HISTORY OF THE PLANO STAR-COURIER,
1873-1973

THESIS

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By

Judy Whatley Garrett, B.S.E.
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This study traces the history of the *Plano Star-Courier*. Information was obtained from newspaper files, interviews, and directories.

The thesis is divided into six chapters: Chapter I introduces the study; Chapter II chronicles the founding of Plano and the first newspaper publications; Chapter III concerns consolidation of the newspapers in Plano; Chapter IV traces the changes in ownership; Chapter V describes the newspaper under family ownership and corporation ownership; Chapter VI summarizes the history, influence, and future of the *Star-Courier*.

This thesis combines the history of the *Plano Star-Courier* and the previously unwritten history of the town. For 100 years, the *Star-Courier* reflected the attitudes, values, and needs of people in the community.
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CHAPTER I

INTRODUCTION

Newspapers have often traced the progress of people and have played an important part in the development of many cities. This situation exists in Plano, Texas, one of the oldest towns in Collin County, which has felt the continuing influence of a newspaper since 1884.

Since the early days of settlement, Plano has been bounded on the north by McKinney and on the south by Dallas, county seat cities of Collin and Dallas counties. Because of Plano's proximity to centers of trade in these regions, in the beginning Plano's prospects for growth and expansion looked dim except for the possibility of eventually becoming a part of one of those larger cities.

Today, Plano is one of the fastest-growing planned communities in Texas with a population increase of 376.3 per cent in the past ten years, according to the Plano Chamber of Commerce. The estimated population is in excess of 27,000 according to the 1970 census.

Over the years since 1884, David Craighead, John Custer, Arthur Bagwill, Louise Bagwill Sherrill, and Scott Dorsey as editors and owners contributed to the publication of the Plano Star-Courier. After one consolidation and one purchase of a rival newspaper in town the Star-Courier was the only newspaper
operating in Plano in 1973, the cut-off date for this study. It began as a weekly paper in 1884, but now is a daily owned by Taylor Communications, Inc. Headquartered in Fort Worth, Taylor Communications owns and operates two newspapers in Texas and five in Florida. New production equipment and facilities for the Star-Courier have been installed in a new building at 1301 19th Street in Plano.

This study attempts to trace the history of the Plano Star-Courier. By following the history of the paper, it will be seen how it chronicled the history of modern Plano.

In the past eighty-five years, the Plano newspaper has undergone a series of transfigurations. From the country weekly of 1884, the paper has progressed through several eras of journalism, surviving the age of sensational journalism and withstanding the pull of the big newspaper syndicates to emerge as a conservative newspaper.

This study of the newspaper is divided into four periods: 1844-1887, the founding of Plano and the first newspaper publications; 1888-1908, the Star, the Courier, and their consolidation, the Star-Courier; 1909-1922, ownership changes; 1923-1973, the newspaper under the Arthur A. Bagwill family. A final chapter will summarize the history of the newspaper and the people who contributed to its production.

This study is based largely upon information obtained from the files of newspapers in the office of the Star-Courier, and from microfilmed copies of the paper in the libraries
of the University of Texas at Austin and the State Library in Austin. Other sources of information were the exchange columns of newspapers published in Dallas, McKinney, and Wylie. Living in Plano are descendants of some of the founding families of the area. Interviews with these people and examination of their scrapbooks and records uncovered dates and facts about Plano. The Direct Deed Index and the Bill of Sale record books on file in the county clerk's office in McKinney were referred to for verification of dates, names, and expenses associated with the transfers of ownership of the newspapers in Plano. The American Newspaper Directory by George P. Rowell and Company and the Ayer Directory of Publications by N. W. Ayer and Son were used for population and circulation figures.

An appraisal of early Plano newspapers has been limited because a fire in 1911 destroyed the entire Star-Courier newspaper plant. Only one or two copies of the newspapers are available today for evaluation of the period prior to 1911.

A copy of an 1884 and an 1888 Plano Review survived the years in the hands of an individual living in Plano. Several copies of the Plano Star and the Plano Courier are in the present office of the Star-Courier. The State Library and the University of Texas Library at Austin have scattered dates of copies of the Star-Courier from 1904 to 1911. A complete file of newspapers from 1911 to 1973 is in the office of the Star-Courier.
Included in the study of the newspaper for each period are discussions of ownership, news coverage, editorials and campaigns, advertising, circulation, community relations, political relations, and typography.

This study combines the history of the Plano Star-Courier and the previously unwritten history of the town. For 100 years, the Star-Courier reflected the attitudes, values, and needs of the people in the community, and this history indicates the changes in the community as reflected by the changes in the newspaper.
Buffalo, deer, and turkey roamed at will, and the grass was as high as a horse when the first pioneers came to settle the rich prairie land along Spring Creek, Rowlett Creek, and other streams that now surround Plano (5).

The Fort Bird Indian Treaty, signed in Tarrant County in 1843, assured peaceful settlement of northeast Texas and precipitated, the following year, a rush of families to Collin County, among whom were Collin McKinney and his family from Red River County. McKinney, a signer of the Texas Declaration of Independence in 1836, was instrumental in the development of the county that bears his name. Families began settling in groups, but some ventured from the main settlements to establish homes elsewhere. In the fall of 1844, one of these settlers, Jeremiah Muncey, his wife, three sons, aged seventeen, fifteen, and twelve, a daughter, three, and an elderly man named McBain Jameson were building a cabin on Rowlett Creek, about three miles north of present-day Plano when they were surprised by a band of raiding Comanches. The remains of the raid were found by two men, Leonard Search and William Rice, from a neighboring settlement, who found
the men shot, the woman and child slain and scalped, and two of the boys abducted. The boys were later found dead. One son survived because he was visiting at another settlement (10, p. 18).

The Indian scare slowed the influx of settlers in 1845, but, the following year, a few people began settling in the locality that years later became Plano. These men and women who brought civilization to south Collin County were given 640 acres of land by Sam Houston's land grants and by colonizing contracts. The site of future Plano was situated in part on surveys of John and Samuel Klepper, Sanford Beck, and James Beverley (10, p. 1).

By 1851, five to eight families had settled the south Collin County region, which is now Plano (4). At the time, the only mail delivery was by horseback, once a week each way between Austin and Clarksville. The early settlers decided they preferred mail delivery at a convenient site and selected the home of William Forman, who, with his four sons and one daughter had emigrated from Nelson County, Kentucky, and established a grist and sawmill fourteen miles south of McKinney and sixteen miles north of Dallas. It seemed to be the ideal site for a post office, so the settlers petitioned Washington, D. C., to establish one. In about six weeks, the post office was established and Washington was petitioned to name it Fillmore, after Millard Fillmore, then President of the United States. However, word came that a
post office could not take a person's name. Because the settlement seemed to be on a vast prairie, a little Spanish was put into the word "plain" and the name Plano was submitted and approved by Washington as an official government post office in the fall of 1851 (4).

Plano prospered as a trading center for the surrounding agricultural area. Preston Road, just west of Plano, became widely used as a cattle trail, connecting with the famous cattle trails of the Southwest. It was also a natural north-south passage for buffalo, Indians, and military traffic, and was the expressway for wagon trains into the Plano area.

People of various professions and trades immigrated to Plano. The first lawyer was Silas Harrington, who moved to Plano in 1848 with his brother, Alfred. Dr. Henry Dye, the first physician, came in 1848 and later established the first drug store (1). The stores and mills in Plano attracted settlers and the town grew. In 1870, a school was established under the direction of W. H. Byrnes (10, p. 15).

The arrival of the railroad to Plano had more effect upon its growth and economy than any other factor during those early years. The Houston and Texas Central Railroad opened its station in Plano in 1871 (8).

On June 3, 1873 (6), the settlement was incorporated as a city. The incorporation provided for a mayor, five aldermen, and a constable. At that time, it was required that a city must have a minimum of 200 persons before it could be
incorporated (7). The next year, 1874, the first Plano newspaper was born, the Plano News.

The Plano News

The two men responsible for the Plano News arrived in Plano in 1874 to establish the first local newspaper. The men were James Crittenden Son and E. K. (Lige) Rudolph.

Son was a native Missourian, born in Vernon County in 1848 and "by 1873 was a full fledged journeyman printer with a burning desire to go West" (3, p. 74). His first stop after leaving Missouri was McKinney, Texas, at the time widely known as a center for trade. However, a newspaper was already well established there. While in McKinney, Son befriended another printer, Rudolph, the son of the Reverend Mr. Rudolph, pastor of the First Presbyterian Church at McKinney. Son and Rudolph were about the same age, and both shared the ambition of establishing and publishing a newspaper. Plano seemed a logical choice because it had no newspaper and the population was rapidly increasing. The men purchased a Cincinnati hand press with type and, in the summer of 1874, began the first newspaper in Plano, the Plano News.

Although no copies of the Plano News survived the years, it can be concluded that the paper resembled the other newspapers of the area during that time, and a description of the paper can be based on the type of newspapers Son and Rudolph published after they disbanded the Plano News in 1876, dissolved their partnership and settled individually in other areas of Texas.
The Plano News was two to four pages in length with columns averaging a little over two inches in width. Advertising frequently appeared on page one. Poor quality illustrations were used sparingly throughout the newspaper.

Rudolph ventured northwest and eventually became editor and publisher of the Tioga Herald. He continued his newspaper in Tioga until his death in 1931.

Son pushed further west and settled in the small town of Palo Pinto. It was rumored at that time that Palo Pinto would be along the route of the new Texas and Pacific Railroad, and would become a prominent town in Texas (3, p. 77). On June 22, 1876 Son edited and published the first issue of the Palo Pinto County Star. He continued to publish the Star until his death in 1938. At the time of his death, Son had been elected for life to the Texas Editorial Association and was the oldest editor in point of service in Texas. The Star held the distinction of being the oldest newspaper in the state under one management (3, p. 79).

The newspaper the two men began in Plano in 1874, the Plano News, probably reflected the political attitudes of Son and Rudolph. Both men were staunch Democrats. In Palo Pinto, Son founded the Democratic party and his newspaper was the mouthpiece of the party. Rudolph's Tioga newspaper was not as voluble as the Star on politics but the Herald always supported the Democratic party.
The make-up of the newspapers in the northeast region of Texas was similar to that of newspapers of the 1870's. Advertising found prominent page one placement. Illustrations were used sparingly and those carried were woodcuts or line drawings, but were of poor quality. The average column was a little over two inches in width. The papers were two to four pages in length.

The staff of nearby newspapers were small and, no doubt, Son and Rudolph were the chief news gatherers and writers for the Plano News. Another source of news took the form "Letters to the Editor." These letters received exceptional attention by the editors, and citizens were encouraged to write to the newspaper describing their travels, crops, etc. Nearly every newspaper carried a column of short news items about local events, which was probably the forerunner of the modern gossip column. Sometimes, editors described the current weather to fill space. In the Palo Pinto Star of 1877, Son wrote "Spring is putting on her robe of green and the little birds are singing merrily among the tree tops" (3, p. 75). Also found in Son's Palo Pinto newspaper was a type of apology. He wrote, ". . . a number of news items are omitted this week from the fact we forgot them and could not think of them at the right time" (3, p. 77).

For other news, the system of having regular correspondents came into vogue during this era. News from correspondents in nearby communities came to be an important part of the newspaper.
The form of writing a news story differed greatly from the summary lead of today. No definite form of beginning a story had been devised. Most writers followed the rambling narrative form and the facts were often buried deep in the body of the story. Many events were arranged according to chronological importance rather than the modern inverted pyramid news writing style. Often a writer would add his comments to a news item, which made it difficult to distinguish a news story from an editorial.

During the early part of 1876 Son and Rudolph dissolved their partnership and disbanded their newspaper. Son bought the press and later had it freighted to Palo Pinto, leaving Plano with little, if any newspaper publishing equipment.

The Plano Review

The next newspaper did not appear until 1884, when the population had reached 800 (12). R. J. Ridgell, an attorney-at-law, established and published the weekly Plano Review, which boasted, "published every Saturday at Plano, Collin County the best small grain market in the state, and in the best country under sun" (7). It cost $1.50 a year, or three months for $.40, or six months for $.75, paid in advance. Rates for advertising ranged from one square for one insertion at a cost of one dollar to one column for one year for $100. To assist with the finances, the Review advertised, "For any ordinary job work such as letter heads, bill heads, envelopes, cards, posters, circulars, etc. The Review office is fully
prepared to do on short notice in good style and the lowest price." There is no information describing the type of printing press Ridgell used to publish his weekly newspaper and handle the job work, but it was doubtless either the Washington hand-press, or a newer hand-cranked cylinder press, the common varieties of presses employed by newspaper editors at that time, and were, at best, laborious and awkward. The newspaper plant consisted of the press, a few cases of type, an imposing stone, and perhaps a small foot-power press for job-work (6, p. 478).

The 1884 Review contained six two and a fourth-inch-wide columns on four pages. Headlines for stories were almost all set in single-column measure with little variety in size. Most of the stories had label heads. Advertising appeared on all pages of the paper, usually filling the right three columns. There was no more than an informal departmentalization of society, local, and national news, without designated pages. The closest thing to an illustration appeared in an advertisement which read, "Andrew Wetsel, Furniture Dealer and Undertaker" (7), and which included an illustration of a coffin.

Although born in the period known as the "Rise of the Independent Press 1872-1892" (6), the Plano Review was a Democratic newspaper as was its predecessor, the Plano News. For example, in the October 18, 1884 issue, the Review reprinted the Democratic Ticket on its pages and throughout the paper gave the editor's opinion of other candidates. On
the first page, a story began, "Clay Mack won't get twenty-five votes at the Plano box." Eight lines down, the story said, "The man in Collin County who votes for Clay Mack also votes to rob the poor children of an education." Also on the first page was a reprint from the Houston Post concerning the Ohio and the West Virginia elections. The opening sentence of the column-long story read, "West Virginia has gloriously sustained her reputation as a trueblue Democratic State."

The Blaine-Cleveland campaign of 1884 made the second page of the paper. Such notes as "Blaine says he wants every voter to read the Mulligan letters" and "Why did he try so hard to keep them back and write 'burn this letter'?" appeared frequently.

Not until the last page of the October 18, 1884 issue was any space given to local matters. Under the heading "Town and County," short notices without headlines were listed. Common among these were notices such as "Miss Minnie Harper a very beautiful and attractive young lady of Van Alstyne has been visiting the Misses Early of our town," "Bring your 'Little Brown Jug' and have it filled with pure whiskey or brandy by J. M. Gee & Co," "The apple crop of North Texas still holds out, wagon loads pass through daily," and finally the announcement of a marriage, "To the surprise of everybody, not because he was not big enough, old enough, and handsome enough, but because no one expected he wanted to--our town marshall on Wednesday last committed matrimony" (7).
After two years, in 1886, Ridgell sold the newspaper plant to David Craighead who, that year, had moved to Plano with his wife and children from Alabama. He bought the entire printing office which consisted of presses and type valued at $358.40 (2) and continued to print the weekly *Plano Review*. Craighead changed the day the newspaper was published from Saturday to Thursday, and continued with the same format and size of twenty-two by thirty-two inches on four pages. The subscription price did not increase. Circulation figures for the paper in a town of 842 people was "exceeding 250" according to George Rowell's *American Newspaper Directory*.

**Historical Highlights of This Period**

The last Indian massacre in Collin County occurred in 1844 to the Jeremiah Muncey family. By 1851, the group of settlers in the region had a post office established and the name Plano approved. The Houston and Texas Central Railroad rolled through Plano and opened its station in 1871. Enough people lived in Plano in 1873 to incorporate it into a city. The same year the *Plano News* was begun. The next newspaper appeared in 1884 under the name the *Plano Review*. It was sold in 1886 to David Craighead.

Newspaper headlines of the era of the 1870's and 1880's throughout the United States contained details of crime. According to a report published in the *Smithsonian Magazine*
by Alvin Dearing, the crime rate in the United States during the 1870's was perhaps twice that of today.

