RECEIVED 2,300 ELECTRIC VOLTS, BUT STILL LIVES

Matthew P. Murphy Marvellously Escaped Death from Light Wire.

HURLED OFF PLATFORM.

Plunged Forty Feet to the Street, but Will Soon Be at Work Again.

Mathew P. Murphy, of No. 226 Mulberry street, a cable splicer in the employ of the New York and New Jersey Telephone Company, after having received 2,300 volts from an electric light wire, and being thrown from a platform forty feet to a stone sidewalk, has returned to his home.

Murphy was working in Somerville at the time of the accident. He was standing on a platform large enough to hold eight persons. The electric wires were about eighteen inches from the telephone cable.

In some mysterious manner he touched the coils and received the shock and was thrown to the street. He was severely burned about the body by the electric current, and received painful injuries from the fall.

When seen by an Evening World reporter at his home to-day, Murphy said:

"I was on a platform forty feet from the ground, getting my cable ready to splice. The insulation on the electric light wires was all worn and the construction quite ancient. There were old copper fuses that are now obsolete, and these Public Service wires were within eighteen inches of the telephone cable. I was working very carefully with my back to the electric wire. Suddenly I felt a burning sensation through the body. The shock threw me from the platform, which was large enough to hold eight men, and the next thing I remembered was finding myself in bed in the hospital.

"The shock burned holes through my clothes, and I was burned in several places. It even burned through the eyelets on my shoes into the flesh.

"I have been in the electrical business over nine years and have received many minor shocks, but to have 2,300 volts pass through me and fall forty feet to a stone sidewalk and live to tell the story is an experience I do not care to duplicate."

Murphy says he will soon be at work again.

CHIMNEY FIRE IN BRETTON HALL

Jap Sailors Much Interested in Work of the Firemen.

A fire in a chimney leading from the kitchen on the twelfth floor of Bretton Hall, an apartment hotel at No. 2350 Broadway, called out the fire apparatus to-day and caused a number of persons living in the hotel to make hasty exit from their rooms to the lower floors. The blaze was extinguished with slight damage.

While the engines were making their runs to the fire the rubberneck automobiles, carrying several hundred sailors from the Jap cruisers lying in the North River, came along, and the Japs were interested spectators to the, to them, novel spectacle. Some of the sailors climbed out of the automobiles and closed in around the hotel to get a nearer view of the work of the firemen, and seemed disappointed when it was made known to them that the fire was out.

ABRUZZI IN PHILADELPHIA.

PHILADELPHIA, May 17. — The Italian warship Varese, with the Duke of the Abruzzi aboard, has arrived from Hampton Roads. She attended the naval display at the opening of the Jamestown Exposition and after a week's visit here will return and remain until after President Roosevelt's next visit to the Fair on June 10.

MERIT SHOE

$3.00

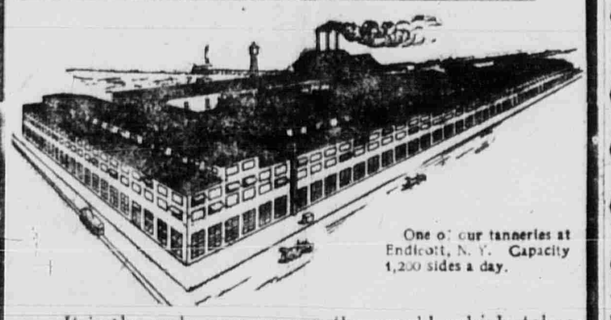
Wholesale Prices

Most shoes are sold at a big advance over the cost of production because the goods pass through so many hands—from raw hide to the tanner, from tanner to leather broker, from leather broker to factory, factory to jobber, jobber to retailer and retailer to consumer.

Each middleman adds his expenses, profits and losses. All these are piled up in the retail price, which must be paid by YOU.

We avoid that.

In one great organization are 2 tanneries, 5 factories, 5,000 employees and a chain of retail stores.

