

# AMSTERDAM, THE GOLDEN.

ALL ABOUT THE RICHEST CITY OF EUROPE AND ITS MILLION-AIRE MONEY MAKERS.

(Special Correspondence of the Deseret News by Frank G. Carpenter.)

AMSTERDAM is one of the richest cities of Europe. It has several multi-millionaires, scores of millionaires and thousands who have luxurious incomes. It has some of the chief banking firms of the world and its stock investments are almost as varied as those of London. An enormous amount of American securities are held here, and our stocks are bought and sold every day on the exchange. I am told that the Amsterdam brokers have made something like \$50,000,000 in the past few years in American stocks and that they consider our securities as good as any of the world. Not long ago there was something like \$5,000,000 worth of United States steel stock held in Amsterdam, including 1,500 shares of the preferred and 125,000 shares of the common. There is much Southern Pacific and Grand Trunk, some C. & B. & Q., quite a lot of Denver & Rio Grande, some Atchison, Topeka & Kansas City and in all more or less of about 100 different American stocks.

## FORTUNES FROM THE COLONIES.

Among the leading securities sold on the stock exchange are those of Dutch companies doing business in Holland's East Indian colonies. There is no end of companies here which have been organized to develop Sumatra, Java, Borneo and the Celebes, and many of them are paying big dividends. They give some idea as to what our capitalists may do in the Philippines later on. Take the matter of tobacco, there are 14 different companies which have estates in Java or Sumatra, and the stock of many of them is far above par. The Deli Maatschappij ranges from \$400 to \$500 for \$100 shares and it pays dividends of from 10 to 25 per cent. The Senembah Tobacco company pays 25 per cent, the Amsterdam Deli from 47 to 55 per cent, and the Rotterdam Deli about 12 per cent. The Padang Tobacco company ranges from 120 to 170, and the Serdang is over 200. Some of the companies doing business in Borneo are paying good dividends.

The Dutch petroleum enterprises are less prosperous. The companies here have oil fields in Sumatra and Borneo, but so far the oil is much below that of the United States in character and the output is not large.

## BIG AMSTERDAM BANKS.

There are many big banks here, some backed by Jews and some by Christians. The Jewish population is large, comprising altogether some 34,000. Many of the Jews are descendants of those who came here from Lisbon during the middle ages and engaged in lending money and in shipping projects. Others came from Germany and eastern Europe. The Dutch themselves are among the safest and best business men of the world and with the Jews make a strong combination. They have never been afraid to invest in ventures that promised well and they have always pushed out for new things. Amsterdam laid the foundation of her wealth through her spice trade with the Dutch East Indies. She had the monopoly of this trade when the Dutch East India company was formed and she is today one of the chief spice markets of the world. She has had to have plenty of money to back her enterprises and this has led to the growth of a large banking business.

## STAGE INFLUENCE IS MORAL, SAYS BERNHARDT

Pursued by a woman reporter for an English magazine, Sarah Bernhardt coyly consented to write her views on the theater and its place in the world of art, the same attitude which she has taken in the past.

"To me," says the divine Sarah, "the theater seems like a kaleidoscope, whose moving facets show the attentive public the baseness of crime, the vices, the weaknesses of humanity, the faults of civilization and the absurdities of society. And it is this same movement which, while showing the evil, shows the cause of the evil that is such a fascinating feature of the theater. The theater is the love of my life, for I find the theater the meeting place of all the arts. As a complete human being represents the faculties of all the senses, so a good theater represents the service of all the arts. I first realized my taste in this direction when I was quite a young girl at school, for when there was any talk of one of the little representations common to a convent pension I felt in the seventh heaven of delight.

"The drawbacks and difficulties of the pedestrian vanities I lived only in the character I had to represent. I was another being. I know now that these sentiments were the first signs of my innate love for the stage, for indeed my vocation must have been innate, as it received no encouragement from my family. Quite the contrary, and it was rather with the disapproval of my people that I made my debut as Iphigenie at the Comedie Francaise, with Mme. Devoyard as Clytemnestre.

"I knew nobody in the company beyond Coquelin, who was as kind to me then as he had been at the Conservatoire. I do not recollect experiencing any strong emotions beyond that of great fear, but I remember that when I held up my long thin arms for the sacrifice the audience burst out laughing.

