



DETAILS •

It's the little things that make a pair of Rios of Mercedes unique. If you ever have a chance to visit Mercedes, Texas, we invite you to stop by and see how it's done for yourself. This truly amazing to see the skill and natural ability that our craftsmen put into each pair. All of the artistic inlays are done by hand under the watchful eye of a master of the art of leatherworking. Old Singer sewing machines hum rhythmic tunes as each top pattern is stitched much as it was over a century ago. The sound of hammers keeps time as the hides are lasted and the soles of the boots are pegged. A faint carving sound can be heard as each leather toe box is sculpted and sanded by hand. These random sounds of percussion may seem like noise to some but to us they are a symphony of tradition.

COME ON DOWN TO SOUTH TEXAS

AND VISIT US AT THE FACTORY.
CONTACT US TO INQUIRE ABOUT
A TOUR TO SEE THE RIOS OF
MERCEDÉS BOOT BUILDING
EXPERIENCE.

WE ARE LOCATED ON:

1750 Interstate 2
Mercedes, Texas 78570

IF YOU WANT TO SEND US MAIL VIA POSTAL SERVICE SEND IT TO:

Rios of Mercedes Boot Company
PO Box 1
Mercedes, Texas 78570

VISIT US ONLINE AT:

www.riosofmercedes.com

RIOS
of
MERCEDÉS
SINCE 1853 • HANDMADE IN TEXAS



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OUR STORY

At Rios of Mercedes quality has been a way of life since 1853. That's 160 years of creating extraordinary boots. Our craftsmen handmade every pair of boots with artist-like devotion, ensuring no boot leaves the workshop unless it's perfect. If it weren't for our dedication to quality and durability, we wouldn't have such legendary customer loyalty, sales at nearly 500 retailers, endorsements by performance horse greats and musicians alike, and frequent commissions from fine Western wear retailers like Kemo Sabe, Pinto Ranch, and more. As Rios CEO and co-owner Trainor Evans, "you get out what you put in."



THE PERFECT FIT

It is a fit like no other: Snug yet supple, Rios boots are like gloves for your feet. Made for Hard-working cowboys who consider their boots tools of the trade; no slipping or sliding as in boots with synthetic components. With the all leather construction of Rios boots, the leather molds to your feet and holds them in place with every step.



1. YOU SHOULD HAVE TO STAND AND GIVE A FIRM PULL TO GET THE BOOT ON, IF TOP (THROAT) SIZE IS CORRECT.



2. AFTER THE BOOT IS ON YOUR FOOT, THE FIT AROUND THE INSTEP SHOULD BE SNUG, BUT NOT TIGHT.



3. THE BALL (WIDEST PART) OF THE FOOT SHOULD FIT IN THE WIDEST PART OF THE BOOT.



4. THE FINAL CHECK — STAND AND STEP FORWARD HARD INTO THE BOOT. THE ENDS OF YOUR TOES SHOULD NOT TOUCH THE SIDES OF THE BOOT.

OUR STAFF

The average Rios of Mercedes employee has worked there for 18 years. By contrast, today's average worker stays at his or her job for less than five years. Why do people stay at Rios for so long? Perhaps it's the potent combination of loving your work and being recognized for it. The leadership at Rios has been known to name the individual who made a boot just by looking at it. Or maybe it's the company's pervasive family vibe. This is literal - Rios is both family-owned and given to hiring family members of current employees - as well as figurative. Communities become families when they share a common passion (in this case, boots) and spend lots of time together. Whatever the reason, the team at Rios of Mercedes is like a family, and families stick together over time.