

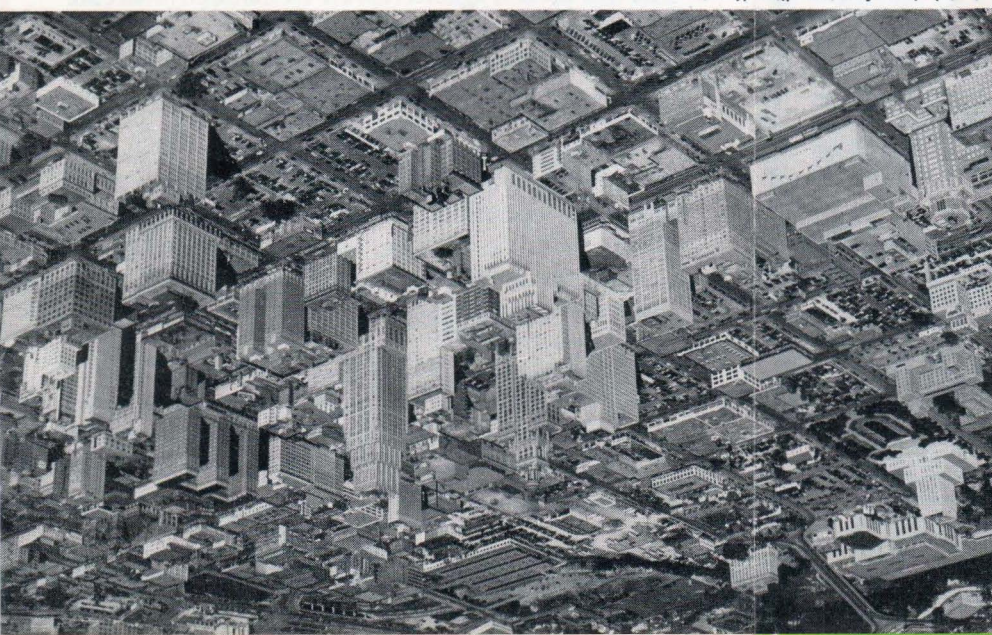


Statue of Sam Houston

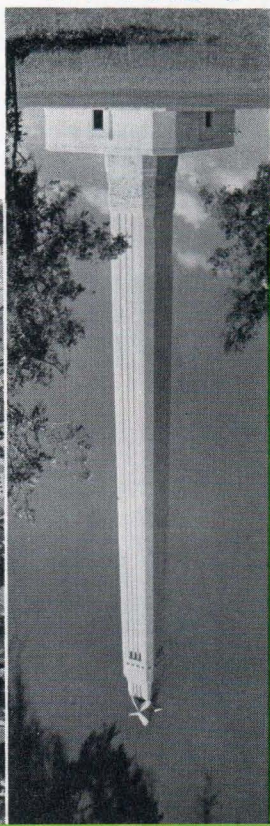
Founded a little over a century ago, shortly after the battle of San Jacinto, Houston's growth into the largest city in the South has been one of the phenomena of modern times. Metropolitan in every respect, a center of fine hotels, shops, theaters, office buildings, teeming industries, and beautiful homes, with a past that has contributed many thrilling chapters to the history of Texas and the nation. Inland fifty miles from the Gulf, on a man-made Ship Channel, the Port of Houston ranks second in the United States in total tonnage, and is the leading oil port of the world.

The city plays host annually to thousands of visitors, who delight in its recreational facilities and splendid accommodations. Outstanding in the new and ultra-modern Shamrock Hotel.

A "must" on any itinerary is the stately 570-foot San Jacinto Memorial Shaft marking the San Jacinto Battlefield. Nearby, the battleship USS Texas, veteran of two world wars, is berthed as a permanent state shrine.



