

SBR Draft

National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Herring Hotel
Other name/site number: Herring Plaza
Name of related multiple property listing: NA

2. Location

Street & number: 311 SE 3rd Avenue
City or town: Amarillo State: Texas County: Potter
Not for publication: NA Vicinity: NA

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:
 national statewide local

Applicable National Register Criteria: A B C D

_____ State Historic Preservation Officer	_____ Date
Signature of certifying official / Title	
Texas Historical Commission State or Federal agency / bureau or Tribal Government	

In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.	
_____ Signature of commenting or other official	_____ Date
_____ State or Federal agency / bureau or Tribal Government	

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register.
- removed from the National Register
- other, explain: _____

Signature of the Keeper

Date of Action

Herring Hotel, Amarillo, Potter County, Texas

5. Classification

Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions: DOMESTIC/Hotel

Current Functions: VACANT/Not in Use

7. Description

Architectural Classification: Late 19th and Early 20th Century American Revivals: Eclectic Period Revival Hotel

Principal Exterior Materials: BRICK, STONE/Cast Stone

Narrative Description (see continuation sheets 7-10)

Herring Hotel, Amarillo, Potter County, Texas

8. Statement of Significance

Applicable National Register Criteria

<input checked="" type="checkbox"/>	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
<input type="checkbox"/>	B	Property is associated with the lives of persons significant in our past.
<input checked="" type="checkbox"/>	C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
<input type="checkbox"/>	D	Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations: NA

Areas of Significance: Commerce, Architecture (*local level of significance*)

Period of Significance: 1926-1968

Significant Dates: 1926, 1942

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Shepard & Wiser; Carlander, Guy A.

Narrative Statement of Significance (see continuation sheets 11-22)

9. Major Bibliographic References

Bibliography (see continuation sheets 23-26)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested. (*NPS approved Part 1 8/26/22*)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State historic preservation office (*Texas Historical Commission, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: Panhandle Plains Historical Museum

Historic Resources Survey Number (if assigned): NA

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10. Geographical Data

Acreege of Property: less than one acre

Coordinates

Latitude/Longitude Coordinates (use decimal degree format),

Datum if other than WGS84: N/A

1. Latitude: 35.210536° Longitude: -101.832982°

Verbal Boundary Description: The boundary is the southern two lots (#4-5) of legal parcel #220011 described by the Potter-Randall Appraisal District as: GLIDDEN & SANBORN LOT BLOCK 0026 1 THRU 5 (UCAD accessed July 12, 2022). It encompasses the footprint of the nominated building. See MAP X.

Boundary Justification: The boundary includes all property currently and historically associated with the nominated building.

11. Form Prepared By

Name/title: Rachel Pearce, Historic Preservation Specialist, based on a draft by SWCA Environmental Consultants

Organization: Sandvick Architects, Inc.

Address: 1265 West 6th Street, Suite 200

City or Town: Cleveland State: Ohio Zip Code: 44113

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Telephone: 216-621-8055

Date: December 1, 2022

Additional Documentation

Maps (see continuation sheet 27-28)

Additional items (see continuation sheets 29-48)

Photographs (see continuation sheet 49-64)

Herring Hotel, Amarillo, Potter County, Texas

Photographs

Name of Property: Herring Hotel

City or Vicinity: Amarillo

County, State: Potter County, Texas

Photographer: Sandvick Architects, Inc.

Date Photographed: February 2022

Photo 1: South elevation, looking north.

Photo 2: South elevation, semi-circular brick parapet wall and cast stone urns above the main entry, looking north.

Photo 3: South elevation, decorative cast stone details and metal sconces at the second floor, looking north.

Photo 4: South elevation, decorative cast stone details at the top of the building, looking north.

Photo 5: South and east elevations, looking northwest.

Photo 6: North and west elevations, looking southeast.

Photo 7: South and west elevations, looking northeast.

Photo 8: West elevation, south storefront, looking southeast.

Photo 9: Basement, corridor, looking east.

Photo 10: Basement, intact H.D. Bugbee mural in the Old Tascosa dining room, looking north.

Photo 11: Basement, deteriorated H.D. Bugbee mural in the Old Tascosa dining room, looking southwest.

Photo 12: Basement, Old Tascosa dining room, looking south.

Photo 13: First floor, lobby, looking northwest.

Photo 14: First floor, main (south) entrance, looking south.

Photo 15: First floor, passenger elevator lobby, looking east.

Photo 16: First floor, northeast stair, looking north.

Photo 17: First floor, southeast office area, looking southeast.

Photo 18: First floor, kitchen, looking north.

Photo 19: Second floor/mezzanine, passenger elevator lobby, looking southeast.

Photo 20: Second floor/mezzanine, looking northwest.

Photo 21: Second floor/mezzanine, former XIT Room, looking east.

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Photo 22: Second floor/mezzanine ballroom, looking east.

Photo 23: Second floor/mezzanine, former Sample Room, looking north.

Photo 24: Third floor, passenger elevator lobby (typical on the 3rd-5th floors), looking southeast.

Photo 25: Third floor, corridor (typical on the 3rd-5th floors), looking south.

Photo 26: Third floor, hotel room (typical on the 3rd-5th floors), looking west.

Photo 27: Seventh floor, passenger elevator lobby (typical on the 6th-12th floors), looking southeast.

Photo 28: Seventh floor, corridor (typical on the 6th-12th floors), looking north.

Photo 29: Seventh floor, office area (typical on the 6th-12th floors), looking southeast.

Photo 30: Seventh floor, office area (typical on the 6th-12th floors), looking west.

Photo 31: Seventh floor, typical condition of central stairwells on all upper floors, looking west.

Photo 32: Main roof and penthouses, looking northwest.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Herring Hotel, Amarillo, Potter County, Texas

Narrative Description

Completed in 1926, the Herring Hotel in Amarillo, Texas, is a thirteen-story, three-part vertical block on the northeastern edge of the city's central business district. The building features an eleven-story U-shaped vertical tower on a two-story rectangular base with a full basement—a form that was typical to hotel design during this period. The building's reinforced concrete structural frame is clad with brick and cast stone Classical and Italian Revival. Herring Hotel possesses a high level of historic integrity on its exterior and interior and is a representative example of the work of Shepard and Wiser, a prominent Kansas City, Missouri, based architecture firm who worked throughout the Midwest and the Texas Panhandle in the early twentieth century. The interior of the building features a lobby with a cast stone fountain, fluted columns, and decorative plaster that carries to the mezzanine level, which houses the former Crystal Ballroom and several sample rooms used by travelling salesmen. The remaining upper floors held guest rooms, many of which remain intact on the third, fourth, and fifth floors. The sixth through thirteenth floors were renovated into offices after the period of significance. In 1942, locally prominent architect, Guy A. Carlander, designed the Old Tascosa, a basement dine-and-dance club, that featured eleven Western-themed murals painted by North American artist, H.D. Bugbee. In the main dining room, two murals by H.D. Bugbee are intact, and only remnants of the remaining murals are visible. The Herring Hotel retains good integrity to communicate its historical association with Amarillo's early 20th century commercial development and architectural significance as a good local example of the era's hotel design. Of the 60 hotels built in the 1920s and 1930s, the Herring Hotel is the only surviving example.

Located at 311 SE 3rd Avenue in downtown Amarillo, Texas, the Herring Hotel is situated on an almost 1-acre property three blocks east of Polk Street, Amarillo's primary thoroughfare, and three blocks north of SE 6th Street, the former Route 66 alignment through downtown Amarillo. The site is bounded by SE 3rd Avenue to the south and South Pierce Street to the east. To the north, the building overlooks SE 2nd Avenue and a historically associated parking lot that housed the Herring Hotel Garage during its period of significance. The west elevation is bound by an alley, with a downtown bus transit station located on the other side of the alley. Behind the station is a vacant lot. Both lots are unassociated with the Herring Hotel. The immediate area surrounding the Herring Hotel consists of parking lots and one and two-story commercial buildings.

Constructed in 1926, the Herring Hotel is a thirteen-story, high-rise, three-part block with modest Classical Revival and Renaissance Revival ornament (Photos 1-8). The building follows the form of a three-part vertical block with clear distinctions between the base, shaft, and capital of the building, which was typical to hotel design in the early twentieth century. The third through thirteenth floors comprise the shaft of the building and a rise in a U-shape from the two-story rectangular base, which creates a lightwell that is visible at the south elevation. The capital of the building comprises the twelfth and thirteenth floors.

The south, east, and west elevations feature a dark face brick with tones of red, orange, brown, and purple, which is carried to the lightwell elevations (Photos 1-8). The first and second floors of the west elevation, excluding the southern-most bay, as well as the entirety of the north elevation, have common red brick with the two-story base of the north elevation painted a beige color (Photos 6-8). The south, east, and west elevations feature decorative stone details indicative of the building's period of construction and Classical Revival, Italian Renaissance Revival, and Tudor Revival influences.

At the first floor, the south and east elevations are accentuated by buff brick and stone piers and stone cornices and belt courses that wrap around the southern-most bay of the west elevation (Photos 1-8). The south elevation's main entrance is defined by a semicircular, "Alamo-esque" brick parapet with stone coping, referencing its Texas setting (Photo 2). The recessed central entryway has been retained with a replacement metal double-door installed in the opening. The canopy is clad with non-historic pre-cast panels, and the historic decorative metal tiebacks are visible. The condition of the canopy

Herring Hotel, Amarillo, Potter County, Texas

underneath the panels is unknown. Other non-historic canopies are located at the south and east elevations above former entries (Photo 1, 5, 7). Select historic storefront openings are visible at southwest corner of the building; however, during the period of significance there were a total of ten storefronts across the south and east elevations (Photos 1, 5, 7, 8) (Figure 13). All existing storefront systems are replacements, and the original brick bulkheads have been removed. The remaining storefront openings were infilled with concrete blocks and covered by pre-cast concrete panels during the 1969 renovations.

The second floors of the south and east elevations are defined by regularly spaced, arched window surrounds with semicircular cast stone pediments (Photos 1, 3, 5). The windows and pediments are surrounded by stuccoed Roman arches outlined in brick with cast stone keystones. The pediments have a Classical style urn in the center flanked by garland swags. Below each window is a cast stone spandrel with a group of six vertically enframed garlands. Identical spandrel panels flank the south elevation's semicircular, Flemish parapet wall. The top of each spandrel forms the exterior sill of the window, and the outermost vertical pieces have a similar garland detail that are topped with a small urn. Between each decorative cast stone spandrel are three rows of buff brick capped with cast stone. Above the soldier course spandrel is a cast stone detailing that aligns with the sill of the decorative spandrel. Between each of the second-floor windows is a cast stone escutcheon plate, most of which have a historic light sconce. At these elevations, the third-floor windows have cast stone sills and keystones as well as brick lintels (Photos 1, 5, 7). Decorative metal grates are affixed to the windows' lower sashes. These second and third floor details extend to the southern-most bay of the west elevation (Photo 6-8).

The fourth through eleventh floors of the south, east, and lightwell elevations have rectangular window openings, each with a brick lintel, cast stone sill and key stone, and non-historic single-hung 2/2 aluminum windows (Photos 1, 5). Beneath the twelfth-floor windows at the south, east, and lightwell elevations is a cast stone belt course that clearly defines the twelfth and thirteenth floors as the capital of this three-part vertical block (Photos 1, 4, 5). The twelfth and thirteenth floors of the south elevation feature are paired square pilasters with composite capitals. There are small rectangular cast stone panels between the twelfth and thirteenth floor windows. The pilasters and cast stone panels are repeated at the central, northern-most, and southern-most bays of the east elevation and southern-most bay of the west elevation. A cast stone and brick entablature are located above the south and east elevations' thirteenth-floor windows and continues to the southern-most bay of the west elevation (Photo 4).

Except for its southern-most bay, the west elevation lacks ornamentation (Photos 6-8). Most of the first-floor window openings are covered or infilled. There is a historic door opening with a non-historic metal double-door located at the northeast corner of this elevation. The second-floor window openings have arched, stuccoed pediments. All existing windows are historic single-hung 2/2 steel windows with wire glass. Each window opening has a brick lintel as well as a cast stone sill and key stone.

The north elevation's eastern bay lacks any punched openings with a non-historic painted sign for the Herring Plaza located near the roofline (Photo 6). The first floor has two non-historic entrances surrounded by precast concrete panels. A non-historic paneled canopy is located above the entrances. The precast concrete panels and canopies date to the 1969 renovation. The third through thirteenth floors have rectangular window openings with brick sills and single-hung 2/2 steel windows with wire glass.

All elevations have brick parapet walls with cast stone or clay tile coping. The building has two primary flat roofs: the low roof above the second-floor ballroom and the high roof above the thirteenth floor. The low roof has three historic roof skylights, which are covered by metal structures on the exterior. Beneath the skylights are remnants of wood and glass panels that were used to filter light into the ballroom. These panels are currently covered by acoustical ceiling tiles on the interior. The main roof has three historic brick penthouses and one non-historic metal-clad penthouse (Photo 32).

Herring Hotel, Amarillo, Potter County, Texas

Interior

The interior of the Herring Hotel exists around the building's central core consisting of three passenger elevator cabs, a service elevator, and two central stairs. Between the basement, first, and second floors, the northeast central stair has ornate gold-painted cast iron guardrails and stained wood handrails as well as travertine treads and marble risers (Photo 16). At the upper floors, this stair has exposed concrete risers and treads, metal pipe handrails, and plaster guardrails, which are the typical finishes for the west central stair and remaining service stairs throughout the building, although at the first floor, the west central stair has travertine treads and marble risers (Photo 31).

The basement previously housed the Old Tascosa, a dine-and-dance club designed by Guy A. Carlander in 1942. In the main dining room, two of the original eleven murals by H.D. Bugbee are intact, and only remnants of the remaining murals are visible (Photos 10, 11). In the finished spaces, plaster-wrapped walls, columns, and ceilings, as well as quarry tile floors, are partially intact (Photos 9-12). In the dining room there are glued-on acoustic ceiling tiles and suspended concealed spline tiles (Photos 10, 12). Service areas have concrete floors and exposed ceilings.

The first floor houses the building's main lobby, which is open above to the second-floor mezzanine (Photo 13). The lobby features a cast stone fountain, fluted columns, decorative plaster, and marble floors, the latter of which extend into the south entrance, passenger elevator lobby, and east central stair (Photos 13-16). Surrounding the passenger elevator cabs are historic marble wall panels that have been covered by non-historic wood panels (Photo 15). Most of the walls that historically divided the perimeter retail spaces from the lobby have been removed, with new drywall walls constructed throughout this floor to create offices (Photo 17). Plaster is visible above the existing suspended acoustic ceiling tile systems, and terrazzo flooring is in select former retail areas. The former kitchen area has plaster ceilings and walls, ceramic wall tiles, and quarry tile floors (Photo 18).

The second-floor mezzanine has a decorative bronze guardrail, fluted columns, and a historic chandelier (Photo 20) (Figures 14, 18). South of the mezzanine is the former ballroom, which features historic terrazzo floors and plaster walls, columns, and ceilings, the latter of which are above non-historic suspended acoustic ceiling tiles (Photo 22). Three sections of wood and glass ceilings are located at the center of the room. The historic frames and glazing are partially intact but are primarily covered by suspended acoustic ceiling tiles. A false wall is located along the south side of the ballroom, which dates to the original construction of the building. The remainder of the second floor has various rooms, with typical finishes including historic plaster and walls, columns, and ceilings as well as drywall walls, carpet, tile, and suspended acoustic ceiling tile systems. East of the ballroom is a historic corridor that provides access to the former sample rooms used by travelling salesmen (Photo 23). West of the ballroom is a lounge and kitchen. North of the mezzanine is the building's former XIT Room, which was renovated in 1969 to create the XIT Coffee Shop (Photo 21).

Historically, the third through thirteenth floors each had a U-shaped corridor with access to the passenger elevators, service elevator, and two central stairs. Currently, the third, fourth, and fifth floors reflect this circulation pattern and boast historic room arrangements (Photos 24-26). These floors feature plaster walls, columns, and ceilings, as well as stained wood doors and transoms. Most flooring materials have been removed to expose the existing concrete decks. The remaining upper floors were built-out as part of the 1969 renovations or completed thereafter as speculative office spaces (Photos 27-30). On these floors, most passenger elevator lobbies have been retained; however, on select floors the elevators are open to the adjacent office spaces. All corridor walls have been demolished, with several reconstructed with drywall in the historic locations. Additionally, all hotel room demising walls were demolished to create open-plan offices as well as smaller offices created by frame and drywall partitions. On these floors, all plaster ceilings have been removed and replaced with suspended acoustical ceiling tile systems. Select floors boast exposed ceilings. As with the third through fifth floors, most flooring materials have been removed to expose the existing concrete decks.