There was rioting among the Irish in New York, the Blacks in Savannah, the Chinese in San Francisco, the political clubs in Pittsburgh and the coal miners in Scranton. Indians scalped the wagonmaster of a government mule train in the Colorado Territory, and there was corruption in the high places (10).

Leading the country as Presidents were Millard Fillmore, 1850-1853, of the Whig party; Democrats Franklin Pierce, 1853-1857, and James Buchanan, 1857-1861; Republicans Abraham Lincoln, 1861-1865, Andrew Johnson, 1865-1869, Ulysses S. Grant, 1869-1877, Rutherford B. Hayes, 1877-1881, James A. Garfield, 1881-1881, and Chester A. Arthur, 1881-1885; and Democrat Grover Cleveland, 1885-1889.


4. Dooley, Mr. and Mrs. Charles, Interview, Plano, Texas, March 10, 1973.


8. Plano Review, October 18, 1884.


CHAPTER III

THE STAR, THE COURIER, AND THEIR CONSOLIDATION, THE STAR-COURIER

1888 - 1908

The twenty years between 1888 and 1908 in Plano provided change both for the town's newspaper industry and the growth and appearance of the community. In 1888 the population of Plano was 900 (25), and, by 1908, the population had increased to approximately 1,300 (4, p. 863). The weekly Plano Review, begun by R. J. Ridgell in 1884 and bought and continued by David Craighead, disappeared during the period. The paper was replaced by two other newspapers, the Plano Star and the Plano Courier, which, in 1902, consolidated to form the Plano Star-Courier, the newspaper that is still in publication in 1974.

The newspaper and the town changed. A resident of Plano in 1888, W. Houston Yeary, described the town as he saw it:

The roads to Plano in 1888 were beaten out cow trails on the prairie, and the streets of Plano were unpaved, with plank sidewalks in the business section. The buildings were mostly wooden except for the Plano National Bank building which was brick. There was a hitch-rack in the open area along the Houston and Texas Central railroad. There was room on either side for hitching wagons, buggies, or saddle horses. At times 30 yards of wagons could be tied at the hitch-rack waiting to unload grain in the boxcars on the H. & T. C. tracks. Buyers on the streets bought the grain and it was loaded directly into the boxcars after being weighed on nearby public scales (23, p. 9 section I).
In 1895, a fire struck the heart of Plano and destroyed fifty-one businesses. One building was left standing (24, p. 2 section III). By 1908 the citizens of the town had rebuilt many of the buildings using the latest equipment and materials available. Another railroad system, the Texas Electric Railway extending from Dallas to Denison, was added to the two existing companies in Plano. The St. Louis and Southwestern Railroad, better known as the Cotton Belt, had a direct track to Dallas. An advertisement in the Star-Courier printed the schedule from Plano to Dallas as "thirty-three minutes running four passenger trains daily through Plano" (24, p. 2 section III). The Houston and Texas Central Railroad ran as many as eight regular passenger trains each day through Plano.

By 1891, the town had grown to need a public school system which was organized by a vote of the people and was under city control supported by a special tax. In 1899 the school was separated from the city and was put under the management of a Board of Trustees. The first brick school plant was erected in 1903 at the site of the present school administration building (24, p. 2 section III).

Three banks were operating in 1908 in Plano: the Plano National, the Farmers and Merchants National, and the Guaranty State.

The newspaper industry in Plano followed the same growth and expansion pattern as that of the city. The pioneer
newspapermen and others who operated the Plano newspapers prior to 1889 were personal journalists who published, edited, and printed their own newspapers. By the turn of the century, the situation changed. The domination of a single man in all phases of a newspaper's activity waned after telegraphic reports, fast presses, and eight page newspapers emerged to widen the scope of journalism. A more varied news menu demanded more men with many talents, which, in time, served to depose the old-time editor. News coverage became a multi-faceted function. Changes in newspaper content were evident with the introduction of syndicated material, increasing reliance on cooperative press services, photoengraving, features and semidepartmentalization. Business management became a greater responsibility. In circulation, in number of pages per issue and in volume of advertising, the careers of the successful newspapers represented investments, costs, and revenues of large proportions (15, p. 546-547).

The Plano Review

In 1888, Plano's only newspaper was the Plano Review, solely owned and operated by David Craighead. He limited the contents of the newspaper to the Plano community.

Twenty-eight years later an October, 1888 Plano Review was given to John Custer, 1916 editor of the Star-Courier. Custer commented in the March 31, 1916 Star-Courier on the Review, describing it as a special edition with many photographs of leading citizens and write-ups of various business
houses in Plano, McKinney, and Dallas. Craighead announced in the Review that his printing was done "on a hand press with a handful of type" (19). Custer praised the issue by saying that a good grade of book paper was used for the newspaper and "The printing is fine and the photo prints are in no respect inferior to those of present day (1916)" (19).

Custer also commented that Craighead followed the newspaper custom of the day by taking saloon advertisements and he commented that the Review "fairly bristled with them. A number of them were composed with a good deal of ingenuity which was rewarded by many free drinks plus the regular advertising rate" (19). Custer printed a typical saloon advertisement as appeared in the Review. "The popularity of the house in Plano is not alone due to the magnetism and mirthfulness of the proprietor, but his two attaches being copious in their courtesies and whose spontaneous spontaneity cheers all customers and visitors" (19).

On December 26, 1889, Craighead died unexpectedly. His widow, Alice, and children accompanied his body to Alabama for interment. Mrs. Craighead, who did not return to Plano, requested W. S. Cummins to act as her agent in selling her property there. The Craigheads owned a house and lot in Plano and the newspaper plant, consisting of one printing office outfit containing presses and type. Craighead had extended credit for subscriptions and advertising and had outstanding debts totaling seventy-five dollars owed to the newspaper.
Mrs. Craighead received $1,203.40 for her entire holdings in Plano. The estate was tied in litigation until the newspaper facilities were bought and removed by J. W. Braden on October 15, 1893 (2, p. 636). No records are available concerning Braden's identity or to where he shipped the equipment.

The Plano Star

A few months before Craighead died in 1889, another newspaper began publication in Plano, the weekly Plano Star. Charles W. Ridout, former editor of the Wylie Rustler, and C. W. Livingston, who provided financial assistance, established and published the Plano Star, a Democratic weekly newspaper. It contained eight pages fifteen by twenty-two inches, and the subscription price was one dollar per year. According to the Rowell Directory, the smallest edition issued within a year was not less than 720 copies. Plano's official population in 1889 was 842, but, by local estimate, totaled 1,000 people (25). Ridout was listed as editor, and Livingston and Ridout were publishers.

In 1900, the Star was operated for six months by P. R. Garretson of Plano while Ridout was "rusticating around resting up and enjoying life" (17, p. 1, section 2). Ridout returned in January, 1901. In June, 1902, Ridout left the Plano Star and joined Tom W. Perkins in the editorial and business department of the Daily and Weekly McKinney Gazette (8, p. 2, section 1). Ridout sold the Star to A. G. McAdams, J. D. Cottrell, and Tom W. Perkins who published the paper
until it was consolidated with the Courier in October, 1902. Cottrell, who was elected to the state Legislature in 1902, sold his interest in the Star to McAdams and Perkins before the paper was consolidated.

The Plano Courier

The history of the Plano Courier was difficult to trace. Very little information about the Courier appeared in either the McKinney newspapers or the Dallas newspapers. According to bits of information gathered from former editors of the Star Courier, the Plano Courier was begun in 1891 by Miss Nancy McChesney. She published the newspaper for several years, then sold it to R. H. Coleman (20, p. 1, section 1). The first directory to name the Courier was the George Howell American Newspaper Directory of 1899. It stated that the Plano Courier was published on Thursdays with eight pages size fifteen by twenty-two inches. The subscription price was listed as one dollar, and R. H. Coleman was editor and publisher. Coleman published the newspaper for three years, 1899-1901, then sold it to J. L. Aldridge, a local farmer. Aldridge published the Courier until he and the editor of the Star consolidated the publications in October, 1902. After the papers merged, Aldridge continued as manager of the combined newspapers.
The Star-Courier

In the Thursday, October 16, 1902 edition of the McKinney Democrat, the following article appeared: "The Plano Star and Courier have been consolidated and a printing company formed composed of Tom W. Perkins, A. G. McAdams, and J. L. Aldridge. The latter will be manager of the new firm. The new paper will be the Star-Courier" (12).

Aldridge was editor of the newspaper until 1905, when F. C. Thompson purchased the paper. Aldridge, according to his daughter, Mrs. Lillian Beasley, in an interview, sold the newspaper because his wife was unhappy living in town. The Aldridge's had four daughters and Mrs. Beasley explained that her mother was very protective of the girls and would not let them leave the yard. Many other children would visit the Aldridges and make her mother nervous. In addition to the visiting children, the neighbors had many personal problems and would go to the Aldridge house to share their feelings, which would also disturb Mrs. Aldridge. Ultimately, she persuaded her husband to return to farming and move from the city. Describing her father's personality, Mrs. Beasley said he was very outgoing and enjoyed visiting with many people. She felt that after her father moved to the farm he was never completely satisfied (1).

While Aldridge operated the Star-Courier he employed Mrs. Effie Allen, now a ninety-one-year-old Plano resident. Mrs. Allen said she was Aldridge's reporter. She would
telephone people to get information for the newspaper and wrote feature stories about Plano residents. Mrs. Allen entered her stories into several contests, winning trips to Mexico and Colorado Springs (3).

When F. C. Thompson took over the operation of the Star-Courier he had had experience in the newspaper business. From 1888 until July 7, 1904 Thompson had co-owned and operated the McKinney Democrat. In 1904 he sold his interest in the newspaper to Walter B. Wilson and J. Frank Smith (13, p. 24, section 1). He sold the McKinney newspaper because of ill health, according to his article in the July 7 newspaper. The twenty-fifth anniversary edition of the Weekly Democrat-Gazette, chronicling the history of various McKinney newspapers, explained that F. C. Thompson took one year off because of ill health, then bought the Plano Star-Courier (14). By May, 1905, he was listed as editor of the Plano Star-Courier. Thompson published the Plano newspaper for about two years. He returned to McKinney and, in 1907, purchased half interest in the Examiner. The Weekly Democrat-Gazette explained that Clint Thompson owned and published the McKinney Examiner until "1907 when owing to increasing business and unfortunate loss of hearing he solicited and formed a partnership arrangement with F. C. (Carlie) Thompson (14). The Star-Courier was sold to J. T. Horn, a Plano citizen involved in community affairs. Horn owned and edited the newspaper for two years.
Background of Newspaper Owners

The background, political feelings and ambitions of the men associated with the Plano newspapers influenced the contents and appearance of the paper. Following is a summary of the lives of as many of the people associated with the newspaper as was possible to find.

Robert H. Coleman was a pastor's assistant at the First Baptist Church of Dallas. He compiled and published twenty-seven song books. He died February 13, 1946 when he was seventy-seven. Coleman was editor of the Plano Courier for three years. He moved to Dallas in 1903 to begin his work in the church. He is listed in the Dictionary of American Biography.

Joel Lively Aldridge, a local farmer, the son of pioneer settlers of North Texas, was born February 8, 1868 in Plano. He received a degree from the Plano Institute in 1889. An active member and leader of the First Presbyterian Church, Aldridge also served actively in community activities giving freely of his time, money and influence to all community interests (22, p. 1, section 1).

In his early days he purchased and consolidated the two Plano newspapers, the Courier and the Plano Star. After publishing this combined newspaper for several years, he moved to his farm two and one half miles southwest of Plano, where he lived until 1942, when he retired and moved back to Plano. He died November 20, 1946 (22, p. 1, section 1).
J. D. Cottrell was born in Claiborne County, near Cumberland Gap, Tennessee, February 3, 1866. He attended public schools of Tennessee and the Plano Institute. He arrived in Plano in 1883 and for twelve years was a clerk and merchant. In 1895, he began the practice of law. An article in the Plano Review in July, 1914 described Cottrell as a man who "held many positions of trust in Plano and Collin County, serving as alderman, mayor pro tem, city attorney, and assistant county attorney" (16, p. 3). For four years, he was a member of the Senate from Collin County (16, p. 3).


F. C. (Carlie') Thompson was an active McKinney newspaperman. In 1888, Thompson became editor of the McKinney Democrat, continuing until about 1904. In 1901, Walter Wilson and Carlie Thompson bought the Daily Courier and the Semi-Weekly Courier, which was combined with the Democrat. In 1902, they sold an interest in these papers to J. Frank Smith. Wilson and Smith bought Carlie Thompson's interest in 1904. He went to Plano and purchased the Plano Star-Courier. In 1907, he returned to McKinney and purchased half interest in the McKinney Examiner (26, p. 218).
Newspaper Content

The twenty years of 1888-1908 was an era when the scope of news gathering and handling was widened. As populations and circulations grew, larger staffs were required; therefore, news departments had to be more streamlined. Progress was increased by the introduction of many new features and the improvement of older ones. New presses and new machines hastened the production of the newspaper. The photo engraving process opened the new field of photography, and the increased use of photographs and news supplied by syndicates enhanced the newspaper's fulfillment of its responsibility. Departmentalization was begun to a limited degree after the turn of the century when newspapers began to subscribe to the newspaper syndicates for feature material. Toward the end of the period, sports began to play a larger part in the new plan; news of society, women, clubs, and homemaking was given greater emphasis; and features and human interest stories captured the imagination of many. Editorials began to find a place on a special page. Reporters gave more attention to special beats in covering the news.

During this period, the linotype machine came into wide use. Engravings and illustrations were improved and the halftone for reproduction of photography was developed. The use of pictures was made less costly by purchasing paper mats of the engravings from news and photo syndicates.
Small papers picked up their out-of-town news from other newspapers and from mail dispatches.

Crime news was an important news commodity. Men on the frontier were sometimes apt to render their own justice. Stories of murders, gunfights, lynchings, and other felonies gave editors the opportunity to thrill readers with gruesome descriptions, rumors, and speculation. Much of this sensationalism was no doubt influenced by the popularity of yellow journalism in northern newspapers.

Headlines

As the scope and quality of news coverage increased, the two Plano newspapers worked to improve their methods of presenting the news to the public. However, it was a gradual process. Headlines still retained much of the wordy, rambling generalities of the early days. Headlines were designed to give in general terms some information of the content of the articles that followed. Headline schedules were modest in comparison to later usage. Lines were nearly always set in single-column measure with hanging indentation as in the following examples.

ACCUSED OF SAFE-CRACKING,
TWO MEN ARRESTED HERE ON CHARGE
OF ROBBING A SAFE AT ALLEN (17, p. 5)
HEAVY RAIN AND WIND
COLLIN COUNTY WAS HEAVILY DRENCHED
LIGHTNING STRUCK A BARN
BARN AND CONTENTS BURNED ON
FARM OF T. F. HUGHSTON
SUNDAY NIGHT (18, p. 1, section 1)

Headlines were usually set in small, ornate type that ran down the columns sometimes in as many as six separate decks. Toward 1908, editors inserted verbs, adding movement, more regularly in headlines but were often accompanied by editorializing lines such as:

He Does The Handsome Thing
By the Newly Wedded Pair (17, p. 4, section 1)

By the end of the period, shorter, more crisp headlines were making headway.

News Story Form

The news story of the period did not assume the terse, to-the-point style as used in present-day newspapers. The opening paragraph served to tantalize the reader but never got to the main facts of the story. Editors believed that the headline bulleted the news, allowing the writer of the article time to lead up to his principal statement. An example of this type of story was taken from the Plano Star
of Friday, January 11, 1890. The article was reprinted in the McKinney Democrat of Thursday, January 16, 1890.

Jan. 11, 1890--A frightful accident
Just after dark last night a young man named Ira Ellis, 17 years old, who lived about six miles east of Plano on the Matlock farm met with a terrible accident.

