

THE *Texas*
GULF COAST



"A Service Institution"

THE TEXAS GULF COAST



MILD CLIMATE, sand beaches and opportunities for sport and pleasure of all sorts have caused enthusiastic visitors to the Texas Gulf Coast to christen it the "American Riviera." Extending, in a sweeping crescent, from Sabine Pass to the mouth of the Rio Grande is this popular coastal resort section of Texas, hundreds of miles of sun-bathed territory whose shoreline merges into the sparkling blue waters of the Gulf. Countless bays and salt water lagoons indent the coastline offering splendid sport to hunters and fishermen and providing boating waters protected from the heavy seas of the open Gulf.

In 1519 a party of Spaniards under the leadership of Alvarez de Pineda landed on the Texas coast at what is now Corpus Christi, and became, so far as history can determine, the first white men to set foot in Texas. After them came the armed expedition of de Narvaez, wrecked in the vicinity of Galveston Island on its way to relieve the unauthorized Cortez of his command in Mexico. The principal survivor of this disaster was Cabeza de Vaca who lived for six years among the Indian tribes before his escape to Mexico. When the accounts brought back by this adventurer of fabulous wealth in gold and jewels possessed by the Indians, reached the ears of the Spanish King the first attempts at colonization were started. Years later Jean and Pierre Laffite, buccaneering brothers who amassed a mighty fortune in loot from the ships that plied the Spanish Main, are reputed to have made their rendezvous on Galveston Island and to have buried much of their treasure beneath its golden sands. Be that as it may, this picturesque coast has figured widely in the romantic legends that attach to the colonization of the New World.

Though actual treasures of gold and precious jewels may never enrich the optimistic hunters who still search them out, the magic of a semi-tropical climate and the man-made facilities for pleasure and enjoyment have already enriched the lives of those fortunate visitors who have chosen to spend their winters here. There are large

cities here—Houston, Galveston and Corpus Christi—where the visitor can establish his headquarters, living in the greatest of comfort, and yet be right at the scene of all the things that he wants to do during his vacation. If the visitor prefers to rough it in pursuit of good fishing or shooting he can find many excellent camping sites for the purpose. Mustang and Padre Islands are both favorite locations with campers as they can enjoy both hunting and deep sea fishing without changing base. With all of these attractions, with accommodations to suit each individual's taste and with the added fact that a vacation in this favored area can be enjoyed at such small expense, it is no wonder that its popularity has reached such great heights. The Missouri Pacific Lines provide a complete service to the resorts of the Texas Gulf Coast.

Insure yourself a thoroughly satisfactory vacation this winter by deciding to spend it at one of the Texas Gulf Coast resorts. If you want detailed information about fares and schedules, assistance with hotel reservations and baggage, or any of the other details of vacation travel lifted from your shoulders get in touch with the Missouri Pacific Lines representative in your city. He is a travel expert and thoroughly acquainted with the Gulf Coast section. If there is no representative nearby you can get the same service by writing to P. J. Neff, Assistant Chief Traffic Officer, 1601 Missouri Pacific Bldg., St. Louis, Mo.

MISSOURI
PACIFIC
LINES

"A Service Institution"

