

The News and Observer.

VOL. XLVII. NO. 6.

RALEIGH, NORTH CAROLINA, SUNDAY MORNING, SEPTEMBER 17, 1899.

RICE FIVE CENTS.

LEADS ALL NORTH CAROLINA DAILIES IN NEWS AND CIRCULATION.

UNPARALLELED ACHIEVEMENT

The News and Observer's Twentieth Century State Edition.

A GREAT BENEFIT TO NORTH CAROLINA

Worth More Than All the Politicians, More Valuable Than the Histories of the State, the Greatest Engine of Progress, a Triumph of the Printer's Art, a Stupendous Undertaking, and Most Remarkable Achievement in the History of Journalism.

The reception of the two hundred and twenty-eight-page TWENTIETH CENTURY STATE EDITION OF THE NEWS AND OBSERVER has been most gratifying. From all sections of the country have come expressions of astonishment that the greatest paper ever issued in the world should come from a small Southern city, and the story of North Carolina's business, manufacturing and educational progress should be so marked as to make possible the publication of a paper devoted to telling about the State's progressive towns and enterprises and the men whose industry and genius have made North Carolina "the Empire State of the South."

Copies of this issue have been sent to every country on the globe, letters come daily from bankers and investors in many Northern cities for copies of the splendid edition, and in North Carolina the men whose generous co-operation made the great paper possible are surprised at the recital of the life and progress of their own Commonwealth. Each town and county in the State has been busy with its own industries, seeing the result of its own and its neighbor's labor, but none of us here at home knew that the whole State was likewise alive until the 228-page News and Observer told of the general growth and progress that have quickened every town and city of the Commonwealth.

Immigration agents, capitalists, railroads, bankers, investors, promoters, speculators—all who are looking for the best opening for investments and for building homes—are sending for copies and having them bound in permanent form for permanent reference.

We could fill the whole sixteen pages with extracts from private letters and editorial extracts commending the edition as the marvel of modern journalism. We have heretofore published a few extracts. Below will be found a few other extracts from newspapers in this and other States in addition to those already printed. We cannot give extracts from other papers or from private letters because they are too many, and would take up too much space.

One banker in Raleigh sent copies to his banker associates in other States, and we give a few of the replies received:

A Baltimore banker writes: "It is indeed a massive affair and speaks well of enterprise, both from a journalistic and business standpoint. . . . On Sunday after dinner, with good cigars at hand, we will endeavor to dissect the entire paper."

A Norfolk banker wrote: "The big edition of the News and Observer is far ahead of anything we have ever seen in the way of progressive journalism."

A Petersburg banker writes: "It looks very imposing, not to say formidable."

A Richmond banker writes: "It is a feat of journalism."

One of the first railroad men of America received one copy and telegraphed for fifteen more.

Many progressive business men of America, and all in North Carolina, have joined in terms of warmest commendation. Among the comments we value are the following in addition to those already printed:

A MAMMOTH NEWSPAPER.
Jacksonville (Fla.) Times-Union and Citizen.

The Raleigh (N. C.) News and Observer.

CREDIT TO AMERICAN JOURNALISM.

(Manufacturer's Record.)

"The Twentieth Century State Edition of the News and Observer," of Raleigh, N. C., is one of the most ambitious and enterprising issues ever made by a Southern newspaper. The News and Observer has during the past few years published five special editions which attracted wide attention, but its latest effort on that line eclipses all the others. It is in reality a bound volume of 228 pages, with a handsome lithographed cover, and with illustrations of leading citizens and prominent buildings, not only of Raleigh, but of many other progressive communities of North Carolina, the resources and achievements, each of which are treated at length in the edition. The publication is a credit to American journalism and is a splendid index to the commercial and industrial advance of North Carolina.

server has published a Twentieth Century State Edition that is mammoth in size, excellent in mechanical execution, and admirable in news and special features. It comprises 228 six-column pages, and is claimed, with good reason, to be the "biggest newspaper ever printed in the world." It carries nearly half a mile of reading matter of column width—273,600 lines, or nine miles of type—and contains more reading matter than an entire year's issue of a six-column folio weekly.