He was returning home after hauling a load of wood to Plano and had just entered the gate, when a pair of young mules became frightened and ran away.

As the wild team came near the house, running at full speed, the hub of the front wheel struck a peach tree throwing Ellis out against the tree, crushing in his breast in a horrible manner, and it is supposed the hind wheel of the wagon struck him in the back, causing death in about 15 minutes. He remained conscious up to a few minutes before his death.

Dr. Ellis of Wills Point, the young man's father, was wired the news of his son's death and he wired back to Mr. Matlock to give his son a decent burial, and on account of sickness in the family he could not come (10, p. 6).

Another source of news for the Star-Courier was the railroad system. The following news story appeared in the McKinney Daily Courier, May 1, 1903 with a credit line to the Plano Star-Courier.

Plano Star-Courier--W. A. McNeeley, a young man of 22 years, who was on his way from Statesville, North Carolina to Aubrey, Texas, dislocated his jaws while eating an orange on the train yesterday, by the time he was taken from the train in Plano the power of speech was most gone, but the doctor soon relieved the pain and fright and he then resumed his journey (9, p. 3, section 1).

Citizens of the town also made news in the Plano paper, as carried in the McKinney newspaper.

Plano Star-Courier--Mrs. J. L. Aldridge, while on a fishing and pleasure trip with a number of friends Tuesday, became frightened at an unruly horse and
sank into a comatose state in which she remained until the party met a physician who had been notified to meet them. Her condition is somewhat improved today (9, p. 3, section 1).

Toward the end of the period, the inverted pyramid form of story arrangement and the five W's, the who, what, when, where and why of a news event, became more prominent in news stories. Editors began to realize that the facts should be summarized in a story. With the increase of more material available for the newspaper, such as wire dispatches and syndicated material, it became necessary to cut stories to suit space requirements. The Associated Press found it necessary, because of its vast variety of members of different political beliefs, to be impartial in its stories.

Government documents supplied a large part of the newspaper's income when they were printed as official legal advertisements, but many of these were run full length in news columns. Court decisions, marriage licenses issued, proclamations, minutes of the Legislature and public contracts were printed. Speech-making was very popular during this period and editors felt the readers were entitled to know every word. Speeches were published verbatim or paraphrased.

Editorial Writing

Toward the end of this period, the editorial became a principal feature of newspapers. Editorials began appearing on one page rather than being spaced throughout the paper. Editorials were conservative, especially when compared to
editorials of Eastern newspapers, then under the influence of yellow journalism. The appearance of the editorial page was not different from the other pages of the paper. In the 1900's, feature materials were printed on the editorial page.

Both Plano newspapers were professedly Democratic in their political views. The editors were voluble on political developments, whether it concerned a presidential election or a contest for a city council seat. Another area often given much attention was city progress. Frequently, editorials encouraged citizens of Plano to help bring in new businesses to the city. One example of this is an editorial that C. W. Ridout published in the Plano Star of February 3, 1902.

In conversation with Mr. Lige Runnells, who lives in Dallas and is now feeding 800 head of cattle at Allen, he stated he would not again feed cattle at Allen on account of having to ship all feed stuff there, but next season he would move his feeding pens to some town that had an oil mill; he preferred Plano, and if Plano people would build an oil mill he would move his family here and also move his feeding pens here. He said if Plano people did not care to build an oil mill, but would donate the land, he would get a man to build the mill and would then move here.

Citizens of Plano, do not let this opportunity pass. Take the matter up with Mr. Runnells, and secure this enterprise for Plano (6).

Later in the year in the McKinney Daily Courier of Sunday, March 30, 1902 the following article appeared, proving that Ridout's editorial did not fall on deaf ears.

Friday afternoon stockholders of the Plano Cotton Seed Oil Company met in the opera house of Plano. The capital stock of the company is $35,000 and nearly all stock was taken by home people. A 40 ton mill with two presses will be built and put in operation in time for next season's crop (6, p. 4, section 1).
Also in support of the city, editors ran editorials throughout the paper heralding the greatness of the town. "Plano, surrounded by the best land on earth, will make no backward step. It is the city of pretty homes and a noble citizenship" (17, p. 2).

One of the continuing issues in Collin County during the twenty years was prohibition. In 1888, the saloon business was active in Plano, but, in 1894, saloons were voted out of Plano, and, in 1896, they were voted back. The issue was settled in 1901 when the saloons were voted out of Plano and to this day have not been voted back. Most of the newspapers in Collin County supported prohibition. A reprint from the Plano Star in the McKinney Daily Courier of December 11, 1901 was:

Plano Star--The local option election here yesterday resulted in a victory for the prohibitionists by a majority of 128.
   The "yeas" polled 231 votes and the "antis" 93.
   The election was very quiet, little interest taken by the antis (5, p. 1).

In a later issue of the Plano Star the following editorial comment appeared.

Plano Star--Be it said to the credit of the saloon men in Wylie and McKinney that they are all selling out their stocks preparatory to quitting the business. Truly it may be said if joints are run in this county, it will not be by the present set of saloon men. This shows a commendable spirit and we think deserves the commendation of all (7, p. 4).

The editors at the Plano Courier felt the same as demonstrated by the editorial reprinted in the McKinney newspaper of March 30, 1902.
Plano Courier--Plano can boast of something that not many cities of her size can. There is not a saloon, a gambling house or a gambler within her borders. How does that suit you, bud (6, p. 4)?

Editors usually stated their editorial policy in the newspaper. Since F. C. Thompson was editor of the Star-Courier for two years, his editorial policy probably followed that of the McKinney newspaper he was associated with. When Thompson became sole owner and operator of the McKinney Democrat, he published the following statement of editorial opinion.

As for the policy of the paper, it will zealously espouse the cause of reform and teach true independence of American manhood. We shall duly respect the opinion of every citizen and urgently ask a fair investigation of our own. The dirty "mud slinging" method too often engaged in by newspapers will be strenuously avoided. The upbuilding of our country and town will receive our attention in their favor. Local questions especially those of vital interest will find us battling for the right. The paper will continue to press the claims of manhood, justice and liberty. It promises to remain the champion of labors demands, and, invites rational discussion from all sides of public questions. It will continue to battle against sectional strife and party rancor. No foes to punish, no friends to bribe, it will address itself to the enlightened sentiment of those who respect truth and liberty. Our columns will be open for our patrons and while we may not fully agree with the authors of the communications that will appear from time to time we cheerfully tender the medium and invite a free and fair discussion (11, p. 2).

An editorial note appeared in the March 31, 1902 issue of the McKinney Daily Courier which read:
John Wanamaker has closed a contract with the New York Journal for a full page advertisement daily for one year at a cost of $150,000. This prince of merchants knows full well the value of that publicity, which has been the keynote to his remarkable success. What seems like a fortune to spend in one paper for advertising is to this merchant but a shrewd business investment (7).

Advertising

Throughout the newspapers of the period, editors tried to educate the business people of the communities on the value of advertising.

In Plano, the department stores contributed the greatest amount of advertising for the newspapers. Frequently, they purchased several columns or whole pages of advertising. J. H. Gulledge of Plano would purchase the bottom half of page one of the Star-Courier for a "Fall Announcement" (18, p. 1). Another frequent advertiser in the Plano newspaper was R. W. Sandifer. He preferred his advertisement to use the four center columns of the newspage, usually taking up more than half a page. The railroads of Plano purchased large amounts of space, and manufacturers of patent medicines competed vigorously for choice space. Cascarets had a continuing four-column, nine-inch advertisement in the Plano newspapers for the treatment of the bowels and liver. Another frequent advertiser was Kodal Dyspepsia cure from Chicago (17, p. 3).

Advertising agencies throughout the nation added to the appearance and effectiveness of advertising. N. W. Ayer and
Son and George P. Rowell and Son were examples of advertising agencies that developed during this era. The agencies usually had a copy department and staff artists, therefore advertisements took on a more tasteful appearance and more of a variety of illustrations (15, p. 596).

Advertising agencies helped disperse announcements of new items for the home, such as soaps, baking powders, and breakfast foods. One frequent half-page advertisement in the 1901 Plano paper was for Cuticura Soap. An illustration of a woman from the waist up clad in her undergarment discussing skin tortures highlighted the ad. In very small type the price of $1.25 for the set of soap, ointment, and resolvent was mentioned. This soap advertisement along with advertising for food products and the dry goods store advertisements began to show that merchants realized that advertising needed to be directed chiefly to women in the home.

Even at the end of the period of 1908, there was no definite section in the Plano newspapers for classified advertising. One-inch want ads appeared on every page of the newspaper.

**Historical Highlights of This Period**

In 1895, a fire struck the heart of Plano and destroyed fifty-one businesses. By 1908, three railroad systems had regular stops in Plano. Eighteen ninety-nine saw the separation of the school from the city and placed under the management of
a Board of Trustees. The first brick school plant was erected in 1903. The newspaper in Plano in 1888 was the weekly *Plano Review*, owned and operated by David Craighead. Craighead died in 1889. That year Charles W. Ridout established the *Plano Star*. Ridout sold the *Star* in 1902 to A. G. McAdams, J. D. Cottrell, and Tom W. Perkins. In 1891, Miss Nancy McChesney established the *Plano Courier*. She sold the paper to R. H. Coleman. In 1901, Coleman sold the *Courier* to J. L. Aldridge. The *Plano Star* and the *Plano Courier* merged in October, 1902 under a printing company comprising Tom W. Perkins, A. G. McAdams, and J. L. Aldridge. The latter was manager of the firm and editor of the *Star-Courier* until 1904 or 1905 when F. C. Thompson purchased the paper. After about two years, the *Star-Courier* was sold to J. T. Horn.

Newspaper headlines of the era throughout the United States and Texas contained information about politics, legislative actions and crime. Antitrust legislation of Texas Attorney General James S. Hogg and his subsequent campaigns for governor received considerable mention. The 1889 Johnstown, Pennsylvania, flood, the 1894 Chicago Railway strike, and the Spanish-American War, spurred by the sinking of the battleship "Maine" in 1898, captured the headlines of most newspapers before the turn of the century.

In 1901, President William McKinley was assassinated and Theodore Roosevelt succeeded him. In 1903, the Wright brothers made their first airplane flight at Kitty Hawk, North Carolina.
Five foreign wars--Chino-Japanese War, 1894; Greco-Turkish War, 1897; Boxer Rebellion in China, 1900; Boer War, 1900; and Russo-Japanese War 1904-05--occurred during this period.

Leading the country as Presidents were Democrat Grover Cleveland, 1885-1889; Republican Benjamin Harrison, 1889-1893; Democrat Grover Cleveland, 1893-1897; Republican William McKinley, 1897-1901; and Republican Theodore Roosevelt, 1901-1909.
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CHAPTER IV

OWNERSHIP CHANGES

1909 - 1922

Between 1909 and 1922, the Plano Star-Courier, under the direction of five different men, remained a country weekly. The newspaper owners, who shared a common concern for the growth and development of Plano, were politically Democratic. The background of the men varied from an implement dealer to educated and experienced printers and newsmen.

During these thirteen years, the city of Plano continued to prosper and grow. Many businesses new to Plano opened, such as a movie theatre, and automobile dealers. Throughout the years, the inventions of the day were introduced and pictured in advertisements. New clubs were organized and publicized in the Star-Courier.

One of the top news stories of the period, which changed the appearance of the Plano Star-Courier, was the fire that destroyed the newspaper plant on January 4, 1911.

1909

J. T. Horn was owner and editor of the Plano Star-Courier for approximately two years, 1907-1909. During that time, the paper was sold to and operated for a short period of time by Ira L. Stanley, a Dallas business man. In January 1909 (1),
Stanley sold the plant back to Horn as he was "anxious to get back on his job as foreman in one of the large Dallas shops" (42). Horn continued to operate the newspaper until the fall of 1909 when he sold the plant to Ernest Logsdon.

Horn was not an experienced printer or newsman, only a Plano citizen involved in many civic activities. He moved to Plano in 1887 from Corsicana to work with the building of the St. Louis and Southwestern Railroad, better known as the Cotton Belt. After the railroad was completed, he continued to live in Plano and became a public weigher. An article in the 1940 Plano Star-Courier described Horn as "one of the leaders in public movements and one of the city's most progressive citizens" (41, p. 5 Sec. 3). After Horn sold the newspaper, he went into the harness and implement business, selling wagons, buggies, tractor engines, etc. For eight years he was mayor of Plano, during which time Plano streets were paved. Among his other activities he was a member of the County Democratic executive committee, president of the city school board, and an alderman of the church.

In October, 1909, Ernest Logsdon went to Plano "to stay here and make a success of the Plano Star-Courier" (4).

January, 1910-September, 1914

Ernest Logsdon, with the assistance of his wife, published the weekly Plano Star-Courier for four years and eleven months before he was forced to sell the paper because of ill health and failing eyesight. When Logsdon moved to Plano in October,
1909, he had a twenty-year background in the newspaper business. On May 13, 1913, as editor of the *Star-Courier*, Logsdon celebrated his twenty-fifth year in the printing business. In the Thursday, May 15, 1913 issue of the *Star-Courier*, Logsdon printed this editorial:

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Last Tuesday, May 13, marked the twenty-fifth year of continuous labor of the Star-Courier man in the print shop. . . . At the time we entered the Courier office at Sherman on Saturday afternoon May 13, 1888, we did so as a bare-footed boy, in fact, we worked the first two-weeks barefooted. How well do we remember that Saturday afternoon, when, with a fishing trip to Red River planned, we received word at noon that a position was ready for us in the Sherman Courier office. Many times in those twenty-five years have we sighed and wished we had gone fishing (15).

On the following Thursday, May 22, 1913, Logsdon printed an editorial describing the beginnings of the newspaper. "This issue of the *Star-Courier* is Volume 24, Number 52, which means that this issue closes the twenty-fourth year of the publication of the paper and next week's issue will start the twenty-fifth issue" (16).

Logsdon's ownership of the *Star-Courier* was marked by a tragic fire that destroyed the entire newspaper plant in 1911 and the illness of both him and his wife, who spent time in a sanitorium throughout the period. The following story was written by Logsdon after the fire in 1911:

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Supposed to be Fire-Proof Building
Flames Rage Through Courier

About 3 o'clock Wednesday morning, Jan. 4, 1911, the alarm of fire was sounded in Plano and investigation showed that the office of the *Star-Courier* was in flames from the front to the rear of the building.
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Owing to the fact that this was supposed to be a fire-proof building, the location of the fire was a surprise, not only to us, but to everyone in Plano. The fire is bound to have originated in the roof, or rather between the ceiling and the roof, as this was practically the only inflammable part of the building.

At the time of its discovery, the fire had made such headway that the Fire Department, although it did all that any Department could have done, could not possibly save any of the plant, and all that they could do was to confine the flames to the building in which they originated.

This they did, and their success in this instance is but another evidence of what we have always said, that the Plano Fire Department cannot be beat when it has an even break.

It would be useless for us to go into detaileds (sic) statement regarding the fire; suffice it to say that it has left us just about where we were when we came to Plano.

Since taking charge of the Star-Courier we had paid $1,000.00 of the agreed purchase price. The balance was in notes, and the main object of the insurance which we carried was to protect the holder of these notes, and it was of little pecuniary benefit to us.

When summed up, we find that we have lost between $1,000.00 and $1,200.00.

With a heart overflowing with gratitude to the many friends who have assured us of their sympathy and offered words of encouragement, we present to your charitable consideration the first issue of the rejuvenated Star-Courier, and we extend to every friend of the paper a cordial invitation to come in and inspect our new office.

When our big press gets here, in the course of a week or ten days, we will have one of the most complete and up-to-date printing plants in Collin county—or anywhere else (43).