Integrity

Herring Hotel, Amarillo, Potter County, Texas

The Herring Hotel retains its integrity of location, design, setting, materials, workmanship, feeling, and association. The building is situated in its original location and maintains its expansive parking lot, which was partially occupied by the Herring Hotel Garage during the period of significance (Figure 8). The immediate setting of the Herring Hotel has remained relatively unchanged since its construction, with one and two-story buildings and vacant lots nearby, the latter of which was typical to this area during the period of significance. The Herring Hotel continues to hold its reputation as the tallest building in the immediate area. The exterior façade divisions reflected interior functions. Ground-level storefronts and hotel lobby, mezzanine with ballrooms and showrooms with a multi-story U-shaped tower of guest rooms.

In addition, the building's exterior and interior retains a high level of historic integrity through its design, materials, and workmanship. The building features an eleven-story U-shaped vertical block on a two-story rectangular base with a full basement - a form that was typical to hotel design during this period. Key character defining features on the exterior, such as the south elevation's semi-circular, "Alamo-esque" brick parapet, arched window surrounds, and overall decorative cast stone and brick work on the south, east, and west elevations, have been maintained and showcase the building's Eclectic Period Revival style with Classical Revival, Italian Renaissance Revival, and Tudor Revival influences and nods to Southwestern/Texan regionalism. Although the first-floor storefronts have been removed, the historic storefront bays are still delineated by brick piers. On the interior, the building's central core has been retained. The first floor's main lobby is intact and features a cast stone fountain, fluted columns, decorative plaster, and marble floors. Despite the construction of offices in the former first-floor retail spaces, historic materials are intact, including terrazzo floors and plaster ceilings. The second floor/mezzanine level retains most of its circulation patterns and room arrangements, with the mezzanine, ballroom, kitchen, and several of the sample rooms intact. The third through fifth floors retain the historic circulation patterns and hotel room arrangements as well as plaster walls, ceilings, and stained wood doors and transoms. The sixth through thirteenth floors were modified because of the 1969 renovations; however, despite these renovations, each floor retains its central core.

Overall, the architectural integrity of the Herring Hotel in terms of location, design, setting, materials, and workmanship evokes a feeling of the Herring Hotel's operation during the period of significance (1926-1968) and clearly associates the building with its original period of construction as well as the commercial prosperity of Amarillo during the early to mid-twentieth century.

Herring Hotel, Amarillo, Potter County, Texas

Statement of Significance

Panhandle cattle baron and banker Cornelius T. Herring built the Herring Hotel in 1926. Its construction coincided with the height of the Permian Basin oil and gas boom and explosive growth in Amarillo's population and economy. Kansas City architectural firm Shepard and Wiser designed the 15-story three-part vertical block building with 600 rooms, making the Herring Hotel the state's fourth largest upon its completion. With ample lodging, ballrooms, and dedicated salesrooms, the hotel helped Amarillo become an ideal destination for traveling salesman and trade conventions. In 1942, Herring Hotel opened Old Tascosa, a popular restaurant and club. The western-themed venue was decorated by eleven critically acclaimed murals by noted Texas artist Harold D. Bugbee. Herring Hotel operated until 1969 when, under new ownership, eight floors were converted to offices leased by the U.S. government. Although vacant since the 1980s, Herring Hotel retains good integrity to convey its historical and architecture significance. It is the only surviving hotel representing this era of Amarillo's commercial development. Herring Hotel is nominated to the National Register of Historic Places under Criterion A in the area of Commerce for its contribution to the growth and commercial development of Amarillo and Criterion C in the area of Architecture as an excellent local example of early 20th century programmatic and stylistic hotel design; both at the local level of significance. The period of significance is 1926-1969, the year of its construction through the last year it operated as a hotel.

Amarillo, Potter County

By 1900, Amarillo, the seat of government for Potter County, was one of the region's most significant shipping points for cattle and an emerging manufacturing center for the area's wheat and grain farmers. Employment with the three major railways and manufacturing jobs attracted thousands to the young city.¹ Between 1900 and 1910, the population increased from nearly 1,500 to 10,000; and in 1920, approximately 15,000 individuals lived in Amarillo.² The built environment began to reflect the city's maturation with new brick commercial buildings in the central business district, a streetcar system, theaters; and public utilities like sewers, electricity, water, telephone, and gas service. Several small wood-frame hotels and boarding houses provided temporary lodging for visitors.³

Successful oil and gas prospecting of the Permian Basin in the 1920s ushered in an era of unprecedented prosperity and growth for Amarillo. In 1918, Charles Gould discovered a large natural gas field in northeast Potter County. Three years later the Amarillo Oil Company's drilling found "that the Panhandle boasted the largest natural gas field."⁴ Indeed, by 1926, additional oil fields were found northeast in Hutchinson County, which led to the establishment of new refineries and shipping facilities in Amarillo. Significantly, the nation's largest oil companies—Phillips, Shamrock, and Magnolia—established their headquarters in downtown.⁵ By 1930, the U.S. Census enumerated a staggering increase in Amarillo's population from 15,000 to 43,000 citizens.

¹ Potter County was officially organized in 1887 with Amarillo chosen as the county seat. This coincided with opening of the Fort Worth and Denver City Railway (FW&DC).¹ Simultaneously, the Southern Kansas Railway Company, which was subsidiary of the Santa Fe Railway, leased railway tracks owned by the FW&DC to access Amarillo, and in 1908, extended their own rail lines to Amarillo. The addition of the Chicago, Rock Island & Gulf Railway line in 1902 increased shipping facilities. Mike Cox, *Historic Amarillo: An Illustrated History* (San Antonio: Historical Publishing Network, 2000), 35.

² "Texas Almanac: City Population History from 1850-2000," Texas Almanac, <https://www.texasalmanac.com/drupal-backup/images/CityPopHist%20web.pdf> (accessed March 24, 2023).

³ Sanborn Map Company, "Amarillo, Potter County, Texas, March 1913," University of Texas at Austin, Perry-Castaneda Library Map Collection.

⁴ John T. Campo, Jr., "Fisk Medical Building National Register Nomination," October 2012, sec. 8, pg. 10.

⁵ Campo, "Fisk Medical Building," sec. 8, pg. 10.

Herring Hotel, Amarillo, Potter County, Texas

Amarillo's downtown skyline took on a "metropolitan atmosphere" as dozens of architect-designed landmarks were constructed in the late 1920s.⁶ Record-breaking numbers of building permits were issued in 1926-1929. Amarillo even ranked 17th nationally for its building permits in September 1927. Notable Missouri and Texas firms, like Shepard and Wisner and Wyatt C. Hedrick, produced high-style skyscrapers for local entrepreneurs, like the 1926 Amarillo Building (NRHP 2018), 1928 Oliver-Eakle Barfield Building (NRHP 2020), and the 1928 Fisk Medical Arts Building (NRHP 2012). The local business community supported, and sometimes funded, this aggressive building program as part of their objective to attract diverse industries and institutions to the city.⁷ Hotels, discussed in greater detail below, played an important role in that goal as landmarks with facilities—large banquet rooms, salesrooms, and kitchens—for travelling businessmen and industry conventions. New transportation infrastructure also bolstered Amarillo's regional significance. In 1929, the city built a municipal airport, and federal highways—Routes 60, 66, 87, and 287—were laid that connected Amarillo to the nation.⁸ National companies, like Atchison, Topeka and Santa Fe Railway chose Amarillo for as regional headquarters. They built a 14-story Gothic Revival office building (NRHP 1996) in 1928. Federal facilities, including the United States Helium Plant, the Federal Bureau of Mines, were built northwest of the city, and proved stabilizing during the turbulent financial period of the next decade.

During the Great Depression, Amarillo suffered immensely from the effects of the Dust Bowl. However, the Work Projects Administration established a regional office in the city, bringing valuable federal relief and funding for infrastructure improvements. In addition to the infrastructure improvements, a veterans' hospital was constructed, and a military airfield was commissioned as the United States entered World War II.⁹ The international conflict brought Amarillo out of the Great Depression due to the establishment of the military airfield and base as well as through the construction of the Pantex Ordnance Plant. Pantex was a munitions plant that opened in 1942 on the outskirts of the city where it built bombs and artillery shells for the war effort.¹⁰ The plant was decommissioned immediately following the end of World War II, but the plant was reopened in 1951 to assemble nuclear warheads as part of the Cold War détente.¹¹ Owned by the United States Department of Energy and operated by subcontractors, the Pantex Plant has been the United States' only nuclear warhead manufacturing and disarmament facility since 1975.¹²

After the military airfield was decommissioned in 1968, Amarillo become increasingly reliant on oil and agriculture, two industries known for their boom-and-bust cycles. Amarillo's population peaked at 137,969 in 1960 and then dramatically decreased to 127,010 in 1970. However, the city's population has steadily increased, totaling 200,393 residents as of 2020.¹³

Hotels

As Amarillo emerged from a small town to a prominent Panhandle city in the 1920s, the city's hospitality industry matured as well. Prior to Amarillo's oil boom, stagecoach travelers were accommodated by inns and taverns in pre-railroad Texas.¹⁴ Once rail travel was established, hotel accommodations improved and largely provided lodging to business travelers. With the establishment of the National Highway Act in 1923, there was a three-fold increase in the

⁶ "Santa Fe Chief Please With Outlook Here," *Amarillo Globe-Times*, October 19, 1927.

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⁸ "Amarillo History Timeline," City of Amarillo, accessed May 2, 2022, http://amarillo.gov/?page_id=1715.

⁹ "Amarillo" TheRoute-66.com, accessed December 1, 2022, <http://www.theroute-66.com/amarillo.html>.

¹⁰ Barbara Nester, "History," Pantex, Consolidated Nuclear Security, LLC, accessed March 4, 2016, <http://www.pantex.com/about/pages/history.aspx>.

¹¹ Nester, "History," Pantex.

¹² Nester, "History," Pantex.

¹³ "Texas Almanac: City Population History from 1850-2000," Texas Almanac, accessed November 30, 2022, <https://www.texasalmanac.com/drupal-backup/images/CityPopHist%20web.pdf>.

¹⁴ Jay C. Henry, *Architecture in Texas 1895-1945*, (Austin: University of Texas Press, 1993), 125.

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number of registered cars in the United States, and families began to travel for leisure. Early twentieth-century highway development focused on the improvement of existing roads that lead travelers directly into the center of small towns and cities.¹⁵ In Amarillo, the convergence of four major highways, Routes 60, 66, 87, and 287, transformed the city's tourism and commercial industries, creating a demand for larger hotels on or near prominent thoroughfares.

In the early twentieth century, Amarillo hotels were bustling commercial and social centers. Between 1920 and 1930, the oil boom led to the establishment of approximately sixty motels and hotels within the city limits of Amarillo.¹⁶ Larger high-end hotels, including the Herring Hotel and Amarillo Hotel, were constructed in response to the establishment of oil companies' downtown offices, as well as the city's overall economic growth during this period. With Amarillo being one of the largest cities in the region and close to the newfound oil fields, new hotels were needed for the city's growing business class.

During this period, mid-rise and high-rise hotels were "critical in attracting new businesses to enhance a town's employment base" and "function[ed] as a kind of community space."¹⁷ These hotels sought to provide a multitude of conveniences to guests, including parking garages, which were usually accompanied by a service station. Beyond the lobby, a hotel typically offered a restaurant, ballroom, and bar. Travelling salesmen were offered accommodations in hotel sample rooms, which allowed a salesman to display his goods, meet with clients, and rest within one room. Hotel-operated barber shops, beauty shops, and coffee shops were typically located in first-floor retail areas, with additional retail areas offered to private businesses. Hotel rooms offered additional amenities, including private baths and closets.¹⁸

The opening of the 600-room, thirteen-story Herring Hotel in 1926 coincided with the construction of the Amarillo Hotel's twelve-story annex and sixteen other hotels and motels within Amarillo's city limits.¹⁹ Located at SW 3rd Avenue and S Polk Street, the Amarillo Hotel was initially completed as a three-story hotel in 1889. However, in 1908, it was demolished and replaced with a new four-story hotel that was further expanded in 1922. In 1927, the Amarillo Hotel's twelve-story annex was completed, increasing the hotel's capacity to 400 rooms. The Amarillo Hotel was owned and operated by Ernest O. Thompson, who leased and operated the Herring Hotel. Thompson commissioned Shepard & Wisner, the Kansas City, Missouri, architects who designed the Herring Hotel, to design the annex. In 1927, construction of the Davidson Hotel began, a steel-framed, fourteen-story hotel at 7th Avenue and Tyler Street designed by Wyatt C. Hedrick of Fort Worth, Texas. However, after several weeks of construction, all work was put on hold, which led to twenty-two petitions being filed in court against the hotel's developers, T.B. Baker, and Alex Davidson.²⁰ The hotel was never developed, and the Herring Hotel and Amarillo Hotel continued to stand as Amarillo's sole high-rise hotels accompanied by several mid-rise hotels nearby.

The Angelus was constructed in the 1920s as a three-story, 66-room hotel at 6th Avenue and S. van Buren Street. The first floor housed Angelus Drug and additional retailers.²¹ The Ross, constructed in 1927 at SE 5th Avenue and S Pierce Street, had first floor storefronts with hotel rooms on the upper floors as well.²² The Palo Duro, a five-story, 112-room hotel was

¹⁵ Henry, *Architecture in Texas*, 130.

¹⁶ Hudspeth Directory Company, *Amarillo City Directory*, (El Paso, TX: Hudspeth Directory Company, 1920-1930), Ancestry.com.

¹⁷ John A. Jakle and Keith A. Sculle, *America's Main Street Hotels: Transiency and Community in the Early Auto Age*, (Knoxville: The University of Tennessee Press, 2009), 5, Google Books, https://www.google.com/books/edition/America_s_Main_Street_Hotels/Ve1EFCXICbAC?hl=en&gbpv=0.

¹⁸ Jakle, *America's Main Street Hotels*, 101.

¹⁹ Hudspeth Directory Company, *Amarillo City Directory*, 1926.

²⁰ "File 22 Petitions Against Baker in Building Deal Here," *The Amarillo Globe-Times*, March 13, 1929, Newspapers.com.

²¹ Ron Smith, *Amarillo*, Postcard History Series, (Charleston: Arcadia Publishing, 2009), 71.

²² Smith, *Amarillo*, 74.

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constructed in downtown Amarillo in 1924 and located at the corner of SE 3rd Avenue and S Fillmore Street.²³ The building was designed by local architects, Smith and Townes for Cornelius Tyler (C.T.) Herring, the owner of the Herring Hotel.²⁴ An additional five-story, 200-room hotel, the Capitol, was completed at SE 4th Avenue and S Pierce Street for Edward R. Meyer, an “Amarillo oil man” and president of Amarillo’s Board of City Development, in 1928.²⁵

Between the 1960s and 1980s, every early twentieth century mid-rise and high-rise hotel in downtown Amarillo closed. Operations of the Amarillo Hotel ceased in 1965, and in 1978 it was demolished.²⁶ A majority of the site is now a landscaped area used by the adjacent eleven-story office building, which was constructed in the late twentieth century at the southwest corner of the site. The Capitol Hotel closed in 1971 and was razed in 1977 for the Civic Center Expansion.²⁷ The sites of the former Capitol Hotel and Ross Hotel, the latter of which was demolished in the 1980s, are currently parking lots. The Angelus Hotel, which closed in 1977, and the Palo Duro Hotel succumbed to the same fate. The hotel industry in Amarillo dramatically shifted during this period because of increasing vacancy rates connected to the city’s overall shift in the oil and agriculture industries. Demolition of these hotels was largely seen as progress, especially as redevelopment efforts began across the city during the 1960s, 1970s, and 1980s. Although the Herring Hotel closed in 1969, its demolition was spared, and it is now the sole hotel from this period still standing.