Aerial view of metropolitan Houston



The 570-Ft. San Jacinto Memorial Shaft



Burlington Route

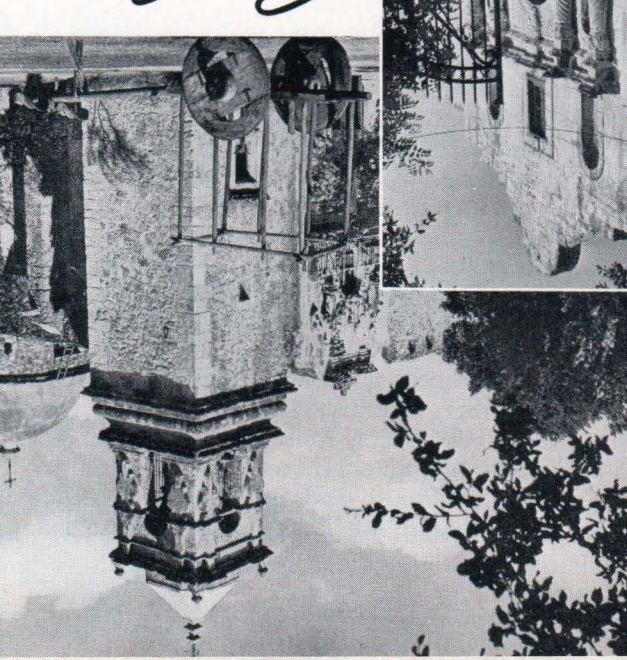


Rich in Spanish history dating back to the early part of the 18th Century, old landmarks, buildings, and atmosphere make it one of the most interesting cities to explore. In the Texas heart of the city stands the Alamo, shrine of Mission San Jose (a national monument), and other age-old, well-preserved missions and cathedrals, the Sunken Gardens, Brackenridge Park, La Villita "Little Town", the nation's largest military center, the San Antonio River, crossed in six miles by forty-two bridges, are some of the points of interest.

Here is America's fastest growing major city, over 400,000 population, with a rich heritage of the historic past, a center of culture, education, trade, and pageantry, "where life is different".

Basking in Texas' vitalizing sunshine 150 miles inland from the Gulf, San Antonio is a vacation spot sought by many tourists.

San Antonio is a vacation spot sought by many tourists.



The ALAMO . . . shrine of Texas liberty

## Our American RIVIERA

Stretching in a 1600-mile semi-circle along the Gulf Coast from the southernmost tip of Texas to the Florida Keys is our American Riviera, a land of contrasts, history, romance, and delightful living.

Here, one finds everything . . . warm, mellow sunshine, cool summer breezes, golden sandy beaches, splendid ocean drives, bustling cities, tropical flowers, palm-shaded streets, great ocean ports, Spanish missions, a bit of old France . . . and everywhere, that southern friendliness and hospitality that bids you welcome to this intriguing winter and summer playground. Besides plain lazing in the sun, there are deep-sea fishing, bathing, boating, golf, tennis, riding, hunting, horse-racing, and many other activities to fill your days and nights to overflowing.

No biting winds, ice or snow; just a great, sun-drenched outdoors—Our American Riviera.



## WAY OF THE Zephyrs

Between Denver, Colorado Springs, Pueblo, and Fort Worth-Dallas, vacationists enroute to our American Riviera enjoy luxurious travel aboard one of America's great trains, the TEXAS ZEPHYR.

Diesel-powered, streamlined, and thoroughly modern in every respect, accommodations include de luxe chair cars with reclining, revolving seats; sleeping cars with drawing rooms, bedrooms, berths and sections; dining-lounge car.

The SAM HOUSTON ZEPHYR provides direct connecting service to Houston. Other fine trains from Fort Worth-Dallas and Houston take tourists to all of the delightful Gulf Coast vacation spots.

Reliable, drive-yourself, car-rent agencies provide latest model automobiles at reasonable rates for local resort motoring.

Our representatives at locations named below or at other Burlington Lines travel offices will gladly work out arrangements for your tour to the Sunny South.

