

GREAT SALE

For This Week of

Coats—Suits

To Fit Women of All Sizes

38 to 56 bust; long or short waisted

in the Lane Bryant economy

"LOWER STORE"

At Great Reductions

Never have we offered such bargains at this early part of the season. We are doing this to acquaint the public with our "economy lower store."

Every coat and suit in this sale is of the newest style and material

Be Sure to Ask for the "LOWER STORE"

\$22. Coats Chevots, Thibet Cloths, Checked Velours and Mixtures. **14.95**

\$29. Coats Velours, Zibelines, Kerseys, Matalam. Some fur trimmed, full lined, interlined. **19.85**

\$34. Coats Silvertone, Vigoreaux, Plush, Broadcloth, Astrakhan. Some have fur collars. Full lined and interlined. **24.75**

\$37. Suits Broadcloth, Burella Cloth and Vigoreaux. All silk lined and interlined. **29.75**

COLORS: Black, Navy, Green, Brown, Purple, Taupe.

21-23 W. 38th St. Lane Bryant 21-23 W. 38th St.

Whatever your size or figure—you can be fitted with a LIBERTY BOND.

Liberty Banner in Emigrant Savings Bank With Instalment Plan to Buy Bonds

REMEMBER SUBSCRIPTIONS IN GREAT NUMBER ARE ABSOLUTELY ESSENTIAL TO THE SUCCESS OF THE SECOND LIBERTY LOAN

WE OFFER OUR SERVICES FREE OF CHARGE TO THOSE DESIRING TO SUBSCRIBE FOR THE SECOND ISSUE OF LIBERTY LOAN BONDS AND RECOMMEND TO ALL SUBSCRIBERS OF \$1000 OR LESS OUR WEEKLY PAYMENT PLAN

\$1.00 WEEKLY FOR A \$50 BOND	\$10.00 WEEKLY FOR A \$500 BOND
\$2.00 " " " \$100 " "	\$20.00 " " " \$1000 " "

ADOPT THIS SUGGESTION AND YOUR FUTURE SAVINGS WILL PAY FOR YOUR LIBERTY BOND

WANTS MORE LIGHT ON MISS EDEY'S SPENDING

Suffolk Surrogate Directs Her Uncle to Give Details of Charges Against the Estate.

Frederick H. Pasker, special guardian for Miss Mary F. Edey of No. 14 West 51st Street, thinks that a young woman of nineteen, with an income of \$15,000 a year, has no right to have \$50 a week pocket money. Because Mr. Pasker feels that way Suffolk Surrogate Charles L. Edey, a broker at No. 74 Broadway, Manhattan, to give more details as to various expenses charged against the estate of Miss Edey, who is his niece and who makes her home with him.

Surrogate Strong, in directing the itemizing of accounts, expressed the belief that the young woman has been spending more money than her income warrants. Items on which more light is wanted are, for instance: Wedding present for "auntie," \$25; pearl and diamond ring, \$200; wedding present, \$110; Christmas presents, \$250; present for "Mary," \$25; dancing and theatres, \$750; dance given by Miss Edey, \$584.51; horse, \$1,000; insurance on horse, \$90; skating lessons, \$20; trip to Yellowstone Park, \$278.90; riding lessons and cats, \$1,800.

Two Soldiers Die of Gas.
Two soldiers of Company H, 147th Infantry, stationed at Camp Mills, Long Island, were found dead in bed in a lodging room at Blasberg's Restaurant, West Street, Paterson, yesterday, from gas. A postal card addressed to Frank Bial, Smilax, Ala., was found on one of them. They arrived at the restaurant at 2 o'clock in the morning. The police believe that the deaths were accidental.

Safe Milk for Infants and Invalids
HORLICK'S THE ORIGINAL MALTED MILK
Rich milk, malted grain, in powder form. For infants, invalids and growing children. Pure nutrition, upbuilding the whole body. Invigorates nursing mothers and the aged. More nutritious than tea, coffee, etc. Instantly prepared. Requires no cooking. Substitutes Cost YOU Same Price

SUGGESTION HOW TO BUY YOUR LIBERTY BONDS.

To the Editor of The Evening World:
I note your request for suggestions about the best way to reach the wage earner for Liberty Loan subscriptions and take pleasure in offering the following suggestions:
That in order to reach the greatest number, you print in your evening editions a coupon reading as follows:

Write name of head of firm on this line.
Please apply \$2 a week of my wages for a period of twenty-five weeks to the purchase of a Liberty Bond of \$50 for me, and oblige,
Sign your name on this line.
Or, if \$100 bond is desired, cross out above paragraph and sign the following instead.
Please apply \$2 a week of my wages for a period of fifty weeks to the purchase of a Liberty Bond of \$100 for me, and oblige,
Sign your name on this line.