Such a piece of newspaper enterprise as this, emanating from a city of Raleigh's size, is astonishing. As the News and Observer says: "Twenty, ten, even five years ago, such an edition of a newspaper in this State would have been an impossibility; that it is possible today is in itself a matter of sufficient significance to attract the attention of people beyond its borders whose ideas are of the North Carolina of a quarter of a century ago rather than of the North Carolina of today."

The entire edition is a triumph of the printer's art as applied to newspaper manufacture. The front cover is a handsome emblematic design in black, brown and olive green, and profusely scattered throughout the succeeding 227 pages are splendid half-tones and zinc-etchings of persons and places noted in the modern history of the Old North State.

The enormous amount of work—editorially considered—in this mammoth edition can be adequately comprehended and appreciated only by the trained newspaper man. It reflects the highest credit upon the business and editorial branches of the News and Observer, and should prove, as it will, a monument to the brains and ability of the men who engineered this unique enterprise.

LARGEST EVER ISSUED.

Atlanta Constitution.
To the Raleigh News and Observer must go the credit of publishing the largest single issue of a newspaper ever attempted. The size and the purpose of this monster issue is best told by the journal in question.—(Here follows an extract from the issue.—Ed.)

The nearest approach to this issue of the News and Observer was a paper of 168 pages, issued at Melbourne, Australia. It carries nearly half a mile of reading matter, in columns making a length of nine miles.

By far the greatest achievement, however, is the excellence of the matter furnished and the showing made for the prosperity and enterprise of the State of North Carolina. One of the greatest engines of progress which a State can have is a bright and up-to-date newspaper, which knows how to keep abreast of the times, and which does it. Hon. Josephus Daniels has struck the chord, and in the present issue of the News and Observer shows that he is entitled to recognition for leading the way in his native State.

SHOULD HAVE WIDE CIRCULATION.

Baltimore Sun.

"The Twentieth Century State Edition" of the Raleigh (N. C.) News and Observer is a credit to the enterprise of the publishers of that live journal. This edition contains 228 pages and is adorned by many illustrations of public and business houses, churches and prominent citizens of the "Tarheel State." Every town of importance in the State is well written up, and the advantages and attractions of each set forth. The industrial development and the agricultural possibilities of the State are also forcibly presented. As an advertisement of North Carolina this "Twentieth Century Edition" should have a wide circulation throughout the country.

A STUPENDOUS UNDERTAKING.

Norfolk Landmark.

Think of a single newspaper containing over 200 pages! That's the size of the "Twentieth Century Edition" of

the Raleigh News and Observer, a copy of which we beg to acknowledge. We haven't read the whole thing yet, it is true; for there are about ninety miles of type included in its make-up. Nevertheless, we have examined the edition closely enough to testify to its being a remarkable production in every way. Nothing of interest in the State of North Carolina is neglected. All the industries of the flourishing commonwealth, all its magnificent natural attractions, and all its big men come in for a share of the glory. Editor Daniels asserts with confidence that this issue of the News and Observer is larger than any other ever published on earth by a newspaper, and up to this time there has been none to say him nay. The Landmark celebrates its contemporary upon the successful completion of a stupendous undertaking.

FULL OF ENTERPRISE AND PLUCK.

Norfolk Virginian and Pilot.
This special edition is devoted to the educational, agricultural, industrial and political conditions in the Old North State, and, as every town of note is represented, it is invaluable as a reference book. It was a tremendous undertaking, but the News and Observer people are full of enterprise and pluck, and always acquit themselves with credit.

A MAMMOTH NEWSPAPER.