Herring Hotel

The Herring Hotel was commissioned by Cornelius Taylor Herring, a rancher, banker, and hotelier. The hotel opened on December 15, 1926, with a grand opening celebration held on New Year’s Day 1927. Designed by the architecture firm Shepard and Wisner of Kansas City and erected by Underhill Construction Company, the Herring Hotel took just five-and-a-half months to construct and cost \$1,200,000.²⁸ There were three shifts of construction workers, and during peak construction, there were a total of 667 construction workers on site.²⁹ Upon its completion, the Herring Hotel was reportedly the fourth largest hotel in Texas with 600 rooms (Figure 4).³⁰

Although C.T. Herring owned the building, the Herring Hotel was leased and operated by Ernest O. Thompson, who was president of the nearby Amarillo Hotel located at SW 3rd Avenue and S. Polk Street. In Thompson’s opinion, Herring sought to “build a monument to himself in the form of a 600-room hotel,” which piqued his interest.³¹ After Herring agreed to let Thompson lease the building, Thompson drafted the terms and hired Shepherd and Wisner, who he had commissioned for several of his other hotels, including the Wilbarger Hotel in Vernon, Texas, and Memphis Hotel in Memphis, Texas.³² Herring was involved with the construction of the Wilbarger Hotel, as he had connections to the city through his banking, lumber, and ranching ventures. The Herring Hotel and Amarillo Hotel operated separately; however,

²³ “14-Story Building Completed in Five and One-Half Months,” *Amarillo Daily News*, December 31, 1926.; John Willy, ed., “Annual Meeting of Texas Hotel Association,” *Hotel Monthly* 35 (1927): 60.

²⁴ “The New Palo Duro Hotel,” *The Amarillo Globe-Times*, June 1, 1924, Newspapers.com.

²⁵ Smith, *Amarillo*, 74. “Capitol Hotel is Formally Opened Today,” *The Amarillo Globe-Times*, February 15, 1928, Newspapers.com.; “Amarilloans See Capitol Hotel Opening,” *The Amarillo Globe-Times*, February 16, 1928, Newspapers.com.

²⁶ Smith, *Amarillo*, 68-70; “The Amarillo Hotel, 1889 to 1965,” History of Amarillo, Texas, accessed November 30, 2022, <http://amarillo-texas-history.blogspot.com/2019/01/the-amarillo-hotel-1899.html>.

²⁷ “City Landmark Faces Demolition for Civic Center Expansion,” *The Amarillo Globe-Times*, August 26, 1977, Newspapers.com.

²⁸ “14-Story Building Completed in Five and One-Half Months,” *Amarillo Daily News*, December 31, 1926.; John Willy, ed., “Annual Meeting of Texas Hotel Association,” *Hotel Monthly* 35 (1927): 60.

²⁹ Willy, *Hotel Monthly*, 60.

³⁰ Joe Sonderman, *Route 66 in Texas*, Images of America, (Charleston: Arcadia Publishing, 2013), 92.

³¹ Willy, *Hotel Monthly*, 60.

³² Willy, *Hotel Monthly*, 60.

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they shared laundry and refrigerating facilities.³³ Thompson served as president of the Herring Hotel until his death in 1966.³⁴

The Herring Hotel is considered a “sister hotel” to Kansas City’s Hotel President (NRHP #64000395; 1982) also designed by Shepard and Wisner and completed in 1926. The building’s exterior boasts more high-style and Jacobean decorative elements compared to that of the Herring Hotel; however, the general massing and layouts of the buildings are similar. Additionally, both lobbies boast mammoth columns, decorative plaster ceilings, and marble floors. The Hotel President underwent comprehensive rehabilitation efforts and subsequently reopened as the Hilton President Kansas City in 2006.

In Amarillo, Shepard and Wisner designed the twelve-story annex to the Amarillo Hotel, which was demolished in 1978. Additionally, they designed the Landergin-Harrington House (NRHP #77001466, 1977), First Presbyterian Church (NRHP #91001649, 1991), and Amarillo Building (NRHP #100002131, 2018), all of which are still standing. However, the Herring Hotel is the only extant hotel in Amarillo designed by Shepard & Wisner.

Upon its completion in 1926, the Herring Hotel was the epicenter of Amarillo’s social and business life. With its 600 rooms, each complete with its own bathroom, short-term and long-term stays were offered to visitors. An *Amarillo Globe-Times* advertisement from October 27, 1927, stated that “permanent guest rooms” were as low as \$40.00 per month for individuals and \$45 per month for couples. A later *Amarillo Globe-Times* advertisement from December 6, 1928, called readers to “close [their] home and save money” by renting a room on a permanent basis. By this time, permanent guest rooms were as low as \$30.00 per month, with rates for transient, or short-term, rooms at \$2.00 and \$2.50 per night. Typically, each room had two twin beds, with other rooms having two Murphy beds and one davenport sofa (Figure 4).³⁵ It cost \$319.00 to furnish each hotel room, which was outfitted with Simmons metal standing furniture, including a “Coxwell chair, straight chair, writing desk, gateleg table,” beds, and davenport sofa.³⁶ Each hotel room had a bathroom with an enameled bathtub.³⁷ C.T. Herring had a multi-room suite.

The hotel advertised the following amenities to guests as outlined in a November 28, 1928, *Amarillo Globe-Times* advertisement: “steam heat, outside exposure, circulating ice water, daily maid service, telephone in every room, private bath, and luxurious appointments.” Additionally, the hotel had a beauty and barber shop, pharmacy, coffee shop, cigar shop, and garage, the latter of which was located at the north end of the existing parking lot at 202 S. Pierce Street and has since been demolished. Upon the building’s completion, offices of the Yellow Cab and Amarillo Oil Exchange operated out of the building, and by 1929, a branch office of the Postal Telegraph opened. Additionally, on the second floor were five sample rooms which allowed a salesman to display his goods, meet with clients, and rest within one room, which positively impacted the local economy.

Numerous conventions and banquets were hosted in the Herring Hotel’s Crystal Ballroom throughout its forty-year history. One of the earliest documented conventions was for the Panhandle Livestock Association between March 1 and March 3, 1927, as detailed in the *Lubbock Morning Avalanche*. In its earliest years of operation, other events were held for the local Odd Fellows, Potter County Federation of Women, Daughters of the American Revolution, Maytag Company, International Harvesters, and U.S. Highway No. 66 Association, among others. Advertisements in the *Amarillo Globe-Times* featured upcoming dances as well as dance and cooking classes. In 1930, the hotel held an art show for H.D.

³³ Willy, *Hotel Monthly*, 59.

³⁴ City Directory of Amarillo, 1965.

³⁵ Willy, *Hotel Monthly*, 60.

³⁶ Willy, *Hotel Monthly*, 60.

³⁷ Willy, *Hotel Monthly*, 60.

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Bugbee, the Western American artist who would later craft the eleven western-scene murals in the Herring Hotel's Old Tascosa in 1942.³⁸

Completed in the basement of the Herring Hotel in 1942, the Old Tascosa provided "fine foods" and "high class entertainment" to Amarillo visitors and residents.³⁹ Amarillo architect, Guy A. Carlander, themed the room based on the western ranch motif, as the restaurant was named for the late nineteenth century boomtown-turned-ghost town just northwest of Amarillo. Waitresses reportedly dressed as cowgirls, and brand logos from regional ranches decorated the walls. Eleven murals created by H.D. Bugbee that depicted Western American life were painted directly onto the dining room's plaster walls. Additionally, Bugbee provided the artwork for the menus, which were designed as souvenirs.⁴⁰ Old Tascosa used custom furniture made from leather, cedar wood, and old wagon wheels. Upon the restaurant's opening, the *Daily Amarillo* reported that the "cashier's stand is the weaning pen, there are chutes for the waitresses, a dance floor which is enclosed with a log fence and for the atmosphere one of the original bars of this western country."⁴¹ On the restaurant's opening night, accordionist June Partell and fiddler Tommy Decker performed.⁴² In the 1940s, The Dick Morton Band was the Old Tascosa's resident band (Figure 7). Dick Morton headed the seven-piece band, which formed at the University of Kansas and had additional contracts with the Silver Moon Club in Alexandria, Louisiana, and the Kansas City Club in Kansas City, Missouri.⁴³

In addition to the Herring Hotel's Crystal Ballroom and Old Tascosa, the XIT Room, also known as the XIT Ballroom, was located on the second floor within the footprints of the original coat check room, restroom, and stenographer room (Figure 14). The XIT Room opened around 1950 and was named for the XIT Ranch that historically comprised unsettled areas of Panhandle as early as the 1880s.⁴⁴ The XIT room was primarily used for luncheons and meetings.

In the 1960s, the Herring Hotel's patronage and occupancy rate slowly declined, and in 1965, the Herring Hotel Corporation filed for bankruptcy. The hotel was sold to Morris Steinbaum of Beverly Hills, California, in 1967, and the hotel remained open until early 1969.⁴⁵ By the latter half of 1969, the hotel closed and underwent an estimated \$1.5 million in renovations to become office space. The federal government entered at twenty-year lease, which included a total of 77,935 square feet of space on the first and sixth through thirteenth floors.⁴⁶ The building advertised office space for non-governmental commercial tenants as well.⁴⁷ The building was to be renamed to the Amarillo Federal Building; however, it was ultimately rebranded as the Herring Plaza. The building continued to house a restaurant, barber shop, beauty shop, pharmacy, and the Old Tascosa throughout the Herring Plaza's operation. The XIT Room became the XIT

³⁸ "Harold Bugbee's Art Work on Exhibition at Herring Hotel," *Amarillo Globe-Times*, March 18, 1930, Newspapers.com.

³⁹ Staff, "Old Tascosa, Bugbee Opening," *Daily Amarillo*, Sept. 1942. Available in H.D. Bugbee clipping file at Panhandle Plains Historical Museum archives.

⁴⁰ Staff, "Old Tascosa, Bugbee Opening," *Daily Amarillo*, Sept. 1942. Available in H.D. Bugbee clipping file at Panhandle Plains Historical Museum archives.

⁴¹ Staff, "Old Tascosa, Bugbee Opening," *Daily Amarillo*, Sept. 1942. Available in H.D. Bugbee clipping file at Panhandle Plains Historical Museum archives.

⁴² T. Lindsay Baker, *Portrait of Route 66: Images from the Curt Teich Postcard Archives*, (Norman, OK: University of Oklahoma Press, 2016), Google Books, https://www.google.com/books/edition/Portrait_of_Route_66/G4L1DAAAQBAJ?hl=en&gbpv=0.

⁴³ *The Billboard 1944 Music Year Book* (Chicago, IL: The Billboard Publishing Company, Inc., 1944), 317, Google Books, https://books.google.com.au/books?id=cBoEAAAAMBAAJ&source=gbs_all_issues_r&cad=1.

⁴⁴ H. Allen Anderson, Handbook of Texas Online, "XIT Ranch," last modified July 15, 2020, accessed June 1, 2022, <https://www.tshaonline.org/handbook/entries/xit-ranch>.

⁴⁵ Anna Catherine Day, "Legal Fees, Tax Payments Sought," *The Amarillo Globe-Times*, April 3, 1969, Newspapers.com.

⁴⁶ Anna Catherine Day, "12 Agencies Into Herring By April 3," *The Amarillo Globe-Times*, December 16, 1969, Newspapers.com.

⁴⁷ City Directory of Amarillo, 1971, Advertisement, pg. 63.

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Coffee Shop, at which time the room was renovated to its existing condition. By the late 1970s, most of the federal government and commercial tenants left the building, and the building has remained vacant for the last four decades.⁴⁸

Cornelius Taylor Herring

Cornelius Taylor Herring was born in 1849 in Grayson County, Texas, as one of eight children to Jesse and Sarah Herring.⁴⁹ At thirteen years old, Herring began his career in cattle ranching, and within two years, he had acquired 100 head of cattle.⁵⁰ Following the Civil War, Herring formed a partnership with his brother Emerson, where they bought cattle in Navarro County, southeast of Dallas, and drove them to Shreveport, Louisiana, where they were then shipped to New Orleans. During his travels, Herring met his wife, Sarah, and in 1872, the Herrings purchased farmland in Smith County, Texas, where they would have two children.⁵¹ Over the next fifteen years, Herring and his business partners amassed a considerable herd of cattle in what is now Greer County, Oklahoma, increasing their herd size from 100 in 1863 to 12,000 by 1887.⁵² In 1888, Herring and his wife, Sarah, separated when she declined to relocate away from her family in east Texas to be closer to Herring's business ventures in the Panhandle region.

In September 1889, Herring married Elizabeth (Birdie) Smithey of Fort Worth, Texas, and the two quickly moved to Wilbarger County, Texas.⁵³ There, Herring befriended Quanah Parker and went into business with him, providing additional security to the cattle stock.⁵⁴ By 1894, Herring's herd had increased to 20,000, and in 1895, Herring opened the C.T. Herring Banking Company in Vernon, Texas.⁵⁵ He further diversified his business interests by constructing the Wilbarger Hotel, also in Vernon, with Ernest O. Thompson, and buying thirteen lumber companies throughout north Texas.

Although he regularly worked in the Panhandle region while driving cattle, Herring's first business venture in the area occurred in 1904 when he purchased the Seven-Up Ranch in Castro County. He acquired additional land in 1907 when he and his son, William, purchased 100,000 acres of the L.S. Ranch in Oldham County. With those interests in place, Herring moved to Amarillo where Herring conducted business and expanded his cattle empire out of his seventeen-room mansion. From his home in Amarillo, Herring purchased the Kit Carson Ranch in Hutchinson County, the Y Ranch near Paducah, Texas, the H-Anchor Ranch in Crowell, Texas, a ranch near Big Bend National Park, and farms in Hartley and Moore counties.⁵⁶

Herring served as the first president of the West Texas Chamber of Commerce, which included the entire Panhandle region, and he was also president of the Tri-State Fair Association.⁵⁷ Additionally, he owned the Palo Duro Hotel, a five-story, 112-room hotel constructed in 1924 and located at the corner of 3rd Avenue and Fillmore Street in downtown Amarillo.⁵⁸ Ultimately, he sought to "build a monument to himself in the form of a 600-room hotel," which led to the

⁴⁸ Liz Carmack, *Historic Hotels of Texas: A Travel Guide*, (China: Everbest Printing Co, 2007).

⁴⁹ Thomas William Herringshaw, *Herringshaw's American Blue Book of Biography* (Unknown Publisher, 1914).

⁵⁰ Hutchinson County Historical Commission, *History of Hutchinson County, Texas: 104 years, 1876-1980* (Dallas: Taylor Publishing Company, 1980), 396, <http://texashistory.unt.edu/ark:/67531/metaph20204/>.

⁵¹ Hutchinson County Historical Commission, *History of Hutchinson County, Texas*, 396.

⁵² Hutchinson County Historical Commission, *History of Hutchinson County, Texas*, 396.

⁵³ Hutchinson County Historical Commission, *History of Hutchinson County, Texas*, 396.

⁵⁴ Hutchinson County Historical Commission, *History of Hutchinson County, Texas*, 396.

⁵⁵ Herringshaw, *Herringshaw's American Blue Book of Biography*.

⁵⁶ Hutchinson County Historical Commission, *History of Hutchinson County*, 397.

⁵⁷ "Heritage Hall of Honor Members," State Fair of Texas, accessed May 2, 2022, <http://bigtex.com/livestock/hallofhonor/hallofhonormembers/>.

⁵⁸ Hutchinson County Historical Commission. *History of Hutchinson County, Texas*, pg. 397

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construction of the Herring Hotel in 1926.⁵⁹ Additionally, in Amarillo he helped finance the Amarillo Building, drafted the first city charter, and owned stock in the Amarillo Gas Company, now Pioneer Natural Gas.⁶⁰ Herring was also the president of the Panhandle Livestock Association and involved with the Texas and Southwestern Cattle Raisers Association, the Rotary Club, Boy Scouts, Odd Fellows, and the Elks Club.⁶¹ Herring died on June 29, 1931, and buried in Amarillo's Llano Cemetery. His widow sold their mansion in Amarillo and moved into a suite at the Herring Hotel, where she lived until her death in 1953.⁶² The mansion was part of the Amarillo College campus until it was demolished in 1970 to create a parking lot.⁶³

Ernest O. Thompson

Ernest Othmer Thompson was born in Alvord, Texas, in 1892 to Lewis Oliver and Flora Lee Agnes (Murray) Thompson. By 1902, Thompson lived in Amarillo, and after receiving his LL.B. from the University of Texas in 1917, Thompson served in World War I and achieved the rank of lieutenant colonel. After the war, he married noted opera singer, May Peterson, and bought the Amarillo Hotel, which was located at SW 3rd Avenue and S. Polk Street and demolished in the 1960s. Although C.T. Herring commissioned the construction of the Herring Hotel, when it opened in 1926 Thompson leased and operated the hotel, serving as its president until his death in 1966.

Thompson served as mayor of Amarillo between 1929 and 1932.⁶⁴ Then, he was appointed to the Texas Railroad Commission in 1932 and won several consecutive elections as chair of the commission. Thompson's time as Railroad Commissioner ultimately allowed him to establish the Interstate Oil Compact Commission under President Franklin Roosevelt. His national leadership in the field of oil and gas gave him the opportunity to represent the United States at the 1937 World Petroleum Congress in Paris. In 1938 and 1940, Thompson unsuccessfully ran as a candidate for governor of Texas. In 1951, he won the gold medal for distinguished achievement from the American Petroleum Institute.⁶⁵ In 1965, Thompson resigned from the Railroad Commission. When he died the following year, he left behind a legacy in the oil and hotel industries.