**BILLINGS, MONT.**  
217 Fratt Bldg.

**BUTTE, MONT.**  
614 Metals Bank & Trust Bldg.

**CASPER, WYO.**  
Burlington Depot

**CHEYENNE, WYO.**  
Burlington-C&S Depot

**COLORADO SPRINGS, COLO.**  
607 Exchange Natl. Bank Bldg.

**DENVER, COLO.**  
901 Seventeenth St.

**PORTLAND, ORE.**  
911 Equitable Bldg.

**PUEBLO, COLO.**  
622 North Main St.

**SALT LAKE CITY, UTAH**  
218 Kearns Bldg.

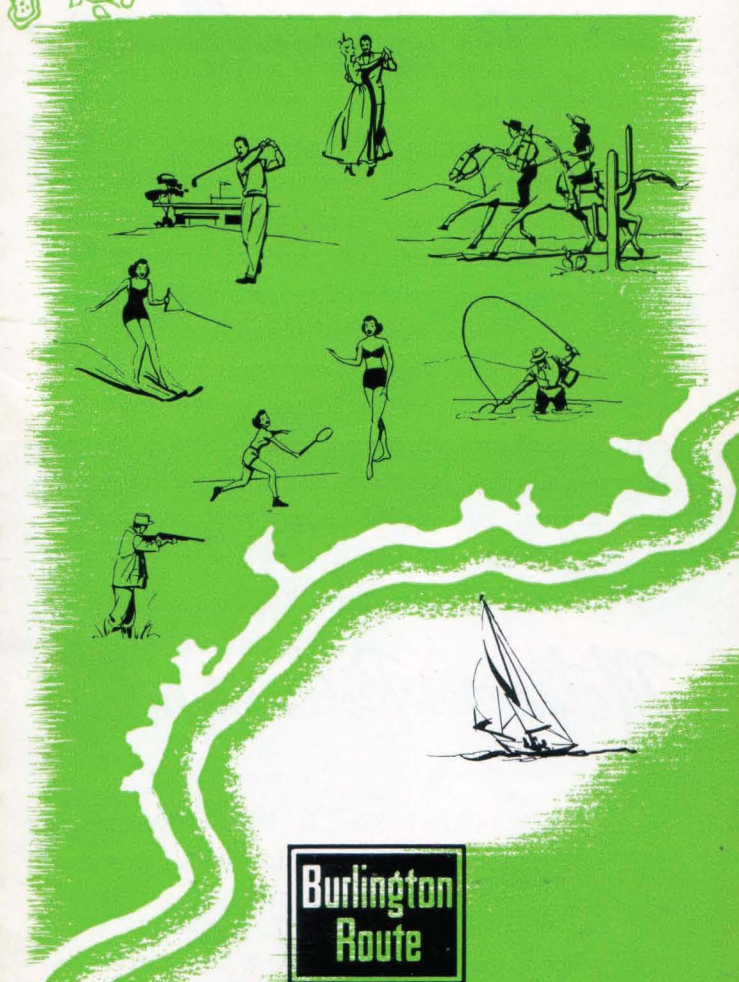
**SAN FRANCISCO, CALIF.**  
999 Monadnock Bldg.

**SEATTLE, WASH.**  
1401-2 Dexter-Horton Bldg.

**SPOKANE, WASH.**  
1031 Old Natl. Bank Bldg.

**TACOMA, WASH.**  
216 Tacoma Bldg.

## Our American RIVIERA



Colorado and Southern Railway  
Fort Worth and Denver Railway





Galveston harbor, with the city and gulf beyond

The two-million dollar Pleasure Pier

## Galveston

Galveston is situated on an island two miles off the Texas mainland.

Its semi-tropical climate lures many thousands of visitors to natural facilities for outdoor recreation. Vast stretches of white, sandy beaches, lined with hotels, apartments, eating places, and amusement centers, draw daily throngs for swimming, boating, and sun-bathing. There are scores of excellent spots from which to angle for the fifty-one varieties of fish that abound in Galveston waters.

Aside from the many golf courses, parks and playgrounds, theaters, stores and restaurants, there are many points of interest, including the \$2,000,000 Pleasure Pier, the wharves, Mosquito Fleet, Bolivar Ferry, Rosenberg Library, Texas Heroes' Monument, and Yacht Basin. Atop the seven-mile seawall, an outstanding engineering achievement, is a 100-foot boulevard and promenade, back of which are elaborate hotels and diversified amusements.

