

UNITED STATES OF AMERICA  
Before the  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 3587/February 9, 2016

ADMINISTRATIVE PROCEEDING  
File No. 3-17102

In the Matter of

BAILEY FRANCES CORP.,  
KINGLY CHATEAU CORP., AND  
LUCY'S WATER WORLD, INC.

ORDER POSTPONING HEARING  
AND SCHEDULING PREHEARING  
CONFERENCE

On February 4, 2016, the Securities and Exchange Commission issued an order instituting proceedings (OIP) pursuant to Section 12(j) of the Securities Exchange Act of 1934, alleging that Respondents have securities registered with the Commission and are delinquent in their periodic filings. A hearing is scheduled for February 24, 2016.

On February 9, 2016, the Division of Enforcement submitted a declaration of service, establishing that Respondents were served with the OIP by February 6, 2016, in accordance with 17 C.F.R. § 201.141(a)(2)(ii). As such, Respondents' answers are due by February 19, 2016. OIP at 3; 17 C.F.R. §§ 201.160(b), .220(b).

I ORDER that the hearing currently scheduled for February 24, 2016, is POSTPONED, and a telephonic prehearing conference shall be held at 3:00 p.m. EST on March 8, 2016, if the proceeding is not resolved before then. Any Respondent that fails to file an answer by February 19, 2016, will be deemed in default, the proceeding will be determined against it, and the registration of its securities will be revoked. *See* OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f).

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Jason S. Patil  
Administrative Law Judge