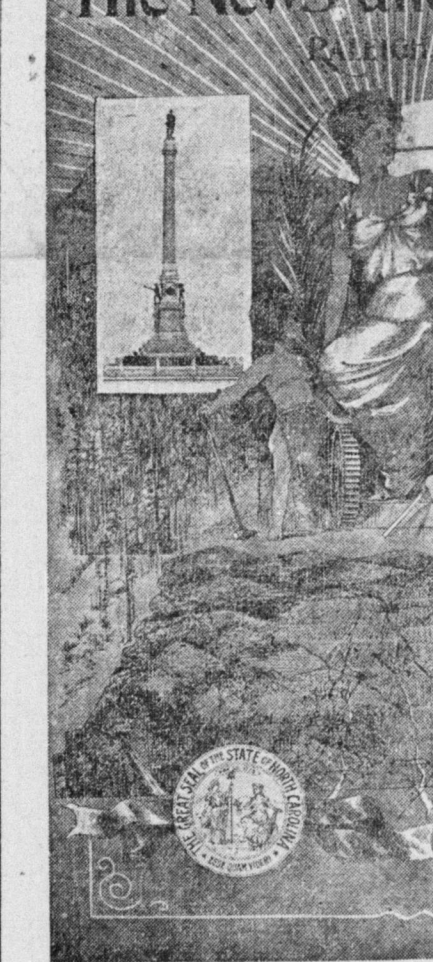
Petersburg Index-Appal.
The Twentieth Century State Edition

when it finally came a few days ago. They were also much pleased with its contents, its convenient shape, etc. It contained 228 newspaper pages, well illustrated, well printed and bound. It contained a write-up of every important town in the State, and was the largest paper ever published in the world. It is a testimonial to the energy of the men who got it up, and it is much more—its unparalleled success is a testimonial of the appreciation by the people of North Carolina of the great service rendered the State by the News and Observer last year. We would disparage no others, but the News and Observer was the greatest single agency in bringing the people of North Carolina to a realization of the varied and extensive evils of the fusion government. It was in appreciation of this fact, largely, that the people all over the State welcomed its representatives and contributed so largely to its special edition that it grew to the mammoth size of 228 pages. We take pleasure in its phenomenal success and are glad that it proved profitable, as it doubtless did, and as certainly deserved to.

TAKES THE BUSH, RAG AND ALL.

Scottish Chief.

We have before us a newspaper that takes the bush, rag and all. Our very enterprising contemporary Josephus Daniels has turned out an edition of his paper that contains 228 pages, and presents a panoramic view of the old North State, from Currituck to Transylvania and



FAC SIMILE OF FRONTISPICE OF 20TH CENTURY EDITION.

of the Raleigh News and Observer is a most ambitious effort in the line of special trade journalistic work, and is a high tribute to the skill, energy and enterprise of its projectors. It comprises 228 pages of matter not including a beautifully illustrated four-page cover, and is probably the largest publication of its kind ever before made in the world. It seems to be an accurate and carefully prepared compendium of North Carolina up-to-date.

UNPARALLELED ACHIEVEMENT

Southern Tobacco Journal.

North Carolina used to be accounted slow. Well, she isn't any more. She has "got a move on her" in late years. She is in line with her sister States in more respects and ahead of them in some.

The Raleigh News and Observer has just issued a "Twentieth Century State Edition." It is a splendid number, with a wealth of information about North Carolina. It contains 228 pages, and is the largest newspaper ever printed, the next largest being the one gotten out in California, and having 140 pages. Several New York papers are done in Florida, the Jacksonville Times-Union and Citizen, have produced 100-page papers.

We heartily congratulate the News and Observer on its fine, unparalleled achievement, so highly creditable to itself, to North Carolina and to the journalism of the State.

CREDIT TO THE STATE.

Wilmington Star.

It required no little enterprise and courage to undertake such a work, and with this stupendous amount of labor to compile and present it in such intelligible form. The success and cleverness with which this has been done reflects no little credit on the publishers and compilers, but also on the State, of whose progress it is a splendid exhibit.

"THE GREATEST SINGLE AGENCY."

The Anglo Saxon.

Our people were expecting something big, but they were genuinely surprised at the magnitude of the News and Observer's Twentieth Century Edition

but to the South, and especially North Carolina.

A WONDERFUL FEAT.

Warren Record.
The Twentieth Century State Edition of the News and Observer is one of the most immense newspapers ever seen. In fact it is said to be the largest newspaper ever published in the world. It has 228 pages, profusely illustrated and is a real valuable publication, being a directory for the entire State of North Carolina. Brother Daniels is to be congratulated for this mammoth, wonderfully successful feat of modern journalism.

WILL ACCOMPLISH GREAT GOOD

Charity and Children.

The Twentieth Century Edition of the News and Observer came duly to hand last week. It is the biggest thing ever undertaken by a North Carolina newspaper, and it is well done, too, and will accomplish a great deal for the State. But it is pretty heavy to lug around.

