

# HERE'S HOPING

That you will need but Few  
Drugs During the Coming  
Year, and that you will  
Come Here For  
THEM.

ANY homes have been  
brightened this year  
with our :: :: :: ::

## STAG PAINT

What better can you do the  
coming year than to paint  
your home? Certainly nothing  
better than Stag Paint  
to use! ! ! !

We shall show our appreciation  
of your past patronage by the  
same close attention to your  
wants in :: :: :: :: ::

1907.

Jno. H. McMaster & Co.

# Have You Noted



HOW fully we have been living up  
to our announcement of keeping  
the very  
BEST AND FRESHEST  
of everything in the Grocery line?  
But then we have only started and  
things will be still better in 1907.  
We will be glad to prove this to you, as  
it has been a pleasure to help those  
who have traded here.

C. A. ROBINSON.

# WHERE

Have you done your  
Trading during the pres-  
ent Year? ? ? ? ?

If here, then you know where you  
can save money on all goods and  
get the very best possible treat-  
ment in every way. If not, the  
earlier you learn this important  
lesson, the more 1907 will have in  
store for you. We appreciate  
every dollar spent here. :- :-

A. B. CATHCART.

Sash, Doors,  
Blinds and  
all  
Building Material

ORDER BY MAIL FROM

COLUMBIA LUMBER & MFG. CO., COLUMBIA, S. C.

## NEWS AND HERALD

WINNSBORO, S. C.

J. FRANK FOOSHE  
Editor and Proprietor.

PUBLISHED WEEKLY

TERMS IN ADVANCE:

Per Year.....\$1.50  
Six Months......75

Wednesday, December 26, 1906.

Build more homes. They are sorely needed. Winnsboro has suffered more from the want of homes than for any other reason. The rent of property here for several years past has been entirely too cheap, so much so as to prevent those with means from investing in houses to rent and others from attempting to own their own homes. Make an effort to own your own home. Property is cheap here comparatively and there will never be a better time for building your own home than now. So build your own home if possible. If you can not build a home, at least buy a lot so you can look forward to owning it later. The owning of real estate in your home town will make you a better citizen.

Go it on the cash basis as far as possible. The closer competition in all lines of business make smaller profits necessary. It is not possible for merchants to sell for a cash basis on long time. Pay the cash. If you can not do this, then arrange it so that the merchant can realize cash for the goods sold. If you can not pay the cash and can make no satisfactory arrangements for your merchant to get the cash, then the way is perfectly clear for you to do without. Winnsboro has been run on the credit basis too long.

Finally let all pull together for the upbuilding of the town. It union there is strength. With all pulling together 1907 will witness some decided progress in Winnsboro. So mote it be.

It is just as easy for communities to get into bad habits as it is for individuals. The habits of looking at all business enterprises however successful elsewhere, as necessarily failures here is one of the habits that Winnsboro has fallen into. In the beginning of our newspaper career here six years ago we were told that, though advertising paid in other communities, Winnsboro was so different from other places that it did not pay here. After about two or three years experience we had almost reached the conclusion that may be the merchants, who made this plea knew something about what they were talking about. So we made a set for the purpose of seeing whether they were right in practice or we wrong in our theory about the use of printers' ink being a trade getter. Fortunately we struck upon two or three advertisements just at this time that were so direct the merchants saw that there was no mistake about it that they had been benefitted thereby. So they kept on advertising and others seeing that they were sticking to it tried the experiment and they have been sticking too. The result has been most satisfactory and from a paper carrying fewer advertisements perhaps than any other in the whole state The News and Herald now has an advertising patronage scarcely second to that of any other weekly in South Carolina. So in impressing the lesson that it does pay to advertise The News and Herald has rendered good service in demonstrating that one thing hitherto looked upon as a very large measure as an impossibility has been accomplished. When a paper teaches a community that it pays to advertise it has rendered it a service that will be sure to continue to bear good fruits. For it does pay there can be no doubt. Its results may not have been seen, but they are sure to come. The money expended in printers ink is the very best investment that a merchant can make. If any one looks upon his advertising money as an expense he is badly mistaken. It is all right in making your plans for the new year to cut down every needless expense, but let no merchant make the sad mistake of discontinuing an investment that promises such sure returns as advertising.

