

WE NOW WASH YOUR CLOTHES WITH ELECTRIFIED WATER

Wonderful New Invention Applies Electricity in a New Way

PROBLEM OF ABSOLUTELY STERILIZING CLOTHES SOLVED AT LAST
No Chloride of Lime Used in Our Laundry

The "Imperial"
 Is the First
 Laundry to Install
 the
**ELECTRIC
 PROCESS**
 West of the
 Mississippi River

THE IMPERIAL LAUNDRY INVITES YOU TO SEE THE ELECTRIC PROCESS IN ACTUAL OPERATION

You are Invited to
 Visit the
"IMPERIAL"
 and see for Yourself
 Follow the Process
 of Laundering from
 Start to Finish.
 You will find no
 "Dark Corners"
 in the
"IMPERIAL"

We Now Positively Guarantee Complete Sterilization

At a heavy expense, the Imperial Laundry has secured the SOLE RIGHT IN ALBUQUERQUE to equip its modern plant with this new patented Electric Process for sterilizing and washing clothes. The application of electric current to the washing machine in a steam laundry is the only method known to science whereby everything washed can be PERFECTLY STERILIZED AND DEODORIZED WITHOUT INJURY TO THE GARMENT. Chloride of lime, the dangerous chemical that destroys linen, is not used in the "Imperial"—We use soap, water and electricity. This is all that is necessary WHERE THE ELECTRIC PROCESS IS USED.

We Now Positively Guarantee Complete Deodorization

By eliminating CHLORIDE OF LIME from the washing process and substituting the electric process, the garments last longer because electricity does not attack the fibre of the garment like chloride of lime or leave an after odor, therefore your linen will last longer and have a natural soft felt not found when washed in the old way. Sterilization and deodorization could not be furnished by the ordinary laundry until the advent of the Electric Process.

REMEMBER the "Imperial" is the ONLY LAUNDRY using this process in New Mexico.

We Now Positively Guarantee Colors Not to Run

Our patrons are entitled to the best service that their money can buy. The Electric Process has made it possible for us to offer the first perfect laundry service, because the Electric Process softens the water, sets the color, sterilizes the garment and gives it a soft, velvety feel just like new, heretofore impossible by the old methods. This new Electric Process, together with the modern and costly equipment employed at the "Imperial" laundry, again demonstrates the leadership of this progressive establishment.

Laundries using the "Electric Process" are the ONLY LAUNDRIES that will GUARANTEE COLORS NOT TO RUN.

We Now Positively Guarantee Your Linen to Last Longer

The finest linens, lingerie, table linens, embroideries and white goods, such as men's shirts, collars, cuffs, etc., positively will last twice as long as under the chloride of lime method. We will guarantee to prove this to your satisfaction if you will send us your laundry. Remember, although this new system has cost us a great deal of money to install, THERE WILL BE NO CHANGE IN OUR POPULAR PRICES.

The Imperial Laundry Co.

ALBUQUERQUE, NEW MEXICO

SOLE USERS

Phone 148 211-213 W. Silver Ave. Phone 148