

# M. M. Department Store Holds 'Open House' Wednesday Evening

**PUBLIC INVITED  
TO INSPECT NEW  
STORE LOCATION**

Souvenirs For Ladies—Orchestra to Furnish Music—New Location Among Most Modern In State

"Open house" will be held by the M. M. department store tomorrow night from 7 until 9:30 o'clock in celebration of the recent opening in its new location at 220-222 East Main street. Everyone is cordially invited to attend. There will be souvenirs for the ladies and an orchestra will furnish music. No merchandise will be sold during these hours.

With modern fixtures and equipment inside and an up-to-date display front on the exterior, the local store is now considered one of the most beautifully appointed in the state. The front is especially modern, there being less than 20 of these designs in the United States, it is said. Two large glass windows enable the customer to see merchandise clearly from all sides. The back island display window also lets more light into the interior.

**Fine Lighting System**  
A feature of the store itself is the excellent lighting system. Many skylights make it practically a "daylight" store, the ready-to-wear and men's clothing departments being especially light, making artificial illumination entirely unnecessary. Fixtures, newly purchased and installed, are all of gum wood and mahogany made locally by the Trowbridge cabinet works.

At the rear of the store is a modern mezzanine floor, with davenport, writing desks and a rest room where the lady customer may relax while shopping.

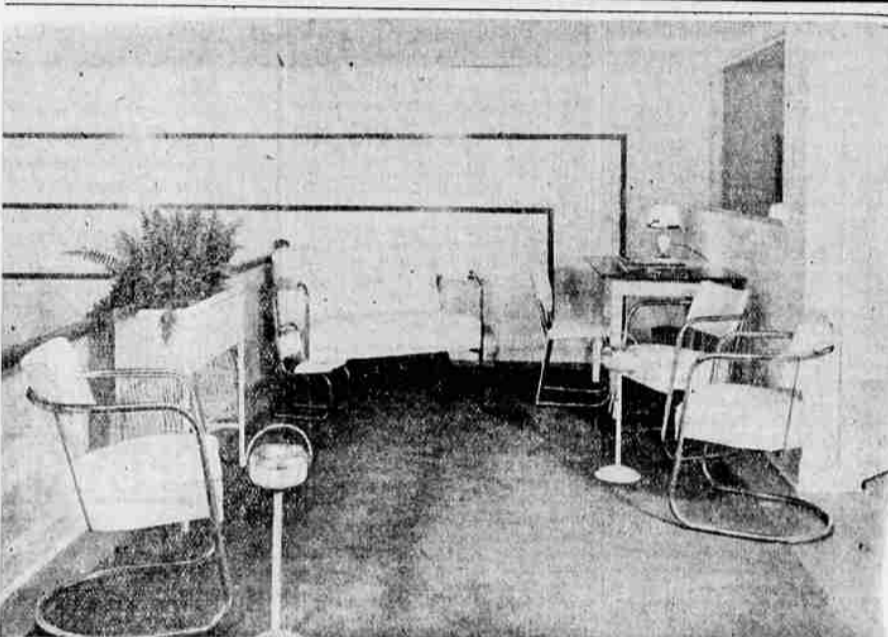
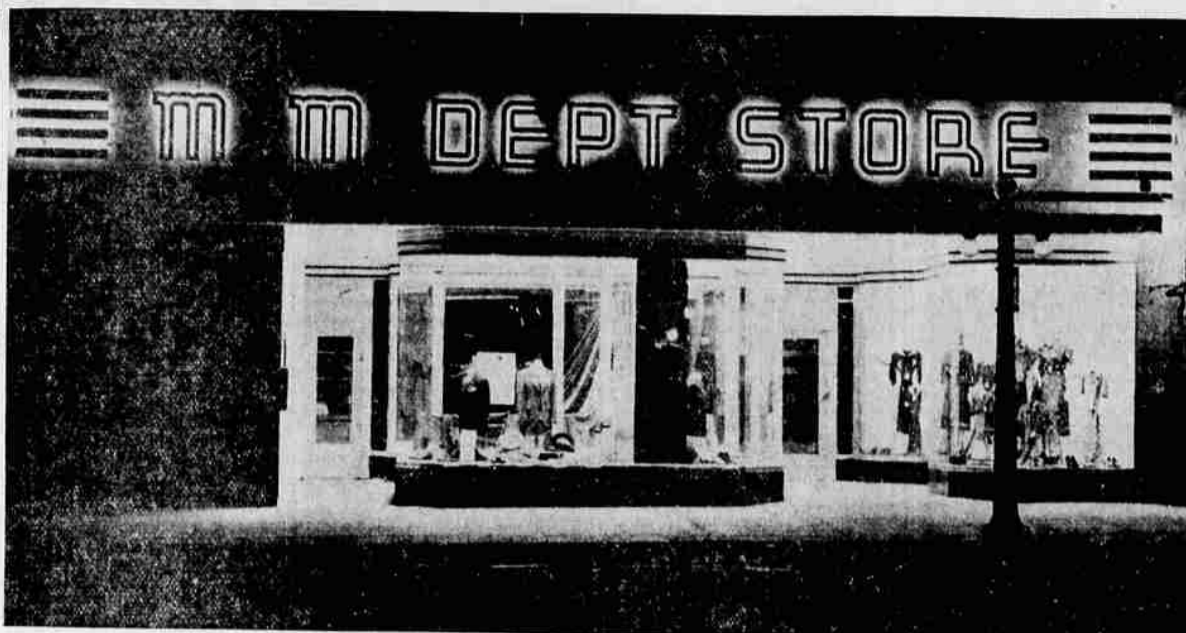
All aisles are wide and spacious and display counters and cases are conveniently located so as to make shopping a pleasure. Departments are segregated with simplicity and may be easily reached.

