

Garth Brooks styles dominate western market



Julia Mikolajcik/DN

Kristi Diener of North Platte models western attire. She has worked at the Fort for about a month, and she attends Lincoln School of Commerce.



Julia Mikolajcik/DN

Buckles can be more than just a device to hold up your pants; they can be a fashion statement. The Fort sells many buckles that cater to the country-western style.



Julia Mikolajcik/DN

The Fort sells the latest in cowboy boots, in a variety of styles and prices. Customers can choose from ostrich, cobra, sea bass or lizard boots.

By Jill O'Brien
Staff Reporter

Imagine sauntering across campus dressed in your new western clothes.

You've got your \$110 cobalt-blue chaps with the fringe, and you've traded in your tennies for your first pair of ostrich cowboy boots.

Ready to take the bull by the horns, ready for that exam, ready for love, and . . . ready for bankruptcy after buying or charging all your new western duds. Of course, you could settle for less.

A less expensive hat, for instance, might cost \$39 instead of \$240.

Shawn Meyer, a senior in agricultural economics at the University of Nebraska-Lincoln, said that the quality of a cowboy hat was judged by the amount of rabbit and beaver fur, which make up the felt.

Meyer, who wears a comely black cowboy hat, works part-time at the Fort Western Outfitters. Meyer said that many customers ask if the Fort stocks "Garth Brooks" hats.

Garth Brooks, the country-western singer, owns a large collection of funny-shaped cowboy hats, Meyer said, adding that the Fort shapes hats as a service to customers.

Suppose you can afford a hat, but can't afford the \$150 for boots made from ostrich, cobra or sea bass. Cost-wise, lizard is less.

Seriously, if you're broke because you recently paid \$20, \$30 or \$40 for jeans, kick yourself. At the Fort Outlet, you could've purchased Jordache jeans for \$9.97.

Bargains can be found in other stores, too. You'll find your search for sales worthwhile.

You'll be the best dressed in the West.

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