

✦ THE TRUTH ABOUT GEORGE ARMSTRONG CUSTER ✦

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COWBOYS & INDIANS

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ANSON MOUNT

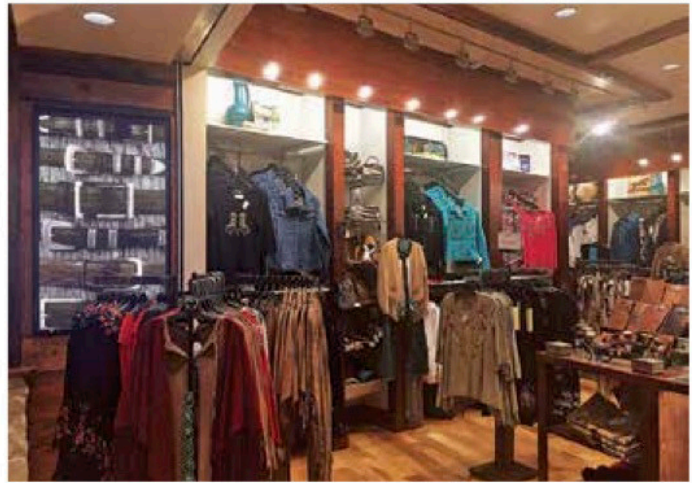
The Star Of
Hell On Wheels
Reaches The End
Of The Line

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19 EPIC ADVENTURES
OF A LIFETIME



Western Storefront



Pinto Ranch

For many Houston visitors, George Bush Intercontinental Airport provides a first glimpse of American cowboy country. Now, thanks to Pinto Ranch, it also offers one last chance to take a piece of it back home.

Since this past December, the Western lifestyle retailer has been there for these travelers, opening up shop right inside the airport. “We’ve never been in an airport before, but it was an opportunity that presented itself, and we wanted to represent America to travelers from all over the world,” says Pinto Ranch CEO Walter Pye, who describes the new installment in Terminal C as a “mini-Pinto.”

The airport storefront is just 1,000 square feet, considerably smaller than the Pinto Ranch mall locations in Dallas and Las Vegas, not to mention the original at Post Oak Plaza in Uptown Houston. But the company has managed to pack a lot of cowboy culture into the mini boutique, starting with its rustic ranch design. “We used the same architect so it would look very similar to our other stores,” Pye says, “and then we just put the best of what we had in there.”

At Pinto Ranch, the best of the best means a formidable selection of Stetsons and other cowboy hats, Lucchese and Old Gringo boots, and fashions from the likes of Ryan Michael, Roja, and Scully. The biggest difference between the new mini-Pinto and its predecessors: hours of operation. It’s the only Pinto Ranch store that opens at 6 a.m.

Longer days mean more foot traffic and, often, quick fixes for travelers in need. “We had a customer come through who spilled something on his pants during a flight, tried on some jeans, bought them and threw his old pants away,” recalls director of marketing Bea Garcia. “We’ve also met people who get up early in the morning to catch a plane, forgot to pack a belt, and come in to buy one.”

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