-t-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 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 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
JESSEE F. STITT, Res. Mgr.



JONESBORO NOBLE
WILLIAM BUTTRY, Res. Mgr.

Crawford M. Noble
+
His Mark



HOTEL



FROM THE OFFICE OF
CRAWFORD NOBLE . . .

To You

OUR GUEST AND FRIEND

Welcome

AND HOWDY DO!

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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 Artesian 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 menus 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 periodical physical examinations.

Both men and women cooks in the kitchen are qualified to give food that old 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 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 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 s-o c-o-m-f-o-r-t-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 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 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.

Crawford M. Noble
+
His Mark



BLYTHEVILLE NOBLE



JONESBORO NOBLE



FROM THE OFFICE OF
CRAWFORD NOBLE . . .

Welcome AND HOWDY DO!

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 perusing 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 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 looka 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.

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 possibly imagine. The next three day "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 canning department. Next visited was the last word in Refrigeration system with its FROZEN FOOD compartment. Laying there so peacefully, wafted 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.

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WILLIAM BUTTRY, Res. Mgr.