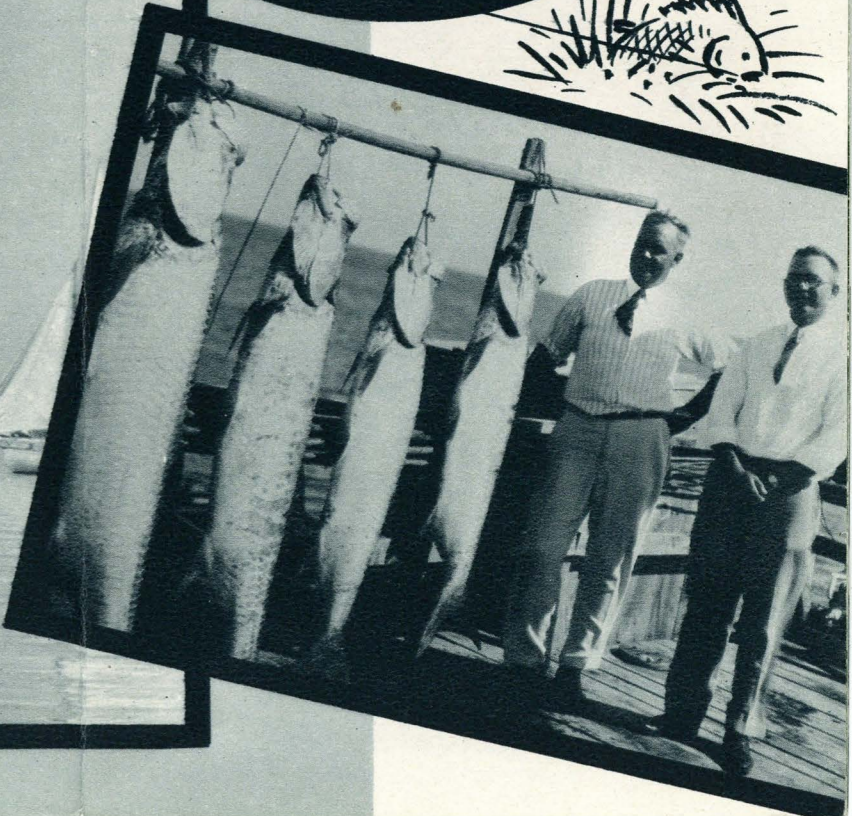
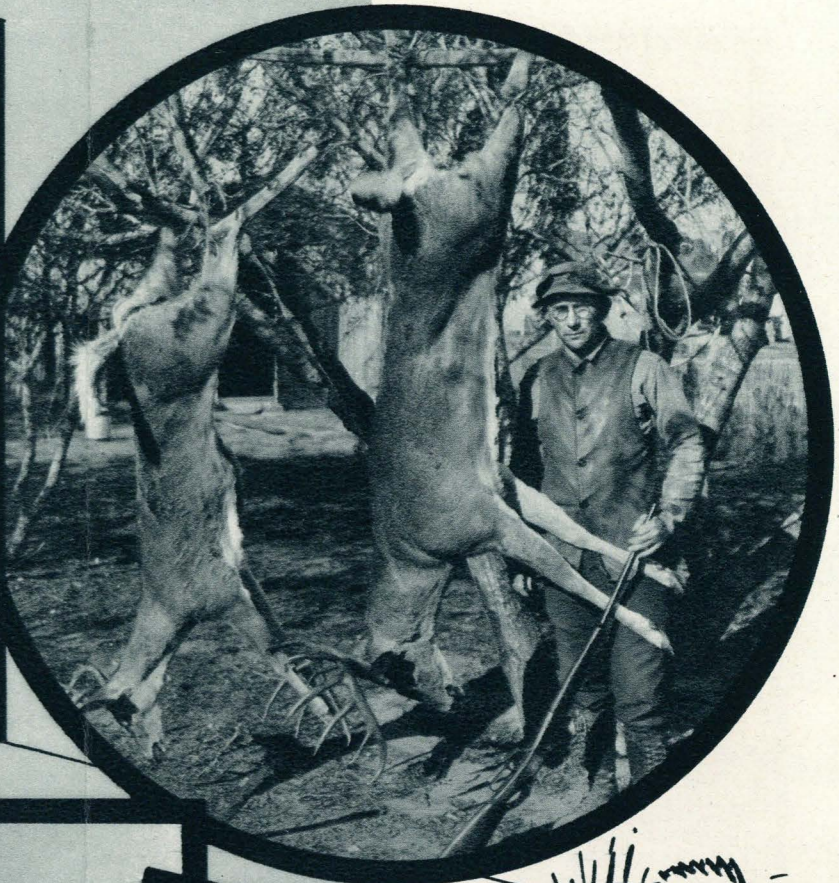