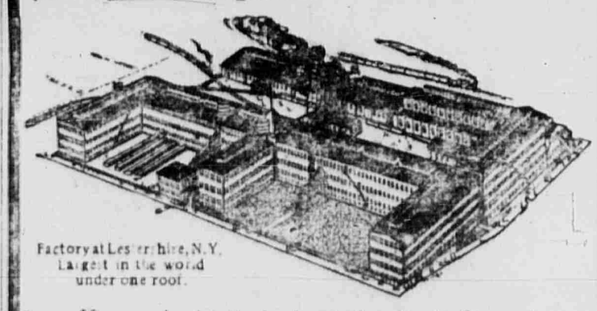


One of our tanneries at Endicott, N. Y. Capacity 1,200 sides a day.

It is the only company in the world which takes the leather all the way from the raw hide to your foot.

There is only one profit on the whole series of transactions. Therefore we can sell Merit Shoes for $3.00, although they are exact duplicates of other shoes which sell for $4.00.

The Merit idea saves all cost which does not add value to the shoes. You get good, strong, honestly built shoes for very nearly the expense of producing them on the lowest possible basis of cost—really the "lowest possible," because our output (ten million pairs a year) is the greatest.



Factory at Lestershire, N.Y. Largest in the world under one roof.

If you doubt it, look at the Merit Shoes in our windows—or, better yet, inside the stores, anywhere in town.

There are many grades of shoes sold at many prices, but there is no other place in America where you can buy Merit values at the Merit price. The difference is so marked that it can be seen by anyone who knows little about shoes.

Come and look at the shoes.

Greater New York Stores—For Men & Women

MANHATTAN. 291 Broadway, at Reade street. 192 Greenwich St., near Fulton St. 18 East 23d St., Metropolitan Life Building. 202 6th Av., nr. 04th St.

MANHATTAN. 276 West 125th St., near 8th Av. 144 East 125th St., near Lexington Av. 904 3d Av., near 58th St. 1209 Broadway, near 30th St.

MANHATTAN. 509 8th Av., near 36th St. BROOKLYN. 643-645 Fulton St., at Lockwell Place. 487 9th Av., near 11th St. 1199 Broadway, near Halsey St.

Six Factories and Two Tanneries at Endicott and Lestershire, N. Y.

PICTURES OF PALACES BY THE SEASHORE

Reproduced from Paintings by BIEDERMANN

¶ Color reproductions of the Historic Jamestown Exposition at Norfolk. A new subject next Sunday. Given free with the Sunday World. Plate paper, 10 x 15. Ready for framing. Worth preserving.

GET THE SET.

Scientific Fur Storage

We offer the best facilities in the land for the perfect preservation of Furs without the use of chemicals, insuring them against damage from moths or fire on most reasonable terms. For estimates 'phone 2100 Chelsea.

RESTAURANT — EIGHTH FLOOR

Simpson Crawford Co.

SIXTH AV., 19TH TO 20TH STREET, NEW YORK.

New Melba Records, $3

Just received—and so superior to the old $5 ones that the latter have all been recalled by the maker. Come to our Phonograph Store to-morrow and hear the great Melba's beautiful songs perfectly reproduced. 2d Fourth Floor.

A Collection of Misses' English Coat Suits of Worsted at $12.75.

Third Floor.

A MAKER with whom we do a great deal of business, because he is unusually careful about detail, turned out a small quantity of Suits in a very new style, but failed to sell them on account of bad weather.

These he turned over to us just yesterday at half the former price, and you may select on the very same basis, for by anybody's reckoning

They Are Regular $25 Garments.

The style particularly is charming, being an advanced creation along the lines of the English Coat Suit—the materials are excellent and the workmanship stands equal to that displayed on tailored-to-order garments.

These Tailored Suits, in sizes for misses and small women, are of new worsted in stripes and checks as well as plain blue and black. Coats are single-breasted, while the skirts are made in full-plaited style, with two folds at foot. To-morrow the price is..... $12.75

$7.50 for Misses' $9.75 Skirts of Fancy Mixtures

and light-weight fabrics, in full-pleated models—trimmed with three deep bands.

