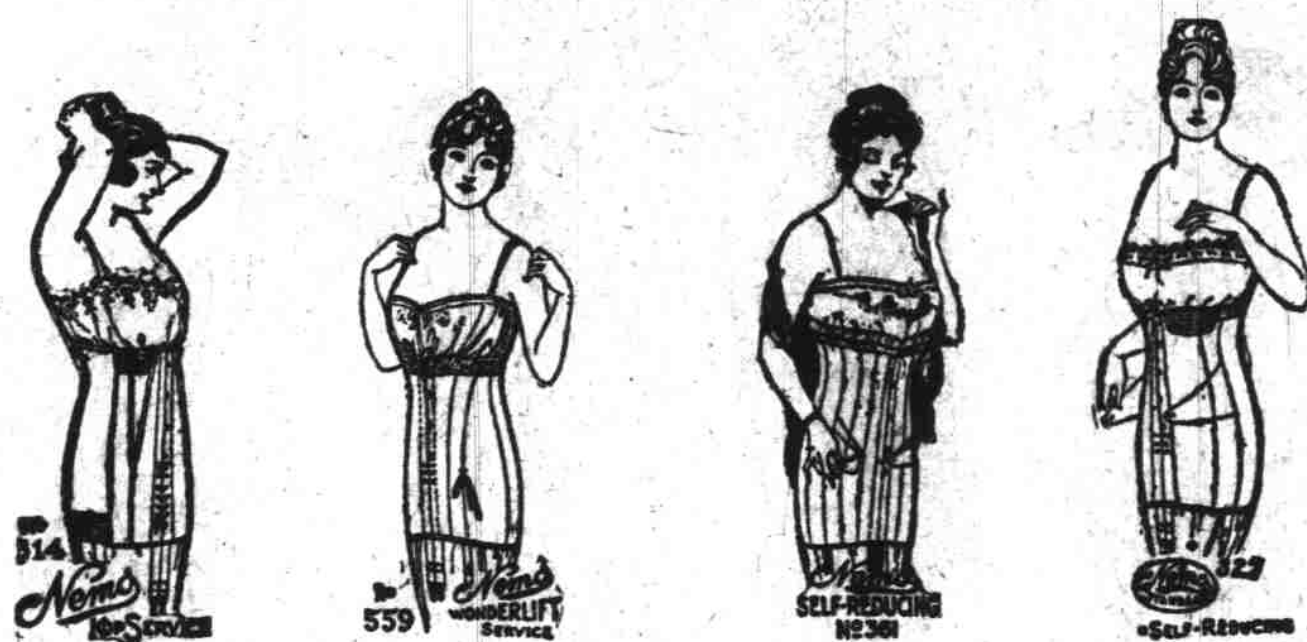


MEIER & FRANK COMPANY

Announces

"Nemo Week" in the Corset Shop



This week we shall have a special showing of the many popular Nemo corsets which are of such proved value, especially to women of large and extra large figure.

Mrs. A. L. Craig—Authorized Instructor of the Nemo Hygienic-Fashion Institute, New York,

will be in our Corset Shop all this week to explain and to fit these scientific corsets. Her instruction talks have proved in the past an invaluable aid to women. Patrons are invited to talk over their individual corset needs with Mrs. Craig. Her expert advice is gladly given.

Did You Ever Stop to Think

why so many of your friends wear Nemo corsets? Do you realize that women who wear Nemo corsets—especially large women—never have anything but praise for them?

Nemo corsets are economic, hygienic and their style is in line with the fashionable, natural silhouette.

"Self-Reducing" Nemo Corsets

are intended primarily for large women. Models in this class reduce and reshape the abdomen. The Self-Reducing Straps produce gentle massage that eliminates excess fatty tissue. \$5.50 to \$10.

Nemo "Wonderlift" Corsets

are for women of every type, from the slender to the over-large. Models in this class give perfect abdominal support. The Wonderlift Bandlet is elastic and has powerful uplifting action that removes strains from abdominal walls and helps to lift fallen organs to correct position and holds healthful ones safely in place. \$7 to \$15.

Nemo "Kopservice" Corsets

for growing girls, slender women and women who are too heavy below the waist, are highly individualized to attend to special figure requirements and contain a number of hygienic specialties. \$4.50 to \$13.50.

—Meier & Frank's Corset Shop, Third Floor.



Have Your Nemo Corset Fitted by Mrs. A. L. Craig This Week

MEIER & FRANK COMPANY

See Other Meier & Frank Advertisements on the Preceding and Following Pages

A Carload of Rest and Happiness

Rolled into Portland Three Days Ago—
a Full Car of

Famous "THOR" Electric Washing Machines

Consigned to the Meier & Frank Electric Shop

THERE'S a tremendous difference between the home with a Thor Electric washing machine and the home without one.

Women are waking up to that fact—fast.

Our only difficulty for the last year has been to fill orders.

Seems as if all American women had suddenly awakened to the nonsensicality of scrubbing and rubbing back breakingly the week's laundry in the old way when

Thor Electric Washing Machines
cheerfully do the work for 2 cents an hour—

without letting Mrs. American Housewife do any of the hard work at all.

Thor factory has been rushed—orders have been delayed—and transit conditions have further delayed matters.

—But here are 81 brand new latest model Thors for immediate delivery—

All With the Swinging Wringer

which swings one way or another as is most convenient.

Thor electric washing machines have been tested and approved by

Good Housekeeping Institute

There are no belts to break or catch on your clothes. Everything is run by covered steel gears. They have the scientifically constructed no-wear wooden revolving cylinders and in no other machine can you get the famous atalog which takes all strain off heavy loads.



Breakfast Time

Elizabeth is having two eggs today.

"Well, Mother, are you going to have a good day today?" asks Father.

"Why, yes, this is Thor day, you know, and it is always fun to watch Thor do the washing," replies Mother.



After Breakfast

The family clothes have been cheerily soaking all night in soap and water except Elizabeth's dresses and such things. Mother now puts the proper amount of hot water and soap in Thor and adds enough clothes to fit Thor's desire for work. Then fastens the cover, presses the button and Thor starts gayly swishing the clothes to and fro, hurrying out every particle of dirt.



An Hour Later

Mother has finished washing the dishes and making the beds and has paid one or two visits to Thor, adding more clothes to be cleaned by this untiring worker. The last lot is finished. Clean as clean. The new electric swinging wringer wrings them dry.



Decorating the Spring Landscape

Now mother takes the pretty clothes-basket of snowy white things to the lawn and fastens them neatly on the rope, there to blow in the mild spring breezes and to be made all sunshiny and sweet for the family to wear.

No expensive helpers, no laundries, no waiting, practically no work—the Thor does it all. The Thor is so simple to operate that anybody—even a child—can run it.

Daily Demonstrations of "Thor" Electric Washing Machines

in the Electric Laundry—plenty of people who know to answer questions. The price is \$160.

Any Terms in Reason
Mail Orders Filled

—Meier & Frank's Electric Shop, Basement Balcony.

Meier & Frank Co.

THE QUALITY STORE OF PORTLAND