About November 10, it is planned to occupy the space now leased by Dr. Just Rickett, allowing the building of another show window which will balance the front and give additional space to the men's department and increasing the size of the other departments.

**Much Preparation**  
The M. M. department store recently moved from its old location at North Central avenue and Sixth

(Continued on Page Nine.)

## New Store Brightens East Main Street Shopping District



The smart new front of the new M. M. Department store at 220-222 East Main street in Medford. The attractive front is marked by a giant Neon sign and the latest-type display windows with island window in the foreground. The darkened section at the left will soon be acquired by the M. M. store and will complete the beautiful, modern store front. The building housing the new M. M. store was recently remodeled by the owners, Clarence A. Meeker and William H. Fluhrer. Bottom: Glimpse of the comfortable lounge on the mezzanine floor of the M. M. Department store which has been made available to shoppers at the store. A cordial invitation for the public to use this splendid lounge has been extended

## Owners of New M. M. Store



New owners of the M. M. department store, pioneer Medford mercantile concern established in 1894. Left: Charles S. Adair, formerly associated with the Golden Rule store of Grants Pass and general manager of the M. M. store. Adair has an enviable reputation in the field of merchandising throughout the Pacific coast. Right: Bernie H. Williams, well known Medford man and representative of the dry goods firms of Walnut N. Moore, San Francisco, who is associated with Adair in the new M. M.

## 11 MAIL BOXES UPSET BY DRUNKEN AUTOIST

PORTLAND, Ore., Sept. 21.—(AP)—Don Quixote went one down to a drunken driver, C. Nielsen told deputy sheriffs.

Nielsen said he picked up 11 rural mail box posts knocked down by the unidentified driver—who did his jousting with an automobile.

## AUTOIST RAMS HYDRANT TRYING TO RESCUE DOG

PORTLAND, Ore., Sept. 21.—(AP)—Ray Harvey's small terrier tried to leap from an automobile yesterday. Harvey reached for the dog and the auto struck a fire hydrant.

The resulting 40-foot high stream of water required 90 minutes of effort by city firemen and water department employes to stop, flooded residential basements and a store, ripped up a street and damaged the automobile. The dog was not hurt.

## WOMEN GET FIRST BUCK OF SEASON NEAR BEND

BEND, Ore., Sept. 21.—(AP)—Mrs. R. E. Heskett and Mrs. Paul Hodge sent veteran hunters "back to the farm" when they reached here with a four-point, 200-pound buck killed by Mrs. Heskett, the first reported this season.

Since the war to end wars, there have been seventeen de facto wars.