"Well do I remember the thrilling feeling of my first real theatrical triumph. It was at the Odeon, when I was Zacharie in 'Athalia,' and the part appealed to all the religious and patriotic sentiments of my soul. The glow of my enthusiasm kindled the audience until it burst into a fire of sympathetic applause, which warmed my heart and made it beat with satisfaction at having made a real sensation.

"Such success irradiates many days of work, and work there ever must be for an actress, without always an ultimate certainty of success. Filled with enthusiasm for the role of Anne Darny in 'Alexandre Dumas' 'Kean,' then in preparation at the Odeon, I learned the part, and then at the suggestion of Duquesnel, one of the managers of the theater, I bearded Dumas in his den to ask him for the role.

"The great man listened, looked at me, and said: 'I would very gladly, but unfortunately he had promised the part to another, and even to another in default of her. Then I said: 'As you have promised the part to two, you may just as well promise it to three.' Knowing the part well I then proceeded to recite it to him, and he agreed to be allowed at least to rehearse the part, if only for a week.

"Finally Dumas relented sufficiently to let me rehearse the role for a few days. That was my chance, and, as fortunately my conception of the part pro-

One of the oldest banks is that of the Netherlands, which is quoted at 200 per cent and upwards. The French bank shares are worth as high as \$500 and the German Government bank shares sell at 165. Then there is the Java bank, which does a large trade in the East Indies, paying between 7 and 8 per cent; a Netherlands Bank and Credit Association for South Africa, the Amsterdam bank, the Rotterdam bank and a number of others.

## EAST INDIA MINING STOCKS.

Within the past few years quite a deal of speculation has been done in mining shares of the Dutch colonial companies, which are exploiting mines of gold, coal and tin. The companies operate in Borneo, Sumatra, Banka, the Celebes and in Dutch Guiana on the north coast of South America. So far the gold mines of the East Indies have not amounted to anything much, but the shares of Guiana companies are quoted at 200 and more and appear to be doing well. The tin mines of the island of Banka are very profitable. One tin company has recently doubled its dividends, and the Buiton mines are turning out even more than in the past.

The Dutch steamship companies are making money. The Holland-American line pays good dividends. The great company that has the monopoly of the trade of the Malay archipelago is prosperous, and there are a number of other companies which pay from 6 to 14 per cent right along.

## MONEY IN DIAMONDS.

The Dutch are making fortunes out of diamonds. They buy them in the rough and cut and polish them for the market. They have been doing this for generations and have made Amsterdam the chief diamond cutting and polishing place of the world. The work is mostly done by Portuguese Jews, who have been engaged in it from father to son for hundreds of years. There are 12,000 such men here who do nothing else, and they are the most skilled of their kind in the world. They work for the capitalists at regular wages, some in little shops and others in factories. There are in all about 60 factories in the city, with 700 or 800 polishing stones, in which the men work day in and day out upon diamonds for export.

About \$20,000,000 worth of rough stones are bought every year and when polished are sent to all parts of the world. Within the last few years of good times in the United States some of the best stones have come to us and we are now taking about \$5,000,000 worth every year. We have now the green Hope diamond, for which Pierpont Morgan is said to have offered a quarter of a million dollars, and several other large stones are now being cut which may go into the hands of American millionaires.

## IN A BIG DIAMOND FACTORY.

In company with Mr. Frank D. Hill, our American consul, I was shown over one of the largest and richest of the Dutch diamond works this afternoon. It was that of Mr. Koster, on Zwanenburger Straat, the factory that cut the Kohinoor for Queen Victoria, the one in which the Grand Mogul was shaped and the one where the Orloff diamond was polished up for the czar of Russia. It is, I venture, the most important diamond-cutting mill of the world. And still it is anything but imposing. It is a dirty three-story brick building in the Jewish quarter of Amsterdam, situated on a narrow street and looking more like a tenement house than a mill which grinds ornaments for millionaires and their heiresses. The hull which we entered was narrow and the wooden

duced quite a sensation at the rehearsal, I was finally engaged for the run of the piece, and I was declared to be a great success.

"There are minds," she declared, "distorted enough to think the theater immoral, but nothing could be more untrue. The theater, on the contrary, is a moral influence. It makes us realize the roads of virtue and vice, although there are some who even think it wrong to take young girls to see certain pieces, 'La Dame aux Camellias,' for example."

## HUMOROUS.

A member of a Sunday school was one day asking some children questions on Bible knowledge:

"Where does the word 'holly' first occur in the Bible?"

