

PLAYS, PICTURES AND MUSIC

MELVILLE ELLIS IN THE "ETERNAL MAGDALENE"

Brilliant Actress Greeted by a Large Audience at the Grand Opera House.

A BIG, VITAL DRAMA

Beautifully Staged and Capably Presented by Clever Company—A Real Treat.

Melville Ellis, whose absence from the stage for many years was deeply regretted by her many admirers, appeared last evening in Robert McLaughlin's new play, "The Eternal Magdalene," and her appearance was marked by a most enthusiastic reception at the Grand Opera House.

ALBERT BROWN

Who is repeating his hit in "The White Feather" at the Royal Alexandra.

"THE WHITE FEATHER" AS POPULAR AS EVER

Well Received at Alexandra Last Night on Its Third Visit to Toronto.

HAS PERENNIAL LIFE

Impersonation of Christopher Brent by Albert Brown Splendid Study.

For a third visit in a season or so "The White Feather" shows amazing vitality. The audience last night was almost a capacity one, and the enjoyment of the piece was displayed in an enthusiastic reception as on the first visit.

MME. OLGA PETROVA VERY POPULAR HERE

Appearing in "The Vampire," Wins Approval and Splendid Bill Follows Picture.

Once more there was demonstrated at Shea's Hippodrome yesterday afternoon the unmistakable popularity of Mme. Olga Petrova—the Russian dramatic actress—as a screen artist.

HOME OF LATE CAPTAIN RICHARDS FOR SOLDIERS

KINGSTON, Ont., March 20.—The Richardson summer home, up the Rideau River, will be used as a home for convalescent soldiers.

Doctor Says Nuxated Iron Will Increase Strength of Delicate People 200% in Ten Days

In many instances—Persons have suffered untold agony for years doctoring for nervous weakness, stomach, liver or kidney disease or some other ailment when their real trouble was lack of iron in the blood.

New York, N. Y.—In a recent discourse Dr. E. Sauer, specialist of the city said: "You have to make an actual blood test on all people who are ill you would probably be greatly astonished at the exceedingly large number who lack iron and who are ill for no other reason than the lack of iron."

The moment iron is taken the symptoms disappear. Without iron the blood at once loses the power to change food into living tissue and therefore nothing you eat does you any good.

Your food merely passes through your system like corn through a mill with iron lacking wide apart the mill can't grind. As a result of this continuous blood and nerve weakness, which is the cause of all weakness, nervous and all run down and frequently develop all sorts of conditions.

VARIETY IS FEATURE OF PROGRAM AT SHEA'S

Melville Ellis and Miss Bordon Clever Artists, and Other Numbers Are Entertaining.

Variety is a strong feature in a bright bill at Shea's this week, where the act of the clever pianist, Melville Ellis, and his companion, Miss Irene Bordon, the charming chanteuse, proves a really artistic and highly musical offering.

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MURRAY-KAY, LIMITED. STORE HOURS: From 8.30 a.m. to 5.30 p.m. TELEPHONE: Adelaide 3100.



New Foulards and Crepe Silks, \$2.00 Yard

Surely there never were lovelier silks than the exquisite weaves that have come from the loom for madame's spring and summer apparel! We have been fortunate in getting a large number of exclusive patterns in Foulards and Silk Crepes, of which we give a few details herewith:

- Foulards, 48 in. wide, navy, cadet, rose, black and white grounds with very lovely printed patterns in white or colors. Special, per yard \$2.00
Silk Crepes, 40 in. wide, black or white grounds, the white silk having lovely Dresden designs, the black silk having conventional designs in white, special, per yard \$2.00

We Invite You to Attend Our Spring Opening Which Starts To-day

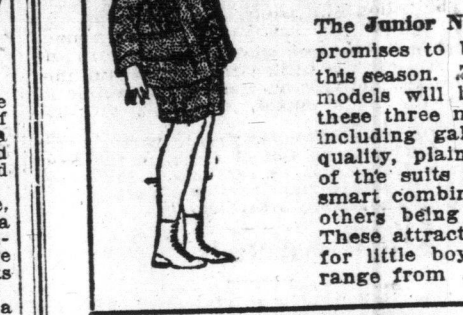
And Which Will be Continued Wednesday and Thursday

Taken either collectively or individually, our Spring Opening displays will surely interest you. We've assembled for every department the most desirable class of merchandise that the markets afford, and we think the general consensus of opinion will be that our 1916 Spring Opening is the best in the Store's history. We shall hope to see all our friends on any or all days of the Opening.

Murray-Kay, Limited

Wash Suits for Little Boys The Newest Things, \$1.75 to \$3.00

The small boy has not been forgotten in the arrangements for our Spring Opening, as you'll see yourself when we show you the smart little wash suits that are waiting for their small wearers.