Architectural Significance

Early 20th Century Hotel Design and the Herring Hotel

Herring Hotel is an excellent local example of early 20th-century hotel design, "a remarkably consistent building type" found in cities across the United States. Architectural historian Lisa Pfueller Davidson argues the building type is a pragmatic design response that emerged from partnerships between hotel chain pioneers, like E.M. Statler, and architectural firms like George B. Post & Sons, within the larger cultural context of efficiency: "For hotel architecture, [this meant] eliminating wasteful design through [systemic, structural, and managerial] efficiency..., encouraging mass consumption of hotel services in the effort to maximize profits...[and] control costs more effectively in the large-scale

⁵⁹ Willy, *Hotel Monthly*, 60.

⁶⁰ State Fair of Texas, "Heritage Hall of Honor Members."

⁶¹ Herringshaw, *Herringshaw's American Blue Book of Biography*.

⁶² H. Allen Anderson, "Herring, Cornelius Taylor," Handbook of Texas Online, Texas State Historical Association, updated October 30, 2019, accessed May 2, 2022, <http://www.tshaonline.org/handbook/online/articles/fhe62>.

⁶³ Hutchinson County Historical Commission. *History of Hutchinson County, Texas*, 397.

⁶⁴ "History of Amarillo City Officials," City of Amarillo, accessed May 16, 2022, <https://www.amarillo.gov/departments/city-manager/city-secretary/history-of-amarillo-city-officials>.

⁶⁵ "General Ernest O. Thompson Historical Marker," Texas Historical Commission, Marker Number 2128, Erected 1966.

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hotel.”⁶⁶ In contrast to the opulent first-class hotels of the late 19th century, architectural decisions for hotels of the 1910s-1920s were subsequently based on precise cost accounting, “making the functional plan primary to hotel design.”⁶⁷

Statler and others pioneered efficient approaches to functional zones, circulation patterns, and floorplans that were replicated in hotels across the nation, including the Herring Hotel. The tri-partite façade organization reflected the multifunctional interiors. Public spaces—commercial stores, lobby, kitchen, restaurant, coffee shop, barber shop—were grouped on the first and mezzanine levels to make circulation more efficient and lessen the strain on a building’s elevator system. Statler initiated dedicated sample-room floors for travelling salesmen in the mezzanine that were separate from guest-room floors. He also maximized the square-footage of guest-room floors by limiting room types and sizes. By creating more rentable rooms, Statler off-set the cost of ensuite bathrooms, an amenity heretofore uncommon.

Technological advances, such as the elevator and the structural frame, played a prominent role in the development of the urban hotel building form.⁶⁸ These advances led to the construction of mid-rise and high-rise hotels with hundreds of rooms on a relatively small urban footprint. Statler The construction of these larger-scale buildings was aided using fireproof materials, including masonry, concrete, and steel, in place of wood, which had been the predominate structural material. Prior to air conditioning, these large-scale hotels were challenged with providing light and air circulation to interior rooms; thus, new building forms were created for high-rise hotels. E, U, C, or T-plan buildings were common, as they created lightwells that allowed each hotel room to have access to daylight and fresh air. Hotel exterior ornament typically favored historicist and regionally inspired themes, like Renaissance Revival, Italian Renaissance Revival, Classical Revival, Spanish Plateresque, Mission Revival, and Gothic Revival. Variations of the Spanish Mediterranean style were used as well, particularly in the American Southwest.

For the Herring Hotel, Shepard and Wisner designed a reinforced concrete, fireproof, three-part vertical block constructed in a U-shape to allow each hotel room to have access to natural light and fresh air, which was typical to hotel design in the early twentieth century. The building’s envelope is clad in brick with clear distinctions between the base, shaft, and capital of the building, typical to a three-part vertical block, defined by cast stone elements often associated with the Italian Renaissance Revival and Classical Revival styles. Overall, the building’s exterior ornamentation is muted with nods to Southwestern/Texan regionalism. As a three-part vertical block, the base and capital of the building boast most of the building’s decorative cast stone elements. Above the main entrance at the south elevation, there is an “Alamo-esque” parapet that harks back to its local identity. The building’s Italian Renaissance Revival elements are centralized at the second floor where there regularly spaced, arched window surrounds with semicircular cast stone pediments.⁶⁹ The windows and pediments are surrounded by stuccoed Roman arches. At the center of the cast stone pediments are Classical style urns flanked by garland swags, harking to the Classical Revival style of the building, which is its predominant influence and further highlighted in the building’s cast stone keystones, belt courses, pilasters, and stone and brick entablatures.⁷⁰ Additionally, at the second floor of the south elevation are two Classical style, cast stone urns that flank a semi-circular parapet wall indicative of the Tudor Revival Style.⁷¹ The interior of the building lacks a defined style, but it boasts high-style elements typical to the period of construction and use of the building, which is highlighted in the use of marble, terrazzo, travertine, plaster, and wood. Circulation patterns and room arrangements have been retained on the

⁶⁶ Lisa Pfueller Davidson, “Early Twentieth-Century Hotel Architects and the Origins of Standardization,” *Journal of Decorative and Propaganda Arts* 25 (2005): 77.

⁶⁷ *Ibid.*, 86 and 91.

⁶⁸ Jay C. Henry, *Architecture in Texas*, 125.

⁶⁹ Pennsylvania Historical & Museum Commission, “Italian Renaissance Revival Style 1890-1930,” Pennsylvania Architectural Field Guide, accessed December 1, 2022, <http://www.phmc.state.pa.us/portal/communities/architecture/styles/italian-renaissance.html>.

⁷⁰ Pennsylvania Historical & Museum Commission, “Classical Revival Style 1895-1950,” Pennsylvania Architectural Field Guide, accessed December 1, 2022, <http://www.phmc.state.pa.us/portal/communities/architecture/styles/classical-revival.html>.

⁷¹ Pennsylvania Historical & Museum Commission, “Tudor Revival Style 1890-1920,” Pennsylvania Architectural Field Guide, accessed December 1, 2022, <http://www.phmc.state.pa.us/portal/communities/architecture/styles/tudor-revival.html>.

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basement and first through fifth floors, which highlights the building's historic use as a hotel. The attention to detail on the interior of the building in juxtaposition to the neutral ornamentation on the exterior highlights Herring, Thompson, and Shepard & Wisner's concentration on the materials and plan of the building to accommodate and keep full occupation of the 600 rooms.

Shepard and Wisner, Architects

Shepard and Wisner was a prominent architecture firm based in Kansas City, Missouri.⁷² Charles E. Shepard was born in 1868 in Iowa, and he received his degree from the University of Iowa. He moved to Kansas City in 1887, where he established his first firm with Martin Vrydagh.⁷³ Their partnership dissolved in 1893 when Vrydagh moved to Pittsburgh, but Shepard continued his firm as Shepard and Farrar with Ernest H. Farrar beginning in 1885. Shepard's partnership with Farrar ended in 1910 when Farrar retired, and firm architect Albert Wisner was promoted to partner. The firm was renamed Shepard, Farrar & Wisner until 1919 when it was changed to Shepard and Wisner.⁷⁴ As Shepard and Wisner, the firm opened additional offices in Tulsa, Wichita, and Amarillo. Wisner left the firm in 1927, and Frederick C. Pickett became Shepard's new partner. Shepard & Pickett dissolved in 1931 when Shepard's failing health and the Great Depression forced the firm to close. Shepard died in 1932.⁷⁵

The work of Shepard, Farrar & Wisner primarily focused on high-end residential design.⁷⁶ In addition to the Herring Hotel, they are noted for their work in Amarillo on the Landergin-Harrington House (NRHP #77001466, 1977), First Presbyterian Church (NRHP #91001649, 1991), and Amarillo Building (NRHP #100002131, 2018). In Kansas City, the firm designed the Hotel President (NRHP #64000395; 1982) and more than 600 residences within the Hyde Park, Mission Hills, and Country Club District neighborhoods.⁷⁷ Shepard's firms also constructed manufacturing, multi-family, religious, and commercial buildings.⁷⁸

*Guy A. Carlander, Architect*⁷⁹

Architect Guy Anton Carlander (c.1888-1975) was born in Pratt, Kansas. He graduated from Ottawa University in Ottawa, Kansas, and then attended the University of Kansas. In 1919, he moved to Amarillo and opened his architectural office one year later. Carlander designed hospitals in Albuquerque, Los Angeles, and Topeka within his first six years of business. The *Amarillo Historical Building Survey* identifies Carlander as the

⁷² Patricia Brown Glenn, Historic Kansas City Foundation, "Sophian Plaza National Register of Historic Places Nomination," October 1982.

⁷³ Sherry Piland, "Early Kansas City Architect: Charles E. Shepard," *Historic Kansas City News*, Dec.-Jan. 1980-1981, Vol. 5, no. 3, pg. 4.

⁷⁴ Sherry Piland, "Early Kansas City Architect: Charles E. Shepard."

⁷⁵ Sherry Piland, "Early Kansas City Architect: Charles E. Shepard."

⁷⁶ Kansas City Historic Preservation Office, "A Study to Determine the National Register Eligibility of Properties in the Country Side Neighborhood East Kansas City, Missouri," City Planning and Development Department, September 2009, Accessed May 2, 2022, <https://mostateparks.com/sites/mostateparks/files/KC%20Country%20Side%20NHE%20Report.pdf>.

⁷⁷ Kansas City Historic Preservation Office, "A Study to Determine the National Register Eligibility of Properties in the Country Side Neighborhood East Kansas City, Missouri," City Planning and Development Department, September 2009, Accessed May 2, 2022, <https://mostateparks.com/sites/mostateparks/files/KC%20Country%20Side%20NHE%20Report.pdf>.

⁷⁸ Sherry Piland, "Early Kansas City Architect: Charles E. Shepard."

⁷⁹ Adapted from "Fisk Medical Arts Building, Amarillo, Potter County, Texas," National Register nomination by Gregory Smith, 2012.

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most outstanding of the city's new architects... He designed the Country Club District and many of its homes in 1923, and he was the first chairman of the Planning Commission in 1927 and a director of the Chamber of Commerce... His Fisk Building and the Summit School in the late 1920s were highly distinguished. Carlander was one of the most important figures in the city in the 1920s and 1930s.⁸⁰

Carlander served as president of the Panhandle Chapter of the Texas Society of Architects, Secretary of Amarillo's first Planning and Zoning Commission, and as a member of the Panhandle-Plains Historical Society. His work can be seen throughout Amarillo and the Texas Panhandle region. As an architect ranging from the early to mid-twentieth century, Carlander's designs spanned several distinct architectural styles, including Gothic Revival, Craftsman, Art Deco, and International styles.⁸¹ Carlander's work in Amarillo included residential, educational, and commercial projects. Educational projects include the Amarillo Junior College Gymnasium, Summit School, and Amarillo College Administration Building. His commercial works include the White and Kirk Department Store built in 1938 and most notably the Fisk Medical Arts Building completed in 1928. After designing and supervising construction of the Fisk Building, Carlander moved his architectural office there before designing and building an office at 4614 Bushland Boulevard in 1932.

'Throughout Texas, several of his buildings are listed in the National Register of Historic Places, including the Northwest Texas Hospital School of Nursing (NRHP #96001234, 1996), and the Garza County Courthouse (NRHP # 1001266, 2001).

H.D. Bugbee, Artist

Harold Dow (H.D.) Bugbee was born in Lexington, Massachusetts on August 15, 1900.⁸² His family moved to Clarendon, Texas in 1914, where they owned and worked a ranch. Bugbee graduated from the local high school in 1917 and attended Texas Agricultural and Mechanical College (now Texas A&M University) and Clarendon College.⁸³ In 1919, he moved to Des Moines, Iowa, to enroll in the Cumming School of Art, where he studied with portraitist Charles A. Cumming.⁸⁴

Bugbee and his wife, Katherine Patrick Bugbee, returned to west Texas in 1921, where Amarillo Hotel owner, Ernest O. Thompson, commissioned him to paint fourteen oil paintings for the hotel.⁸⁵ In 1930, Bugbee hosted an exhibit of his works in the Herring's mezzanine. This exhibit showcased several of Bugbee's earliest works that utilized color, and the exhibit brought in hundreds of visitors.⁸⁶ In 1942, Thompson commissioned Bugbee to painted eleven murals in the Herring Hotel's basement dine-and-dance club, Old Tascosa.⁸⁷

Bugbee's art focused on western American motifs, especially ranching, and his works were primarily sold to ranchmen and art collectors. His Christmas card designs sold internationally. In the 1930s, Bugbee expanded his career as an illustrator, and he provided art for books, "ranch romances," newspapers, trade publications, and the *Panhandle-Plains*

⁸⁰ Charles Hall Page & Associates, Inc., *Amarillo Historic Building Survey*, 27.

⁸¹ Amy Von Lintel, "Panhandle Modernism: Guy A. Carlander, Amarillo Architect, Third Lecture," 2014.

⁸² "Meet our legendary curator," Panhandle-Plains Historical Museum, accessed March 9, 2016, http://panhandleplains.org/pages/hd_bugbee_art_gallery_59.asp.

⁸³ Shanna Foust-Peebles, "Harold Bugbee," *Amarillo Globe-news*, May 19, 2000. Accessed March 9, 2016, http://amarillo.com/stories/051900/his_bugbee.html#.VuBbpfkrLIU.

⁸⁴ "Meet our legendary curator," Panhandle-Plains Historical Museum, accessed March 9, 2016, http://panhandleplains.org/pages/hd_bugbee_art_gallery_59.asp.

⁸⁵ David Saunders, "H.D. Bugbee," *Field Guide to Wild American Pulp Artists*, 2012, accessed May 2, 2022, <http://www.pulpartists.com/Bugbee.html>.

⁸⁶ Newspaper clippings, various, March 1930, H.D. Bugbee clipping file, Panhandle Plains Historical Museum Archives.

⁸⁷ Saunders, "H.D. Bugbee."

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Historical Review. He also worked on several projects with west Texas historian, J. Evetts Haley.⁸⁸ His work in Haley's 1936 book, *Charles Goodnight: Cowman and Plainsman*, gave Bugbee national notoriety.⁸⁹ By 1955, Bugbee was the art curator at the Panhandle Plains Historical Museum.⁹⁰ Though he died in March 1963, Bugbee's work lives on in the Panhandle-Plains Historical Museum, the Hall of State at the State Fair in Dallas, and National Museum of American Art Smithsonian Institution in Washington, D.C.

Conclusion

Panhandle cattle baron and banker Cornelius T. Herring built the Herring Hotel in 1926. Its construction coincided with the height of the Permian Basin oil and gas boom and explosive growth in Amarillo's population and economy. Kansas City architectural firm Shepard and Wiser designed the 15-story three-part vertical block building with 600 rooms, making the Herring Hotel the state's fourth largest upon its completion. With ample lodging, ballrooms, and dedicated salesrooms, the hotel helped Amarillo become an ideal destination for traveling salesman and trade conventions. In 1942, Herring Hotel opened Old Tascosa, a popular restaurant and club. The western-themed venue was decorated by eleven critically acclaimed murals by noted Texas artist Harold D. Bugbee. Herring Hotel operated until 1969 when, under new ownership, eight floors were converted to offices leased by the U.S. government. Although vacant since the 1980s, Herring Hotel retains good integrity to convey its historical and architecture significance. It is the only surviving hotel representing this era of Amarillo's commercial development. Herring Hotel is nominated to the National Register of Historic Places under Criterion A in the area of Commerce for its contribution to the growth and commercial development of Amarillo and Criterion C in the area of Architecture as an excellent local example of early 20th century programmatic and stylistic hotel design; both at the local level of significance. The period of significance is 1926-1969, the year of its construction through the last year it operated as a hotel.

⁸⁸ "Meet our legendary curator," Panhandle-Plains Historical Museum, Accessed March 9, 2016, http://panhandleplains.org/pages/hd_bugbee_art_gallery_59.asp.

⁸⁹ Alan Dale Brown, "The Way It Was...", *The Cattleman*, (Jan 1975): 52.

⁹⁰ Staff, "Appreciation Ceremony May 13 to Honor Harold D. Bugbee," *Donley County Leader*, May 12, 1955, pg. 1.