$21.50 for $37.50 Suits.

New model Coat, in two lengths, 25 and 30 inches; three-quarter fitting; lined throughout with the best quality taffeta. Collar and cuffs of contrasting rajah. Extra full-pleated skirt. Trimmed with deep folds.

Misses' Linen Suits, $11.75

Many new styles—some trimmed, others strictly tailored—in a wide variety of colors. Skirts cut full-pleated.

Girls' 7-8 Length Coats, $2.95.

Made of all-wool mixtures in stripes and checks, with notched collar and cuffs and loose box effect.

$10 for $21.50 Junior Suits

Some very pretty girlish models to select from in all the most popular fabrics and styles of the season. Coats well fitting and skirts full 8r side pleated. Sizes 10, 12 and 14.

Princess Dresses, $8.75.

Made of fine batiste, in light pink, blue and white. Collar, yoke and cuffs of fine lace. Waists and skirt trimmed with narrow pin tuckings. Sizes 14 to 16.

The Sale of Girls' Summer Tub Dresses at $1.25, $2.95 and $5.75 continued to-morrow.

Radical Price Cutting on Women's New Waists

2d Second Floor.

UNSEASONABLE weather brought about a decisive lowering of a maker's price. Thus you are offered new waists at almost half usual prices.

Messaline Silk Waists, Ecru Lace Waists, Taffeta Waists, Taffeta Guimpes, — Choice $2.98

Any Waist in the lot worth $5—some worth more.

$1 Payne Fish Net Underwear, 69c

2d Main Floor.

PAYNE'S Underwear for men is about the most satisfactory hot-weather undergarments made. They are woven in a peculiar open fish net mesh, which permits free circulation of air, and thus insures comfort and health during the hottest weather.

We have secured a special shipment of this celebrated Underwear direct from the manufacturers at a trifle over half price. This we will place on sale to-morrow—as long as the lot lasts—on the same basis of reduction—69c. a garment.

Men's $1 Balbriggan Underwear, 75c

The celebrated Raquet's French Balbriggan Underwear in Shirts and Drawers, to-morrow at 75c. per garment. This Underwear is sold by stores everywhere at $1 per garment.

Men's 75c Lisle Underwear, 50c

A special lot of fine quality Lisle Shirts and Drawers from a prominent American manufacturer enables us to make unusual price inducements. Shirts have short sleeves and Drawers tailored seams and gussets, with strapped backs.

Men's Gauze Balbriggan Underwear at 50c

A very fine line of well-made Balbriggan Shirts and Drawers in gauze weight—a comfortable underwear for very hot weather.

$1 Parisian Belts at 50c

2d Main Floor.

THESE Calf-skin Belts are the prettiest thing Paris has produced in the belt line in months.

They are beautifully made of a fine soft calfskin in so many shades of tan, champagne, green, gray, navy blue, black and white—a perfect match may be found for any costume. Adjusted with unique attractive buckles and back pieces to match—special price.... 50c

25c Popular Cloth Books, 12½c

2d Third Floor.

THE books are well bound and printed in a good readable type on heavy book paper—a hundred such titles as:

Sapho.	Mill on the Floss.
Marble Faun.	Attic Philosopher.
History of a Crime.	Dora Thorne.
Master of Ballantrae.	Black Rock.
Light of Asia.	Ardath.
The Stickit Minister.	Crown of Wild Olives.

Wall Map of the World and United States on reverse side; worth $1.00; special to-morrow at 39c

Shakespeare's Complete Works, 8 vols., Falstaff edition; regularly $2.25; special $1.75

Famous Pictures of Children by Old Masters, at 29c

Crown Encyclopedia, 5 vols., cloth, 65,000 topics; special to-morrow, per set..... $1.50

Webster's Unabridged Dictionary, printed 1906, 3,000 illustrations, appendix of new words, revised and enlarged; tan sheep; indexed..... $1.75

In Connection with the Clothing Clearance We've Planned for the Greatest Clothing Day in Our History.