The "big press" Logsdon referred to in the article was a Babcock Flatbed Press. Logsdon ordered it new from the Babcock Company in Ohio. The press was freighted to Plano and set up in the new Star-Courier office which was near the main street of town (43). The cost of the press was estimated
by an "old-time printer," Mr. Keter, now employed by the Dallas Morning News, as between $2,000 and $2,500.

The flat-bed press printed from plates or directly from type. The form was placed on the flat bed that moved it back and forth when the cylinder rotated. As the cylinder rotated, a sheet of paper was fed to it and held by a set of steel clamps known as grippers. The paper was then rolled over the form, then discharged into a pile while the type was automatically re-inked by a set of rollers (3, p. 64).

Newsprint during this period cost "somewhat over two cents" (2, p. 601) per pound. Antitrust laws passed in 1906 and the abolition of the tariff on newsprint in 1913 helped keep the price of paper stable.

Mr. and Mrs. Logsdon operated the newspaper together. Ernest was listed as editor and proprietor and Mrs. Logsdon, as publisher. Logsdon was one of the first members of the Northeast Texas Press Association (10). The two published an attractive newspaper rated by neighboring newspapers as outstanding as shown by the exchange comments of editors in Garland, and McKinney. However, Logsdon printed not only compliments, but also criticism of his newspaper from other newspapers. The following was printed Thursday, January 18, 1912, page 4, in the Star-Courier from the McKinney Examiner:

The Examiner regrets to hear of Editor Ernest Logsdon's unfortunate condition. A year ago his plant—the Plano Star-Courier was burned and Mr. Logsdon lost nearly everything. In the last few months he has been suffering greatly with his eyes,
and is almost blind. This is indeed hard on Mr. Logsdon. He is getting up a good paper for Plano. It is newsy and neatly printed. In fact, it is one of the prettiest papers from a typographical standpoint that comes to our exchange table. One thing we are going to say to Brother Logsdon and risk his not appreciating free advice and that is: Quit apologizing to your readers for what you deem the lack of news, or any short coming in your paper. You are doing the best you can under the circumstances and that is all any of Bill Shepard's big mules could do. You are getting up a paper worth every cent you get for it and then some (5, p. 4).

Although Logsdon had much misfortune, his business judgment helped him to see a profit in the business. He not only published the newspaper, but did job printing for the community. In 1912, a printer from a neighboring town tried to entice Logsdon's printing customers to change to him. Logsdon printed several editorials about the dishonesty of taking customers from a printer and offered a ten percent discount from the price his competitor had quoted for the same work (9). Logsdon never printed advertising from out-of-town businesses. He catered entirely to local businessmen.

One dollar a year was the subscription price of Logsdon's Star-Courier. To increase people's incentive to subscribe to the newspaper, in 1914, Logsdon offered a package deal consisting of the Star-Courier, Texas Farm and Ranch, and Holland's Magazine all for one dollar and seventy-five cents. Full-page advertisements were published announcing the offer.

One man, Frank Harrington, is listed October 17, 1912 as "solicitor for new subscribers for the paper and also receipt for money" (12).
Advertising also contributed to Logsdon's financial betterment. Fees for political announcements were listed, always payable in advance, as twenty-five dollars for United States Senator and Representative and State Senator, seven dollars and fifty cents for County, five dollars for Precinct and three dollars for city. Throughout Logsdon's ownership of the newspaper, there was always an ample amount of retail advertising to pay for the publication of the newspaper. Local expenses for the newspaper plant were nominal for that date. On Thursday, May 12, 1912 Logsdon printed this note, "Our current expenses for the month of April were two dollars and ninety cents and this includes such light as needed during the month" (8).

Logsdon's ability to manage a business was documented by an editorial published May 22, 1913.

The paper closes its twenty-fourth year free of any mortgage of any kind since the writer became identified with it. Coming to Plano with $750.00 three years and eight months ago, we now own, free of encumbrance of any kind, a business which is rated as worth at least $4,000.00. With the loss of $1,000.00 in clear cash in one night and with the heavy expenses of almost constant sickness of either myself or Mrs. Logsdon and sometimes both, I regard the results achieved in less than four years a little less than miraculous.

At the time I came to Plano the town was represented to me as a 'newspaper graveyard,' and it was said that nobody could make a living at the business here. After three years and eight months at the helm I want to say that if Plano is a 'newspaper graveyard' I would like to run a paper a little while in a town that supported its paper properly. I am proud of the patronage accorded me by the people of Plano (16).
Newspaper Content 1910-1914

The newspaper Logsdon published usually contained eight pages except on special occasions celebrated by the community at which time twelve to sixteen pages were printed. At the beginning of the period there were eight columns, but, by the end of Logsdon's ownership, the paper had moved to seven columns. The paper was published on Thursdays and used somewhat the same format throughout the years. The appearance of the paper was the same with page one advertising, foreign mat service material on inside pages and local advertising printed in prominent places throughout the paper.

As an example of the appearance and contents of the newspapers Logsdon published, the Thursday, January 18, 1912 edition of the Star-Courier has been examined. That issue was used, as it was in the middle of the years of Logsdon's ownership and was a typical paper with nothing outstanding occurring in Plano during the week, just as many weeks went by with few major news events in Plano.

On January 18, 1912 the Plano Star-Courier used eight columns. Advertising received page one attention. Only the two center columns of the page were used for news stories because advertising utilized the other six columns. The lead story in column five, six inches long, read in large type "City Council's January Session" (5). Smaller type under it gave additional comments, "Short Session of the City Dads and Some Business Transacted" (5). The column six story, four
inches long and in same style and size headline type, read, "Meeting of the Missionary Society" (5).

Headlines for other page one stories were "Praise for Texas" (5) in large type, with smaller headline "Advertising Man Says Newspapers Here Lead in Reform," "The Effective Laxative Tastes Like and Is Eaten Like Candy," and "Living in House Where Born" (5), which was the story of W. M. Forman, a Plano pioneer, who had lived for forty years in the house where he was born.

Over the years, other page one lead stories announced deaths of Plano people, "The Monster Death Again Visits Plano" (7) and "A Good Woman Has Gone to her reward" (7).

Throughout Logsdon's ownership, only two columns of the first page were used for copy with the remaining columns for advertising.

Typical news story form for the material on page one was often dull, reading like minutes of the meeting, such as the city council story of January 18, 1912, which began, "The City Council met in regular session Tuesday night, January 9, with mayor J. M. Willis and all aldermen present" (5). The remainder of the story gave only the details of the meeting in the order of occurrence. A Missionary Society story began, "The Missionary Society of the Methodist Church held their first session under the new order of the United auxiliary last Thursday afternoon. Owing to the extremely cold weather the attendance was not very full" (5). Following the introduction
in chronological order were the steps of the meeting. When Logsdon sold the paper, his news stories were in the same form.

Page one advertising consisted of a four full-length column advertisement listing the prices of the products of the Plano Cotton Oil Company. Columns seven and eight contained two-column advertisements from two to six inches for various Plano merchants. Two of the advertisements had sketches, one was a picture of the wall telephone of 1912 which called attention to the Southwestern Telegraph and Telephone Company. The other was an advertisement for a local bank. This two-column, five-inch advertisement contained a picture of a big door with a lock and the word Bank printed on the door. Outside the door was an animal crouched. "You can keep the wolf from the door when you have money in the bank" (5) was printed beside the picture.

Page two of the January 18, 1912 Star-Courier had eight columns of copy broken only by varying sizes of headline type. None of the stories concerned local individuals or events, but were news stories from around the globe. The only similarity of any of the stories during Logsdon's ownership was that all the stories were news, none was what is now referred to as feature. Examples of the stories, some of which had as many as five headlines of various sizes, were: a four-deck headline with a story from Philadelphia, Pennsylvania, "Six Killed While Going to Early Mass," "Express
Train Crashes Into Light Station Wagon," "Five of Victims Women," and "Other a Man Who Was Taking them to Services When Crash Occurred on Grade Crossing" (5). Others on the page were from Eagle Lake, Texas where the Southern Pacific went into a ditch, from Little Rock, Arkansas where a steamer sank killing two passengers, and from Mexico City reporting the recent activities of Zapata.

General interest stories were on page three. These stories included columns on particular subjects that appeared weekly, such as "Temperance Notes," which this week discussed that alcohol was in the same category with the smallpox virus and tuberculosis bacilli. Another story, which could be classified as feature, described the cow puncher. Inserted in the story were pictures of early day and present day (1912) cow punchers, with tales of their adventures. Scattered throughout the page each week were short anecdotes or jokes, like "Mrs. Sharp--How does it come that Mrs. Newrich invited you to her party? I thought you were enemies. Mrs. Sharp--We are, but she thought I had nothing fit to wear and wanted to make me feel bad"(5).

Totally local incidents were reported on page four. Column one each week was reserved for information about the publication of the newspaper such as location, date of beginning of the newspaper, announcements, fees, etc. Few headlines broke the type on the page and no pictures appeared. Most of the stories were from the exchange newspapers in the area,
from correspondents in Hebron, Renner, and most surrounding communities, and stories of Plano people. Advertising also appeared on page four.

Editorial comments by the editor and those clipped from exchange newspapers were printed usually on this page. Logsdon's editorials covered a variety of subjects. Frequently he printed personal information such as "Take the optimism away from the Star-Courier man and there would be little left, even though he weighs 205 pounds at the present writing" (16). Often he gave medical reports of his wife's and his own health. Logsdon always made comments for Plano people to support Plano businesses by buying at home.

Editorials on political issues touched men on all levels of the scale from county officials to presidential candidates. For example, the editorial of February 29, 1912 in the Star-Courier voiced Logsdon's opinion on Roosevelt.

The Hon. Theodore Roosevelt assured a breathless world Monday that he will be a candidate for the Republican nominee for President. There are many things about Mr. Roosevelt that we like, but his propensity for running for President is not one of them. If he had never been president, it would be different, but having served one unexpired term, another by nomination and election, even the ambition of anyone ought to be satisfied. Mr. Roosevelt has too much of the monarchial spirit in him, and should he by any possible chance this year receive the presidential nomination and election he would continue to run until what we conceive to be his desire to make this Republican a monarchy was accomplished, or a revolution resulted. If any Republican is to be elected again, Mr. Taft should have the office again by virtue of president if for no other reason. Theodore Roosevelt should be squelched and squelched hard (6).
Plano was a Democratic community with the Republican Party not becoming active until 1961 (43). Election returns for Plano as published in the November 7, 1912 *Star-Courier* were Democratic electors (Woodrow Wilson) 251; Progressive electors (Theodore Roosevelt) 16; Republican electors (William H. Taft) 20; Prohibition electors (Eugene W. Chafin) 5; and Socialist electors (Eugene V. Debs) 8 (3).

Page five was devoted to "Local and Personal News." Other than the label headline there were no other headlines on the page. Information provided as local and personal news consisted of trips people made, short announcements by people, and visitors of Planoites. Examples of offerings on this page were, "Little Miss Gladys Huff was confined to her home the latter part of last week with tonsilitis" (5), "D. H. Chumley, an aged Southern gentleman of Middleboro, Kentucky has recently moved near Plano, where he will make his home with his son, J. F. Chumley" (5). Sixty-two inches of space in this issue were devoted to advertising on this page.

Pages six and seven contained exclusively ready-print material. In the October 10, 1912 *Star-Courier* an editorial mentioned that the *Star-Courier* paid Western Newspaper Union for ready-print ten cents per column inch (11). All of the stories were feature, varying in subject matter from "Breeding American Thoroughbreds" (5) to pictures and stories about Woodrow Wilson after his inauguration as President in 1913 (14).
Syndicated columns also appeared on these pages. A column by Abe Martin, "The Ruination of Sam Bud," the story of a man who "might have lived happily if he hadn't had so many relatives" (5), using colloquial and slang language, described the misfortunes each week of Sam Bud. With no advertising on these pages, more feature material was used such as "Big Profit in Geese," "The Busiest Girl of 1912 is Miss Helen Taft" and "Davy Crockett's Lone Star Home is being Preserved"(5).

Page eight made up for the lack of advertising on pages six and seven. The fourth, or center, column on the page had the only news story on the page, the remainder of the columns was used for advertising. Actually, the items printed as stories on this page revolved around patent medicines. For example "Bald Heads Not Wanted--Baldness is too Generally considered a Sign of advanced age," and "A Woman's Back--The aches and Paines Will Disappear if the Advice is followed"(5).

Logsdon's ownership of the Plano Star-Courier ended August 20, 1914, when he sold the entire newspaper plant to two young men from neighboring towns. He completed his ownership of the paper with an editorial typical of his personal writing style. It was published September 3, 1914.

Beginning Tuesday, September first, the Star-Courier goes under the new management of Messrs. Fred E. Wankan and Arthur A. Bagwill. In turning the business over to them, I do so with the greatest regret, for in many ways my stay in Plano has been most pleasant, and especially has it been profitable.
I thank one and all for their many kindnesses to me in the past, and I assure you that everything which you have done for me is appreciated to the fullest extent (19).

September 1, 1914-September 1915

For two months in 1914, the Plano Star-Courier was under the management of Arthur A. Bagwill and Fred E. Wankan, effective September 1, 1914. By November, 1914 Bagwill had sold his interest in the newspaper to Wankan, who continued to publish it until he sold the plant to John Custer in September, 1915.

Both Bagwill and Wankan were experienced young newspaper-men when they purchased the Star-Courier. Bagwill was an editorial writer and reporter on the McKinney Daily Courier-Gazette and the Weekly Democrat Gazette before going to Plano. Wankan had worked for the two McKinney newspapers and had owned and operated the Princeton News before his new business venture in Plano. The McKinney Courier-Gazette described the men as "high class, moral young men, sober, competent and anxious to give the people of Plano a first class newspaper" (18).

An editorial written and published by the men in the September 3, 1914 issue of the Star-Courier expressed their ideas about the newspaper business:

We sincerely hope that the words friendship and cooperation will ever be our guide.
Politically, we are Democratic, but we do not come to run a political paper because we are here for the benefit of all the people and not a part
of them. We feel that all men have a right to differ on many things and give our fellowman the same right that we enjoy ourselves.

We are here for the benefit of Plano and for Plano to benefit us and anything that we can do for the upbuilding of the most prosperous city and country in North Texas, will be cheerfully and gladly done. We solicit the friendship and cooperation of all good men in helping us to make a success in Plano and will not court the ill feelings of any regardless of how they may vote or pray (19).

The format of the newspaper the two men published did not change in appearance or type of content from the newspaper of Logsdon. It usually had eight to twelve pages using the same amount of ready-print material as Logsdon. However, the business partnership of the men did not last long. November 12, 1914 an article from the McKinney Courier-Gazette appeared on page four of the Star-Courier stating that Bagwill had sold his interest in the Plano newspaper to Wankan and had returned to McKinney. On November 12, 1914, "Arthur tells us that he is resting only for a few days. Guess he will again go back into the newspaper business, as when a man once gets his fingers black with printer's ink, he's stuck for life" (21). Bagwill's name was removed from the masthead and Wankan never mentioned Bagwill's name in the newspaper again. Bagwill did not leave Plano permanently. He returned on January 25, 1923 to purchase the Star-Courier from John Custer, who bought it from Wankan, and remained the owner and editor until his death in March, 1960.

The Plano Star-Courier under Fred Wankan changed in appearance a great deal. Wankan, originally from Dexter,
Texas, was a young man when he moved to McKinney in 1912 and began work on the McKinney Courier-Gazette. In 1913, he moved to Princeton and purchased the Princeton News, which he published for eight or ten months. In October, 1914, Wankan married Miss Mary Harpold, a McKinney resident, and moved to Plano to operate the newspaper (20).

Wankan introduced a number of journalistically new ideas to the Plano Star-Courier. On January 7, 1915, an editorial appeared stating, "The Star-Courier comes out this week with four pages instead of eight, but with the same amount of home reading in it as it has had heretofore. From hence forth this paper will be an all home print paper, giving the local and county news and working for the upbuilding of Plano and Plano enterprises and community" (22). In the same editorial Wankan also announced the policy of cash in advance for both subscriptions and advertising.