The Junior Norfolk Suit, which is illustrated, promises to be one of the leading favorites this season. The "Tommy Tucker" and "Middy" models will be equally popular. You'll find including galateas and drills of splendid quality, plain and with fancy stripes, some of the suits being all white, others showing smart combinations of white with color, still others being in the popular natural shade. These attractive little wash suits are in sizes for little boys of 2 to 7 years. The prices range from \$1.75 to \$3.00

Charming New Blouses of Georgette Crepe, at \$6.50 Each

You'll find our Blouse Section in gala attire during Opening Days, with its beautiful array of new Lace, Georgette Crepe, Silk and Crepe de Chine Blouses, as well as the daintiest models in lingerie effects that you could wish to see.



We're making a special feature of some exquisite Blouses in fine Georgette Crepe that we think exceeded in good value at \$6.50 each. These pretty bits of sheer loveliness come in palest pink, white, navy or black. The use of collar is a novel touch, the taut ensemble being very charming indeed. Price \$6.50

Fibre Silk Stockings, New Shades, 50c a Pair

Vegetable Silk Stockings, clear even weave, cotton garter tops, heels and toes, colors battle-ship grey, champagne, black and white, per pair 50c

Directoire Knickers, fine cotton, black or navy. Per pair 50c
Directoire Knickers, mercerized cotton, navy or Alice blue, per pair 50c

Silk Dress Nets in New Colors, \$1.50 Yard

Among the many lovely Laces, Crepes, Tulles, Nets, etc., that you'll find on display in our Lace Section, we call to your notice a particularly fine line of: Silk Nets, 42 in. wide, for dresses, in all the latest shades of pink, blue, green, brown, grey, maize, flame, also gold and silver. Special, per yard \$1.50

New Embroidery for Corset Covers, 35c
The new spring Embroideries have arrived in time for our Opening, and a very attractive array they are. We're offering a striking value in Corset Cover Embroidery, 18-inch width, in Swiss, nainsook and cambric, several dainty patterns, special, per yard 35c

Dainty Handkerchiefs at 12 1/2c and 25c Each

The last word in dainty Handkerchiefs will be found in our opening display in the Handkerchief Section, including:
Sheer Dainty Handkerchiefs, with hand-embroidered corners, and borders hemstitched or whipped, in colors, many showing a touch of pink, blue or helle in the corner. Special 12 1/2c each, \$1.50 a dozen

Fancy Linen Handkerchiefs, with colored borders, colored whipped borders, colored scalloped borders and hand-embroidered corners; also with white borders and hand-embroidered corners in colors; also all white, and black and white effects. Price 25c each

The Spring Opening in Our Millinery Section

One thing you'll notice at our Spring Opening is the fact that the big hat is making its presence known. Not that the smart little hat is being entirely ousted from favor by its larger rival. The fact is, small and large models will be equally popular, but the small hat will not hold the central place, as it has done during the last few months.

Many of our lovely French models show that the wind is blowing in favor of sweeping Gainsborough lines, and our own designs have followed the Parisian lead. You'll be quite charmed with the very lovely Spring Hats we are featuring during Opening at \$12.00 each

Exquisite Lingerie of Crepe de Chine

The lovely Crepe de Chine Lingerie made and designed in our own workrooms for the Opening must be given a word of commendation by many women who are of an athletic turn of mind, or whose slender proportions need but little support. The Envelope Chemises and Corset Covers included in the display.

We want you to see the charming Crepe de Chine Nightgowns on the new "Goddess" model, in pink or white, trimmed with lovely white lace and having a French touch in the sweet little flowers of pink and blue which are used on front and to catch up the sleeves. Price \$12.00

This is the Time of Year to Think About Curtains

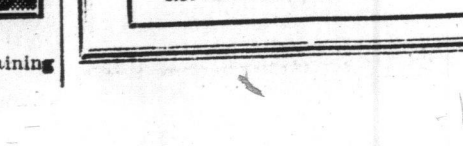
You Must See Our New Lace Nets and Arabian Effects From 40c to 75c a Yard

When you're attending the Spring Opening at the Kay Store let us commend to your inspection our very beautiful display of the English and Scotch Lace Nets that are now so popular for sash curtains in dining-rooms, living-rooms and bedrooms. We've rarely had an assortment that showed such wide variety, such charm of design, and such moderation in price.

Let us suggest, while we're talking about the dressing of windows, that you turn your thoughts towards ordering your Awnings, before they are needed, not after. As soon as good King Sol begins to work in real earnest, we'll be so busy that we can't promise to turn out all orders promptly. Those who have looked ahead won't have to wait. Their awnings will be ready for them, and will be put into place without any delay. We advise you to be amongst those who "look ahead."

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DOCTOR SAYS NUXATED IRON WILL INCREASE STRENGTH OF DELICATE PEOPLE 200% IN TEN DAYS. In many instances—Persons have suffered untold agony for years doctoring for nervous weakness, stomach, liver or kidney disease or some other ailment when their real trouble was lack of iron in the blood.—How to tell. New York, N. Y.—In a recent discourse Dr. E. Sauer, specialist of the city said: "You have to make an actual blood test on all people who are ill you would probably be greatly astonished at the exceedingly large number who lack iron and who are ill for no other reason than the lack of iron."



NORMA TALMADGE in "The Battle Cry of Peace" remaining a second week at the Strand.