



"NADAC AND THE HUNDRED MILLION"

Written by Joseph R. Hague
(Author of "I Am the Eyes of a Child.")

I am Nadac!
I am the maker of the Master Cleaner!
Not the creator of his body, of his heart, or of his mind.

But I am the Author of the Spirit of his Craft.
I am the inspiration for the magic of his Work.
With the Seal of My approval, for him I represent Success.

I am the Goal for which he strives every working minute of his life.

Day in and out, over his tubs and at his desk, I am the Companion of his thoughts and the Director of his hands.

But I am Illusive. Mere Money has Tried to find Me. So have force and favor.

Yet everyman knows just where I can be found, for I abide with Merit, with Quality and Ability. These three are my closest Kin.

When you Find Them you also have Found Me.
And having found Me, what am I?

What of My Appearance and My Size? How shall You know me, you ask?

I cover but the Radius of an Inch—I am a Seal.
My colors are of Red and Blue and Yellow.

And the use of Me is Coveted by Every Dry Cleaner in the Land—Why?

Because, in All the World, there is no Greater Honor that can be conferred upon him, than to have Me designate him as a MASTER CLEANER.

I Represent the diploma; the One Great Award for having mastered his profession.

And Dry Cleaning is a Profession, and an Art. It typifies the most splendid present day example of Art commercialized.

To the public, to You, representative of the Hundred Million prospective Patrons of Dry Cleaning, I represent Value Beyond price.

The presence of me, Nadac, the Seal on Stationery, in the advertising, on the Deliveries and in the Shop of a Dry Cleaner—means this for YOU.

It MEANS that the work of this shop has been TESTED and Found PERFECT.

It MEANS ABSOLUTE RELIABILITY. IT GUARANTEES SERVICE OF THE HIGHEST GRADE.

It MEANS that DRY CLEANING can NOT be done Better than this shop does it.

You can in ABSOLUTE CONFIDENCE trust a MASTER CLEANER. For he would Not be a Master Cleaner if he did not typify Fair Dealing and Honest and Perfect Service.

I AM THE SEAL THAT A HUNDRED MILLION PEOPLE ARE DEMANDING.

My likeness heads this Page. In Real Life I am Red and Blue and Yellow.

I am DRY CLEANING INSURANCE for YOU—and it is better to be SAFE than sorry.

INSIST upon Me, for I, alone am proof of MASTER SERVICE.

I AM NADAC!

WHY NOT HAVE THE BEST?

"Master Cleaners"

Service work and plant tested and approved.
Use of the Master Label Fully Authorized.

GUY LIGGETT, PRES.

The Pantorium

"GOOD CLEANERS AND DYERS"

Member of the National Association of Dyers and Cleaners Since Its Organization

Main Office, 1513-15-17 Jones St. Phone Douglas 963.
South Side, 4708 South 24th St. Phone South 1283.
Branch Office, 2016 Farnam Street.



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