2d Second Floor.

PRICE, coupled with quality, tells a story of the greatest Clothing values that have been offered in months, for here in this clearance is Clothing of famous makes, which comprises our regular stocks, re-marked at savings averaging a full third below the regular low Simpson Crawford prices.

Men's Clothing Reduced from $20 to $14.50

Including Suits, Top Coats and Rainproof Overcoats, suits of blue serge, Thibet and fancy mixtures. Top Coats in gray, Oxford and tan, and Raincoats in all the new cravenetted Overcoatings. Suits cut single and double breasted, in all the models to be found in the most exclusive clothing.

Men's Clothing Reduced from $25 to $17.75

Suits, Top Coats or Water-shed Coats, all thoroughly hand-tailored in a wide variety of attractive styles and handsome materials, equalling in every respect the production of the exclusive custom tailor.

Included in the Suit models are several lines of extreme two or three button Coat styles for Summer wear.

Men's Hand-Tailored Suits Reduced to $21.50.

Taken from a collection of regular $35 garments is a limited number of strictly all hand-tailored Suits, made of the most exclusive all-wool fabrics produced this season especially for us. The stock of these suits is somewhat broken in sizes—hence this remarkable reduction. Also a complete line of the celebrated Kuppenheimer Suits at from $14.50 to $21.50.

Men's $16.50 Black Suits Reduced to $10.

An assortment of well-made, all-wool Black Thibet Suits. Made up in the same style and with as much care as our higher-priced garments. Full range of sizes, including stouts.

Young Men's $12 Suits Reduced to $9.

Made with style and a snap, in all the popular models, including exclusive fabrics. Trousers made with belt straps and with or without cuffs. Sizes 16 to 20 years.

Men's $5 Trousers Reduced to $2.95.

Every model suitable for dress or business wear, in neat stripes, fancy or plain black. All Worsteds, Cashmeres, Tweeds and other popular fabrics. Sizes 30 to 50 waist measurement.

Boys' and Children's $7 Clothing Reduced to $4.50.

All our Boys' and Children's Clothing from 2½ to 16 years that sold formerly up to $7 will go on sale to-morrow at $4.50. The styles included are:

Russian Blouse Suits, 2½ to 8 years; Sailor Suits, long roll collar, 5 to 10 years; Double-breasted Suits, knickerbocker or straight pants, 8 to 16 years; also—

Combination suits, 8 to 16 years, and Reefers, in plain and fancy cloths, 2½ to 10 years.

Boys' Blue Serge Suits at $3.50.

Made of all-wool guaranteed serge, well tailored, in double-breasted models. Sizes 8 to 16 years

Boys' Hats.

Every new style in straw, felt and cloth hats now being shown in our Boys' Hat Department.

Boys' New Wash Suits, $1.29 to $3.45.

Made to our order from white duck, linen, pique, galatea, chambrays, madras and percales. All fast colors. Sizes up to 10 years.

In This Great Sale Are the Best Men's Negligees 89c Ever Bought!

2d Main Floor.

WE want you to understand at the outset that the Negligee Shirts which comprise this sale are the very same shirts that the "exclusive" shops feature at $1.50 and $2 and are as good Summer Shirts as you could buy regularly anywhere at that.

With this fact well in mind, consider that we have one thousand of these Negligees in the very newest patterns out this season (the maker called them his "exclusive" designs) and offer you a choice to-morrow, at..... 89c

The shirts are of very fine percale and madras with or without pleated bosoms, with attached or detached cuffs—also white madras pleated bosom Negligees.

These shirts are absolutely perfect in every way and made so well that they approach in fit the best custom-cut shirts turned out to order.

To-Morrow 89c Each.

Women's New Neckwear, 25c

2d Main Floor.