On February 18, Wankan began an effort to enlarge his newsgathering staff. An advertisement read "The Star-Courier wants a live correspondent from every community within a radius of ten miles of Plano. We will furnish you with stationary, stamps, and the Star-Courier free as long as you correspond" (23). By the end of Wankan's ownership of the Star-Courier, page one advertising had been reduced to four small corner advertisements, leaving the remainder of the page for local news stories. Follow-up stories of meetings began to read less like minutes of the meeting to brief summary-style
stories. To fill in the space left vacant by not using ready-print stories, Wankan started printing segments of published novels that were continued from week to week. Wankan began with the book *Zudora, A Great Mystic Story*, by Harold McGrath, copyright 1914. Along with the chapters of the book were pictures of scenes from the story. Headlines also changed. Few subheads were used, leaving only one main headline in large type.

The advertising policy of the newspaper was altered. He accepted competitors advertising from outside of Plano such as the Texas Dry Goods Company, 1400-1402 Elm Street, Dallas. Wankan also did job printing. One of his advertisements read, "Calendars at the Star-Courier Office, Let us show you ours before you buy your 1916 calendars. Patronize home people first" (22). Frequently, he printed advertisements announcing the Star-Courier could do any type of printing necessary. He also printed the telephone directory. To encourage people to subscribe to the Star-Courier, he would print names of subscribers who renewed subscriptions.

The editorials of Wankan were few. One subject that he evidently felt strongly about—the majority of his editorials were on the subject—was woman suffrage. An example of his feelings on the subject appeared in the February 25, 1915 Star-Courier:

Woman subtracted from the home and added to the state, divided by negligence of children and multiplied by disrespect she will come in contact
with, will give the product of disrespect of womanhood, a polluted democracy, and a degenerated home and will inevitably wreck the great republic of America on the breakers of unsullied society... To give a child existence on this earth and give its care over to day nurseries is against the laws of nature and will in time prove a great shock to our civilization, thus destroying the nobleness of man and the worthiness of woman (24).

Other editorial topics mentioned throughout the papers printed by Wankan were: "Vote no on beer being separated (sic) from liquor" (24), "War, in the words of a noted American Statesman is Hell, but there are some things that are worse and that is a degenerated and prostituted society buried in wanton pursuit of greedy commercialism" (24), and Keep Plano Clean.

On Thursday, September 9, 1915 the following editorial appeared without preamble:

This is to notify all my friends and customers that I have sold the Plano Star-Courier to Mr. John Custer of Abilene and that he has taken charge this week. I wish to thank all from the bottom of my heart for their friendship and business and it is with very much regret that I leave the midst of people like the good citizenship of Plano but feel that it will be doing justice to them and myself. All that I ask in conclusion is that you will give Mr. Custer of your business and friendship as you have me (25).

In the following years Fred E. Wankan's name never appeared in the Star-Courier.

September 9, 1915-January 25, 1923

The next owner and editor of the Star-Courier was also an experienced newspaperman named John Custer. He was born at Aberdeen, Mississippi in 1867 (40). In 1881, after his
father's death, his mother moved the family to Paris, Texas. Custer's brothers and uncles became active journalist and encouraged him to enter the field. He started his newspaper career in Paris and later worked for the Western Newspaper Union in Dallas during the time that all the news was hand set on a Campbell press (40). In 1893, he purchased the newspaper at Blossom, Texas and published it for five or six years. He then moved to Abilene, Texas with his wife, two sons and two daughters. They moved to Plano after purchasing the Star-Courier from Wankan in September, 1915. As Custer explained in his editorial of September 9, 1915, the Star-Courier had the most "modern printing plant, and a circulation the best save one of any newspaper in a town of equal size that I have found after three months examination" (25). Custer stated in the same editorial that he had experienced over a quarter of a century of printing a newspaper.

Soon after Custer began the full operation of the newspaper he published an editorial encouraging Plano citizens to help him prepare a better newspaper.

The Star-Courier solicits cooperation in trying to make a better newspaper. The pastors of the churches are invited to make announcements of their services and furnish other matter that may inform the public or promote their work. The ladies clubs and societies are offered space for publishing their proceedings, the fraternities are requested to let us know of acts that affect or would interest the reading public. Individuals are asked to let us know of personals or local news, and we feel and will try to testify appreciation of every such kindness. Announcements designed to secure patronage, of course, are subject to charges. The use of space should be neither
so large as to make the writing a task for those who contribute or tiresome to the reader, but neither should it be so small as to sacrifice sense or interest to brevity. Such things are as often too brief as they are too long; indeed at Plano, heretofore, we have discovered only the possible fault of brevity (26).

From the beginning of Custer's ownership, he refused to print advertising from business outside of Plano that was in competition with a local merchant. He did accept advertising for merchandise and services that could not be purchased in Plano. After a few months of ownership of the Star-Courier, Custer began increasing the page one advertising and reverted to the page one appearance of Logsdon's editorship. Advertising was prominently displayed throughout. The amount of advertising increased during Custer's ownership.

In the September 12, 1919 issue of the Star-Courier, the advertising rates were published. Prices listed were display, fifteen cents an inch; reading notices, five cents an inch; and the minimum charge for any insertion, twenty-five cents (33). Custer also stated that special rates were given on contracts for large space and a long time period. The copy for the advertisement had to be in the Star-Courier office by noon Wednesday.

On September 27, 1918, Custer printed a notice in the paper notifying the subscribers,

After November 1, 1918 subscriptions must be paid in advance according to a new ruling by the Government. On the same date the subscription price will increase to $1.50, a change made absolutely necessary to cover the vastly increasing cost of
labor, material, postage, and every other thing that enters into the operation of the business (31).

Half-page advertisements started appearing in the Star-Courier on March 28, 1919, announcing that the newspaper would do any type of job printing. By April 11, 1919, the half-page advertisement read,

The Star-Courier installs an Intertype machine and after next week handset type will be used no more. More reading will be given later news, that could not be handset in time before, for each edition will be now available and printed from brand new type faces which will be plainer and prettier (32).

August 19, 1921 the Star-Courier listed its equipment, including an intertype, electric saw, wire stitcher, numbering machine, perforator, presses and type.

A typical advertisement for job-printing by the Star-Courier read, "Good Printing on Good Paper at Fair Prices" (34) and "Printing that Pleases anything from a show poster to a visiting card. Every kind of printing except the bad kind" (35). A notice was given in the February 4, 1921 newspaper that the Star-Courier printers were working on a $1,000 printing order for Collin County and one for a San Antonio customer.

An article printed March 4, 1921 stated that

Printing is cheaper by ten to twenty per cent on most stock than it was six months ago because paper makers are making some reductions. Food and clothes are cheaper. Labor and machinery still riding the crest of the wave of high prices (36).

Custer was the first Star-Courier editor to initiate use of a classified advertisement section of the newspaper,
beginning in 1921. The location of the ads varied from page to page in each issue, but were always listed together in a specific column. Such things as horses for sale, land for sale, and want to buy a house were listed in this column.

The bulk of the advertising was displayed usually with large type, pictures, and slogans. One of the advertisers who increased the amount of advertising in the newspaper during Custer's ownership was the Palace Theatre. The advertisement read, "Two and one-half hours of entertainment to see Annette Kellermann in 'Neptune's Daughter.' Admission children, fifteen cents, and adults, twenty five cents" (27). The advertisement also had a large picture of a mermaid. Another film that was advertised on January 25, 1916 was "The Fearless Film Star Helen Holmes in 'The Girl and the Game'" (28).

Other popular advertisers in the Star-Courier were the automobile agents in Plano. Pictures of the newest auto on the highway were shown. The Overland automobile was priced $615 and the advertisements were printed throughout 1915. Each year the newest car was pictured, such as the Chalmers in 1916, priced $1,090 at Detroit.

Another attraction of the newspaper added by Custer was a four-page comic section. The section began December 20, 1918 and continued until he sold the paper in 1923. Once, the comic section was not published and reader complaints forced Custer to explain editorially that the fault lay with the distributor (39). Included in the four pages of comics

Custer continued Wankan's style of publishing popular novels each week in the newspaper. In 1915, The Battle Cry by Charles Nevill Buck was printed as a serial for several months. Each week pictures and a chapter or two were printed on one of the inside pages. In 1916, The City of Numbered Days by Francis Lynde was the longest book published in the newspaper; and, in 1917, The Deep Sea Peril by Victor Rousseau was printed.

Custer also continued the headline style of the newspaper by not reverting to a number of subheads. A headline schedule of various sizes was used, and the size of the headline indicated the importance of the story. Page one story types changed little from those printed by previous editors. Nevertheless, Custer did move the death notices from page one to an inside page and added wedding announcements to page one. Other typical page one stories were city council meeting notes, information about club meetings, and a great deal of advertising. Once each year, Custer printed the delinquent tax roles for the county which consumed four to five pages. Stories were written in the same form as under previous editors.

During the years of World War I, little notice was given to the fighting, only stories that encouraged Plano citizens to "Plant War Gardens To Help Win War" (29), buy liberty bonds,
occasional information about the Collin County boys who had been transferred to Camp Travis in San Antonio, and one unusual story about a Plano man who wanted to help local youths become better soldiers. He wanted weekly meetings of all Plano youths to listen to an officer who would instruct them how "to best promote their own comfort and security" (30). Sometimes Custer would print feature stories that came ready-print about the war. These stories would show pictures and give explanations of the newest war ship, the clothing of the soldiers, the opinions of government officials, and a chronology of the most important events of the year. After the war was over, very few stories were printed on the local level concerning the war or its consequences. Custer never published an editorial about the war.

Custer's editorials usually concerned local issues. They were written to influence Plano people to act on a matter that was important to the city. For example, on June 17, 1921, an editorial encouraged Plano people to vote for up-to-date water works equipment and for city ownership of the sewerage. An editorial on this subject was printed for several weeks before it came before the public for vote. On July 29, 1921, a page one story appeared under the headline, "Three to One Favor Municipal Sewerage" (37).

Another editorial campaign of the 1920's was against the Ku Klux Klan. On August 19, 1921, the following editorial appeared: "If every office holder in Collin County and every
newspaper in Collin County who know the Ku Klux Klan is wrong would come out boldly against it, then there would soon be no Ku Klux Klan" (38). The campaign was still going on when Custer sold the paper in 1923.

Custer sold the Star-Courier to Arthur A. Bagwill on January 16, 1923 and retired from the newspaper business. On September 4, 1923 John Custer died unexpectedly at the age of fifty-six while on a business trip to New Orleans, Louisiana. He had not re-entered the newspaper field because, he explained to friends, he was taking a rest (40). During his journalistic career, Custer had worked on newspapers in Paris, Blossom, Dallas, Gainesville, Cooper, and Detroit, Texas in addition to Plano.

Historical Highlights of This Period

In 1909, J. T. Horn, a local citizen, was owner and operator of the Plano Star-Courier. Horn sold the Star-Courier to Ernest Logsdon in October, 1909. Logsdon owned and operated the newspaper for four years and eleven months before he was forced to sell the paper because of ill health and failing eyesight. He was owner of the newspaper when a fire destroyed the building and all of its contents on January 4, 1911. Logsdon purchased a new press and continued to publish the Star-Courier until he sold it to Arthur A. Bagwill and Fred E. Wankan September 1, 1914. Bagwill and Wankan were co-owners for only two months when Bagwill sold his interest in the paper to Wankan and moved to McKinney.
Wankan continued to publish the newspaper until September, 1915, when he sold the plant to John Custer. Custer moved to Plano from Abilene to operate the *Star-Courier*. He owned and operated the newspaper until January, 1923, when he sold the plant to Arthur A. Bagwill and retired from the printing business.

Nationally and internationally, many "big" news stories highlighted the period. These included the sinking of the *Titanic* in 1912, and World War I from 1917 until 1919.

Leading the country as President were Republicans Theodore Roosevelt, who ended his term in 1909, William Howard Taft, 1909-1913; Democrat Woodrow Wilson, 1913-1921; and Republican Warren G. Harding, 1921-1923.
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8. Plano Star-Courier, May 12, 1912.

9. Plano Star-Courier, June 20, 1912.


11. Plano Star-Courier, October 10, 1912.

12. Plano Star-Courier, October 17, 1912.

13. Plano Star-Courier, November 7, 1912.

14. Plano Star-Courier, March 6, 1913.


17. Plano Star-Courier, June 18, 1914.

18. Plano Star-Courier, August 20, 1914.


27. Plano Star-Courier, November 11, 1915.
29. Plano Star-Courier, February 8, 1918.
30. Plano Star-Courier, March 18, 1918.
31. Plano Star-Courier, September 27, 1918.
32. Plano Star-Courier, April 11, 1919.
33. Plano Star-Courier, September 12, 1919.
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35. Plano Star-Courier, February 11, 1921.
36. Plano Star-Courier, March 4, 1921.
37. Plano Star-Courier, July 29, 1921.
38. Plano Star-Courier, August 19, 1921.
40. Plano Star-Courier, September 6, 1923.
41. Plano Star-Courier, February 22, 1940.
Arthur A. Bagwill purchased the Plano Star-Courier on January 16, 1923 from John Custer. He moved his wife and two daughters to Plano within a month and began full operation of the newspaper that continued until his death thirty-seven years later. During those years, he trained his daughter, Louise, and, upon his death in 1960, she assumed complete charge of the publication. Later her daughter, Linda Kay, joined her in the business making the Star-Courier a three-generation family enterprise. Louise Bagwill Sherrill continued as sole owner, editor, and publisher of the newspaper until September, 1967, when she sold half interest in the plant to Scott Dorsey, an experienced newspaperman from Garland. Six years later, in February, 1973, Sherrill and Dorsey sold the assets of the Plano Star-Courier to Taylor Communications, Incorporated, headquartered in Fort Worth.

During the Bagwill years, the Star-Courier reported the Stock Market Crash of 1929, survived the depression of the 1930's, chronicled the attack on Pearl Harbor in 1941 and World War II, competed with the widespread use of radio and television, and witnessed the progress of the space program. Throughout its history, the Star-Courier, under the direction of the Bagwill family, was a conservative newspaper that
supplied the people of Plano with locally significant information. The newspaper did not try to interpret national or international news but contained itself to situations in the Plano community.

For twenty of these fifty years, 1930 to 1950, the population of Plano remained fairly constant but more businesses closed than new businesses opened. In 1940 the population was 1,582 and had increased only 533 by 1950; a spurt of growth beginning in the 1950's resulted in 3,695 people on the 1960 census, and a continuing and growing influx fixed the city's population in 1970 at 22,800.

The population of Plano has been directly related to the economic situation throughout America. Prior to 1930, rural communities depended on agricultural income from local farmers. During the 1930's, there was an erosion of the agricultural base as farm foreclosures increased and farm prices dropped. Further, young people began moving from the farms to the cities to find employment.

By 1950, with the improvement of the economic situation in America and the development of better transportation, many residents of the large cities had begun moving to the suburban communities. This accounted for the rapid increase in Plano's population during the 1960's and 1970's.

The community changed from a heavily agricultural center to a suburban community composed of people mainly employed outside of Plano. The newspaper developed with the town by
diversifying its content, and by encouraging businesses to move to Plano. It developed a code of "community service." Promotion of highway improvement, parks, schools, public buildings and village festivals were part of such programs (4, p. 729). The newspaper constantly reminded people to patronize local establishments, thereby keeping Plano dollars in Plano.

The sale of the Plano Star-Courier in 1973 to an outside corporation brought to an end the locally owned newspaper Arthur Bagwill purchased from John Custer in 1923. At the time of the sale to Taylor Communications, the newspaper had been in the Bagwill-Sherrill family for fifty years as an independently owned newspaper.

