



RIO *of* MERCEDÉS

SINCE 1853 • HANDMADE IN TEXAS



O U R • S T O R Y

At Rios of Mercedes, quality has been a way of life since 1853. That's 160 years of creating extraordinary boots. Our craftsmen handmake 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."



R I O S O F M E R C E D E S

• T H R O U G H O U T T H E Y E A R S •

1853

The grandparents of Zeferino & Abraham Rios start making cavalry boots for Maximillian's soldiers in General Terán, Nuevo Leon, Mexico.



1901

The Rios Family move to the Rio Grande Valley of Texas and open a boot shop.



1928

Rios opens a boot shop in Raymondville, Texas.



1929

Zeferino Rios opens boot shop in Mercedes, Texas.

Zeferino Rios

1969

Zeferino Rios sells Rios to a group of investors from Big Springs, Texas.

Big Springs Tx.



1975

Joe M. & Trainor Evans buy Rios from the Big Springs investors.

PAT
moody

1983

Pat Moody comes on board the Rios Management Team.



1987

Anderson Bean Boot Company is started and named after Evan's mother & grandmother's maiden names.

Ryan
E.V.

1999

Ryan Vaughan joined the Rios Management Team.



2000

Olathe Boots is added to the Rios family.

• M E E T T H E •
P R O U D O W N E R S



RYAN VAUGHAN



PAT MOODY



TRAINOR EVANS

CONSTRUCTION

You can't rush quality or fake it either. Rios of Mercedes boots are made with all leather construction because they're naturally more durable, look better and will stand up to your demands. Before cutting, the hides are situated so that each cut is made across the width of the hide instead of the length. This allows the natural fibers of the hide to move as the good Lord intended. After the hides are cut to their specific instructions the life of the boot has begun. Each pair of Rios of Mercedes is hand lasted, hand stitched, hand pegged and hand finished. Again, we take more time to make our boots because it's worth it.

SOLE LEATHER HEEL COUNTER

conforms to your heel to compliment your fit and gives exceedingly long wear.

PREMIUM COWHIDE LINING

in the vamp and top enhances wear, comfort and moisture removal.

HEAVY SADDLE LEATHER INSOLE

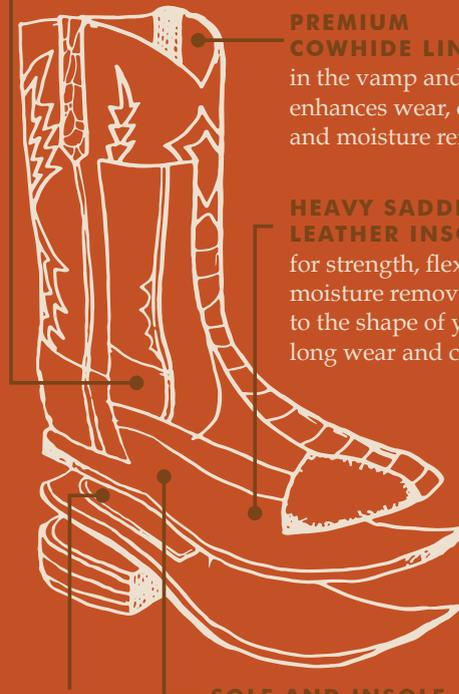
for strength, flexibility, and moisture removal. Conforms to the shape of your foot for long wear and comfort.

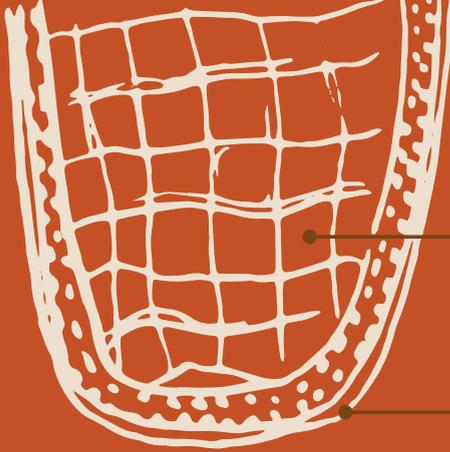
SPRING STEEL SHANK

held in place with lemonwood pegs gives maximum arch support for walking or riding and ensures you a long lasting fit.

SOLE AND INSOLE

are joined together without a filler using the channeled welt construction method to create a low profile boot to enhance the look of your foot and create a boot that is easily repairable. Ask any repairman, and he will inform you of the advantages of channeled welt construction.





**HAND MADE
LEATHER BOX TOE**
retains its shape for the life
of the boot and increases
breathing by the foot.

**GENUINE
LEATHER WELT**
attached to insole with waxed
braided thread and sewn to
the outside with heavy linen
thread for strength.



THE

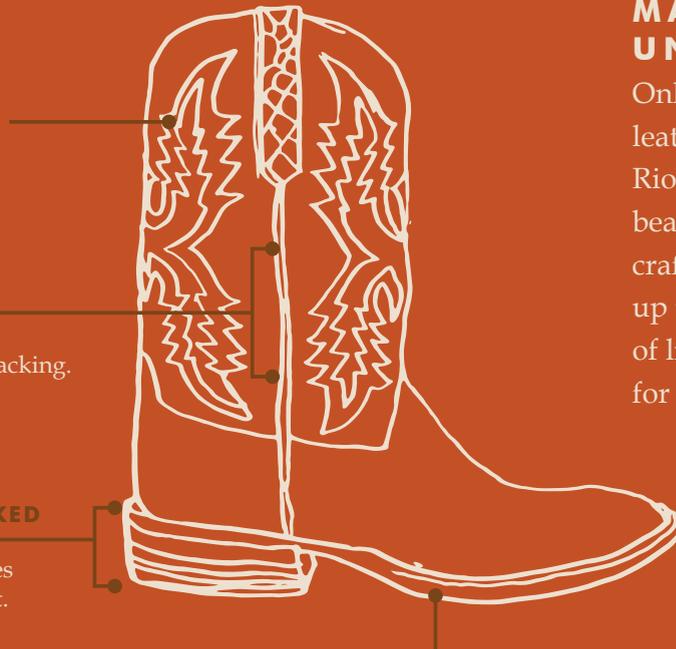
MATERIALS ARE UNMATCHED.

Only the finest top-grain leather and calfskin will do for Rios. Flexible, durable, and beautiful are the standards our craftsmen insist on. If it can't hold up to the most rigorous demands of life on the ranch, it won't work for Rios of Mercedes.

**GENUINE BABY
CALFSKIN TOP**
wears well, prevents
sagging, and is light in
weight.

**LEATHER SIDE
WELT AND PIPING**
prevents chafing and cracking.

**HAND FITTED STACKED
LEATHER HEEL**
wears long and enhances
the stability of your foot.



**PREMIUM BARK TANNED
LEATHER OUTSOLE**
wears long without excess weight.



D E T A I L S

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.

T H E • H U M A N E L E M E N T



Of all the elements that go into making a Rios of Mercedes boot the most important is the human element.

160 years of experience shows you that people come first. Our craftsmen are artists, some of the most talented in the industry. They know that the people that wear Rios of Mercedes boots depend on the quality of the job they do. Each pair of Rios of Mercedes boots represents their legacy.





O U R • S T A F F

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.



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.



COME ON DOWN TO SOUTH TEXAS

**AND VISIT US AT THE
FACTORY. CONTACT US
TO INQUIRE ABOUT A
TOUR TO SEE THE RIOS
OF MERCEDES 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





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