

# M. M. OBSERVES 40TH BIRTHDAY

## BUSINESS FOUNDED WHEN MEDFORD A TOWN OF BUT 967

First Store Opened by Wm. H. Meeker On Corner of Main, Bartlett — Growth Paces City's Expansion

Forty years ago there were no automobiles, no aeroplanes, no radio or sound pictures. Most of them hadn't even been thought about. Forty years ago the Indian wars of Southern Oregon were barely over. Medford was a mere child. The census of 1890 gives the population of Medford as 967 and of Jackson county but 11,453.

Amid these surroundings and with but little encouragement or conception of the future possibilities, Wm. H. Meeker landed in Medford from Iowa and founded the business that has since become the M. M. Department Store.

The location of the first store was at the corner of Main and Bartlett streets, where the Palmer Music Company is now located. Ten years later the store was moved across the street to the location of the present site of Strain's drug store. In 1911 another move was made, again across the street to the present location of Lampert's, where the store remained until the final move to the present location in 1923.

Medford grew into a city and the business of Mr. Meeker grew and kept pace with it.

Dad Meeker, as he was familiarly known by friends and associates, was progressive and took an active interest in the civic, religious and social life of the community. He was an active member of the Odd Fellows' lodge, an ardent church worker, being affiliated with the First Methodist church, a member of the Iowa club and a man who was loved and respected by all who came in contact with him. W. H. Meeker laid as the corner stones of his business, a FAITH in the future, HONESTY in his dealings, a SINCERITY of purpose and SERVICE to his patrons. On these has been built the business

## OWNER



Clarence A. Meeker, owner and active member of the M. M. Department Store, pioneer Medford firm. Mr. Meeker is actively identified with church, business and fraternal organizations of this city and has served as a member of the Medford city council.

structure that forty years of undulating business uncertainty has not shaken.

## HUMAN ARROW AIDS BEFUZZLED AVIATOR

VANCOUVER, B. C.—(UP)—Fellow aviators at the Jeticho airplane base aided an American aviator, who had lost his bearings enroute to Vancouver by forming a human arrow pointing toward this city.

The American flyer had passed over the civic airport and was miles north of here before he discovered his predicament. As he circled over Jeticho, the grounded aviator Jericho, he was lost and quickly gave him directions by lining up in the form of an arrow on the field.

The pilot "caught on" at once and turned around. He telephoned his thanks 45 minutes later after reaching Vancouver.

## Medford Building—Home of M. M. Department Store



The Medford building, corner of Sixth street and Central avenue, houses the M. M. Department Store. This is one of Southern Oregon's largest and finest business structures.

## SEX APPEAL GIVEN THE BLUE PENCIL BY TURK CENSORS

By Ferdinand C. M. Jahn United Press Staff Correspondent ANKARA, Turkey (UP)—Sex appeal is banned from press and art, and many aspects of human interest are

frowned upon by pedagogically minded Kemalist government.

Like a good father it is trying to educate the population and keep away unwholesome and dangerous spiritual food.

The press is, therefore, not permitted to report suicides, or to publish pictures of the victims because descriptions might entice romantic or unbalanced readers, to imitation.

Shukri Kaya Bey, minister of the interior, to whose department press matters belong, recently claimed in parliament that since his press decree suicides in Turkey had diminished by not less than 75 per cent.

Divorces and other unhappy family affairs come under a similar ban. Colorful descriptions of crimes are

forbidden as tending to encourage "herostratism."

Under a new law, just published, restrictions have been tightened, and the functions of "Direction Generale of the Press" have been extended to movies, broadcasting, to the theatres and to phonograph records.

Vedad Nedim Bey, the young assistant chief of this department has, thus, become the Josef Goebbels of Turkey.

His conception of the press and of other means of influencing public opinion radically differs from Western ideas.

Everything, pertaining to sex, is to be excluded, and the part reserved

to happenings of the day of non-political character and to "human interest" news reduced to a one or two column summary.

Instead of shapely legs and pretty faces of screen stars, the reader is to find beautiful sights of the country as well as new factories and railway bridges reproduced in his paper.

National interest, in short, is to take the place of human interest.

PENDLETON, Ore., Aug. 3.—(AP)—Stockmen and ranchers of the Butter creek section are looking forward to drought relief from three wells the federal government is to drill in now dry regions of Umatilla county.

## Personnel of the M. M. Dept. Store

Manager and Owner: Mr. C. A. Meeker. Bookkeeper and Credit Manager: Miss Gladys H. Whitson. Piece Goods, Hosiery, Underwear: Baby Dept., Etc.: Mrs. Panay Calder, Mrs. Edna Pursel, Mrs. Monta Davis, Mrs. Stella Roop, Mrs. Eva Hemphill.

Ready-to-Wear: Mrs. Alberta Murray, Mrs. Susie Curtis, Mrs. Katherine Satterlee, Mrs. Thelma Pruitt. Shoe Department: Mr. A. J. MacDonough, Mr. Raynor Guy. Men's Furnishings: Mr. F. S. Brandon, Mr. L. E. Shurtleff, Mr. A. W. Hubbs. Basement: Mrs. Beasie Billings, Mrs. Ann Brandon, Mrs. Mabel Smith, Mrs. Edith Elliott, Miss Josephine Powers. Phone 542. We'll haul away your refuse. City Sanitary Service.

If You Want Beauty... If You Want Service... If You Want Fit With Elasticity

## Le Us Show To You 'Seventy-4-Seventy' Crepe Chiffon Hose

Why are they called 70-4-70? Because two threads are twisted 70 times one way, then two threads 70 times the other, then these four threads are twisted together, so sheer! So wonder they're so delightfully crepey, so shapely, so long-wearing!

Yes—they cost a little more—but they PAY! A pair of "70-4-70" will outlast four pairs of ordinary hose.

\$1.50 — Extra Length \$1.65

### M. M. Department Store

## PHOENIX

Exquisitely Fashioned

### SILK HOSE

In Service and Chiffon Weights

—the Final Touch To the Fashionable Fall Outfit




M. M. Department Store MEEKER'S

**'Personality'**

FROCKS and PAJAMAS

—the Last Word In Smartness

**M. M.** Department Store Meeker's



Because We Feature the Finest -- We Offer

# ENNA JETTICK

Smart Footwear

AAAAA to EEE SIZES 1 to 12

**\$5 and \$6**

IT IS with pride and satisfaction that we offer the new, fall ENNA-JETTICK shoes for your inspection... another nationally-famous line EXCLUSIVELY featured here... You'll find the newest lasts... styled to the minute, with a craftsmanship usually found in shoes of far higher price... Smart! Trim! Graceful! If you seek the acme of comfort and style, be sure to see our newest ENNA-JETTICKS!

**M. M.** Department Store Meeker's

YOU NEED NO LONGER BE TOLD THAT YOU HAVE AN EXPENSIVE FOOT




RED GOOSE SHOES

**FRIEDMAN-SHELBY** ALL LEATHER SHOES

We Are Proud To Feature This Fine Line of All-Leather Shoes For All The Family

Made By the Friedman-Shelby Shoe Co.

M. M. Department Store

A Special 40th Anniversary Showing of the Very Newest in

## FOUNDATION GARMENTS

—By—

# VOGUE

M. M. Dept. Store Meeker's