

56th & Hwy. 2

The Fort Relocates at The Alamo!

“The New Fort!” What’s it like? Just like the “Old Fort” — a little bigger, alot nicer! More selection — Same low prices and friendly prople.

“The Fort”, a family owned store, started in 1973 as a one room tack shop at 48th and Old Cheney Rd. Carl and Shirley Wohlfarth, owners, worked part-time in the store with their oldest daughter, Becky. Carl, a lieutenant with the Lincoln Fire Department, and Shirley, working as a registered nurse, had full-time jobs for the support of

the family, so for the first several years all of the profits went back into more inventory. “The business grew and we added some jeans and boots,” the Wohlfarths said. Now our jean and boot departments are among the biggest in the state.

New customers are always surprised and amazed at the low prices and large selection. Many people think of The Fort as a specialty store, and don’t expect the wide variety of quality merchandise.

The Fort has added many new lines, including jewelry, specializing in Black Hills gold, sterling silver and turquoise indian jewelry.

The Tack Department has long ago grown from its one room start to the largest display in the midwest including an indoor display of horse and stock trailers.

Keith Schomerus, store manager, said, “No matter what you wear to work ‘The Fort’ has it! From bib overalls or insulated coversals to western dress suits.”

Linda Schomerus, the Wohlfarth’s daughter is full-time buyer and she said the racks are full of beautiful ladies clothing. I noticed a vivid array of leather trimmed sweaters.

The “Old Fort” is still a neat place to go browse. The “Antique Market” a new concept with 47 different dealers and a gift shop — lends itself well to the old decor. Owners, Twila and Dave Fairbanks, have made many changes but say people still walk through the door looking for boots or with a

hat in their hand they want to have shaped.

The “New Fort” in The Alamo Center at 56th and Hwy. 2 shares the building with “Alamo Sporting Goods,” specializing in fishing and hunting, Fantastic Sam’s, a franchise family hair cutter (the first in Nebraska!), and Applause Video, complete with a children’s castle and great selection of videos.

Do yourself a favor and go on out to the Fort and The Alamo Center and see for yourself!



**The “New Fort” 56th & Hwy. 2
Alamo Center**

**Mon.-Fri.
10-8
Sat. 10-5
Sun. 1-5**



**The “Old Fort” as it was in 1973
Now the “Antique Market” 48th & Old Cheney**