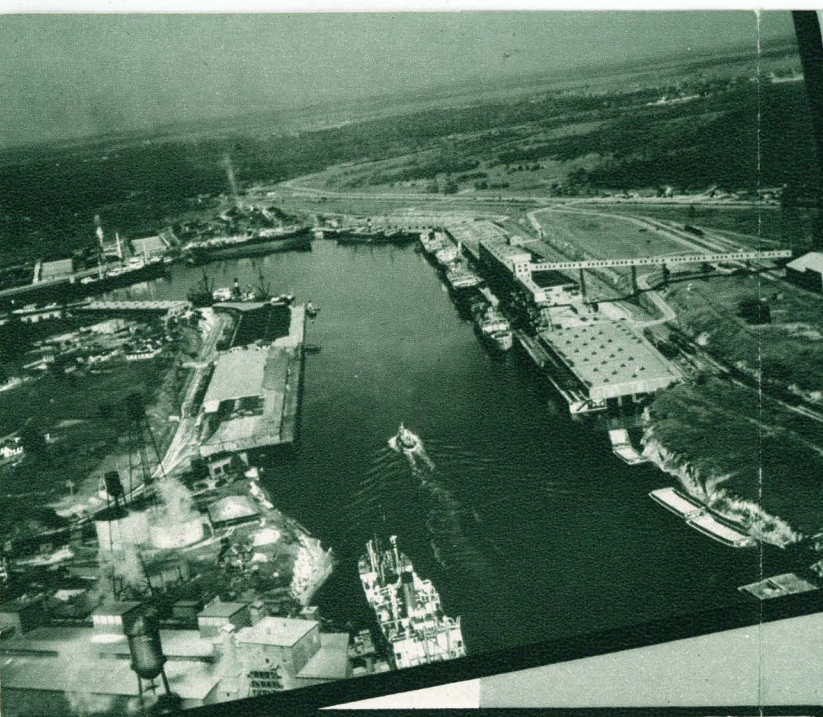


Stately palm trees, flower-bordered walks and avenues and glimpses of the rolling Gulf flashing in the sunlight are all parts of the magnificent setting the Texas Gulf Coast offers to its winter visitors. The cities are splendid resorts with excellent hotels, provisions for all manner of sports and mild, sunny winter weather that makes the blustering winds and whirling snows of the North seem a trick of the imagination. The visitor will find warmth in the hospitable people who live in this favored section, as well as in the climate. Texans are proud of their coast, and see in it one of the finest resort sections the country has to offer. Most people who visit here in the winter time share this enthusiasm and come back year after year to some one of the resort cities on or near the coast.

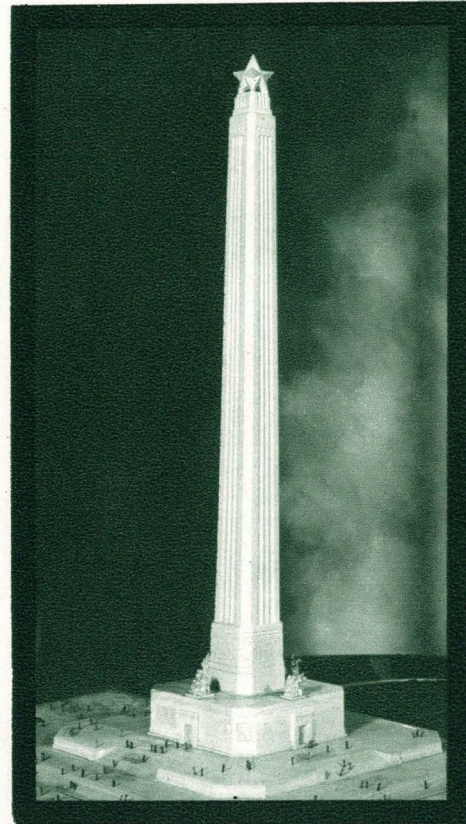
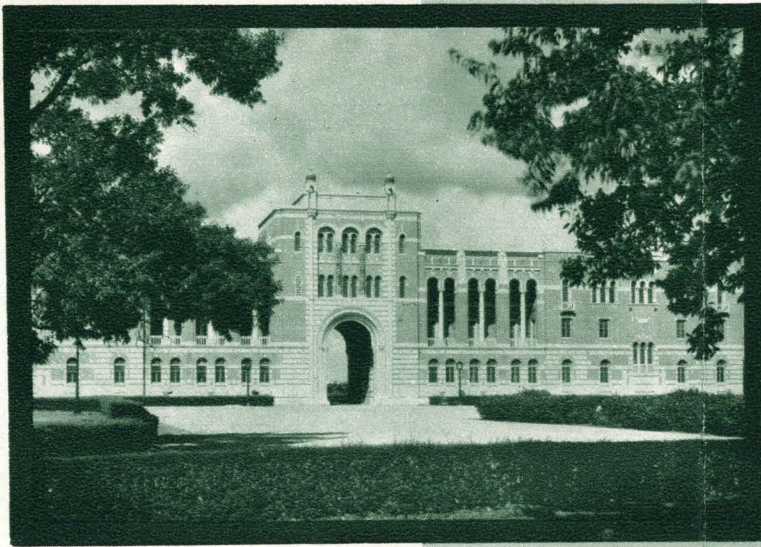
All along the Texas Gulf Coast the winter climate is a pleasant combination of sunny warmth and an invigorating salt tang that puts the visitor in a mood for active sport. The opportunities for active outdoor sport are what make the Gulf Coast so attractive. The leaping tarpon and other deep sea game fish are plentiful in the waters along the Texas coast, and ample boats and guides, fishing tackle to be rented and a reasonable cost for all are some of the things that make this section a fisherman's paradise. Skimming over the swelling surface of the Gulf in a graceful sailboat or a speedy motor launch is another form of sport that is popular here.