Ownership

Bagwill was born in Murphysboro, Illinois, November 20, 1889, moved with his parents to Collin County in 1890, and was reared on a farm east of McKinney in the Viney Grove Community (3, p. 44). After completing his public school education, Bagwill attended a business school in McKinney, where he learned to type. In 1910 and 1911, Bagwill taught school in Collin County. He began his journalistic career in 1911 as a reporter with the McKinney Courier-Gazette and the McKinney Weekly Democrat-Gazette. His uncle, Walter B. Wilson, co-owner of these papers, encouraged Bagwill to continue in the newspaper business, which he did for three years. In 1914, Bagwill purchased the Plano Star-Courier with Fred E.
Wankan and became co-owner and copublisher. Their business relationship ended two months later when Bagwill sold his interest to Wankan and returned to McKinney where he resumed work for his uncle on the Daily Courier-Gazette.

While on the Courier-Gazette, Bagwill specialized in reportorial work, but spent some time in each department of the newspaper, and became especially skilled on the linotype machine. In addition to his work on the McKinney Courier-Gazette, Bagwill was a correspondent responsible for the Collin County area for The Associated Press, Fort Worth Star-Telegram, and the Dallas Times Herald. After he bought the Plano newspaper in 1923, Bagwill continued his correspondence work, but limited it to the Plano area. At the time of his death in 1960, Bagwill still was the Plano correspondent for the Dallas Times Herald, Dallas Morning News and The Associated Press. Between 1915 and 1923, Bagwill was co-owner of the Legal Record, a monthly publication of the Court House, printing the legal proceedings of the previous month, which he sold in 1923 to his partner, A. G. (Pat) Mayse (6).

Bagwill's return to Plano in 1923 was due to . . . a delegation of prominent South Collin citizens, among them leading business men of Plano, who sought Bagwill for some time and were greatly instrumental in his going to Plano. They are planning for a bigger and broader program for Plano and knowing Bagwill's ability as a newspaperman and worker for civic, commercial, and religious advancement they induced him to buy the plant (6).

In Custer's last editorial in the Star-Courier of January 19, 1923, he stated, "I heartily congratulate the
readers upon the change and rejoice to have been able to help in bringing it about. I am laying down the pencil and quitting the presses and type" (5).

Bagwill's first editorial in the January 19, 1923 issue explained his philosophy about the newspaper business.

This change brings me to the realization of an ambition I have cherished for many years. I come with a view of building the business and making the Star-Courier a more useful medium for the advancement of the city of Plano, our citizenship and this rich and delightful section of Collin county. We will stand for civic improvement, the upbuilding of our schools and churches and for improvements in other lines in Plano.

The Star-Courier will stand for clean government and for the encouragement of an organized effort to build Plano into a larger and more beautiful city (5).

When Bagwill moved to Plano in 1923, he had two daughters, Louise, born in 1915, and Evelyn Janelle, born in 1922. Louise, old enough to help her father in the Star-Courier plant, remembers him stacking big printers books on the floor for her to stand on to hand fold the newspapers as they came off the press. Louise helped in the office after school and during the summer. By the time she was ten years old, she had learned the operation of the smallest job press; and, by high school, she could operate all the job presses in the shop as well as manage the entire mechanical operation of the newspaper (17).

Tragedy struck the Bagwill family in September, 1927, when Janelle Bagwill died from a throat infection. After her death, Mrs. Evelyn Jones Bagwill assumed an active role in
the newspaper office, and the paper became a joint effort of the Bagwill family. Mrs. Bagwill would call people for information about stories, then write the story.

She was active in the community and would find out information while attending social functions. Much of her time was spent in church work, which included the Woman’s Missionary Society, choir directing, Sunday School teaching, and youth work. In addition, she was a member of the Senior Thursday Study Club, and frequently hosted dinner parties at her home. According to her daughter, Mrs. Bagwill was known in Plano for her ability to prepare eloquent foods, arrange flowers, and decorate. In addition, she supervised the entire Bagwill family in their responsibilities for the large garden and yard of the home.

In 1933, Louise was graduated from high school and attended college at what is now Texas Woman’s University in Denton, where she graduated in 1937 with a Bachelor of Science in journalism and a minor in government and economics. She returned to Plano and became a full-time salaried employee of the Star-Courier. Her duties on the newspaper included gathering information and writing news stories, operating the linotype machine, (her first journalism course in college had been in the operation of the linotype machine), reading proof, and various duties necessary for the operation of the newspaper.

After Louise returned from college to work in the Star-Courier office, Mrs. Bagwill began staying home and taking
care of household duties. She continued to call people from home and gather information for stories which she would give to her husband when he arrived home for lunch.

In December, 1938, Louise married E. L. Sherrill, who had lived in Plano for two or three years and was manager of a meat market. In later years, he was involved in real estate and was a Justice of the Peace. Louise continued to work with her father at the Star-Courier office until the arrival of her daughter, Linda Kay, in November, 1945. For nearly four years, Louise remained at home with her daughter.

With Louise gone from the Star-Courier office, more professional help was needed; and, in 1947, Arthur Bagwill's brother, Don, started work at the plant. Don was born in 1902 in the Viney Grove Community. His journalistic career began as a reporter with the McKinney Courier-Gazette in 1927. One month later, he became city editor, in which capacity he remained until he left that paper in 1943. He then became director of training at the Veterans' Hospital in McKinney and remained there until 1945. For the next two years Don was advertising manager of the Waxahachie Daily Light (3, p. 46). Don remained at the Star-Courier until he retired in January, 1971. While at the Star-Courier, Don worked in all areas of the newspaper operation. He helped with advertising, sports writing and printing, and was advertising manager and associate editor when he retired. He died November 3, 1973.
Louise returned to the Star-Courier in 1949, having the same responsibilities as before. Her daughter, Linda Kay, frequently accompanied her to the newspaper office and at an early age learned to operate the smallest job press. According to Louise, "Arthur Bagwill, in his patient, understanding manner, instructed and tried to instill in his granddaughter the same love and respect for the journalism profession that he had" (17). Linda worked at the Star-Courier with her mother and grandfather through high school, doing more mechanical work than actual writing. She helped operate the presses, read proof, and performed general office duties.

On April 29, 1958, Mrs. Evelyn Bagwill died. Two years later on Friday, February 26, 1960, while operating one of the presses, Arthur Bagwill suffered a heart attack. He died at his daughter's home Wednesday, March 2, 1960, at the age of seventy. Bagwill's life had been one of community involvement. He had been the local chairman of the Red Cross for thirty-one years; a member and master of the Masonic Lodge; a charter member of the Plano Rotary Club of which he had a perfect attendance record for the fourteen years the club was organized; local chairman of the Salvation Army for thirty-three years; and a member of the County Parole Board. His church activities included chairman and member of the Board of Stewards of the First Methodist Church for thirty-three years, and member of the choir. Journalistically, in addition to his ownership of the Plano Star-Courier and the Frisco
Journal, he was past president of the North and East Texas Press Associations and member of the Texas Press Association for many years (3, p. 45).

Throughout his career, Bagwill had been interested in the youth of Plano; and, in the 1940's, began giving a twenty-five-dollar award to the Future Farmer of America member who had shown the most progress with the least amount of assistance during the year. He later started a similar award for the Future Homemaker of America member. The awards were given by the Star-Courier (15). Bagwill worked through his newspaper to have more recreational facilities built in Plano for youth. He often hired high school boys to work in the plant after school. One boy, John McGuay, learned the basics of the newspaper field from Bagwill, and later moved to west Texas where he started his own newspaper.

On the day Bagwill died, Louise Sherrill was faced with the responsibility of publishing the next day's issue of the Star-Courier. Friends of the family who were employed as printers in McKinney assisted Mrs. Sherrill in publishing that issue of the newspaper. The column rules were reversed and page one attention was given to Bagwill's death.

Mrs. Sherrill did not continue to print the paper in Plano after her father's death, but made arrangements with the Garland Daily News to publish the Plano Star-Courier and the Frisco Journal which Bagwill had bought in 1932. Mrs. Sherrill did continue job-printing in the Star-Courier office until 1962.
She also remodeled the building, and her husband, E. L., moved his Justice of the Peace office there. He assisted his wife as a bookkeeper and circulation manager and took telephone messages while she was out of the office. E. L. Sherrill died December 9, 1964.

During the summer of 1960, Mrs. Sherrill decided it was not economically feasible to continue publication of the Frisco Journal and decided to concentrate "all her efforts to making the Star-Courier a better publication of Plano and South Collin County" (17).

Linda Kay Sherrill was graduated from high school in 1963 and attended Texas Woman's University, majoring in journalism until January, 1965, when she returned to Plano to assist her mother in the operation of the Star-Courier. Linda's duties at the newspaper plant varied according to what needed to be done, such as circulation updating, taking classified advertising, and reading proof sheets. She had always had an interest in photography and began taking pictures for the newspaper with a polaroid camera, and later purchased her own thirty-five-millimeter camera equipment. She continued as photographer and assisted generally throughout the newspaper plant until it sold in 1973.

During the summer of 1965, Mrs. Sherrill again remodeled the Star-Courier office, disposing of the printing equipment, which included the Babcock Press Ernest Logsdon bought in 1911. The press was still operable at the time Mrs. Sherrill
had it dismantled and sold as scrap. The paper continued to be printed in Garland.

In 1964, it became necessary for employees to be added to the Star-Courier and the first summer employment of college journalism students began that year. In October, Mrs. Dixie Clem, a family friend, began helping with the office management of the newspaper and remained with the firm until September, 1968, when she left to work with the Republican party in Plano. An advertising specialist was needed and, in 1965, Mrs. Grace Wyrick joined the Star-Courier staff. She had been with the Garland Daily News and the White Rocker. She remained with the Star-Courier until early in 1967.

By 1967, the rapid growth of Plano's population influenced Mrs. Sherrill to sell half interest in the Star-Courier to Scott Dorsey, a newspaperman who had been associated with the Garland Daily News and the News Texan. On September 1, 1967, the printing company of Star-Courier, Incorporated, was formed. Mrs. Louise Sherrill and Scott Dorsey were co-owners and co-operators of the Plano Star-Courier.

Dorsey, born April 8, 1927 in Edinburg, Texas, developed an interest in journalism while on the high school newspaper. After high school he joined the Air Force, later attended Edinburg Junior College, and Southwest Texas State College at San Marcus. After college, Dorsey worked for the Valley Evening Monitor in McAllen and the Mission (Texas) Times. In 1954, he moved to Garland where he was associated with the
Garland Daily News under the direction of W. H. Bradford and Phil McMullen. When News Texan bought the Garland Daily News, Dorsey was made vice-president. After thirteen years with the Garland firm, Dorsey resigned and bought half interest in the Plano Star-Courier (2).

Shortly after the new printing company was formed, the Star-Courier bought a set of justo-writers, utilizing perforated tape. A headline machine was purchased. The Star-Courier was prepared in Plano and delivered to the Garland plant, camera-ready.

With Linda's interest in photography and the necessity to improve the quality of halftones used in the newspaper, Linda and Dorsey built a darkroom in the rear of the Star-Courier plant. Photography developing equipment was bought along with Linda's individual purchase of camera equipment.

In 1969, Sherrill and Dorsey, independent of the Plano Star-Courier, joined a group of area newspapermen and purchased a printing plant in McKinney from Les Blalock, operator of a Collin county weekly shopper. The printing company, North Texas Printers, Incorporated, was formed. From then on, the Star-Courier pages were sent to the McKinney plant rather than the Garland plant. The newspaper continued to be printed this way until it was sold in 1973.

The Plano Star-Courier began semiweekly publication, Sunday and Wednesday, in July, 1969. Plano's population continued to grow as did the activities in the community, and by
1972 Mrs. Sherrill and Dorsey foresaw the need for the Star-Courier to be a daily publication. They realized that it was not economically feasible to publish a daily newspaper while depending on others to do the printing or to furnish the Star-Courier with modern equipment for the printing of a daily newspaper. Dorsey also stated that "most newspapers took twelve to eighteen months to show a profit after converting to daily publication" (2).

Therefore, when O. L. "Ted" Taylor, president of Taylor Communications, offered to purchase the Star-Courier in December, 1972, Mrs. Sherrill and Dorsey gave serious consideration to the offer. She and Dorsey realized the community's need for a daily newspaper, but they could not afford the time or the money to convert to a daily.

By February 15, 1973, arrangements were completed for the purchase by Taylor Communications, a family owned business, headquartered in Fort Worth. Taylor also owns newspapers in Lewisville and Mesquite. According to Dorsey each newspaper owned by Taylor has an individual publisher who is responsible to the Executive Vice President of Taylor Communications. The publishers print a newspaper that meets the needs of its particular community, which is unlike a chain-ownership that requires all the newspapers to follow a particular style.

After Taylor's purchase of the Star-Courier modern production equipment was installed in a new building at 1301 19th
Street in Plano. August 1, 1973, the Plano Star-Courier began daily publication.

Scott Dorsey joined the firm as executive vice-president, but, Mrs. Sherrill planned to open a camera and hobby shop in Plano.

In the tradition of the Bagwill family, Louise Bagwill Sherrill's life has been one of community involvement combined with a career in journalism. In addition to her ownership of the Plano Star-Courier, Mrs. Sherrill was a member of the National Editorial Association, the North and East Texas Press Associations, the Texas Press Association, and Theta Sigma Phi, a national honorary journalism fraternity for women.

She has run the gamut of community service in church, school, club and civic work. She served on the Board of Directors and as secretary of both the Plano United Fund and the Chamber of Commerce. In 1966, Mrs. Sherrill received the Career Advancement Award from the Plano Business and Professional Women's Club for outstanding community service. She served as president, president-elect, and first and second vice-presidents of the local Business and Professional Women's Club, Incorporated, and the National Foundation Chairman and president of the District 15 Business and Professional Women's Club. Church involvement included membership on the Board of Trustees, the Church Building Committee and the Church Finance Committee of the First United Methodist Church of Plano.
During Mrs. Sherrill's ownership of the Star-Courier, she continued the scholarships initiated by her father for the Future Farmers of America and the Future Homemakers of America and established a Journalism scholarship (17).

Newspaper Content

During the first year of Bagwill's ownership, the appearance of the newspaper changed considerably. It continued to have seven columns on eight pages. However, Bagwill immediately reduced the subscription price from one dollar and fifty cents to one dollar, and removed the comic section from the newspaper to offset the reduction of the subscription price. In the August 9, 1923, issue of the Star-Courier, a half-page advertisement appeared, stating that the Star-Courier had more than doubled its number of subscriptions since January, and a line was added to page one under the nameplate stating "South Collin's Largest Circulated Newspaper" (9). The N. W. Ayer and Son Directory, 1924 edition, listed the population of Plano according to 1920 census as 1,715 and the circulation of the newspaper as 1,050 (1). No figures were listed in the earlier volumes for the Plano Star-Courier.

Other changes made by Bagwill during his first year of ownership, were to number each page; to use only local and exchange news, discontinuing the practice of printing novels and ready-print material; and to use more pictures. Portraits were used when a prominent person died, for local people
elected to office in the community, and for speakers scheduled to perform for a Plano audience. One of the largest pictures, three columns wide and five inches deep, that appeared in 1923, was a line cut of the proposed $64,000 high school (7).

One technique Bagwill introduced to the Plano newspaper was the use of headlines covering several columns. One of the first headlines of this type was used in June, 1923, for a story that received the greatest attention in Plano. The headline, covering three columns, stated, "Man Kills Daughter, Son-in-law, and Self" (8). The story was set in double columns without a break, also a new technique for the Plano Star-Courier. The story read:

Despondency and gloom bloomed into tragedy early Wednesday morning at the little town of Winnsboro in Wood County and the souls of three well known Collin county reared citizens were wafted into eternity in the twinkling of an eye.

. . . Mr. Bradford, after firing the deadly bullets into the sleeping form of his son-in-law, then fired death dealing missiles into the body of the daughter he idolized, turned the gun to his own head and sent his own life into the world beyond (8).