Springtime visitors marvel at the profusion of colorful oleander blossoms, with their heavy fragrance, lining many streets and boulevards, and gracing most flower gardens. An old world plant, the first oleanders were brought to the island more than a century ago, and have so flourished that Galveston is known as "The Oleander City."



## Corpus Christi

No one should plan a visit to Texas without including Corpus Christi, well-known as "The Naples of the Gulf."

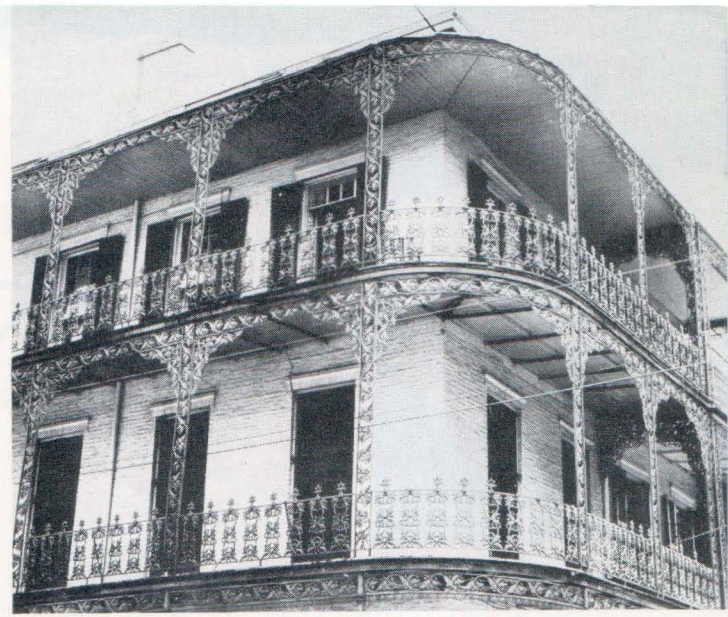
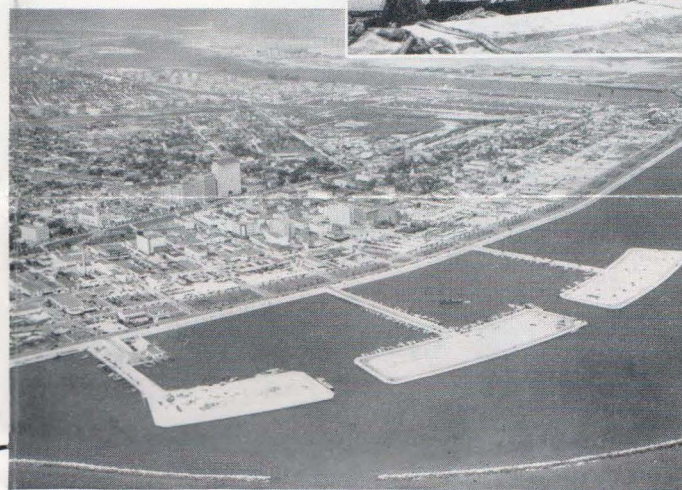
It rises along the western and southern shores of beautiful Corpus Christi Bay, a land-locked body of water 100 square miles in area. A gently-sloping beach extends back to a bluff fifty feet in height. Comfortable cottages, apartments, and fine hotels provide ample housing accommodations.

Listed as "Sports the Year Round" are boating, bathing, golfing, tennis, horseback riding, motor-ing, and fishing. During the winter months some of the finest hunting on the Gulf Coast is available in this area. Wild goose, snipe, quail, turkey, and deer are found in abundance.

Colorful hibiscus, oleanders, and bougainvillea, and stately palms provide a gorgeous tropical setting for the many fine buildings and broad, busy streets and boulevards.

