(1) $\left[(s+m)\, y(x,s)\right]_{s=-m}$ in M&W

is (up to a const) $y_-$ in our notation, while $y$ is $y_+$

(2) Consider two solutions for $m^2 = \frac{1}{4}$

$$y_+ = x^{1/2}\left(c_0^{(+)} + c_1^{(+)} x + c_2^{(+)} x^2 + \dots\right)$$

$$y_- = x^{-1/2}\left(c_0^{(-)} + c_1^{(-)} x + c_2^{(-)} x^2 + \dots\right)$$

substitution to Bessel's Equ. gives

$$\dots + \left(12 c_3^{(+)} + c_1^{(+)}\right)x^2 + \left(6c_2^{(+)} + c_0^{(+)}\right)x + 2c_1^{(+)} = 0$$

$\Rightarrow$ $c_1^{(+)}$ and all $c_{2n+1}^{(+)}$ are zero

$$\left(12\, c_4^{(-)} + c_2^{(-)}\right)x^2 + \left(6\, c_3^{(-)} + c_1^{(-)}\right)x + \left(2c_2^{(-)} + c_0^{(-)}\right) = 0$$

$\Rightarrow$ odd series in $y_-$ coincides with even (the only one) series in $y_+$ and can be dropped