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Maps

Map 1: Potter County, Texas



Map 2: Herring Hotel, 311 SE 3rd Avenue, Amarillo (Google Earth, Accessed November 2022)

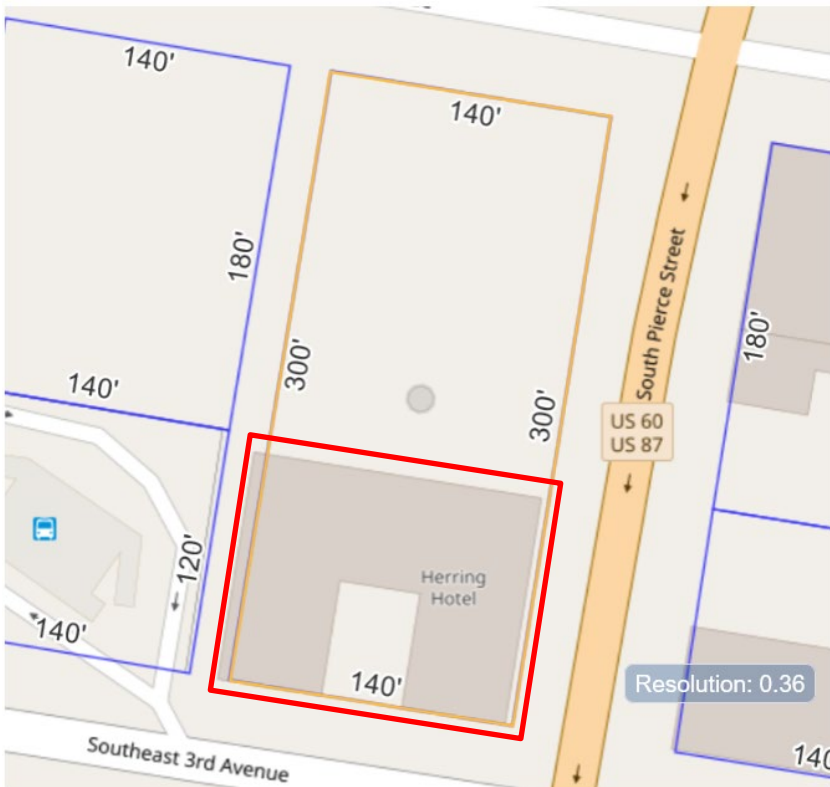


Herring Hotel, Amarillo, Potter County, Texas

Map 3: Amarillo, Herring Hotel 35.210536° -101.832982° (Google Earth, accessed 1/6/2023)



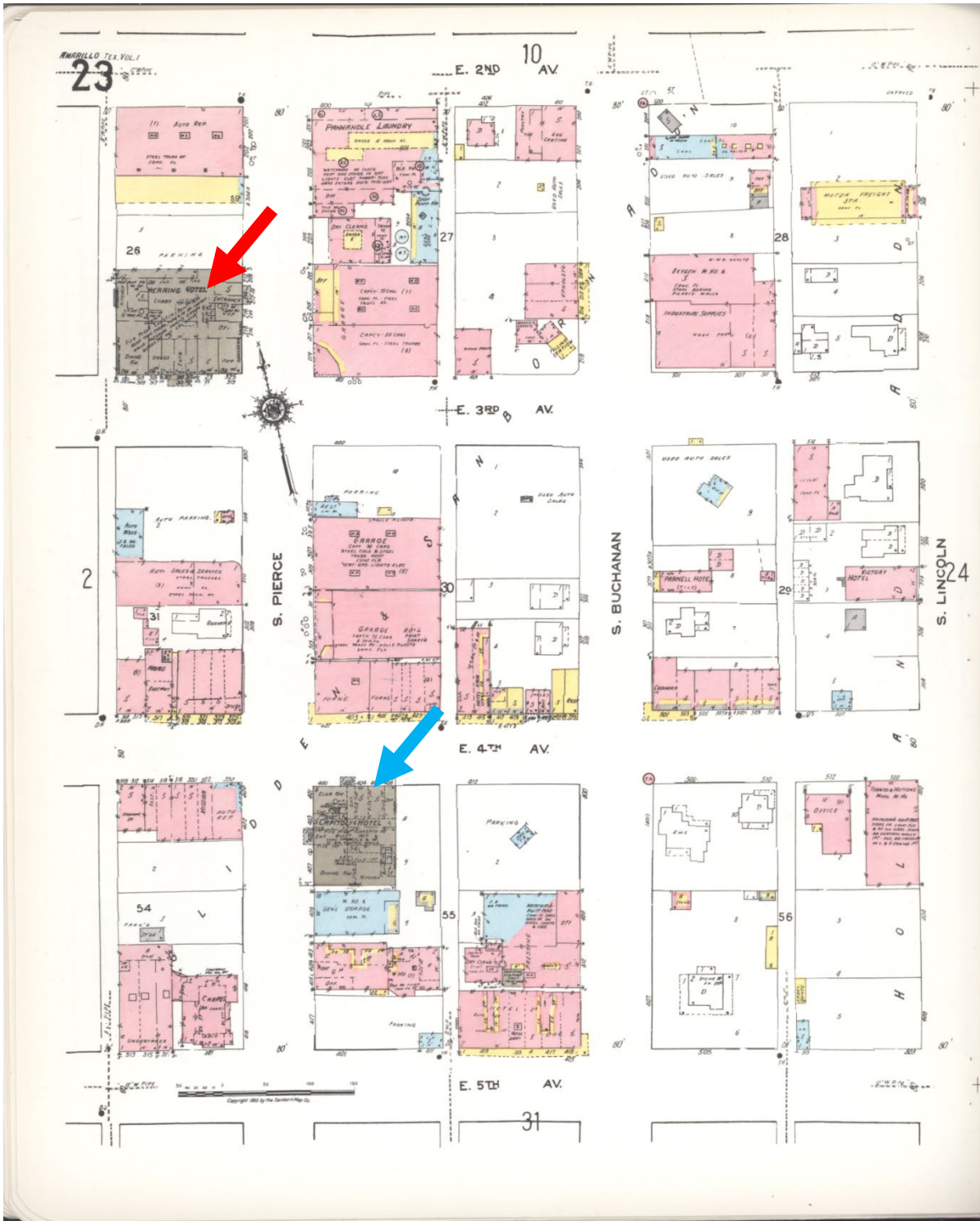
Map 4: UCAD map showing the legal parcel (yellow) and nominated boundary (red). Potter-Randall Appraisal District <https://www.prad.org/property-detail/220011> (accessed 1/6/23)



Herring Hotel, Amarillo, Potter County, Texas

Figures

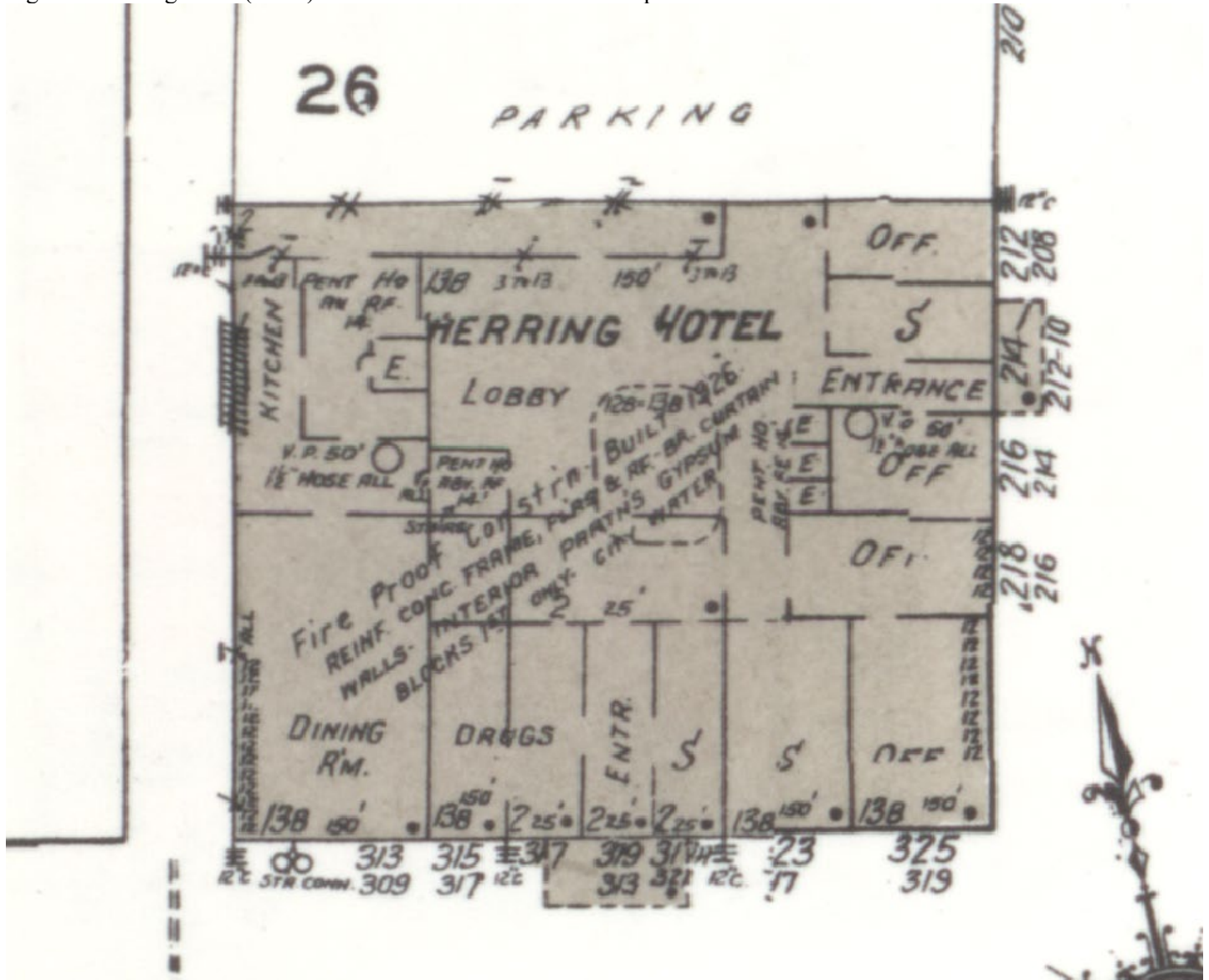
Figure 1. Herring Hotel (red arrow) and Capitol Hotel (blue arrow) on *Sanborn Fire Insurance Map from Amarillo, Potter County, Texas*. Sanborn Map Company, Vol. 1, 1955. Map. https://www.loc.gov/item/sanborn08403_006/.



SBR Draft

Herring Hotel, Amarillo, Potter County, Texas

Figure 2. Herring Hotel (detail) 1955 Sanborn Fire Insurance Map. Source: Ibid.



Herring Hotel, Amarillo, Potter County, Texas

Figure 3. Historic postcard of Amarillo's hotels c. 1940. Courtesy University of Houston.



Figure 4. Historic aerial photograph of downtown Amarillo with the Herring Hotel in the background, c. 1950. Courtesy Amarillo Public Library



Herring Hotel, Amarillo, Potter County, Texas

Figure 5. Herring Hotel c. 1945. Courtesy Robert Goodrich



Herring Hotel, Amarillo, Potter County, Texas

Figure 6. Feature of the Herring Hotel in the *Amarillo Roto Gravure Magazine*, January 31, 1931.



Herring Hotel, Amarillo, Potter County, Texas

Figure 7. Historic photograph of the International Harvesters Meeting at the Herring, March 23, 1937.
Courtesy Amarillo Public Library



Figure 8. The Dick Morton Band playing at Old Tascosa, c. 1940s. Courtesy Melissa Griswold.



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Figure 9. Old Tascosa murals featured in *Amarillo Daily News*, Sept. 19, 1942.

PAGE TWELVE THE AMARILLO DAILY NEWS, AMARILLO, TEXAS

Work of Panhandle Artist Widely Praised

Bugbee Depicts Range World

The great upswing of interest in American historical backgrounds, and the West, may bring a Panhandle cowboy artist, Harold Bugbee, into the greatest fame of his career. This renewed interest in America has come about as a result of the war and of no end of authorities and experts seeing once again the great need for education and interest in our own American history and background.

The tide has definitely turned and now in the big cities artists and writers who have given their lives and their art to America are finding their work appreciated.

Harold Bugbee, undoubtedly, will profit from this new trend because he has dedicated his career to depicting range days of the sixties, seventies and eighties in this great Panhandle country. He has devoted all of his time to the cattle world much as Russell and Remington did.

In time he no doubt will be recognized as their equals and perhaps will outrank them.

Shrewd Promotion

It is unfortunate that artists usually have to starve or die before their work is recognized or else they must attract the attention and friendship of someone in a position to boost their work. Remington had the friendship of top flight army officers who took him into the field with them in the Indian campaigns and the border wars. He literally pushed his way into Harper's and into world fame. Russell's wife was a shrewd business agent and publicity manager. She told and sold the people in Montana on the gold mine they had in their own cowboy artist. He caught on and his work like that of Remington skyrocketed to national acclaim. Their canvasses brought tremendous prices, some paintings selling as high as \$20,000.

Bugbee, younger in years, at this stage of his art, than Russell and Remington were in their careers at a comparable time, has been attracting many faithful boosters. His natural modesty, charm and poise coupled with a fine sense of humor and a great store of good stories, endears people to him. He makes friends easily and keeps them.

Mother's Eye Critical

He has none of the temperament and allegations put on by some artists and writers. He works sincerely and tirelessly in a studio on his father's stockfarm near Clarendon. His mother, herself an artist and an excellent art critic, surveys his work with kindly but frank eyes. She early put Harold under the tutelage of a noted Boston artist. He attended A. and M. College and is one of its proud boosters. He married Kathryn Patrick several years ago. They were childhood sweethearts and she is one of his greatest boosters. Mrs. Bugbee serves her father, W. H. Patrick, president of the First National bank in Clarendon, as secretary. The remainder of her time is devoted to boosting Harold and his work.


Wedmen's-v-1-B,OSR

Handles Illustrations


Mr. Bugbee has had every hour of his time occupied for the last several years. He does illustrations for a number of western magazines. One of his most ardent boosters is Miss Fannie Ellsworth, editor of *Ranch Romances*. The walls of her office are lined with his sketches. Harold has done much book illustration and did scores of sketches during the past two years for two big western volumes not yet published.

One of these is the story of Major George W. Littlefield, founder of the LIT ranch, and the other is by Colonel Edward N. Wentworth who is doing a history of the sheep industry in the West. His illustrations of special articles in the *Columbia News*.


HAROLD BUGBEE'S BIG MURAL which covers the wall at the entrance to Old Tascosa shows five fine cowhorses at the hitching rack of the Old Equity bar in Tascosa. The sign on the wall is an exact replica of the old sign in the days of long ago.



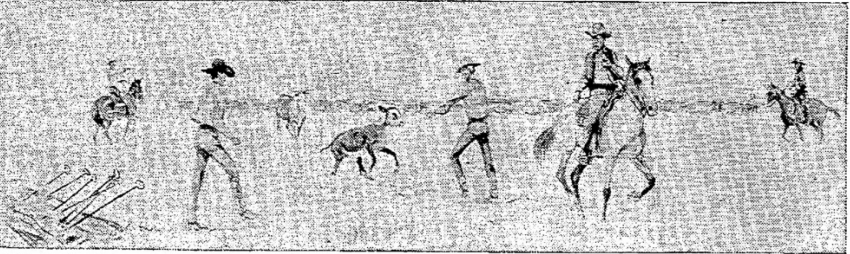
VISITORS WILL BE TALKING about this roping scene long after their stay in the Old Tascosa room at the Herring. The painting has the color and action that commands attention and old-time cowhands will want to buy a horse like either of the two drawn by the artist.



RIDING INTO TOWN for a celebration which already had gotten underway these three cow waddies meet a flock of chickens and one of them shot the head off a duck. There was a killing and the cowpuncher was the second man to be buried in Tascosa's boothhill. You will like the bold action, the color and the life of this picture and the faces of those cowpunchers are a feature.