Right—Fishing is "Big Business" in and around Corpus Christi

Below—Aerial view of the city, with yacht basins in foreground



Typical lace iron balconies in the French Quarter



## New Orleans

Most famous city in the South, New Orleans, "The Crescent City," goes back in history to 1718, when it was founded as a French Colony. For nearly half a century it was under Spanish rule, being transferred back to France in 1803 and sold that same year by Napoleon to the United States.

The old French Quarter, with its distinctive Creole architecture, beautiful patios, lace ironwork balconies, courtyards, narrow streets, and internationally-known restaurants, retains the romantic atmosphere of the 18th Century.

The absence of extreme temperatures makes New Orleans a delightful all-year vacation spot. Golf, fishing, hunting, bathing, sailing, horse-racing are some of the outdoor sports to be enjoyed at 'most any season of the year.

Elaborate pageants, fiestas, the "Carnival of Sports" during the holidays, climaxed by the Sugar Bowl Football Classic, and that century-old spectacle, the Mardi Gras, are some of the highlights of a busy winter and spring season.



## The Mississippi Coast and Florida

East of New Orleans along the Gulf Coast are numerous resorts whose attractions lure countless thousands each year.

To name a few . . . Pass Christian, with its stately colonial residences and fine tarpon fishing; Gulfport one of the great commercial cities as well as a favored vacation spot; Biloxi, "The Peninsular City," discovered in 1699 and now grown into a charming city boasting of many interesting sights and activities.

The entire state of Florida yields to throngs of tourists, who find everything they seek in the way of entertainment and gracious living.

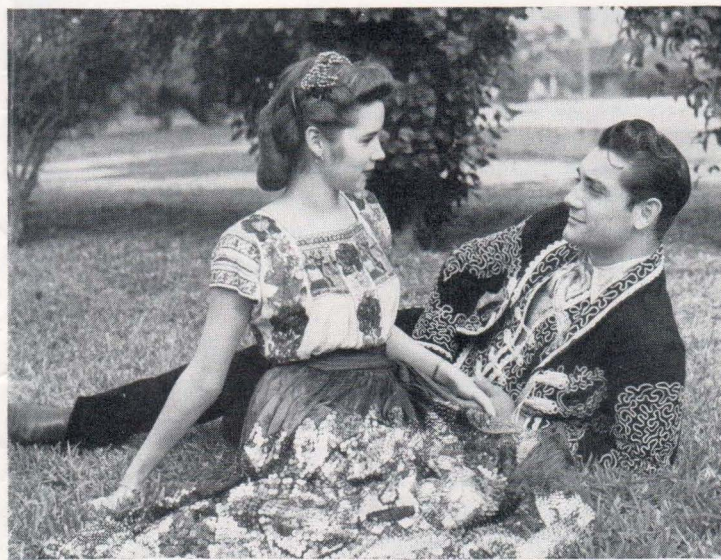
Along the west coast are such fascinating places as St. Petersburg, Tampa, Sarasota, and Clearwater—always popular, but especially so during the winter season. Miami, Palm Beach, St. Augustine, and Jacksonville are other glamorous resorts playing host to world-wide travelers.

Many species of fish abound in the Gulf waters



## Brownsville

One easily recognizes the Spanish influence in the architecture of even the most modern buildings in Brownsville, southernmost city on the mainland of the United States. Many come here each year to fish and hunt near this sportsman's paradise. The fishing waters of the Gulf at Point Isabel and Boca Chita are only a few miles away. Hunting is excellent at various seasons, including, in nearby Mexico, bobcats, leopard-cats, mountain lions, and wild hogs. All types of winter recreation find favor with visitors. Fort Brown, former U.S. Army post, is located in Brownsville.



Spanish costumes add color to the romantic atmosphere along the border

## Matamoros-Rio Grande Valley

Across the Rio Grande River is historic Matamoros, rich in the romance and tradition of Mexico and old Spain.

The valley of the Rio Grande, one of the most fertile agricultural areas in the world, produces some of the finest of citrus fruits—oranges, lemons, grapefruit, limes—as well as a great variety of vegetables. Its sub-tropical climate makes it ideal for all forms of outdoor activities.