The story was given more attention on the local level than the death of President Warren G. Harding in San Francisco that same year. The President's death received page-one treatment, but a multicolumn headline was not used (9).

By 1924, Bagwill had eliminated all page-one advertising, and in its place more local stories appeared. These items included obituaries, weather forecasts for the week, results of meetings, and events that occurred within a thirty-mile
radius of Plano. Frequently, news of Celina, Allen, Murphy, Frankfort, and Frisco appeared in the Plano newspaper. A number of stories had their origin in McKinney, such as "Court House Doings" and lists of real estate transactions in the county.

An article in the February 23, 1928 issue of the Star-Courier stated that the newspaper was one of the oldest in the north Texas area, and its circulation was larger than at any time in the history of the paper. It also said:

The Star-Courier plant is equipped with the latest machinery. Our big new typesetting machine being one of the very latest. In fact, there are only about eight of this make in Texas. The entire plant is electrified, every machine and press being pulled by individual motors. All of the latest machinery is found in the Star-Courier job printing department (10).

The Stock Market Crash of October, 1929, followed by the depression of the 1930's caused many newspapers in the country to suffer financially because of lack of advertising and a slump in subscription renewals. Bagwill was not faced with this condition. His daughter remembers his exchanging a portion of advertising space for merchandise. According to the Ayer directory Bagwill's circulation did not dwindle, it remained constant through the 1930's. "People had to have newspapers, though banks closed, their savings vanished, and they went on relief" (4, p. 675). The 1930 population census showed Plano's population at 1,554 and the circulation for the Star-Courier remained 1,250 (1).
During the 1930's Bagwill made two major transactions. The first was to purchase the *Frisco Journal* in 1932 (3, p. 44) from Mr. Robertson, and publish it from his Plano office. The second was to purchase a different building for the *Star-Courier*. "The *Star-Courier* moved last week from North Main Street where it had been located for a quarter of a century to the former Farmers and Merchants National Bank building on the North Side of Mechanic Street" (12). Later in the article, it was explained that more room was needed for plant equipment. The machinery that had been added included the latest typesetting machine, an envelope and card press, an automatic job press, a casting box for making cuts, and an electric mailer.

In the 1930's, Bagwill began to departmentalize the stories by putting related stories on the same page. An "In Society" column and a "Personals" column appeared weekly on the same page. Included on that page were notes of various women's club meetings and marriage announcements.

Another addition during the 1930's was that sports results began to be recorded in the newspaper. On November 19, 1931, the only picture on page one was an action photograph of the Texas and Texas Christian University football game (11). A caption under the picture reported the results of the game. Frequently, stories appeared about the Plano high school sports programs, especially football activities.

During the 1930's, the amount of classified advertising increased. It was listed in the *Star-Courier* as "Want
Advertisement" and included categories such as lost and found, for sale, and want to buy.

By 1930, the emblem of the Texas Press Association was printed on the same page as the newspaper credits, indicating that the Star-Courier had joined the organization. It was also listed that the paper was a member of the Northeast Texas Press Association and the National Editorial Association. On the page with the credits was a weekly column titled "Exchange Editorials," editorials from newspapers in neighboring towns. They were called "exchange" because newspapers, not money, were exchanged.

During the 1930's and 1940's, the growth of radio advertising and the broadcasting of news offered some competition for Bagwill. Station WRR in Dallas was the first broadcasting station in Texas, and one of the first in the nation (18). It began commercial broadcasting in 1926 and 1927 to citizens who had become radio experimenters and who had constructed their own simple receiving sets. Nationally, the "estimated number of receiving sets rose from a few hundred thousand in 1920 to 44,000,000 in 1940" (4, p. 679).

Because of the popularity of radio advertising during the 1940's, the Star-Courier lost a small amount of business from advertising agencies that managed accounts for nationally known name brand products. Nevertheless, local merchants continued to patronize the newspaper. The growth of the radio news broadcasts did not affect the Star-Courier's
subscriptions. Seldom were stories concerning the Plano area given air time.

With the improvement of the economic situation in America at the beginning of 1940, Bagwill published a twenty-six-page historical edition. Published February 22, 1940, the newspaper heralded its fiftieth anniversary. Throughout its pages, space was given to the historical background of the city. Pioneer settlers were featured along with the histories of Plano business.

The following year, December 7, 1941, the Japanese attacked Pearl Harbor, and, within a few months, the Americans were completely in World War II. Locally, the newspaper gave prime space to stories concerning the war. Four days after the Pearl Harbor bombing, the Star-Courier chronicled the events of the attack by a page-one, two-column story headlined, "1500 Killed When Japs Bomb Pearl Harbor, Hawaii" (14). On the opposite side of the page another two column story of similar length with identical headline size stated, "U. S. Declares War on Japanese Empire" (14). The remainder of the stories on the page concerned local occurrences.

As the war progressed, page-one space was given for instruction on "What to Do In An Air Raid" (15), the listing of the obituaries of Plano men killed in action, and the progress of the war.

War-caused shortages in labor and transportation resulted in rationing of newsprint in America by 1943. In 1941, the
price of newsprint was $50 a ton; in 1945, $68 a ton; and in 1948, $100 a ton (4, p. 783). During that time many newspapers in the country were forced to curtail consumption by cutting down on classified advertising, narrowing margins, and reducing the number of pages. Because of rising prices nationally, "newspapers increased their advertising rates by a median percentage of 20 per cent to 24 per cent (4, p. 784).

Bagwill's newspaper remained financially secure in the 1940's. The shortage of newsprint did not affect his weekly newspaper because he planned and ordered far enough in advance that he was never troubled by a deficiency of material (17). He did, however, increase the cost of advertising from thirty-five cents an inch to fifty cents an inch. At the time of his death in 1960, advertising rates had remained fifty cents an inch. The subscription price for residents of Texas was one dollar, the same he charged when he bought the plant in 1923. Additional income was made through the job printing contracts.

Some of the major headlined stories of the decade occurred in 1945. They began with the death of President Franklin D. Roosevelt April 12, followed by the swearing into the presidency of Harry S. Truman; the victory in Europe May 7; the atomic bombing of Hiroshima August 6; and the victory in Japan September 2.

Bagwill did not attempt to report these stories as banner headline news because the Star-Courier usually published several days after the event occurred. Instead, the articles
were given page-one attention in a story that summarized the events. Bagwill continued to concentrate on the local situation, reporting their effects on the Plano community.

Following the turbulent war years the Plano Star-Courier continued to concentrate on the community, often printing stories about the school system, community celebrations, and church activities. During the 1940's, Plano was still heavily an agricultural community and the stories in the newspaper reflected that interest. The stories would give the figures of cotton brought to Plano, the proper times to plant various crops, the effects of too much rain or not enough rain, and the cost of producing agricultural supplies. Stories about the school system concerned the number of students, and information about various faculty members. Community interest surrounded the activities of the Future Farmers of America chapter and pictures and stories frequently appeared about chapter members. Banner headlines were used by the Plano Star-Courier to announce major community activities such as the "Plano Pure Food and Livestock Show Next Week" (13).

Circulation figures in the 1940's listed by the Ayer Directory for the Star-Courier were 1,250 with a population of 1,582 by the 1940 census (1).

Television had its birth in the early 1940's and, by the end of the 1940's, there were ten million television sets in American homes (4, p. 804). This new medium, like radio, did not affect Bagwill's newspaper. Plano citizens continued to
look to the Star-Courier for local news and advertising which they could not get from listening to the radio or watching television.

The beginning of the 1950's saw economic stability throughout America. The population began to shift from the cities to the suburbs. The newspapers serving these growing communities needed to conform to a "type of American journalism which was the outgrowth of the new social, political, and economic condition that faced the new 'suburbia'" (4, p. 819). Movement into Plano was slow. On the 1950 census, Plano's population was reported to be 2,115, and in 1960, 3,695.

The 1950's seemed to be a waiting period for Bagwill. At the age of sixty in 1950, he continued to operate the Star-Courier as he had in the past. The only change incurred during the fifties was that the subscription price was increased to one dollar and fifty cents in-state and two dollars out-of-state. Employees of his plant were Louise Sherrill and Don Bagwill and high school boys who worked after school and on weekends.

Arthur A. Bagwill died March 2, 1960. His career in journalism was dominated by his thirty-seven-year ownership of the Plano Star-Courier. Under his direction, the newspaper met the demands of the various periods, constantly striving to improve in appearance and quality of content. In the early days as well as later, Bagwill reinvested the profit
from the plant in more modern printing equipment. Bagwill's ambition was to publish a local, independent newspaper, which he did until his death.

The mechanical developments of the Star-Courier from 1960 to 1973 were traced at the beginning of this chapter. A summary of the contents of the newspaper follows.

In 1960, the greatest influx of people moved to Plano and it became Mrs. Sherrill's responsibility to meet the varying needs of the populace. She said she always believed that the "Star-Courier could not keep up with the growth of Plano, but had to stay a jump ahead" (17). Many of the people moving in were employed outside of Plano, and looked to the local newspaper for advertising and information about the town. They did not depend on the Star-Courier for national or international news as the daily Dallas newspapers supplied that type of information. Agricultural information was no longer in demand by the new citizens, nor were they interested in reading death notices on page one. Mrs. Sherrill began using more pictures, especially on page one, improved the writing style of factual news stories, and began to supply a wider variety of stories. During the 1960's, stories about the school system did not just include the number of students, but began to explain the interworking of the school, saying what students were doing in classes, and describing techniques used by instructors. The City Council became more active in these thirteen years and the Star-Courier reported the activities
in an objective manner. Over the years the Star-Courier added a food section to the newspaper, then a church page, and an increase in the amount of feature material.

By July, 1969, the Plano community had grown into a thriving town with more grocery stores competing for space in the newspaper, newsworthy events occurring more frequently, and much more coverage by the newspaper of the local situation being needed. Therefore, the Star-Courier began semiweekly publication, on Sunday and Wednesday. The Wednesday newspaper contained primarily advertising for weekend specials, combined with news of local events. The Sunday paper included more feature material with news, sports, and advertising filling the pages.

In all the newspapers was a large supply of advertising. In 1960 Mrs. Sherrill increased the advertising rate to sixty-five cents an inch, and, by 1973, the newspaper had adopted a sliding scale advertising policy.

Subscriptions in the 1960's were increased to $2.04 a year in Texas and $2.50 a year outside of Texas. In 1973, the price was $5.00 a year in Texas.

Historical Highlights of This Period

In 1923, Arthur A. Bagwill, with the encouragement of a group of South Collin County businessmen, bought the Plano Star-Courier from John Custer, who was ready to retire from the newspaper business. On January 16, 1923, Bagwill began the operation of the Star-Courier and for the next thirty-seven
years published the weekly paper. His daughter, Louise, was trained in the newspaper business while growing up and in 1937 with a Bachelor of Science in journalism and a minor in government and economics from Texas Women's University, Louise returned to work for her father on the Star-Courier. She worked on the newspaper until the arrival of her daughter, Linda, in 1945. Four years later Louise resumed her newspaper career with the Star-Courier. Her daughter began journalistic training as she had. On February 26, 1960, at the age of seventy, Bagwill suffered a heart attack while working on a press in the office. Five days later, Bagwill died at his daughter's home on March 2, 1960. Louise immediately began operating the newspaper. Unable to continue the operation of the print shop of the newspaper, Louise made arrangements with the printing plant at the Garland Daily News to publish the weekly newspaper. In 1967, with the rapid growth of Plano's population, Louise sold half interest in the Star-Courier to Scott Dorsey, a newspaperman from Garland. Shortly after the sale, a set of justo-writers and a headline machine were purchased thus making it possible to set up the pages of the newspaper in Plano and take them camera-ready to Garland. In July, 1969, the Star-Courier began semiweekly publication, on Sunday and Wednesday. In December, 1972, Ted Taylor of Taylor Communications, Incorporated, contacted Sherrill and Dorsey in reference to purchasing the Plano Star-Courier. By February 15, 1973 arrangements were completed for the purchase
of the assets of the newspaper. Taylor Communications, Incorporated, headquartered in Fort Worth, is a family-owned corporation owning newspapers and radio stations in Texas and Florida.

Nationally and internationally, many stories of importance to the world occurred between 1923 and 1973. Perhaps the chain of disastrous stories began with the Stock Market Crash in 1929, followed by the Depression in the 1930's. The bombing of Pearl Harbor in 1941, and the beginning and ending of World War II made the 1940's a continuation of the tragedies of the 1930's. The Korean conflict dominated the 1950's and the Viet Nam crisis involved the 1960's and 1970's. Major steps were made during these fifty years that were not disastrous. In the 1930's and 1940's, a new medium, television, joined radio as part of the mass media. The space program began in the late 1950's and, by 1973, the United States had placed men on the moon.

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CHAPTER VI

SUMMARY OF THE HISTORY OF THE PLANO STAR-COURIER

1873 - 1973

June 3, 1873, the settlement of Plano in the southern section of Collin County, was incorporated into a city with a mayor, five aldermen, and a constable. The population of the city at that time was at least 200. The following year, 1874, the Plano News, the first Plano newspaper, was born.

The two men responsible for the Plano News were James Crittenden Son and E. K. (Lige) Rudolph. Son was a native Missourian, born in Vernon County in 1848. By 1873, he was a journeyman printer. After leaving Missouri he settled in McKinney, Texas, where he became friends with another printer, Lige Rudolph. The men shared the ambition of establishing and publishing a newspaper. They purchased a Cincinnati hand press with type and, in the summer of 1874, began the Plano News.

The Plano News was two to four pages in length with columns averaging a little over two inches in width. Advertising frequently appeared on page one, and poor quality illustrations were used sparingly throughout the newspaper.

The men dissolved their partnership in 1876 and settled individually in other areas of Texas. Rudolph ventured
northwesterly and eventually became editor and publisher of the Tioga Herald. He continued his newspaper in Tioga until his death in 1931.

Son pushed farther west and settled in the small town of Palo Pinto. On June 22, 1876, Son edited and published the first issue of the Palo Pinto County Star, a newspaper he continued to publish until his death in 1938.

The next newspaper did not appear in Plano until 1884, when the population had reached 800. R. J. Ridgell, an attorney-at-law, established and published the weekly Plano Review. It contained six two-and-one-fourth-inch-wide columns on four pages. Headlines for stories were almost all set in single-column measure with little variety in size. Most of the stories had label headlines. Advertising appeared on all pages, usually filling the three right hand columns. There was no more than an informal departmentalization of society, local, and national news, without designated pages. The closest thing to an illustration appeared in an advertisement that read, "Andrew Wetsel, Furniture Dealer and Undertaker," which included an illustration of a coffin. The Plano Review was politically Democratic as was its predecessor, the Plano News.

After two years, in 1886, Ridgell sold the newspaper plant to David Craighead of Alabama who had moved to Plano that year with his wife and children. He bought the entire printing office, which consisted of presses and type valued
at $358.40, and continued to print the weekly Plano Review. Craighead continued with the same size of twenty-two by thirty-two inches on four pages and the same format of the previous newspaper. Circulation figures for the paper in a town of 842 was "exceeding 250." Craighead limited the contents of the newspaper to the Plano community. The Review was printed on a hand press with a good grade of paper. Photographs were used throughout the newspaper.

On December 26, 1889, Craighead died unexpectedly. His widow, Alice, and the children accompanied his body to Alabama for interment. Mrs. Craighead, who did not return to Plano, requested W. S. Cummins to act as her agent in selling her property. The Craigheads owned a house and lot in Plano and the newspaper plant, consisting of one printing office outfit containing presses and type. Craighead had extended credit for subscriptions and advertising totaling $75. Mrs. Craighead received $1,203.40 for her entire holdings in Plano. The newspaper facilities were bought by J. W. Braden on October 15, 1893. No records are available concerning Braden's identity or to where he shipped the equipment.