# A CORDIAL INVITATION

IS EXTENDED TO YOU AND YOUR FAMILY TO ATTEND THE

# OPENING

OF THE NEW

# M. M. DEPT. STORE

AT THIS STORE'S FINE NEW HOME  
220-222 EAST MAIN

# Wednesday Evening

SEPTEMBER 22—7:00 TO 9:30

MUSIC . . . SOUVENIRS for the  
the Ladies—Everyone Welcome

NO GOODS SOLD DURING THE EVENING

This Home-Owned, Long-Established Store Features  
These

# NATIONALLY ADVERTISED LINES

CORRECTLY PRICED—AT ALL TIMES

- |                            |                        |                           |
|----------------------------|------------------------|---------------------------|
| Botany Woolens             | Crown Tested Rayons    | Wool of the West Blankets |
| Pequot Sheets              | Simplicity Patterns    | Rock River Cotton         |
| Esmond Blankets            | Sunset Pillows         | No Mend Hosiery           |
| Sunshine Curtains          | Hansen Gloves          | Mary Lane Coats           |
| Cinderella Hosiery         | Warner Corsets         | Munsing Underwear         |
| Bloom Field Frocks         | May Fair Junior Frocks | E. and W. Hats            |
| Loraine Underwear          | Middishade Suits       | E. and W. Shirts          |
| Hanes Underwear            | Campus Sweaters        | Duplex Ties               |
| Shaw Knit Hosiery          | Multnomah Luggage      | Red Ball Overalls         |
| Big Yank Shirts            | U. S. Rubber Boots     | Winthrop Shoes for Men    |
| Carters Kangaroo Shoes     | Santa Rosa Shoes       | Sky Rider Boys' Shoes     |
| Enna Jettick Shoes         | Carmo Shoes            | Williams Shoes for Ladies |
| Red Goose Children's Shoes | Spring Time Prints     |                           |

# M. M. DEPARTMENT STORE

220-222 EAST MAIN STREET—MEDFORD

## READ

MR. ADAIR'S STATEMENT

Manager of the M. M. Department Store—

In opening this new store, one of the finest and most modern on the Pacific Coast, we want to outline to the people of southern Oregon these aims which are to be a part of our business policy:

- To give you a store with an atmosphere of friendliness that will make you ENJOY your shopping visits here!
- To give you—always—the most prompt and courteous service possible!
- To continually scour the nation's leading markets to bring to you the finest of styles and the greatest of values!
- To see that EVERY SALE is satisfactory and to adjust any complaint that may arise to YOUR entire satisfaction!
- To be in a receptive mood at all times for suggestions YOU may offer for the betterment of our service to southern Oregon and northern California people!

In other words, we want you to feel that this is YOUR STORE . . . The splendid patronage YOU have accorded the new management of this long-established institution is sincerely appreciated and every effort will be made to merit its continuance!

CHARLES S. ADAIR

## We Wish

The

# M. M. Dept. Store

# Every Success

In Their New Location

We are proud of our part in furnishing the

Wiring

Modern Lighting

and the

Neon Sign

**Trowbridge & Flynn  
Electric Company**

212 W. Main

Phone 12

## The M. M. DEPT. STORE

The Only Place You Can Buy the Famous

# CINDERELLA STOCKINGS

89c

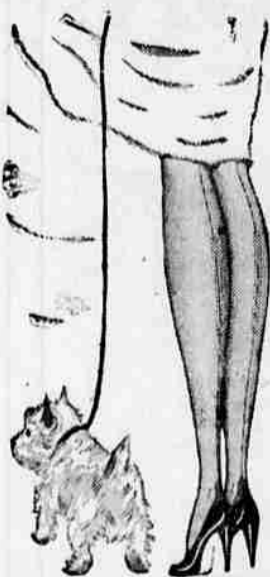
\$1.00

\$1.15

—and—

\$1.35

Per Pair



If you are a modern woman with a triple life. If you take care of a busy household in the morning—visit or shop in the afternoon—have occasional special evenings when you must look your best. Then you'll want to know more about the three different weights of lovely CINDERELLA STOCKINGS, we are featuring. There are 4-thread stockings for your daytime duties; sheerer 3-thread for afternoon; and the sheerest 2-thread for the evening flattery. All with the famous CINDERELLA elastic strength, all in shades dictated by fashion. Join the CINDERELLA stocking club and receive a pair free.



220-222 E. Main

Chas. S. Adair, Manager