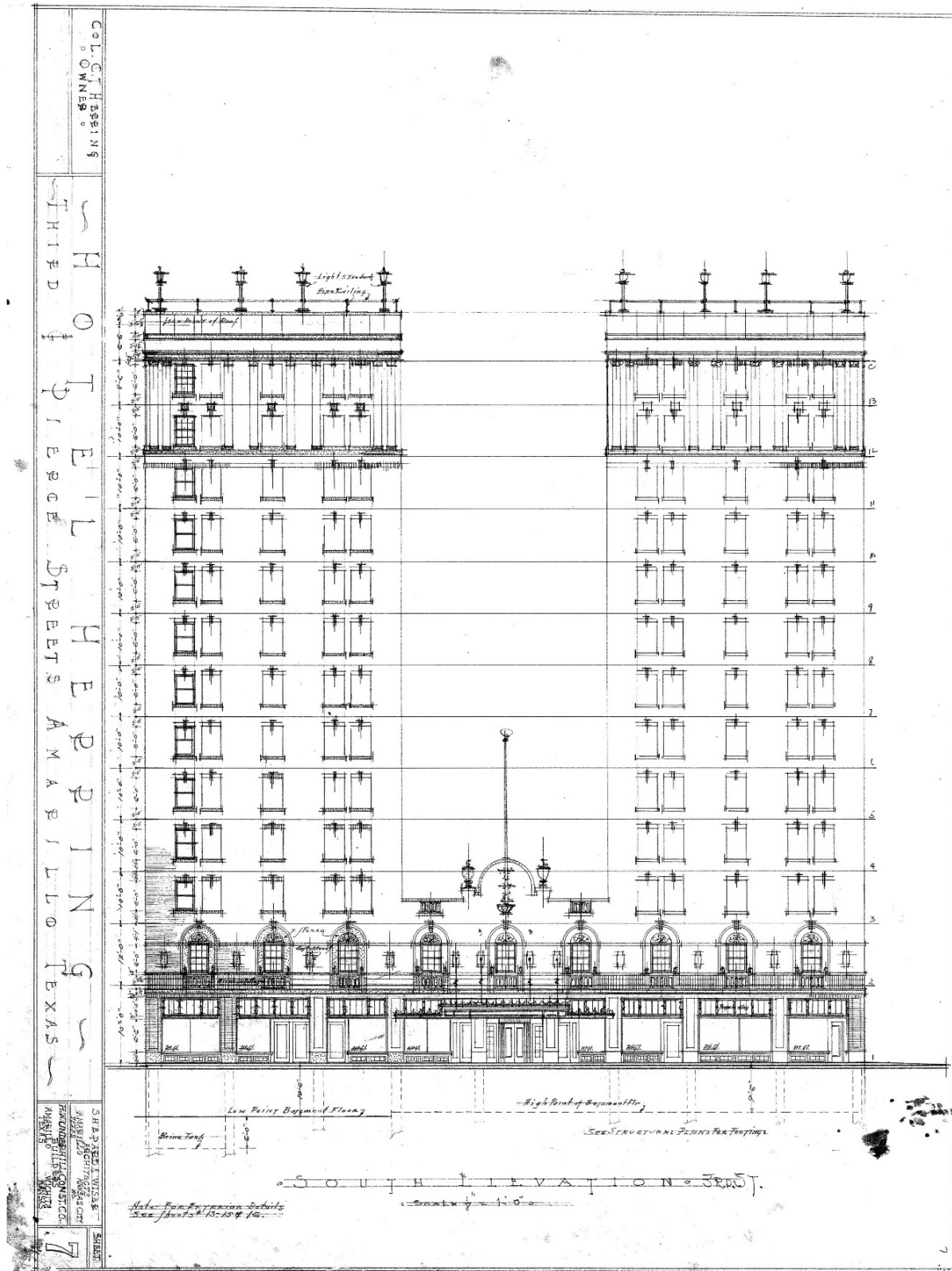


THIS BRANDING SCENE in the Old Tascosa room has a lot of boosters. It is a big picture which brings a familiar range scene into clear focus.



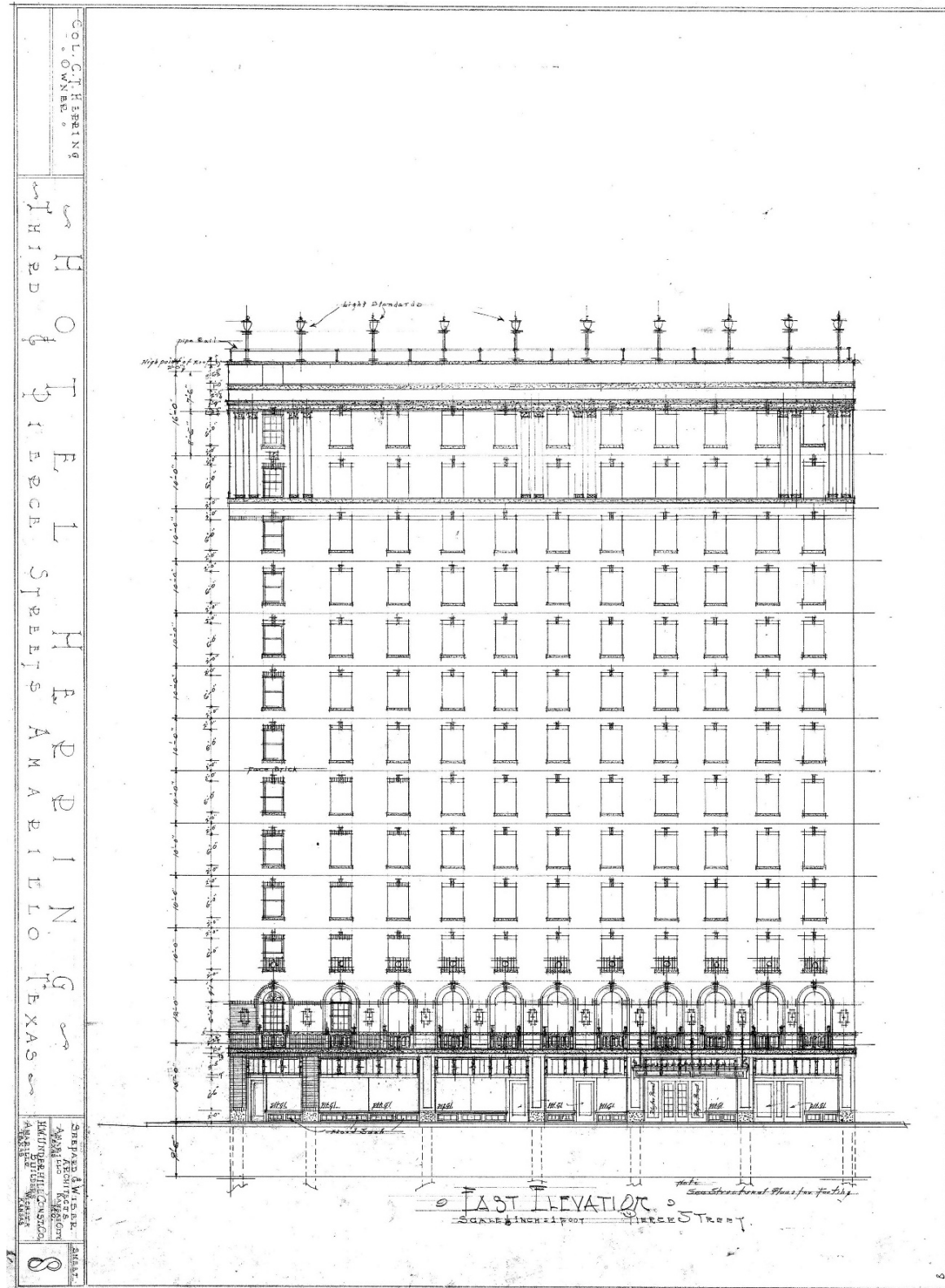
Herring Hotel, Amarillo, Potter County, Texas

Figure 10. Historic Drawing of the South Elevation



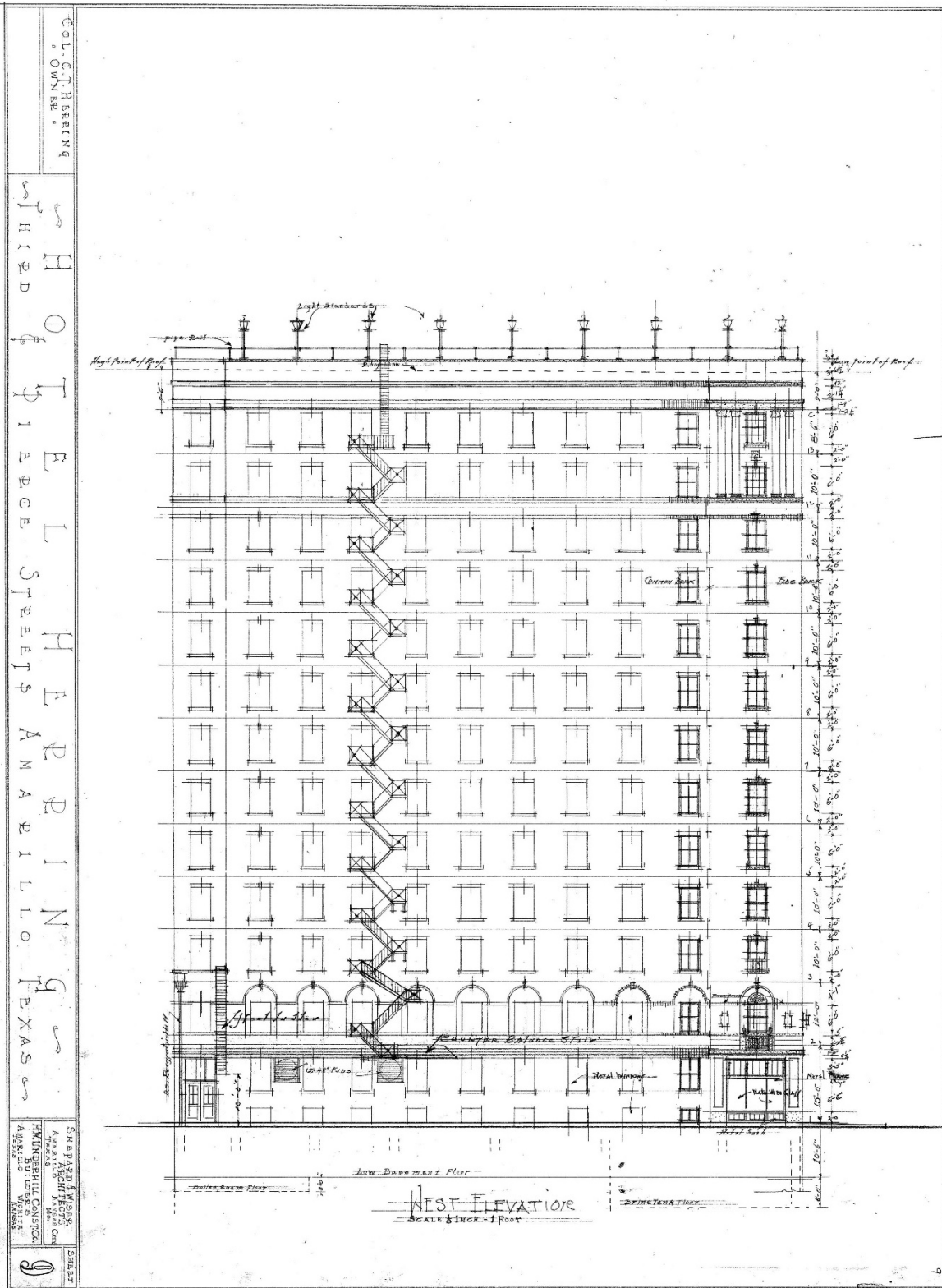
Herring Hotel, Amarillo, Potter County, Texas

Figure 11. Historic Drawing of the East Elevation



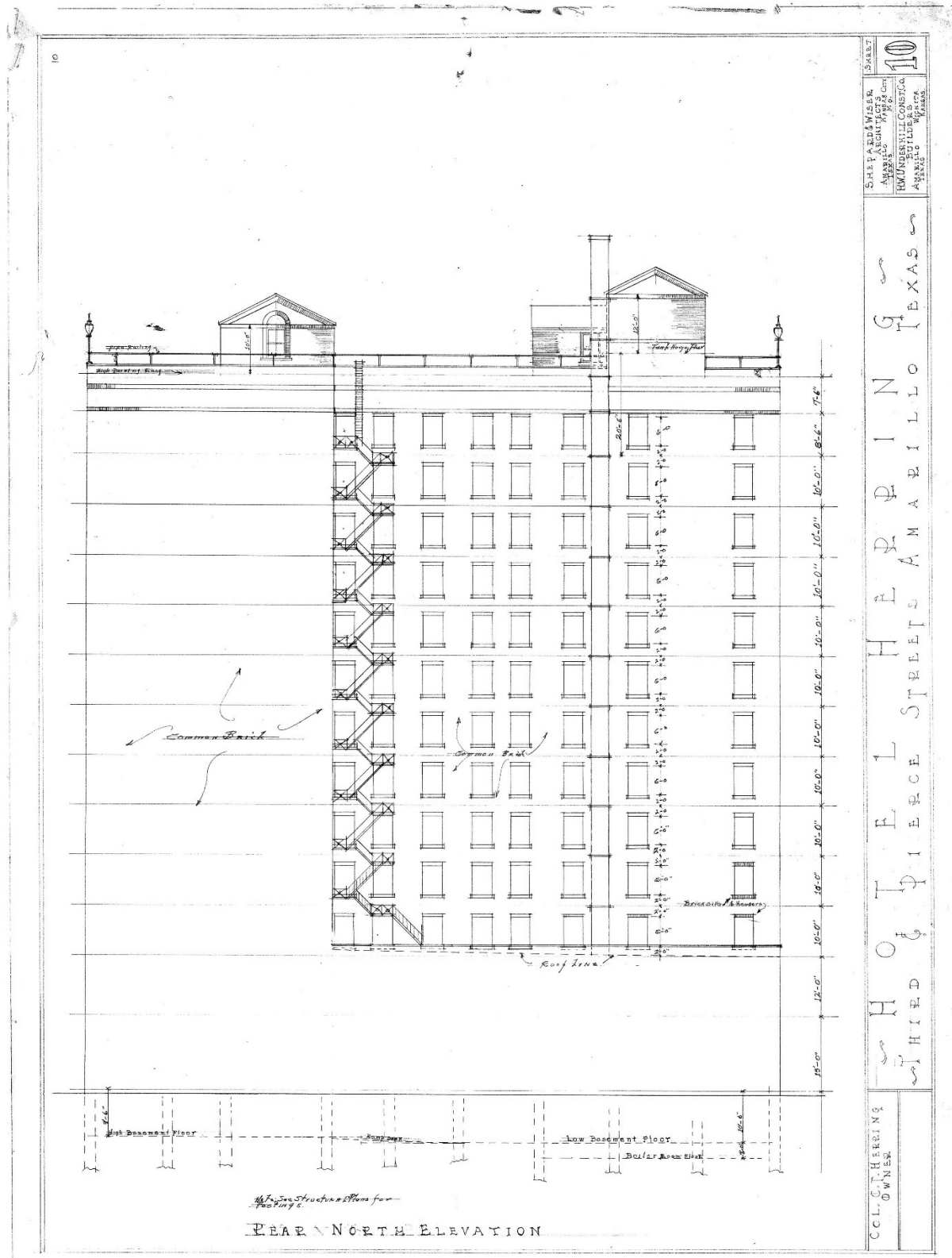
Herring Hotel, Amarillo, Potter County, Texas

