



Photo courtesy of Panhandle Plains Museum
Col. C. T. Herring's LS Ranch

Amarillo commercial building. In 1923, he built the Palo Duro Hotel and then the Amarillo Building at 3rd and Polk. He also owned the old Verdun Hotel, was first president of the Tri-State Fair and also of the West Texas Chamber of Commerce. All of this was before he built the building bearing his name in 1926, and for 45 years, Amarillo's tallest building...The Herring Hotel.

The Herring Hotel cost \$1,250,000 and was considered a showplace. It wasn't built without difficulty. Labor was in short supply. "The Colonel was up to the task," Coney said. "He would park his Model A on Third Street, sit there with the door open, holding a double barrel shotgun – saying, 'I'll shoot the first so-an-so that walks off this job.' The hotel was completed on time."

He liked his Model A, but once forgot he wasn't in a buggy and slammed into the back wall of his carriage house, yelling, "Whoa, damn it, whoa!" Another time he set 20,000 acres of grazing land ablaze when he backfired his engine. It was during an outbreak of Anthrax and he was showing a ranch hand how to burn an animal carcass.

The announcement in the June 30, 1931 Amarillo Globe, said it well ... "Col. Herring, Amarillo Capitalist Dies...A great man has passed from among us. He was a native Texan, pioneer cattleman, banker, financier and city builder..."

To summarize Herring's life in a few words is impossible. Known as an immaculate dresser, he would hunt jackrabbits, have them fried and eat them, and then for dessert have fresh

fruit — and homemade ice cream with a hefty portion of black pepper topping. Then at bedtime, he'd have his regular ritual of a nightcap. Truly, he was a gentleman of the Old West – who set out as a gangly lad of 13 years of age to become something.

And **something** he became! Few men in Texas accomplished so much.

However, there is a young man – Colonel Herring's great, great grandson, Campbell Burgess, who is committed to following in those footsteps. Campbell exhibits that same entrepreneurial expertise.

Campbell founded Core Data Resources, a company organized to process and route electronic financial transactions. His firm grew to where it operated nationally and was the largest producer in that particular field. In 2002, Campbell sold the company for a substantial amount, and remains as the president of the company.

The Herring tradition continues. The future seems to be a compatible mixture of challenges and opportunities. The pioneer spirit is alive and well in 2003.

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