The huntsman finds this section ideal for his favorite sport. The lagoons and bays that indent the coast are the winter haunts of geese and ducks, while, inland, quail and whitewings furnish seemingly endless sport. In season the southern and western portions of the coast area provide excellent deer hunting.



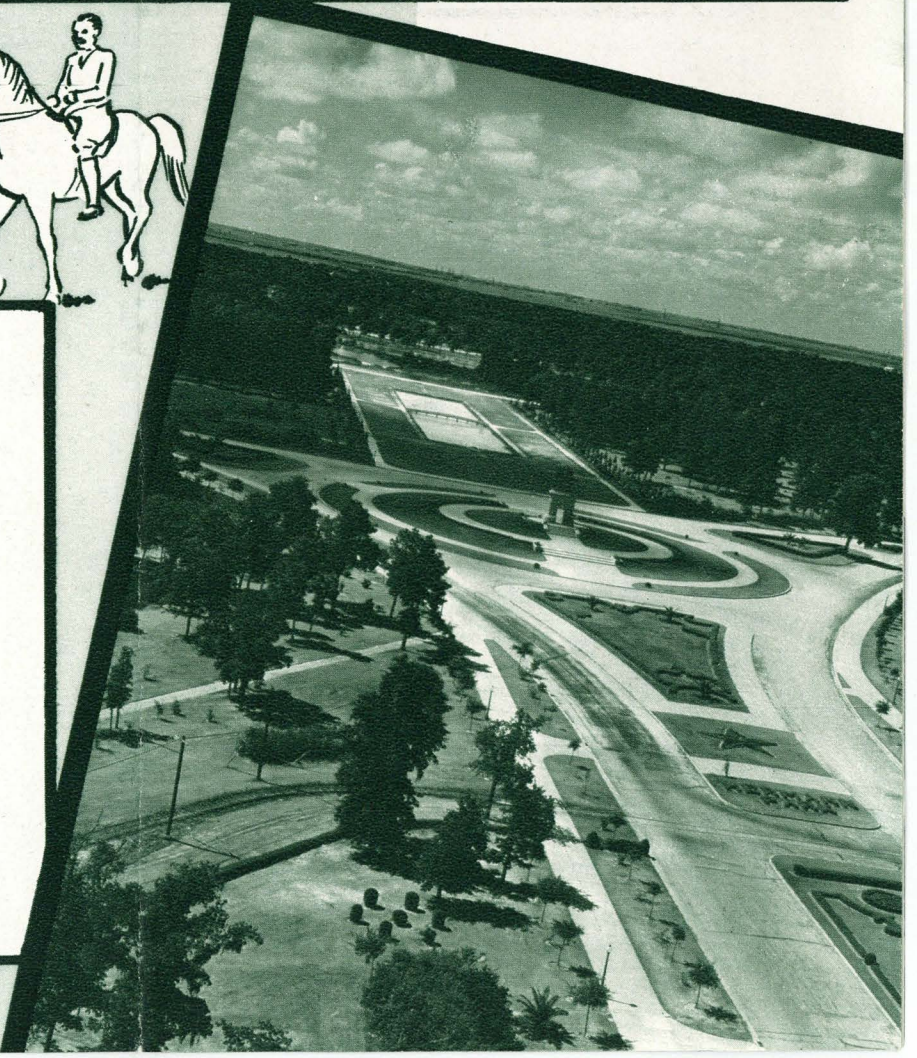


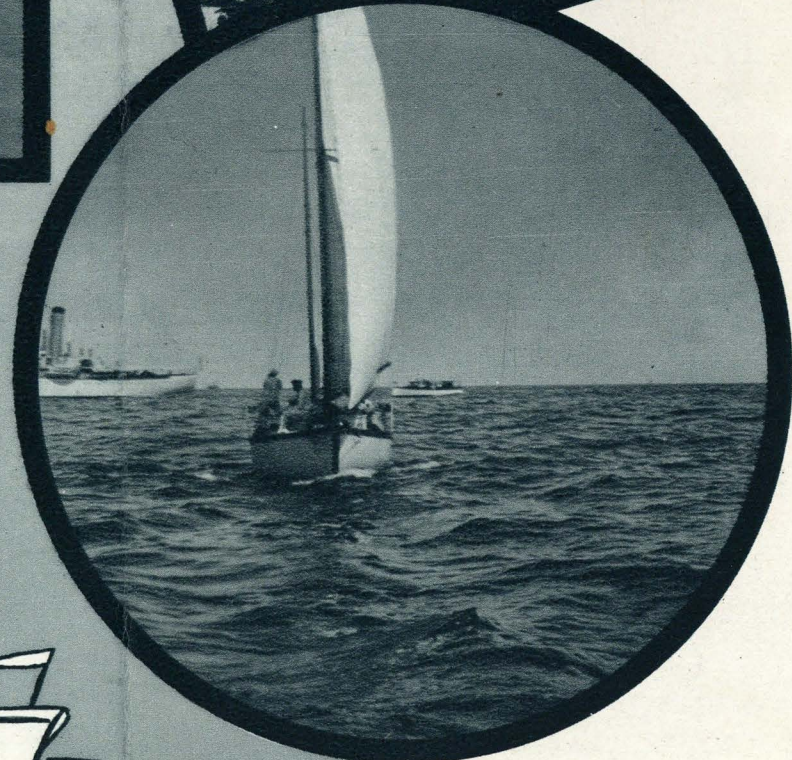
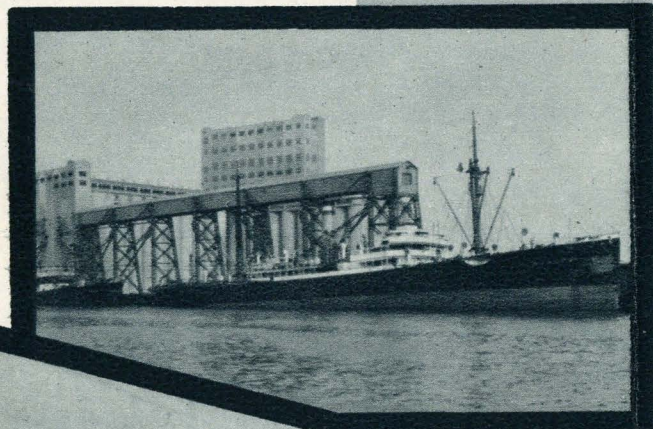
Houston is the largest city in Texas and, though fifty miles inland, has brought the Gulf to its door by means of a huge ship channel that crosses Galveston Bay and comes across country to Houston through Buffalo Bayou. This city is the country's largest cotton port and the fourth largest general port. With the Gulf but an hour's ride away water sports are popular with Houston's visitors, as are hunting, riding, tennis, golf and other outdoor sports. Modern hotels and apartments make ample accommodations available for many visitors, and, because of this, and because of large meeting rooms, an easy accessibility from every part of the country and the presence of so many varied types of entertainment, the city is a favorite convention meeting place.