A few months before Craighead died in 1889, another newspaper began publication in Plano, the weekly Plano Star. Charles W. Ridout, former editor of the Wylie Rustler, and C. W. Livingston, who provided financial assistance, established and published the Plano Star, a Democratic weekly newspaper.
It contained eight pages, fifteen by twenty-two inches, and the subscription price was one dollar per year.

In 1900, the Star was operated for six months by P. R. Garretson of Plano while Ridout was ill. In June, 1902 Ridout left the Plano Star and joined Tom W. Perkins in the editorial and business department of the daily and weekly McKinney Gazette. Ridout sold the Star to A. G. McAdams, J. D. Cottrell, and Tom W. Perkins who published the paper until it was consolidated with the Courier in October, 1902. Cottrell, who was elected to the state Legislature in 1902, sold his interest in the Star to McAdams and Perkins before the paper was consolidated.

The history of the Plano Courier was difficult to trace; very little information about it appeared in either the McKinney newspapers or the Dallas newspapers. According to bits of information gathered from former editors of the Star-Courier, the Plano Courier began operation in 1891 under the direction of Miss Nancy McChesney. She published the newspaper for several years, then sold it to R. H. Coleman. Coleman published the newspaper for three years, 1899-1901, then sold it to J. L. Aldridge, a local farmer. Aldridge published the Courier until he and the editor of the Star consolidated the publications in October, 1902. After the papers merged, Aldridge continued as manager of the combined newspapers, and the printing company of Perkins, Aldridge, and McAdams was formed.
The backgrounds of Coleman and Aldridge were very different. Robert Coleman, a pastor's assistant at the First Baptist Church of Dallas, compiled and published twenty-seven hymn books. He died in 1946 when he was seventy-seven. Aldridge, a local farmer, was born February 8, 1868, in Plano, the son of pioneer settlers of north Texas. He received a degree from the Plano Institute in 1889 and was active in the First Presbyterian Church of Plano. After publishing the Star-Courier for several years, he moved to his farm two and one half miles southwest of Plano, where he lived until 1942, when he retired and moved back to town.

The other men associated with the consolidation of the newspapers in Plano were J. D. Cottrell and Tom Perkins.

Cottrell was a resident of Plano for several years before he became associated with the newspaper. He was born in Tennessee, February 3, 1866, attended public schools there and moved to Plano in 1883. He went to the Plano Institute and was a clerk and merchant in Plano for twelve years. In 1895, he began the practice of law, and was later elected to the Texas Senate.

Aldridge was editor of the *Star-Courier* until 1905 when F. C. Thompson purchased the paper. Thompson had had newspaper experience in McKinney. From 1888 until July 7, 1904, Thompson had co-owned and co-operated the *McKinney Democrat*. In 1904, he sold his interest in the newspaper to Walter B. Wilson and J. Frank Smith. He sold the McKinney newspaper because of ill health, and rested for a year before he purchased the *Plano Star-Courier*. Thompson published the Plano newspaper for about two years. He returned to McKinney in 1907 and purchased half interest in the *Examiner*.

The *Star-Courier* was sold in 1907 to J. T. Horn, a Plano citizen involved in community affairs, who owned and edited the newspaper for two years. The paper was sold to and operated for a short time by Ira L. Stanley, a Dallas business man. In January, 1909 Stanley sold the plant back to Horn. Horn was not an experienced printer or newsman. He had moved to Plano in 1887 from Corsicana to work with the St. Louis and Southwestern Railroad. After selling the newspaper in 1909, Horn went into the harness and implement business in Plano and later, was mayor for eight years.

In January, 1909, Horn sold the *Star-Courier* to Ernest Logsdon. With the assistance of his wife, Logsdon published the weekly *Plano Star-Courier* for five years before being forced to sell because of ill health and failing eyesight. Before moving to Plano, Logsdon had been active in journalism, beginning his career on the *Sherman Courier* in 1888. During
Logsdon's ownership of the *Star-Courier* a fire destroyed the entire newspaper plant in 1911. Logsdon immediately ordered a new Babcock Flatbed Press, and with it, continued to publish the Plano newspaper for three years. In addition to Logsdon's printing of the newspaper, job printing contracts were accepted and completed. Subscription price of the paper was one dollar a year. The paper usually contained eight pages except on special occasions celebrated by the community, at which time, twelve to sixteen pages were printed. At the beginning of his ownership, there were eight columns, but, by 1914, the paper had moved to seven columns. Logsdon's ownership of the paper ended August 20, 1914 when he sold the entire plant to two young men from neighboring towns.

For two months in 1914, the *Plano Star-Courier* was under the management of Arthur A. Bagwill and Fred E. Wankan, both experienced newsmen, effective September 1, 1914. By November, 1914, Bagwill had sold his interest in the newspaper to Wankan, who continued to publish it until he sold the plant to John Custer in September, 1915. Wankan had worked on the McKinney newspapers and had owned and operated the *Princeton News* before his new business venture in Plano.

The newspaper Wankan published presented a number of journalistically new ideas to the *Star-Courier* audience. His first change was to eliminate all ready-print copy and make the newspaper all home print, giving the local and county news and working for the improvement of Plano and Plano enterprises.
He encouraged people living in the area to become correspondents for the newspaper. Page-one advertising was limited to a small amount of space with stories about the community filling the rest. On the inside pages, to fill in the space left vacant by not using ready-print stories, Wankan started printing weekly segments of published novels.

The next owner and editor of the Star-Courier was also an experienced newspaperman, John Custer. Born in Mississippi, Custer bought the Star-Courier plant September 9, 1915. Before moving to Plano, he had worked on a number of newspaper in Texas. In an editorial, he explained that he bought the Star-Courier because of its up-to-date printing facilities and its circulation size in comparison with other newspapers he had examined. His ownership of the newspaper lasted until January, 1923, when he sold the plant to Bagwill and retired from the business. Custer initiated a classified advertisement section in the newspaper, and added a four-page comic section.

After buying the newspaper January 16, 1923, Bagwill moved his wife and two daughters to Plano and began full operation of the newspaper that continued until his death thirty-seven years later. During those years he trained his daughter, Louise; and, upon his death in 1960, she assumed complete charge of the publication. Later, her daughter, Linda Kay, joined her in the business making the Star-Courier a three-generation family enterprise. Louise Bagwill Sherrill continued as sole owner, editor, and publisher of the newspaper.
until September, 1967, when she sold half interest in the plant to Scott Dorsey, an experienced newspaperman from Garland. Six years later, in February, 1973, Sherrill and Dorsey sold the Plano Star-Courier to Taylor Communications, Incorporated headquartered in Fort Worth.

Over these years, the Star-Courier reported the Stock Market Crash of 1929, survived the Depression of the 1930's, chronicled the attack on Pearl Harbor in 1941 and World War II, competed successfully with the widespread use of radio and television, and witnessed the progress of the space program. Under the direction of the Bagwill family, the Star-Courier was a conservative newspaper that supplied the people of Plano with locally significant information. The newspaper never tried to interpret national or international news but contained itself to situations in the Plano community.

For twenty of these fifty years, 1930 to 1950, the population of Plano remained fairly constant with more businesses closing than opening. In 1950, the population had increased to 2,115 from 1,582 in 1940; but a spurt of growth beginning in the 1950's resulted in a count of 3,695 people on the 1960 census. A continuing and growing influx fixed the city's population in 1970 at 22,800.

Prior to 1930, rural communities depended on agricultural income from local farmers. During the 1930's, the agricultural base eroded as farm foreclosures increased and farm prices dropped. Further, young people began moving from the farms to the large cities to find employment.
By 1950, however, with the improvement of the economic situation in America and the development of better transportation, many residents of the large cities began moving to the suburban communities. This accounts for the rapid increase in Plano's population during the 1960's and 1970's.

The community changed from a heavily agricultural center to a suburban community composed of people mainly employed outside of Plano. The newspaper developed with the town by diversifying the selection of content, and by encouraging businesses to move to Plano. It developed a code of "community service." Promotion of highway improvement, parks, schools, public buildings and village festivals were part of such programs. The newspaper constantly reminded people to patronize local establishments, thereby helping keep Plano dollars in Plano.

Plano's growth over the years is typical of many communities in the nation that changed from a rural area to a rapidly growing suburban community. The country weekly newspaper serving many of these communities either went out of business or was purchased by a large chain organization that operated all its newspapers in a similar manner. Following this pattern, the Plano Star-Courier survived as an independently owned newspaper until 1973 and then was sold to a small family-owned chain organization.

During the hundred-year history of the Star-Courier, all but three of its editors moved to Plano with the express
purpose of either establishing or purchasing a newspaper. The country newspaper was basically a business venture, and, judging by editorials printed by the owners, the newspapers were financially a success. However, the editors were careful to serve the community as a link between Plano businesses and residents. Without a local radio or television station, business establishments depended heavily on the local newspaper for advertising. The Star-Courier announced community meetings and church activities and supported charitable causes. Some editors took strong stands against such issues as alcohol and racism.

The sale of the locally owned newspaper to a corporation illustrates the difficulty, given the economic conditions of the 1970's, for an individual to own, operate, and depend on a newspaper for financial security. Large investments are frequently needed to keep printing equipment up to date; higher wages are necessary for skilled journalists; and production costs continue to rise. Therefore, only an established corporation that has investment funds available and does not depend solely on an individual newspaper can afford its operation.

Taylor Communications is a small corporation that owns newspapers in Mesquite and Lewisville, Texas, and one radio and four or five newspapers in Florida. Each of the newspapers owned by the corporation has an individual publisher responsible to the executive vice president of Taylor
Communications. The Plano Star-Courier operates exactly as the others, but, unlike a chain-ownership that requires all the newspapers to follow a particular style, Taylor Communications directs the publisher to print a newspaper that meets the needs of its particular community. The Star-Courier publisher lives in Plano in order to have an understanding of the community.

After Taylor Communications' purchase of the Star-Courier in February, 1973, modern production equipment was installed in a new building at 1301 19th Street in Plano. The staff was enlarged, and on August 1, 1973 the newspaper began daily publication. The future of the Star-Courier, according to Dorsey, includes daily publication concentrating the contents of the newspaper on the Plano community. He anticipates that the newspaper will grow and prosper with the town, remaining a community-centered medium.

This study combined the history of the Plano Star-Courier and the previously unwritten history of the town. For 100 years, the Star-Courier reflected the attitudes, values, and needs of the people in the community, and this history indicated the changes in the community as reflected by the changes in the newspaper. It also described the development of the country weekly in North Central Texas.

For an overview of the Star-Courier and owners, see Table I.
<table>
<thead>
<tr>
<th>Dates</th>
<th>Name</th>
<th>Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1874-1876</td>
<td>Plano News</td>
<td>James Crittenden Son and E. K. (Lige) Rudolph co-owned and copublished the newspaper.</td>
</tr>
<tr>
<td>1884-1886</td>
<td>Plano Review</td>
<td>R. J. Ridgell owned and published the newspaper.</td>
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<tr>
<td>1886-1889</td>
<td>Plano Review</td>
<td>David Craighead owned and published the Review.</td>
</tr>
<tr>
<td>December, 1889-June, 1902</td>
<td>Plano Star</td>
<td>Charles W. Ridout, editor, C. W. Livingston, financial assistant of the newspaper.</td>
</tr>
<tr>
<td>June, 1902-October, 1902</td>
<td>Plano Star</td>
<td>A. G. McAdams, J. D. Cottrell, and Tom Perkins owned and published the newspaper.</td>
</tr>
<tr>
<td>1891-Several Years</td>
<td>Plano Courier</td>
<td>Miss Nancy McChesney owned and published the newspaper.</td>
</tr>
<tr>
<td>1899-1901</td>
<td>Plano Courier</td>
<td>R. H. Coleman owned and published the newspaper.</td>
</tr>
<tr>
<td>1901-October, 1902</td>
<td>Plano Courier</td>
<td>J. L. Aldridge owned and published the <em>Courier</em>.</td>
</tr>
<tr>
<td>October, 1902</td>
<td>Plano Star-Courier</td>
<td>Plano Star and Plano Courier consolidated and the printing company of Perkins, McAdams, and Aldridge was formed with Aldridge the manager.</td>
</tr>
<tr>
<td>Dates</td>
<td>Name</td>
<td>Owners</td>
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</tr>
<tr>
<td>1905-1907</td>
<td>Plano Star-Courier</td>
<td>F. C. Thompson owned and published the newspaper.</td>
</tr>
<tr>
<td>1907-1909</td>
<td>Plano Star-Courier</td>
<td>J. T. Horn owned and published the newspaper.</td>
</tr>
<tr>
<td>1909-1914</td>
<td>Plano Star-Courier</td>
<td>Ernest Logsdon owned and operated the newspaper.</td>
</tr>
<tr>
<td>September, 1914-</td>
<td>Plano Star-Courier</td>
<td>Arthur A. Bagwill and Fred E. Wankan co-owned and co-operated the newspaper.</td>
</tr>
<tr>
<td>November, 1914</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November, 1914-</td>
<td>Plano Star-Courier</td>
<td>Fred E. Wankan bought Bagwill's interest in the paper and published it alone.</td>
</tr>
<tr>
<td>September, 1915-</td>
<td>Plano Star-Courier</td>
<td>John Custer owned and operated the newspaper.</td>
</tr>
<tr>
<td>January, 1923-</td>
<td>Plano Star-Courier</td>
<td>Arthur A. Bagwill owned and published the newspaper until his death.</td>
</tr>
<tr>
<td>March, 1960-</td>
<td>Plano Star-Courier</td>
<td>Mrs. Louise Bagwill Sherrill owned and published the newspaper.</td>
</tr>
<tr>
<td>September, 1967-</td>
<td>Plano Star-Courier</td>
<td>Scott Dorsey bought half interest in the newspaper with Mrs. Sherrill. Printing company formed of Star-Courier, Incorporated.</td>
</tr>
<tr>
<td>February, 1973</td>
<td>Plano Star-Courier</td>
<td>Taylor Communication, Incorporated, purchased the newspaper.</td>
</tr>
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</table>
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Plano Star-Courier, May 12, 1912.

Plano Star-Courier, June 20, 1912.

Plano Star-Courier, September 12, 1912.

Plano Star-Courier, October 10, 1912.

Plano Star-Courier, October 17, 1912.

Plano Star-Courier, November 7, 1912.

Plano Star-Courier, March 6, 1913.

Plano Star-Courier, May 15, 1913.

Plano Star-Courier, May 22, 1913.

Plano Star-Courier, June 18, 1914.

Plano Star-Courier, August 20, 1914.

Plano Star-Courier, September 3, 1914.

Plano Star-Courier, October 29, 1914.

Plano Star-Courier, November 12, 1914.

Plano Star-Courier, January 7, 1915.

Plano Star-Courier, February 18, 1915.
Plano Star-Courier, February 25, 1915.
Plano Star-Courier, September 9, 1915.
Plano Star-Courier, October 7, 1915.
Plano Star-Courier, November 11, 1915.
Plano Star-Courier, March 31, 1916.
Plano Star-Courier, February 8, 1918.
Plano Star-Courier, March 18, 1918.
Plano Star-Courier, September 27, 1918.
Plano Star-Courier, April 11, 1919.
Plano Star-Courier, September 12, 1919.
Plano Star-Courier, January 21, 1921.
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Plano Star-Courier, July 29, 1921.
Plano Star-Courier, August 19, 1921.
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Plano Star-Courier, January 19, 1923.
Plano Star-Courier, January 25, 1923.
Plano Star-Courier, May 24, 1923.
Plano Star-Courier, June 21, 1923.
Plano Star-Courier, August 9, 1923.
Plano Star-Courier, September 6, 1923.
Plano Star-Courier, February 23, 1928.
Plano Star-Courier, November 19, 1931.
Plano Star-Courier, January 9, 1936.
Plano Star-Courier, February 10, 1938.
Plano Star-Courier, February 22, 1940.
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