President Dwight D. Eisenhower (1953-1961), who had grown up in Abilene, Kansas, was a great fan of western novels. In 1956 he declared that "The history of America is a history of frontiers and each frontier has been a challenge to Americans to dare more, to do more, and go forward faster, and on a broader front."

"I stand tonight facing west on what was once the last frontier. From the lands that stretch 3,000 miles behind me, the pioneers of old gave up their safety, their comfort and sometimes their lives to build a new world here in the West. [...] And we stand today on the edge of a new frontier - the frontier of the 1960s, a frontier of unknown opportunities and paths, a frontier of unfulfilled hopes and threats. [...] For the harsh facts of the matter are that we stand on this frontier at a turning point in history."

From the speech of John F. Kennedy, held on July 16, 1960, at the Los Angeles Coliseum, to accept the Democratic Party's nomination as candidate for President.

"The conquest of new frontiers for the betterment of our homes and families is a crucial part of our national character. [...] There are those who thought the closing of the Western frontier marked an end to America's greatest period of vitality. Yet we're crossing new frontiers every day. [The astronauts] reaffirm to all of us that as long as there are frontiers to be explored and conquered, America will lead the way."

Ronald Reagan, on the Fourth of July, 1982, greeting the return of the space shuttle to Edwards Air Force Base.

"Space - the Final Frontier."

Voice-over during the introduction to Star Trek, a TV series that reached cult status in the 1960s and 1970s.