It was just outside of Houston, on the San Jacinto Battleground now a state park, that Sam Houston routed the Mexican force under Santa Ana, fresh from its victory at the Alamo and won independence for the Lone Star State. A magnificent shaft is being erected here to commemorate this victory, one of the world's decisive battles. Another of Houston's parks of unsurpassing beauty is Hermann Park, outstanding among the city's 45 municipal parks and playgrounds. It was in this city that the Republic's first official capitol stood.

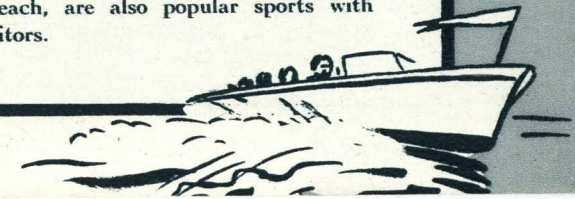
Houston today is a thoroughly modern city with tall office buildings that are definitely in the skyscraper class; with large mercantile establishments, hotels, theatres and other buildings that give it an imposing skyline. Its homes are built on wide streets and maintained in beautiful settings of flower gardens and lawns that are possible in the year-round mild climate it enjoys.

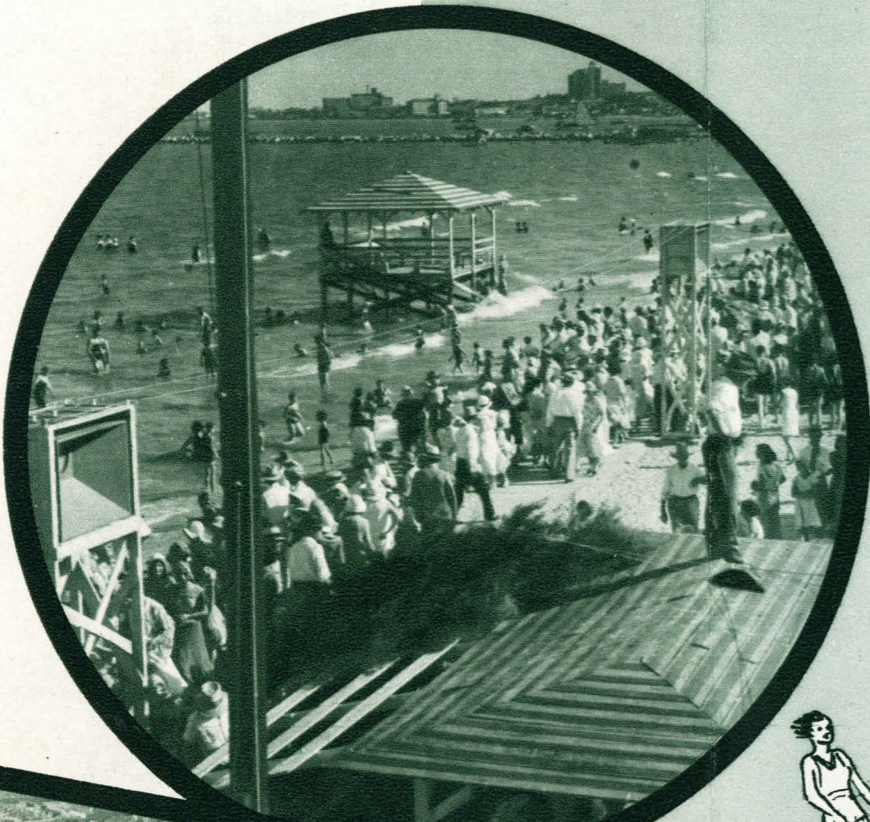




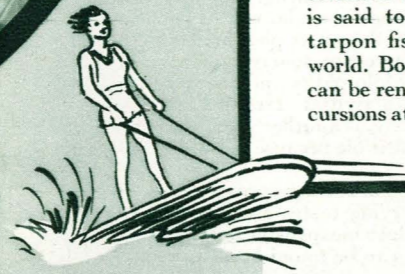
Galveston, one of Texas' outstanding resort cities, is built on an island that, through the passing years, gained the name of "Treasure Island." The romantic figure of Jean Lafitte, gentleman swashbuckler of the Spanish Main, weaves through the history of this golden, sandy strip whose greatest treasure today is the pleasure it affords the winter vacationists who flock to it from the cold North. The island is about thirty-three miles in length and is connected to the mainland by a giant causeway that is still regarded as a marvel among engineering feats. Thirty-two piers provide docking accommodations for one hundred vessels and make the city one of the South's largest ports. It is the only major port in the United States to be entirely owned by private capital.