I should think that every one who employs wage earners could afford to have a supply of Liberty Bonds on hand to turn over to their employees as paid for by them. In your paper advise employees to sign this coupon and hand it to the boss. Yours very truly,
CHAS. B. HOBBS,
Of Gifford, Hobbs & Beard, 60 Broadway.

"How I Am Buying My Liberty Bond"

Evening World Readers, in Contest for the \$50 Liberty Bond Offered for Best Letter, Write Telling How, by Sacrifice and Economy, They Are Already Buying One or More.

Liberty Loan Editor, New York Evening World:
The method applied to economize depends largely upon personal habit. I had grown indifferent to minor expenditures, patronized the barber almost daily; had my shoes shined three times weekly; had my tailor press clothes weekly; smoked incessantly; also spent carefree unnecessarily.
I decided to provide \$3 weekly and accordingly opened an account in the

East New York Savings Bank in my wife's name. I adopted the following plan: Abstained from smoking entirely, shaved myself, polished my shoes, pressed my clothes and used the new 5-cent line from East New York to 14th Street, New York.
On each occasion I put the amount saved in a small bank provided for the purpose. The amount totalled \$1 weekly, to my great astonishment.
The bank account now shows a credit of \$90. In this same manner I have already subscribed for a \$200 bond.

I am also soliciting as a Liberty Loan volunteer and have made it a point to show the way in small savings. A small bank put in a conspicuous place in the home is the best reminder. WM. BOCK JIL, No. 201 Sunnyside Avenue, Brooklyn.
IF THIS SOLDIER CAN BUY A BOND, YOU CAN!

Liberty Loan Editor, New York Evening World:
I have subscribed for a bond of the second issue. I am at present earning \$30 a month, being an enlisted man in the Coast Artillery, over at Sandy Hook. I have to pay \$1.50 for laundry and 50 cents for company fund. I send home monthly \$16. I pay \$5 for canteen checks, good for merchandise, and \$5 is taken out for the Liberty bond, and it leaves me exactly \$2 for stationery and stamps, tooth paste and other minor necessities.
I am also trying to point out the advantages there are in being a Liberty Loan bondholder to my companions.

PRIVATE ARTHUR KATZ, 224 Company, C. A. C. Fort Hancock, N. J.
SAVES HIS ODD CHANGE TO "HELP UNCLE SAM."

Liberty Loan Editor, New York Evening World:
I herewith send in my plan and method of saving money on a small income so it will apply to the greatest loan any man could wish to extend.
In riding on the cars, making purchases, we all receive change of either paper money or silver money, but it never occurs to the great majority of people working for their living on a small salary that if they were to save all the new nickels commonly called "bull nickels," what an amount would accumulate in a short time. I started with saving nickels and found that I could put away about \$1 to \$1.25 a week. Then I thought I could do better, so I started saving new dimes, quarters, half dollars and once in a while a dollar.
But your money saved this way into a box, bank or any other re-

Oklahoma Indian Buys \$412,000 Worth of Liberty Bonds
OKMULGEE, Okla., Oct. 17.—Jackson Barnett, a Creek Indian, whose affairs are managed by a guardian, has been permitted by the County Court to subscribe for \$250,000 of the second Liberty Loan Bonds. He is the possessor of \$162,000 of the first Liberty Loan Bonds, making his total subscription \$412,000.
Barnett lives alone in a little cabin near Henryetta. His holdings in one of Oklahoma's richest oil fields are said to be worth more than a million dollars.

ceptacle and at the end of the week open it up and see how much you have. After that is done, go to your bank or the place you are purchasing your bond and tell them to apply that to the principal. Most banks are willing to do this favor. I encourage all my friends to try and save in this manner and give their money to Uncle Sam. He needs it to keep us in our homes and protect us with our dearly cherished liberty. JOHN A. LEAVENS, No. 1915 Homecroft Avenue, Brooklyn, N. Y.

FOOD THRIFT PAYS FOR THIS HOUSEWIFE'S BOND.
Liberty Loan Editor, New York Evening World:
When I decided to do my bit, by buying a \$50 Liberty bond, I made up my mind that it would be paid for by economizing on desserts and by serving plainer and more substantial food for others not so nutritious. For example, I cut out all desserts which required eggs and am not making and desserts which require long cooking or baking, thereby saving on my gas.
I am effecting quite a saving by using more fish than formerly. I find that it pays me to look about and buy where I can get my table supplies most cheaply, as there is frequently a saving of 2 or 3 cents on the one article in different locations. This is particularly true of fresh fruits and vegetables. It not only pays from the dollars and cents standpoint, but I am benefited physically by the exer-

Father John's Medicine
A Doctor's Prescription Best for Colds
No Alcohol or Dangerous Drugs

Pipe Smokers

Your cigarette

LUCKY STRIKE

the real Burley cigarette

It's toasted

10c
The American Tobacco Co.