The children could not answer for a minute or so, till a sharp urchin stood up and said:

"Please, sir, on the cover,"—Carlisle Helper.

"I can't understand about this wireless telegraph," said Mr. Wunder. "Why, it's plain as day," said Mr. Wunder. "They just send the messages through the air, instead of over wires."

"I know that," said she, "but how do they fasten the air to the poles?"—Baltimore American.

"John," she said, "do you think you can afford a new gown for me?" He looked at her sharply.

"Have you ordered it?" he asked.

"Yes."

"Then," he said with a sigh of resignation, "I can afford it."—Chicago Post.

"When a woman wants a husband she doesn't go looking in a club for one," said the short-haired maiden lecturer.

"Not unless she happens to be married," suggested one of the long-haired Statesmen.

"What is your husband's income now?" inquired her mother.

"Well," replied the long suffering wife, "it's usually anywhere between 1 and 4 o'clock in the morning."—Philadelphia Press.

## NURSING MOTHERS

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How Dutch Invest in American Securities—What They Hold in Our Steel and Railroads—Their Fortunes in the East Indies—How They Make Money From Diamonds, and a Visit to the Big Diamond Factories—A Good Center for American Trade—How Our Flour is Handled, and Other Matter About Uncle Sam in the Netherlands.

stairs we climbed were no better than those of many a barn in Pennsylvania. The walls as high up as your shoulder were painted dead black and white, washed above. The steps were black and everything was so colored that if any white thing like a diamond fell upon it it could be easily seen.

But from this you must not suppose that the diamonds are carelessly handled or that they lie around loose. They are counted and weighed again and again, and every diamond stone brought in, even to the dust, must be accounted for.

## HOW DIAMONDS ARE SPLIT.

But if you will come with me I will show you how the precious stones are handled. We first enter the room where the splitting is done. It is the same in which the great Kohinoor diamond was polished. It is of the size of an ordinary parlor, but the floor is bare as that of a kitchen, and the two men who are handling the stones are working at a table which a country carpenter would knock up for 75 cents. The men wear caps and rough suits, over which are smocks made of blue jeans. Their clothes altogether would not sell for \$5 to a second-hand clothier, and the furniture of the room all told, tools included, would not bring more than \$10. Still these men are daily handling stones worth many thousands of dollars. They split single stones with a frieze, and each has a fortune in his little workshop.

But let us see how they do it. One of the men speaks English, and he shall give you the process as he gave it to me.

"This," said he, as he picked up what looked like an irregular piece of mica

or half-transparent crystal as big as the end of your little finger, "is a diamond in the rough. It is just as it was taken from the mines, with all its flaws and imperfections. All of these must be split off before it can go to the polisher, and it is my business to know how to do it. I have to split at the flaws, and to do that must first cut a notch to hold my splitting wedge."

## DIAMOND CUT DIAMOND.

"Now, nothing but a diamond will cut a diamond," he went on, as he picked up a little piece of white stone not bigger than the head of a pin, "so I take a little diamond with a sharp edge like this, and fix it in some cement at the end of this splitting wedge," and he thereupon stuck it in some cement on the end of a stick not unlike the handle of a shoemaker's awl. He softened the cement in a gas flame and cooled it after the stone was fixed by dipping it in some water. As it became cold the cement hardened and the diamond was firmly held. He then fixed the rough diamond into a similar tool, and taking the first diamond, which he called his diamond knife, he scratched with it again and again upon the flaw, making a noise as though sharpening a gritty slate pencil. It was only a moment until he then stood the tool holding the diamond in a hole in a lead plate fastened to the table in front of him. He picked up a blade of steel, an inch wide and about three inches long. He fitted the blunt edge of this into the flaw, and gave the back of the blade a slight tap with a little steel bar—a foot long. A moment later he took off the cement and showed that the diamond was broken, pointing out that one of the pieces was flat and the other all most round.

"This flat stone," said he, "will be used to make a rose diamond and the other a brilliant. All diamonds are cut as rose diamonds or brilliants. The brilliants have 58 facets and the rose diamond 24."

"But," said I, "are the pieces always large enough to make individual stones?"

"No," was the reply. "Many are too coarse for even rose diamonds. Some are very small, but we keep them all and use them in various ways. Even the dust is saved. We burn this cement and save every atom that comes from the diamonds. The diamond dust is employed in polishing and grinding other diamonds, and some of the small pieces are used for glass cutters."