Figure 12. Historic Drawing of the West Elevation



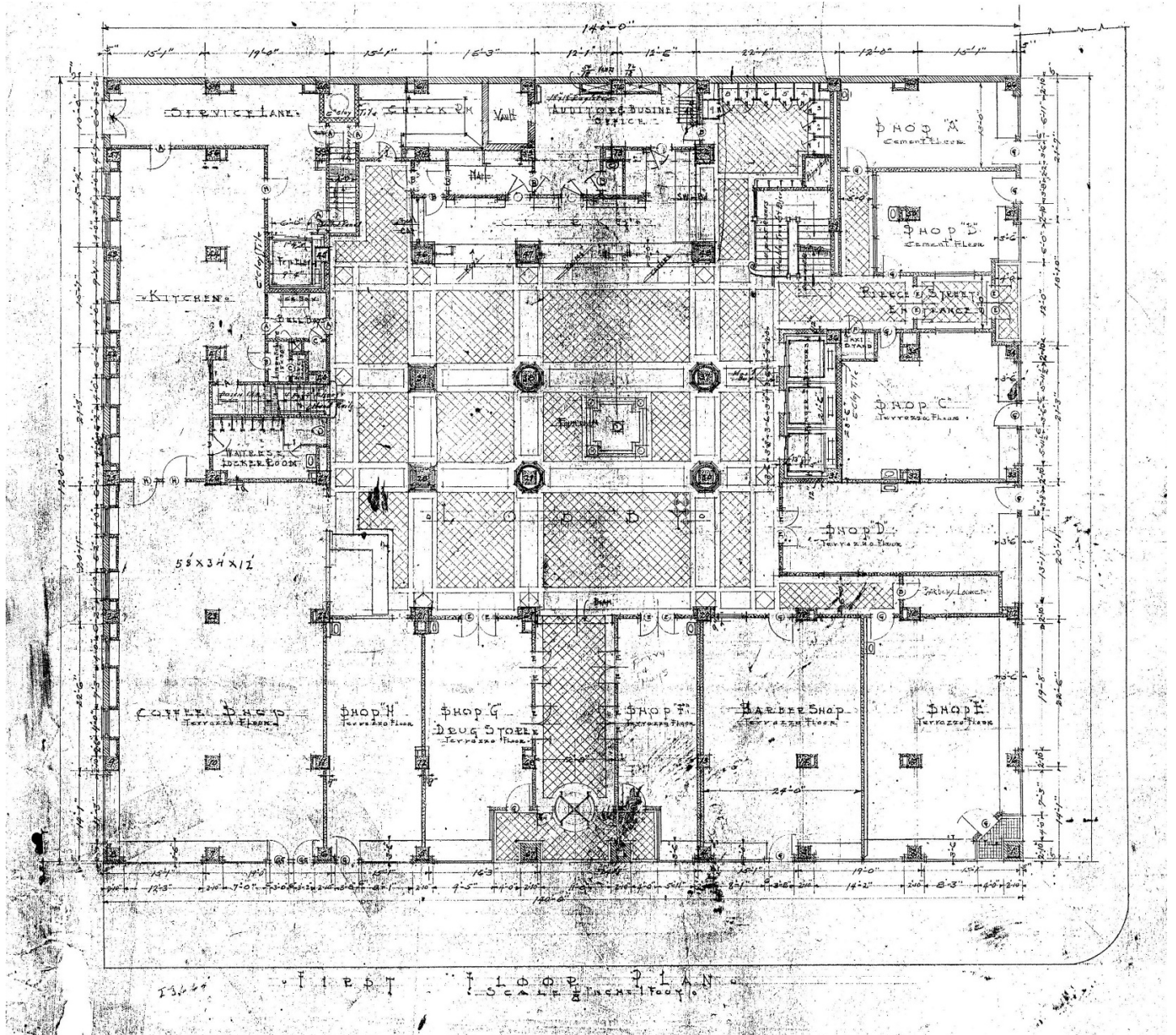
Herring Hotel, Amarillo, Potter County, Texas

Figure 13. Historic Drawing of the North Elevation



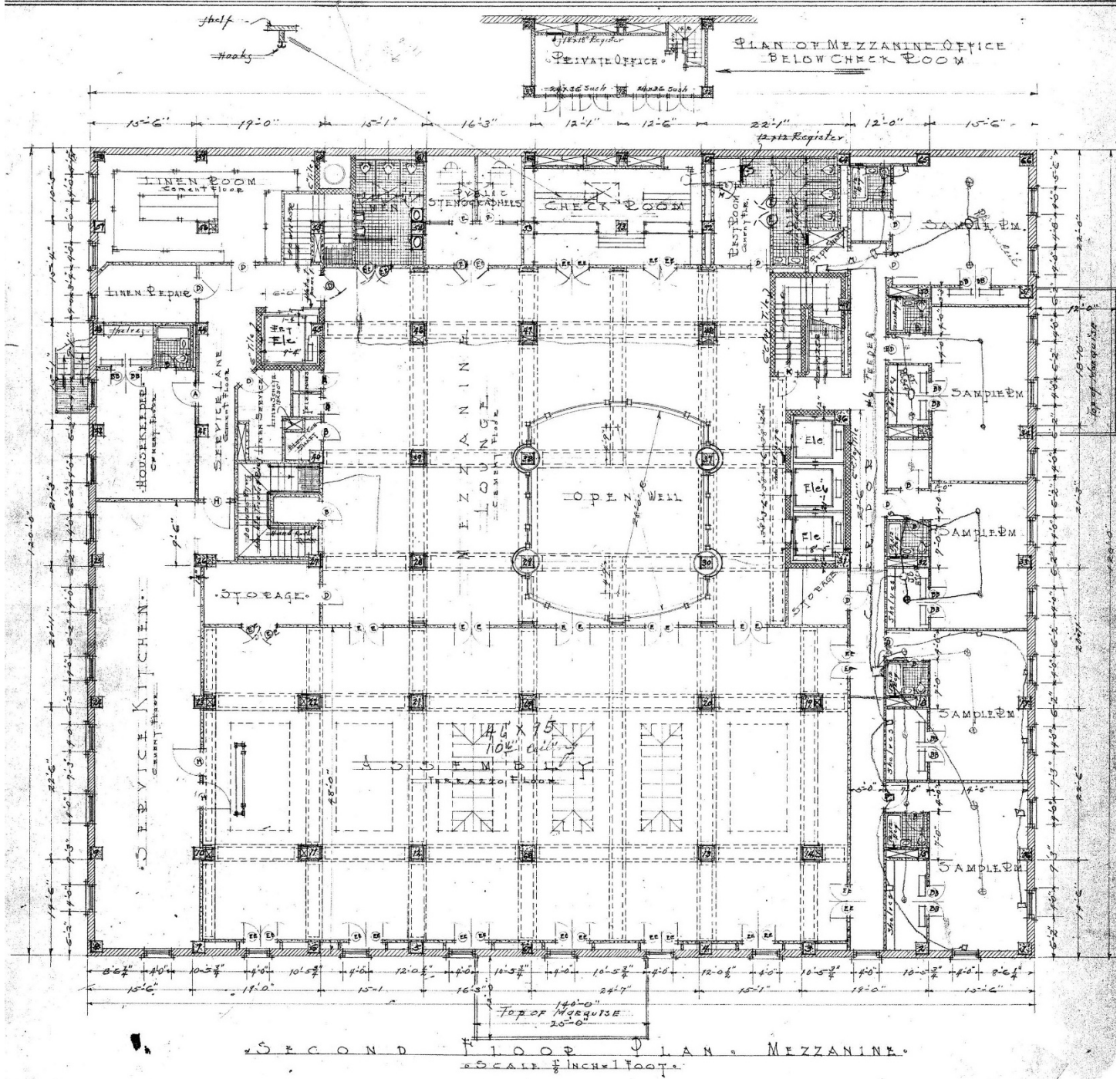
Herring Hotel, Amarillo, Potter County, Texas

Figure 14. Historic First Floor Plan (Cropped)



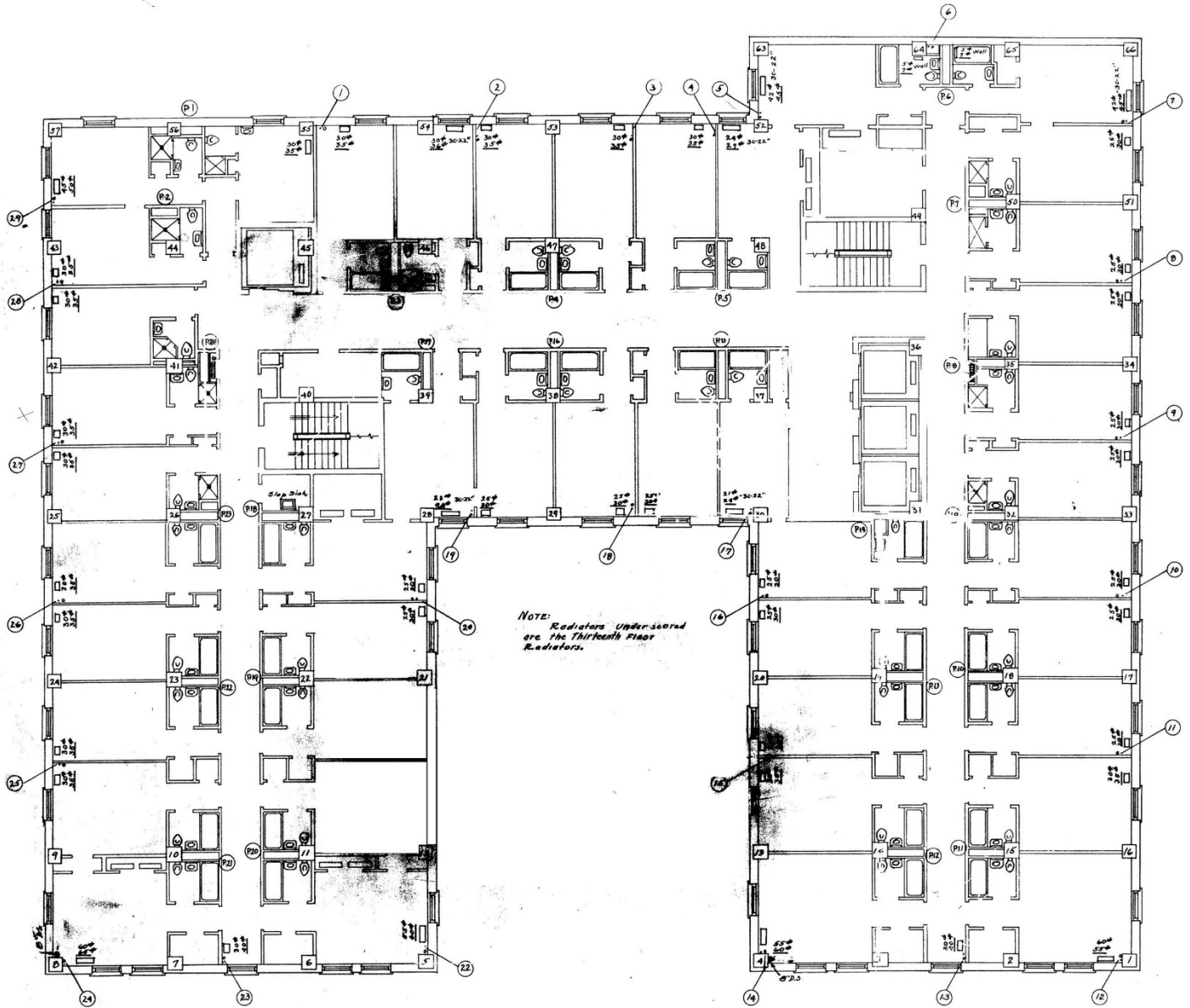
Herring Hotel, Amarillo, Potter County, Texas

Figure 15. Historic Second Floor/Mezzanine Plan (Cropped)



Herring Hotel, Amarillo, Potter County, Texas

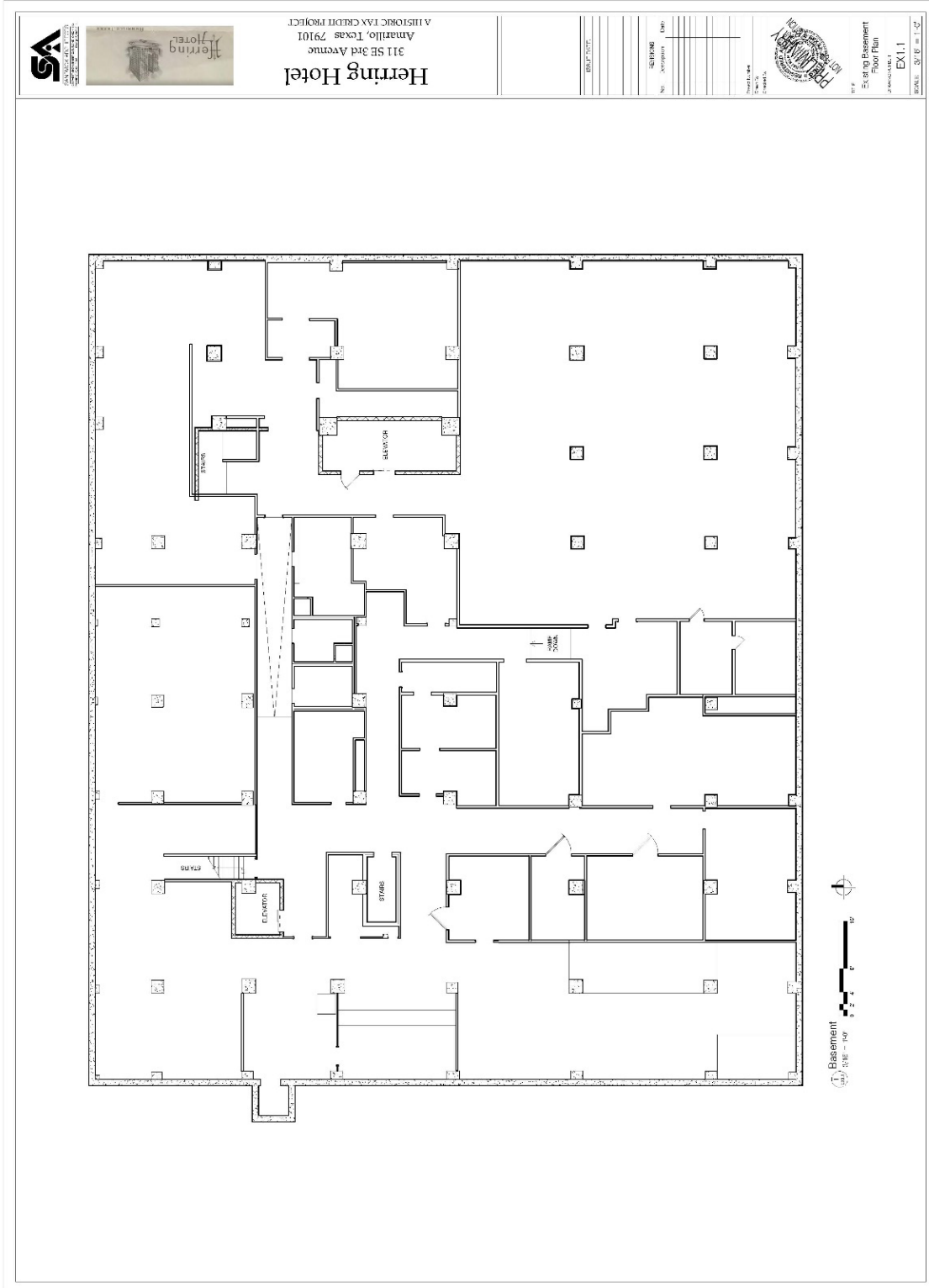
Figure 16. Historic Floor Plan for Typical Floors (3rd-14th Floors) (Cropped)



TYPICAL FLOOR (3-13 Incl.) PLUMBING & HEATING PLAN.
SCALE 3/8"=1'-0"

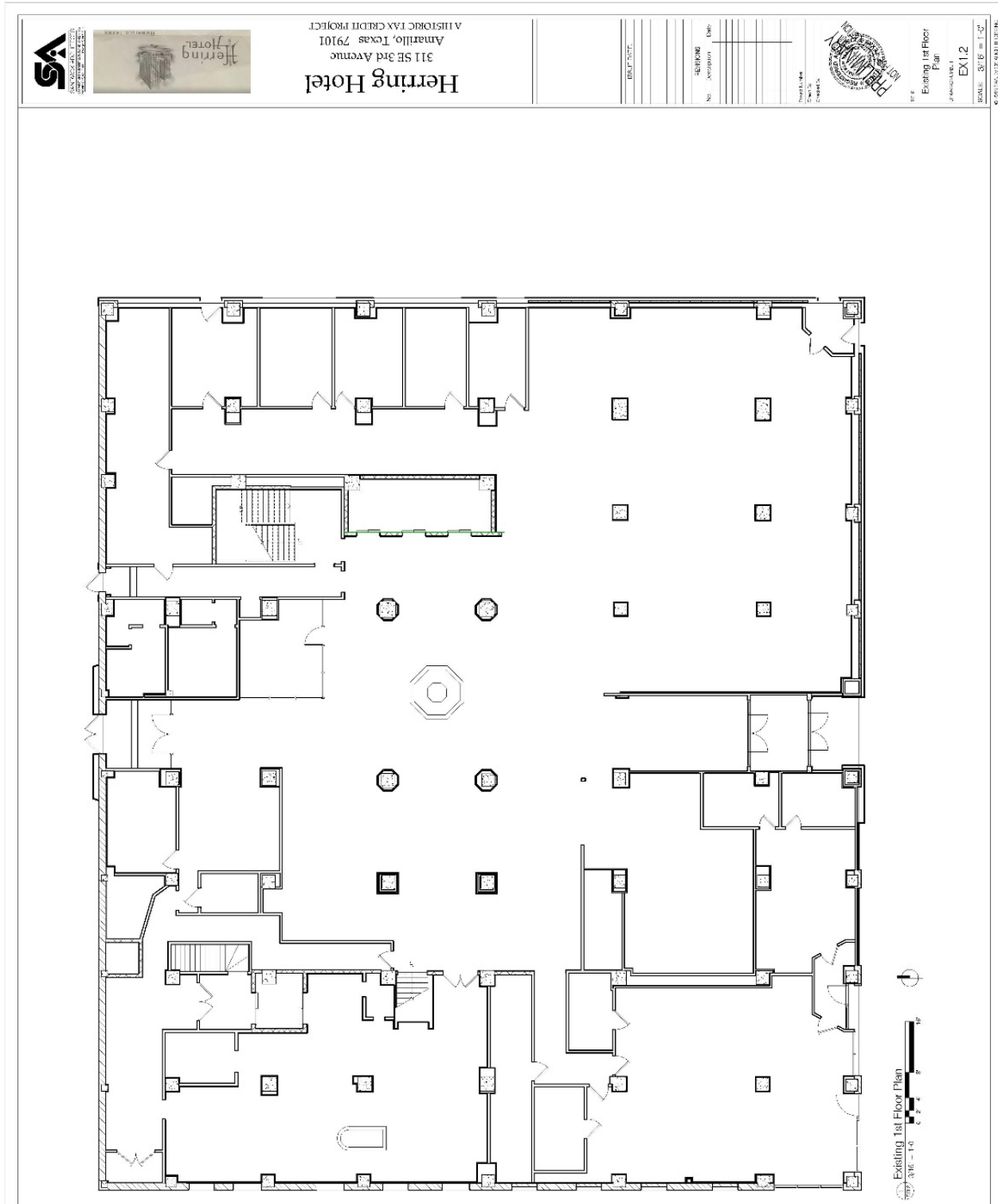
Herring Hotel, Amarillo, Potter County, Texas