The visitor will find excellent hotels here, some of them lining the avenue that runs atop the seawall. Here also will be found a fine bathing beach, pleasure piers, and the finest provisions for all sports. Fishing in the Gulf is, of course, one of the leading outdoor activities. Boating, hunting, golf and other sports are thoroughly enjoyable in the mild climate that is one of Galveston's major attractions. The city is famous for its beautiful flowers, particularly its oleanders, and for the excellent quality of its shore dinners that can be eaten in any one of the many restaurants that are on the Promenade. Bicycling and horseback riding over the roads around the city or along the hard sand beach, are also popular sports with Galveston visitors.



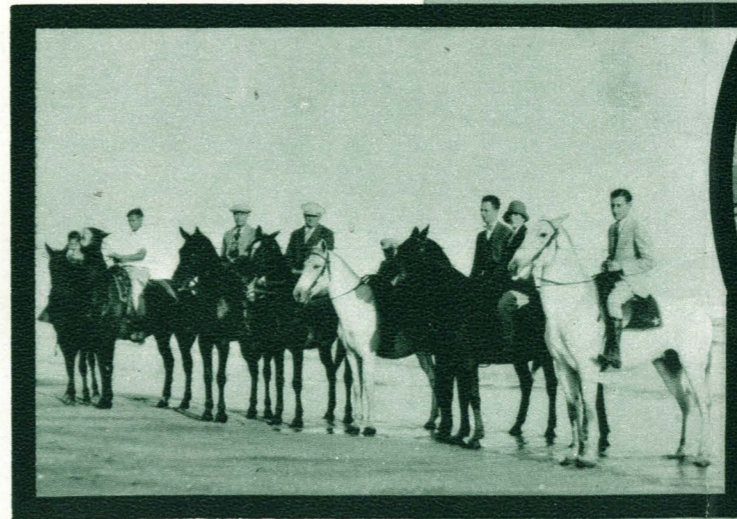
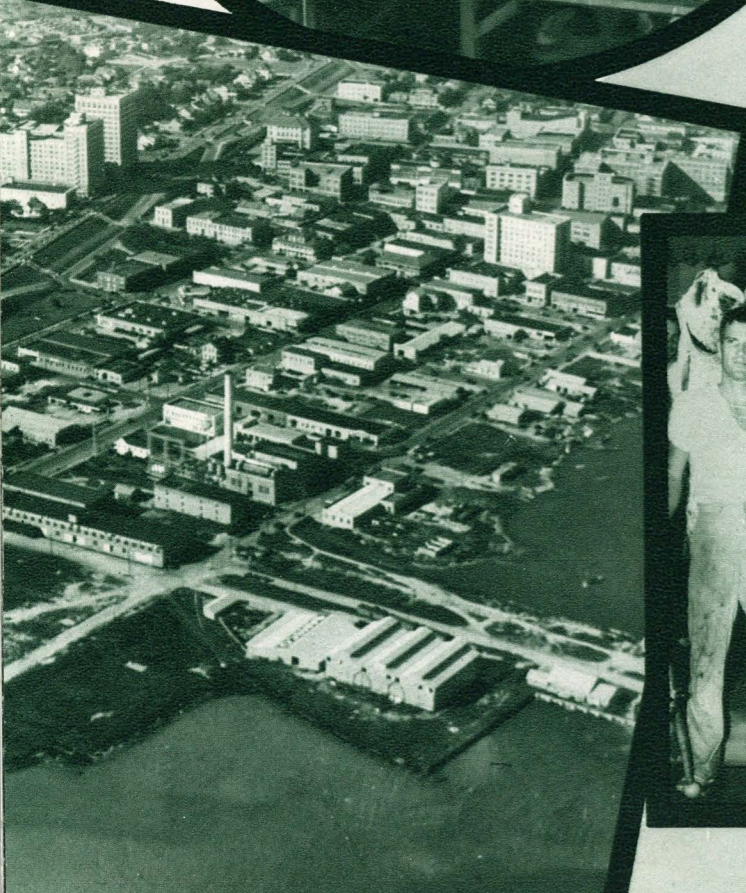