In the polishing room.

Leaving this room, we go on to see the polishers. They are on the third floor in a long hall filled with belts and grinding tools. The room is walled with windows, and the men sit with their backs to the light before long benches over which move flat wheels of soft iron at the rate of 2,000 revolutions per minute. Each wheel is as big around as a dinner plate, and it goes so fast that you cannot tell it is moving at all. Fastened to handles like those with which I saw the diamonds split, four diamonds rest on each plate. They are set in a frame so that they just touch the wheel. Each diamond is covered with a mixture of diamond dust and water, and it is the friction of this upon it as it moves around the plate that grinds it into the many faces or facets, which so much increase its brilliancy. The most valuable stones are cut in this way and it takes a long time to transform a rough diamond into a brilliant.

During my tour I asked one of the experts whether an imitation diamond had ever been made which could deceive him or any one who knew much about diamonds. He replied that real diamonds are like nothing else upon earth, and that any one who understands them can easily detect the real from the false.

## STRINGING DIAMONDS LIKE BEADS.

The man showed me models in glass of all the diamonds cut by the factory, including some of the largest in the world. He showed me real stones ready for sale worth thousands of dollars, and among others several diamonds strung upon wires as fine as a hair, just as though they were beads.

The holes in these diamonds were made here in Amsterdam. There is only one man upon earth who knows how to do it. His process is a secret, and so far no one has been able to imitate it. The holes he makes are as fine as a hair, but notwithstanding this they are polished on the inside. Those I saw were made at the tip of the diamond.

I talked with my guide about wages and learned that they vary according to the work from \$5 to \$20 a week. The polishers are not so well paid as the splitters and the best work commands the big money. The great money in the business goes to the capitalists, notwithstanding more than \$5,000,000 are annually paid out for such work.

## CHANCES FOR AMERICAN GOODS.

I like the looks of the people of Amsterdam. They have a plain, common-sense air about them. They look thrifty and evidently have plenty of money to spend. It seems to me that this would be one of the best places in western Europe for pushing our commercial invasion. Holland itself is rich, and the big firms here have wires which reach out to every part of the world, and especially to the vast population of the Dutch East Indies.

The big factories of Java are largely owned by Amsterdam capital, and our sugar making machinery and other such things could be sold through Amsterdam.

The government operates many of the railroads in the East Indies, and our road materials for Sumatra and Java might be placed here, and the same is true, as far as the government is concerned, as to waterworks, gas plants and electrical undertakings.

We already have a large trade with Amsterdam, our goods being shipped from here to all parts of northern Europe. There is a broker near the Dam who deals in American shoes, having many and Austria. American sewing machines and typewriters may be seen at several places on the same pier's tools. You can find our own and the same is true of other places.

The flour is hauled through the streets on wagons or pushed through the canals in boats and barges. It all comes in bags of 17 pounds each, about 750,000 such bags being imported each year.

Our coal is to be seen everywhere. It comes in barrels and tank steamers. The Amsterdam Petroleum company has three oil tankers which will hold 60,000 barrels each, and other companies have other large tanks. Some of the oil is peddled about the streets in hand carts, or rather in barrels upon wheels. It is pushed by men and sometimes hauled by dogs. Oil is used everywhere. I found kerosene at the end of the little town of Ymuiden at the end of the North Sea canal, and I saw old lights the most out-of-the-way districts.

In one of the stores here I saw packages of Quaker Oats and bags of Minneapolis flour. I entered and bought a pair of wooden shoes for 4 cents, to get a sample of the competition against the American shoes. The woman who kept the store was grinding coffee for a customer when I came in, and I noticed that her mill was a Philadelphia trade mark on it. I asked her if it was a good one, and she emphatically nodded her head that it was.

I have spent some time today with our consul, Mr. Frank D. Hill, who represented the United States some years ago in Paraguay, and later on Brazil. The American consulate is situated on one of the best streets in the center of the city, and Consul Hill does his business in a most respectable way. He is a good man and is pushing American trade. He thinks that the United States could do better than to establish a warehouse and salesmen here, where orders could be taken for American goods and where they could be always on view. He says the Dutch will not buy nothing they can see and feel the goods, and that catalogue is a waste of postage and printing.

FRANK G. CARPENTER.

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