A SPECIAL offering for Saturday only—these daintily embroidered Linen Collars — regular 50c kinds at only..... 25c

25c Emb. Mull Ties, 12½c

Another Saturday special which offers a saving of half as an inducement to visit the store to-morrow.

The Women's Neckwear Department will be brimful of other exquisite conceptions to-morrow at low prices.

$8.75 Gold-Filled Watches, Special Sale, $4.95.

THIS is an offer which should deeply interest every man in New York who is after a good reliable timekeeper. 2d Main Floor.

These are regular $8.75 watches. The model is the very thin open face popular style, fitted with a fully adjusted, American nickel jeweled movement. The case is warranted for twenty years.

$5 Thin Model Watches, $2.75.

A fully guaranteed and accurate time-piece. Thin model, gun-metal case, white dial and fitted with second hand. Excellent value.

$1 Guaranteed Watch with Fob, 75c.

These Watches, even in the Simpson Crawford Store, were considered excellent value at $1. The Fobs are our regular 50c. Novelty Fobs. To-morrow you may have both for 75c.

The Watches are stem winding and setting and are guaranteed for one year to give entire satisfaction.

Saturday Grocery Specials

2d Main Floor.

Fresh Eggs	—Delivered at your house without breakage in the new corrugated Safety Egg Box; every egg guaranteed. Per doz..... 25c	Claret	—California Zinfandel; fine table wine; gal. 75c
Asparagus	Fancy, new; large bunch 19c	Coffee	—Waverly Blend; 16 c., 18 c., 20 c. lb..... 19c
Candy	—Royal Stuart Mixed; very choice; lb..... 25c	Butter	—Royal Stuart Best; 1 lb. Print..... 29c
		Cake	—Sunshine, Angel or Gold; our own baking..... 25c

100 Women's $6.50 Walking Skirts, Special at $3.75

2d Third Floor.

A RICH little lot of Women's Pedestrian Skirts came to us the other day at probably the lowest price that was ever paid for like qualities.

They are made of very excellent all-wool materials in dainty tan and gray mixtures. The models are all full pleated and finished in smart mannish effects. A very appropriate skirt for vacation wear.

$7.50 Panama Skirts at $4.50.

Women's Skirts of very good quality Panama Cloth, in blue, gray and black. Skirts come in full double box and side pleated models.

$10.75 White Mohair Skirts, $7.50.

A special collection of White Mohair Skirts, in lustrous finish; handsome deep side-pleated models, trimmed with two wide folds and splendidly tailored.

$16.50 Black Taffeta Skirts, $10.75.

Black Taffeta Skirts in copies of very exclusive foreign models. Splendid qualities in fabrics and extremely graceful in hang, finish and style. Some tailored with full combination plait.

$18.75 Black Voile Skirts, $12.75.

Black Voile Skirts for large women. Made over a stylish well-fitting drop. The model is full side plaited of a fine French Voile and trimmed with three folds of fine quality taffeta.

$3.50 Linon Wash Skirts, $2.25.

Several assortments of Women's Wash Skirts of all white Linon. The models are all box-plaited and trimmed with rows of tucks; also a sheer India lawn; finely tailored; all sizes.

Saturday Specials in the Bargain Basement.

Linen Skirts at 97c

These are our regular $1.98 White Linen Skirts, made with kilts and tab effects.

Lawn Dresses at 1.79

Girls' White Lawn Dresses in many styles and all well made, with full skirt, deep hem and tucks. Waists daintily trimmed with lace and needlework. Regular $2.50 values.

Boys' Suits at 1.59

A Saturday sale of just 250 of our boys' regular $3 all-wool double-breasted suits. Plain and fancy fabrics. Sizes to 16 yrs.

Women's Waists, 89c

Special offering to-morrow of Women's Summer Waists, made of a fine sheer quality lawn and very prettily trimmed. All sizes.

Women's Shoes, 1.23

Backward weather forced several manufacturers to close out their stocks at great reductions. These stocks include both women's and children's Shoes in all shapes and sizes. On sale to-morrow at $1.23.