It is well to begin the new year by looking forward and not backward. Communities as well as individuals should make new year resolutions and what is more should keep them. These are prepared for the people of Winnsboro individually and collectively.

Cultivate the habit of speaking well for your town. There is nothing to be gained by your decrying every thing in your town unless it is the cooperation of outsiders in helping you to think less highly of yourself than you should. If there is good in your town, and there is, say so and lose no opportunity therefor. If there are any defects—and they are

here too—why just keep them in the family and set about remedying them.

The town is just a larger family and its shortcomings should be kept as family secrets.

Trade at home just as far as possible. Ever dollar sent elsewhere is the taking away the possibilities of your home town making the advance it should. Give the home merchant a chance. Even if he is not keeping the goods your constant going to him for them will encourage him to keep just what is needed.

Make some permanent municipal improvements. It has been proposed to pave the streets. Surely nothing is more needed than this. Good streets are the biggest advertisement that any town can have. The paving of the streets is easily possible. So let the people of Winnsboro determine to have their streets paved and the work can be done.

Give more attention to civic improvement.

The keeping of the places of business and of the homes in a good condition is a decided advantage to any town. It is every citizen's duty and privilege to make his premises appear to the very best advantage.

Seek to bring some new enterprises to town. They are needed and can be had. The time is ripe for small manufacturing enterprises. Just what is best to undertake first is not known. A hosiery mill has been proposed. Look fully into this proposition and if it is not the thing, then let something else be tried.

At least let one new manufacturing enterprise be recorded for the year 1907.

### Poultney Bigelow Visitor at Rideway.

(From The State, Dec. 21.)

Messrs. Poultney Bigelow, John Magee and State Senator Ellsworth of New York have been enjoying the shooting at Rideway for the last two weeks.

Mr. Bigelow is the Poultney Bigelow that recently made the sensational report on conditions in the canal zone and received the sharp rebuke of Secretary Taft. He has just had the distinction of a notice in a presidential message, Mr. Roosevelt making some caustic reference to him in his message on Panama. Mr. Bigelow is a noted traveler and historical writer. His "History of the German Struggle for Liberty," "White Man's Africa" and "The Children of the Nations" are well-known and standard words in their field. His most recent achievement, drawing the fire of the secretary of war and of President Roosevelt, gives him a unique distinction.

Mr. Clinton G. Gillmore of Lenox, Mass is here for the winter.

The barn and wood house of Mr. C. L. Wray was burned this morning about 2 o'clock. The loss is about \$450, with no insurance. Evidently the fire was incendiary, occurring so early in the morning.

Ridgeway lodge, No. 30, A. F. M., met in regular communication last night and elected the following officers for the ensuing year: V. J. Johnson, W. M.; D. W. Ruff, S. W.; R. C. Thomas, J. W.; John McIntyre, treasurer; R. S. Spence, secretary; R. B. Bolick, S. D.; J. H. Coleman; J. D.; E. O. Sessions, tiler.

Bee's Laxative Cough Syrup containing Honey and Tar is especially appropriate for children, no opiates or poisons of any character, conforms to the conditions of the National Pure Food and Drug Law, June 30, 1906. For Croup, Whooping Cough, etc. It expels Coughs and Colds by gently moving the bowels. Guaranteed. Sold by McMaster Co's. drug store.

## JANUARY 1, 1907,

### WILL FIND ME

busy moving into  
the store-room of  
Jno. H. McMaster  
& Co., where my

### Bargain Feasts.

will be available  
to all. . . . .  
You are invited, so  
is the other fellow  
too. So come all.

### H. LANGLEY.

The relief of Coughs and Colds through laxative influence, originated with Bee's Laxative Cough Syrup containing Honey and Tar, a cough syrup containing no opiates or poisons, which is extensively sold. Secure a bottle at once, obtain a guarantee coupon, and if not fully satisfied with results, your money will be refunded. Sold by McMaster Co's. drug store.

# A Merry Xmas To You!

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# A VISIT TO FORTUNE PARK HEIGHTS

Will add happiness to the  
holiday season. : : : :

# A Purchase of a Lot in this splendid Property at the Big Auction Sale

FIRST MONDAY IN FEBRUARY

For a Home or for an In-  
vestment will be the  
Source of Happi-  
ness in the  
days to  
come.



J. EDGAR POAG, BROKER.

ROCK HILL, S. C.

"Cuts the Earth to Suit Your Taste."