Corpus Christi, another of the Gulf Coast's splendid resort cities is known as the point "where Texas meets the sea." The city is unusual in appearance because of the architectural planning that has turned an abrupt bluff, almost in the center of the business district, into a terraced and balustrated approach to the higher level of the city. A magnificent beach extends along the waterfront, and out on the Bay, sailboats and motorboats scud across the white-capped waves that break on the fine sand of the beach. Fishing is one of the most popular sports at Corpus Christi, and the enthusiast finds great thrills in landing the huge game fish that are so plentiful in the Bay and in the Gulf. Aransas Pass, the waterway between Mustang and Padre Islands that connects the Bay with the Gulf, is said to be one of the finest tarpon fishing grounds in the world. Boats, guides and tackle can be rented here for fishing excursions at very reasonable rates.



Palm trees wave their graceful fronds along the Corpus Christi horizon and, with the golden sun that shines during the season, make a perfect setting for the winter vacationist's enjoyment. In this balmy winter climate, during which the average temperature is 56 degrees and during which the sun shines 65 per cent of the time, the visitor feels fit and ready to partake of the active pleasures that he finds around him. There are sporty golf courses here, tennis courts, bridle paths and many other facilities for outdoor activities. Hunting, in the neighborhood of the city, is another sport that the visitor will find pleasureable because of the abundance of game.

Hotels, apartments and cottages provide accommodations for the varying tastes and budgets of hundreds of visitors. Both inexpensive lodgings and lavish living quarters can be found here.



TEXAS GULF COAST

EASILY, QUICKLY REACHED VIA
MISSOURI PACIFIC LINES . .



Lounge cars, where much of the passengers' leisure time aboard train may be spent, have been given special consideration by the Missouri Pacific. Built in the railroads' own shops and designed and furnished by the country's leading interior decorating specialists, they are the most comfortable, and at the same time, the most attractive traveling equipment in the West and Southwest. Beamed ceilings, plaster walls, tile floors, Spanish light fixtures, tapestry upholstered chairs and couches, soda fountain, cozy radio nook with booths for card players, and shower baths for both men and women are a few of the appointments that make the lounge car a popular place to read and rest. The dining car is finished in light, cheerful

tones, the tables set with snowy white linen and glistening glass and silver ware. The meals are prepared from carefully selected materials by talented chefs and served by courteous and well-trained waiters. Both cars are, of course, completely air-conditioned as are all passenger cars in Missouri Pacific Lines trains. These two cars correspond to the public rooms of a fine hotel or club, and from the point of view of elegance and service, they are comparable to the best of them.

Pullman cars on Missouri Pacific trains are modern and comfortable. Upper and lower berths are wide and roomy and are made up with soft mattresses and pillows. Drawing rooms and compartments are available in most cars for those who want the privacy of room travel.



MISSOURI PACIFIC

TRAINS ARE MODERN, LUXURIOUS AND
COMFORTABLE—COMPLETELY AIR-CONDITIONED



The Missouri Pacific Lines directly serve the states of Missouri, Illinois, Kansas, Nebraska, Colorado, Arkansas, Oklahoma, Texas and Louisiana, and enter into Tennessee and Mississippi. In addition through service is provided to Utah, Arizona, New Mexico, California and Mexico City. Automatic block signals assure the traveler complete safety. Coach passengers on many trains are now carried in complete comfort in new, deluxe coaches, in which towels, soap, drinking cups, ice water and pillows are furnished without charge. Exceptionally low-priced tray meals from the dining car kitchen are served in the coach at one's seat, and in some cars at lunch counters at the end of the car.



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