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 brightened this year with our :: :: :: ::

STAG PAINT What better can you do the coming year than to paint your home? Certainly noth-

ing better than Stag Paint

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

Jno. H. McMaster & Co.

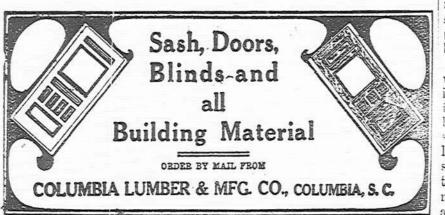
## Have You Noted

11 OW fully we have been living up to our announcement of keeping 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.

your \$ Have you done

A. B. CATHCART.



WINNSBORO, S. C.

J. FRANK FOOSHE Editor and Proprietor.

Build more homes. They are just what is needed. sorely needed. Winnsboro has Make some permanent municisuffered more from the want of pal improvements. It has been homes than for any other reason. proposed to pave the streets. The rent of property here for several years past has been entirely than this. Good streets are the eral 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 improvement. Give more attention to civic and there will never be a better improvement, 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 his premises appear to the very best advantage. make you a better citizen.

uot do this, than arrange it so and if it is not the thing, then let that the merchant can realize cash for the goods sold. If you At least let one new manufactcan not pay the cash and can uring enterprise be recorded for make no satisfactory arrange the year 1907. ments for your merchant to get the cash, then the way is per- Poultney Bigelow Visitor at Rideway. feetly clear for you to do without. Winnsboro has been run on the credit basis too long.

the upbuilding of the town. It union there is strength. With all pulling together 1907 will witness some decided progress

Mr. Bigelow is the Poultney in Winnsboro. So mote it be.

who made this plea knew something about what they were talking about. So we made a set to 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 loss is about \$450, with no insurgetter. Fortunately we struck ance. Evidently the fire was in-upon two or three advertisements cendiary, occurring so early in the ast at this time that were so morning. direct the merchants saw that there was no mastake about it that thay had been 'enefitted 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 advertisemost 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 demonsional parts and colds by gently moving the bowels. Guaranteed. Sold by McMaster Co's. drug store. rendered good service in demonstrating that one thing hitherto looked apen is a very large measure as an impossibility has been accomplished. When a paper teaches a community that t pays to advertise it has rendand it a service that will be sure to continue to bear good fruits. fra: it does pay there can be no toul t. Its results may not lwa s be 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 need-less expense, but let no merchant make the sad mistake of discontinuing an investment that promises such sure returns as

It is well to begin the new year by looking forward and not back-ward. Communities as well as individuals should make new year resolutions and what is more should keep them. These are proposed for the people of Winns-

advertising.

boro 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

NEWSAND HERALD here too-why just keep them in the family and set about remedy-

> The town is just a larger family and its shortcoming should be

kept as family secrets.

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

Seek to bring some new enter-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 be considered 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

(From The State, Dec. 21.)

redit basis too long.

Finally let all pull together for John Magee and State Senator

Bigelow that recently made the sensational report on conditions It is just as easy for communi- in the canal zone and received the ties to get into bad habits as it is for individuals. The habits of looking at all busines enterprises however successful elsewhere, as necessarily failures here is one of the habits that Winnsboro has in his message on Papama. Mr. fallen into. In the begining of our newspaper career here six vears ago we were told that, though advertising paid in other though advertising paid in other communities, Winnsboro was to and "The Children of the Nations" different from other places that it did not pay here. After about two or three years experience we recent achievement, drawing the had almost reached the conclusion fire of the secretary of war and that may be the merchants, of President Roosevelt, gives

### 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.

## LANGLEY.

# Merry Xmas To You!

FORTUNE PARK HEIGHTS

Will add happiness to the holiday season.

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

MONDAY FEBRUARY FIRST

For a Home or for an Investment 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."