MASTER STROKE IN JOURNALISM.

Milton Herald.

We expected great things from the "Twentieth Century State Edition" of the Raleigh News and Observer, and we were by no means disappointed. A single edition of 228 pages, filled with valuable information of the State's resources, industries, prominent citizens, etc., is indeed a master stroke in journalism. It is the largest newspaper ever printed in the world, and should be a source of pride to North Carolinians. We congratulate the News and Observer upon its splendid achievement.

PRaise FROM EVERY QUARTER.

Louisburg Times.

The Raleigh News and Observer's Twentieth Century edition is the biggest thing of the kind ever published in the United States, and Editor Daniels is getting the praise from every quarter for this great stroke of enterprise.

A LASTING MONUMENT.

Roanoke Beacon.

The Twentieth Century State Edition of the Raleigh News and Observer is before us, and its mammoth size is astonishing, containing 228 six-column pages filled with the most interesting reading pertaining to the industries and natural advantages offered by our State from the mountains to the sea, and is a lasting monument to the brain and enterprise of those who engineered it through to such perfect success. It is printed for the benefit and upbuilding of the South, in general, and North Carolina in particular, first, last and all the time.

COMPREHENSIVE IDEA OF THE STATE.

Mt. Olive Advertiser.

The Twentieth Century State Edition of the Raleigh News and Observer is a wonderful example of the capability and energy of that paper and the great wealth and unlimited resources of the State. It is the largest paper ever issued in any country, it contains 228 pages of choice matter profusely illustrated, and by the time the reader has absorbed the interesting facts contained in its nine miles of type, he will have a comprehensive idea of the Old North State, its people and its people and its enterprises.

A GREAT ACHIEVEMENT.

Henderson Gold Leaf.

The Twentieth Century Edition of the Raleigh News and Observer is one of the greatest achievements of modern era journalism in the United States, and marks a new era in the history of the State's capital city. This special edition of the News and Observer with 228 pages, and giving accounts of the growth and progress of every county in the State, and a general write-up of their respective towns clearly shows the enterprise which has always been characteristic in our esteemed contemporary, and will accomplish much good for our glorious old Commonwealth. The edition is a credit, not only to its promulgators,

BEATS ALL THE HISTORIES.

Windsor Ledger.

The Twentieth Century Edition of the News and Observer is an undertaking in journalism that is worthy of the era it perpetuates. No paper in America ever published so extensive and varied assortment of matter. It is a history of North Carolina in every department of her life. The State owes our friend a debt of gratitude. We were looking for something great; but this edition is beyond our dreams. Every public school in North Carolina should have a copy. It beats all the histories of the State.

A TWO-FOLD OBJECT.

Laurinburg Exchange.

The Twentieth Century State Edition contains 228 pages, devoted mainly to a discussion of industrial development in North Carolina, and, in we suppose, the biggest edition of a daily paper ever issued. It was not gotten out for the purpose of attempting to give the State a spasmodic boom, but

MOST REMARKABLE IN THE HISTORY OF JOURNALISM.

(Washington Post.)

The Twentieth Century State Edition of the Raleigh, (N. C.) News and Observer, issued under date of August 24, is a remarkable achievement in a newspaper way—the most remarkable, perhaps, in the history of journalism in the South. It consists of 228 pages—aggregating 1,368 columns—well printed and handsomely illustrated, and all cut and pasted in one huge volume. It is devoted to the educational, agricultural, industrial and political conditions of the Old North State, including a business review of each of the cities. A magnificent showing is made. Editor Daniels is to be congratulated upon the signal enterprise thus displayed by his progressive and wide-awake paper. North Carolinians will be duly appreciative of it.

as we see it, its object was two-fold—first, to let the States of the Union know just where North Carolina stands in this great industrial wave that is spreading over the entire country also to let the public know that in point of journalistic enterprise the News and Observer is strictly in "the band wagon." The News and Observer has erected two monuments to its memory which will abide in the hearts and minds of men—its Twentieth Century Edition and its firm allegiance to the great principles of a white man's government in the campaign of '98 will not be forgotten by an intelligent and appreciative public.

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