Figure 17. Existing Basement Plan



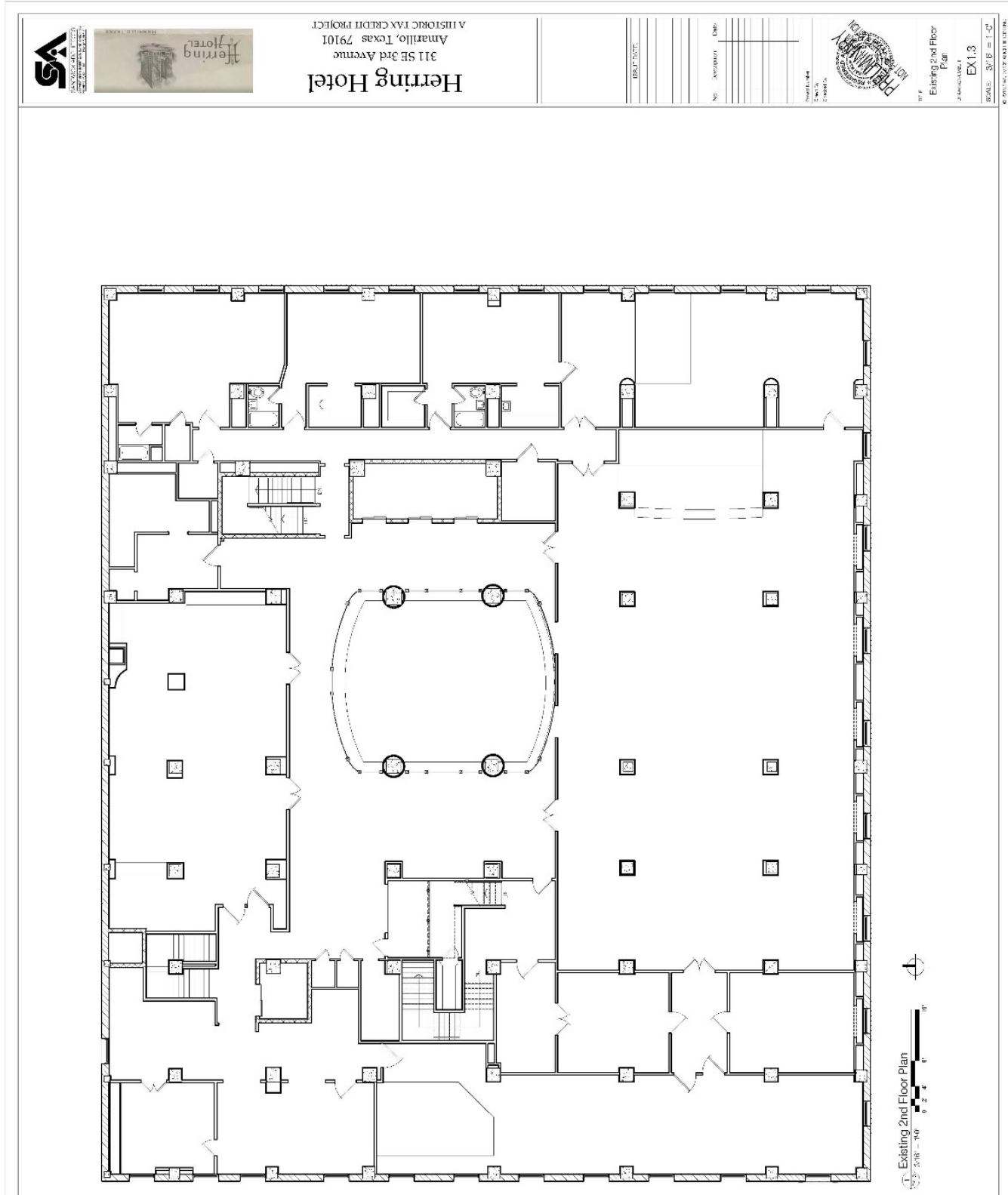
Herring Hotel, Amarillo, Potter County, Texas

Figure 18. Existing First Floor Plan



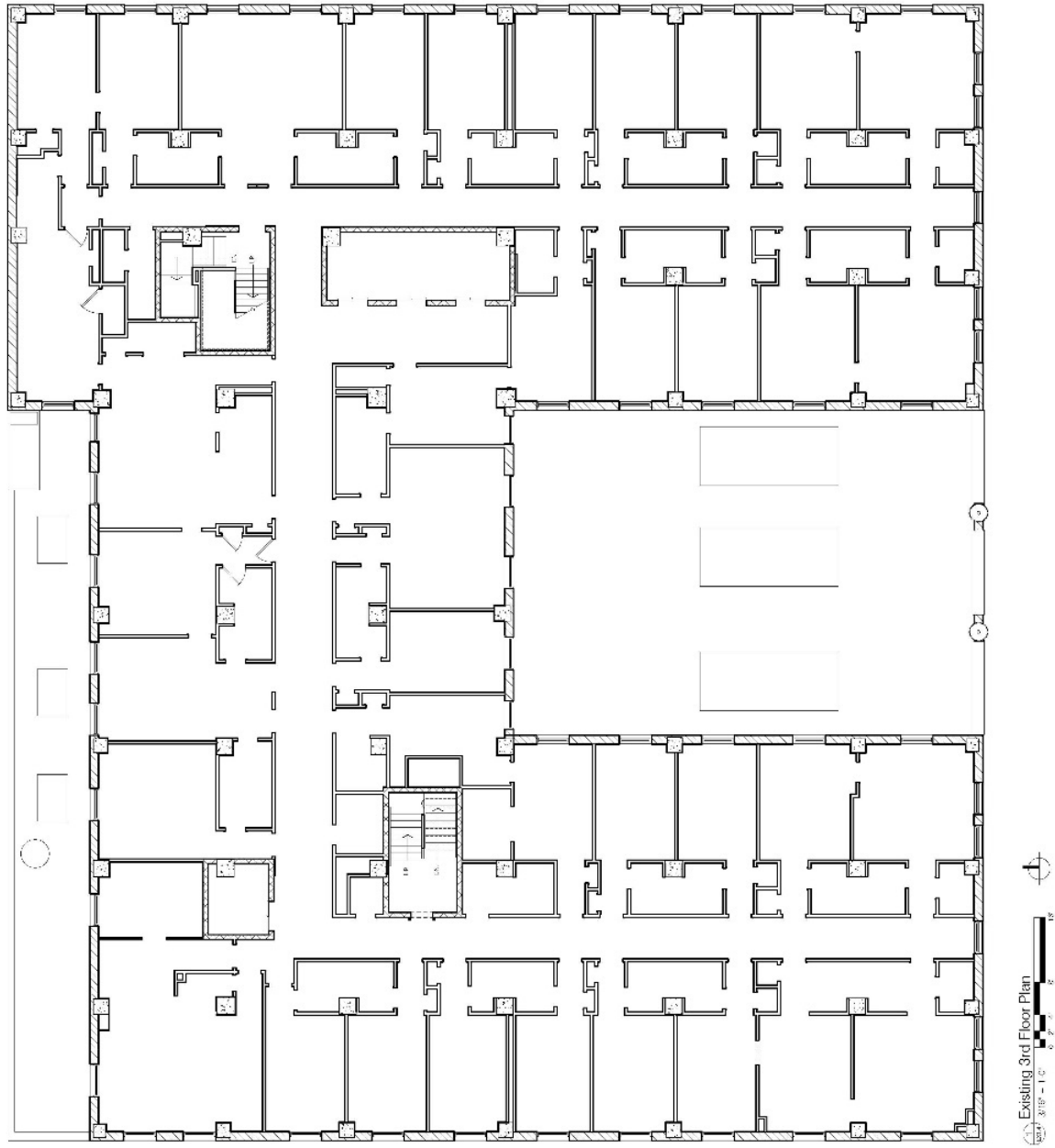
Herring Hotel, Amarillo, Potter County, Texas

Figure 19. Existing Second Floor/Mezzanine Plan



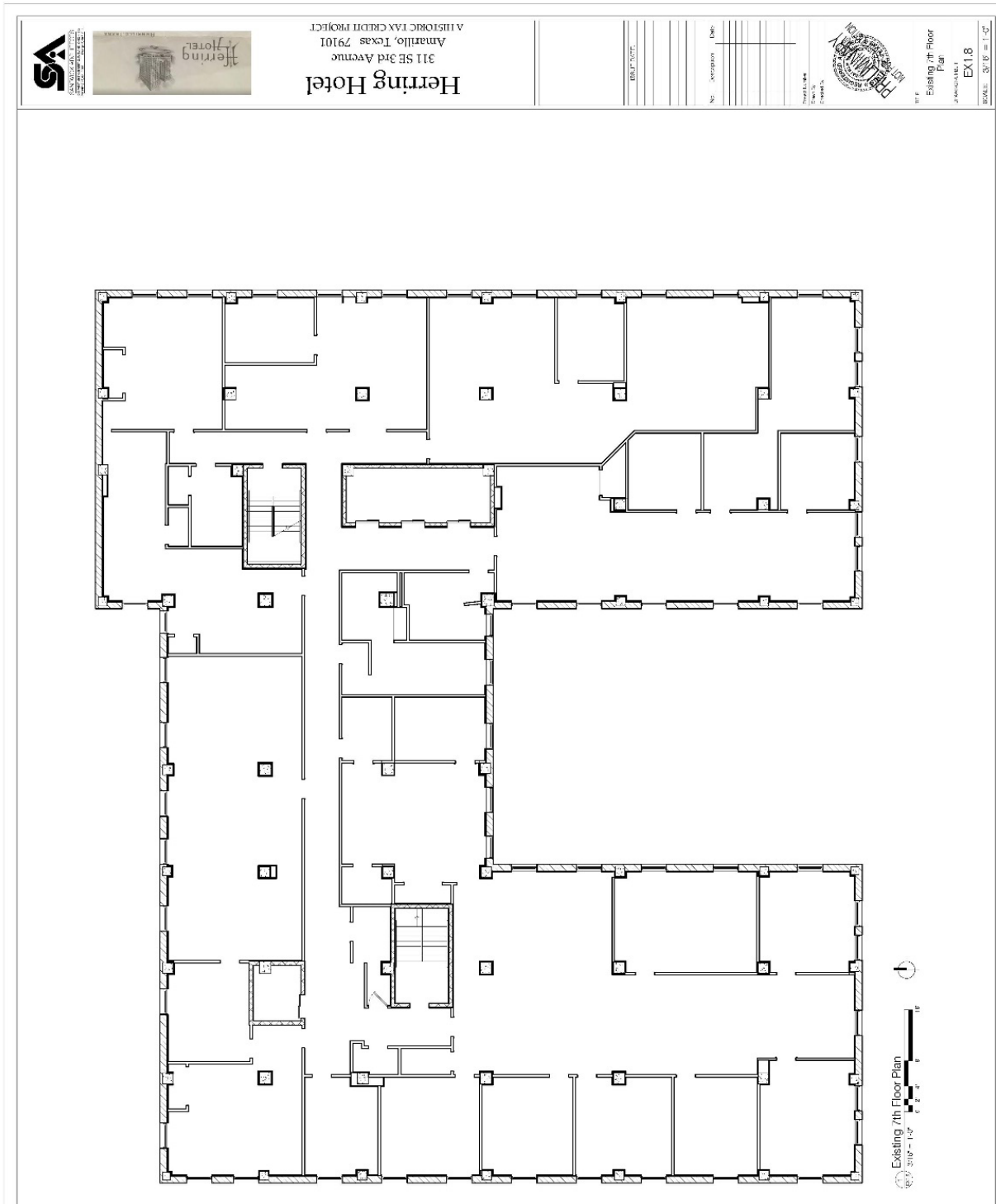
Herring Hotel, Amarillo, Potter County, Texas

Figure 20. Existing Third Floor Plan (Typical Plan for the 3rd, 4th, and 5th Floors)



Herring Hotel, Amarillo, Potter County, Texas

Figure 21. Existing Seventh Floor Plan (Typical Plan for the 7th-12th Floors)



Herring Hotel, Amarillo, Potter County, Texas

Figure 21: Hotel President, Kansas City, MO. Source: Kansas City Public Library



Herring Hotel, Amarillo, Potter County, Texas

Photo 1: South elevation, looking north.



Photo 2: South elevation, semi-circular brick parapet wall and cast stone urns above the main entry, looking north.



Herring Hotel, Amarillo, Potter County, Texas

Photo 3: South elevation, decorative cast stone details and metal sconces at the second floor, looking north.



Photo 4: South elevation, decorative cast stone details at the top of the building, looking north.



Herring Hotel, Amarillo, Potter County, Texas

Photo 5: South and east elevations, looking northwest.



Photo 6: North and west elevations, looking southeast.



Herring Hotel, Amarillo, Potter County, Texas

Photo 7: South and west elevations, looking northeast.



Photo 8: West elevation, south storefront, looking southeast.



Herring Hotel, Amarillo, Potter County, Texas

Photo 9: Basement, corridor, looking east.



Photo 10: Basement, intact H.D. Bugbee mural in the Old Tascosa dining room, looking north.



Herring Hotel, Amarillo, Potter County, Texas

Photo 11: Basement, deteriorated H.D. Bugbee mural in the Old Tascosa dining room, looking southwest.



Photo 12: Basement, Old Tascosa dining room, looking south.



Herring Hotel, Amarillo, Potter County, Texas

Photo 13: First floor, lobby, looking northwest.



Photo 14: First floor, main (south) entrance, looking south.



Herring Hotel, Amarillo, Potter County, Texas

Photo 15: First floor, passenger elevator lobby, looking east.



Photo 16: First floor, northeast stair, looking north.



Herring Hotel, Amarillo, Potter County, Texas

Photo 17: First floor, southeast office area, looking southeast.



Photo 18: First floor, kitchen, looking north.



Herring Hotel, Amarillo, Potter County, Texas

Photo 19: Second floor/mezzanine, passenger elevator lobby, looking southeast.



Photo 20: Second floor/mezzanine, looking northwest.



Herring Hotel, Amarillo, Potter County, Texas

Photo 21: Second floor/mezzanine, former XIT Room, looking east.



Photo 22: Second floor/mezzanine ballroom, looking east.



Herring Hotel, Amarillo, Potter County, Texas

Photo 23: Second floor/mezzanine, former Sample Room, looking north.



Photo 24: Third floor, passenger elevator lobby (typical on the 3rd-5th floors), looking southeast.



Herring Hotel, Amarillo, Potter County, Texas

Photo 25: Third floor, corridor (typical on the 3rd-5th floors), looking south.



Photo 26: Third floor, hotel room (typical on the 3rd-5th floors), looking west.



Herring Hotel, Amarillo, Potter County, Texas

Photo 27: Seventh floor, passenger elevator lobby (typical on the 6th-12th floors), looking southeast.



Photo 28: Seventh floor, corridor (typical on the 6th-12th floors), looking north.



Herring Hotel, Amarillo, Potter County, Texas

Photo 29: Seventh floor, office area (typical on the 6th-12th floors), looking southeast.



Photo 30: Seventh floor, office area (typical on the 6th-12th floors), looking west.



Herring Hotel, Amarillo, Potter County, Texas

Photo 31: Seventh floor, typical condition of central stairwells on all upper floors, looking west.



Photo 32: Main roof and penthouses, looking northwest.