GAS ON STOMACH SOUR STOMACH INDIGESTION HEARTBURN
Instantly Relieved by
BISURATED MAGNESIA
IN 5 GRAIN TABLETS AND POWDER FORM
BISURATED Magnesia is Magnesia especially prepared for the safe, speedy and certain correction of dangerous stomach acidity. It comes only in the form of five grain tablets and powder in sealed blue packages. Do not confuse with commercial magnesia, pills of magnesia or citrate of magnesia. Look for the word BISURATED and get the genuine from DRUGGISTS EVERYWHERE.—Adv.

The "National's" Outlet Store, 119 W. 24th St., Near 6th Ave.

Bargains!
For Thursday and Friday

\$6.97
Ladies' Coat. Attractive style! Made of Velour with fur fabric trimmed collar. A big value even though slightly imperfect.

\$7.97
A Coney fur collar trims this becoming Velour Coat. It comes in ladies' sizes. Slightly imperfect, but a big Bargain Value.

A Shoe Challenge!
Second Day of Sale Thursday
Here is one of the biggest Shoe Bargains this store has ever offered:
3,000 pairs of Women's Shoes—7 styles—Patent or Gun Metal finished Leather, with cloth tops. Sizes 2 1/2 to 8—everyone's perfect. One model pictured here. **\$2.39**

Curtain Sale
Ruffled White Muslin Curtains; floral band; 2 1/2 yards long; 34 inches wide; at 57c.
This is an example of the Big Bargains in the Sale. There will also be a lot of 247 Curtains—only 2 or 3 of a kind—at prices ranging from 57c to \$1.97.

Rummage Clearance Sale
Odd lots of soiled and imperfect merchandise—discontinued numbers—past season's styles—every department represented—Coats, Suits, Dresses, Shoes, Hats, Sweaters, Underwear, Remnants, Waists—all marked at Big Bargain Prices.

This Outlet Store is the Bargain Retail Store of the big mail order house, the National Cloak and Suit Company. Quantities are limited, the assortment of sizes and colors is not always complete, some are past season's styles, but everything sold is a big bargain.
No Mail Orders Are Filled. Store Hours: 9 to 5:30; Saturdays, 8:30 to 6.
NATIONAL'S Outlet Store 119 to 125 W. 24th St. Bet 6th and 7th Aves.

S. BAUMANN & CO.
COR. 46TH ST. & 8TH AVE.

Good Furniture at Reasonable Prices On Our LIBERAL CREDIT ARRANGEMENT
Our Terms Apply Also to New York, New Jersey, Long Island and Connecticut. ALL GOODS MARKED IN PLAIN FIGURES. WE PAY FREIGHT.

3-Piece Queen Anne Period Dining Room Suite, American Walnut, as illustrated, at **\$94.50**

WE SELL ON CREDIT COLUMBIA GRAFONOLAS From \$15.00 Upward
With Every Machine Columbia Records
COLUMBIA RECORDS IN OCTOBER ON SALE. WRITE FOR CATALOGUE, MAILED FREE.

APARTMENTS FURNISHED FROM \$75 UP ON CREDIT
OPEN MONDAYS & SATURDAYS UNTIL 10 P. M.
46TH ST. 750-752 EIGHTH AVE 8AVE

A SEVEN-TIME WORLD WANT WORKS ALL THE WEEK. ORDER ONE TO-DAY AND PROSPER.

Krumbles is protected by Waxtite, the perfect seal, which keeps out dampness, and keeps in the fresh-from-the-oven flavor.

Look for this signature
W.H. Kellogg

All Wheat Ready to Eat

B. Altman & Co.
The Great Autumn Sale of ORIENTAL RUGS
is now in progress

Carpet size, medium and small Rugs are offered at substantial concessions from regular prices

Fifth Avenue—Madison Avenue
34th and 35th Streets New York

SUNDAY WORLD'S "TO LET" ADS.
Simplify Home-seeking by saving time, temper and tramping.

Special Values for Thursday Only.

Wool Coat \$25.75
All-Wool Dress \$16.50

If you were to pay full retail prices on the models illustrated, you'd have to give \$5 to \$10 more for them.
Coats, \$9.75 to \$30 Suits, \$15 to \$30 Dresses, \$7.50 to \$20
HAMILTON GARMENT CO.
307 FIFTH AVE. (Bet. 31st and 32d Sts.), N. Y.