



Darby McQuade

## The Art of a Lure

“Sure Sign of Spring.” That West Virginia newspaper headline touted the poster for a young Darby McQuade’s “all you can grab for 25 cents” enterprise hawking fishing worms. He was the first worm-peddler in town to have a hand-painted sign, and it pushed him to No. 1 in sales. “It was clear the difference advertising made,” McQuade observed recently.

The future founder and owner of home-furnishings emporium Jackalope went on to get an MBA, but his ensuing five years on Wall Street proved his head for business didn’t want to be stuck gazing at a computer. Eventually the Southwest and its signature aesthetics called, and McQuade opened Jackalope in 1976. (With his brother, he had run a profitable El Paso, Texas store selling macramé and candles.)

Mexican pottery was McQuade’s top product at Jackalope for 29 years, until he opened the furniture store in 2006 and his array of Indian, Balinese, Mexican, and other furniture began topping sales.

McQuade draws customers with not only an amazing breadth of imported goods but also prairie dogs and glass blowers. “We really see retailing as entertainment,” he says. He also sees his store as a nurturer: Roughly 80 small businesses constitute 25 percent of sales here, creating “a real incubator” for other entrepreneurs such as local stores Maya and Tropic of Capricorn, he says. And in Mexico, McQuade worked for five years with a group to remove lead from pottery glazes, making the trade safer.

Next on the list: stores in Phoenix and San Diego (to add to venues in Santa Fe, Albuquerque, and Bernalillo, New Mexico; Parker, Colorado; and North Hollywood, California), plus Internet sales.

Everything McQuade does revisits his early lesson. “I’m still a great believer in letting people know we’re here and we’re different,” he says. It’s his sure sign of success.

2820 Cerrillos Road, 505-471-8539, [jackalope.com](http://jackalope.com)



Guadalupe Goler

## If the Shoe Biz Fits

When Guadalupe Goler opened her women’s shoe store in Santa Fe 23 years ago, the concept of comfort shoes meant one thing: Birkenstocks.

But through her persistence in revealing that fashion and comfort aren’t mutually exclusive—and thanks to the design technologies that paired ergonomics and mode—she successfully runs a men’s and a women’s store specializing in high-style, highly comfortable shoes by designers such as Donald J Pliner.

Growing up in Guadalajara, Mexico, Goler had a shoe-business lineage: Her aunt ran a shoe store; her grandfather owned and operated a factory (the comfort styles he designed are still manufactured today). Even now she loves the feel and smell of leather and asks her older brother in Mexico, who owns a tannery, to take her on factory tours. But back then, “I didn’t know I wanted to be in the business,” she says, “although what I heard and saw all related to shoes.”

Goler still credits family as the bones of the operation—her brother is her store’s general manager, her daughter is the floor manager, and her son produces most of her ads. “A lot of effort and enjoying what I do” also feed her success, she says.

The stores, among the first venues downtown to operate on Sundays and stay open late, are open 364 days a year to cater to after-work shoppers and tourists. In fact, Goler’s biggest customer in the men’s store (40 percent of the business) is the workaholic who only makes time to hunt for shoes on vacation.

When Goler travels, she prefers not to shop. “But I do pay attention to what people are wearing in the streets,” she says. “And I feel very comfortable saying our selection, service, and atmosphere could work in any large city in the world.”

125 East Palace Avenue, Suite 125, 505-982-0924, [goler shoes.com](http://goler shoes.com)

## Shaggy Stone Stories

The diverse, grimy group of stone fabricators at Captain Marble was preparing to transport enormous slabs of granite to a distant site on a mountain-side, carry them over mean terrain, then install them in a grand new house.

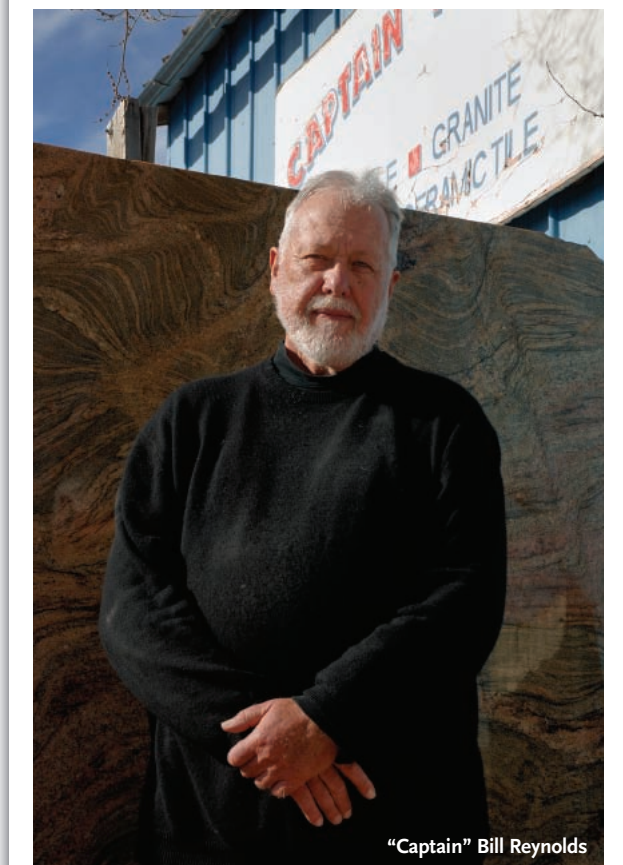
Meanwhile, their boss, Bill Reynolds (“the Captain”) was conveying some “heavy” stuff of another sort—stories from his days in art school in San Francisco around 1960, through some mean terrain of his own in New York City and Turkey, ensuing in his enlightenment in India and subsequent enlightenment of Santa Fe about the value of finished natural stone.

Garbed all in black, Reynolds tells of living in “all the groovy places at all the right times.” He bid “good-bye to Ike and hello to Miles Davis.” He hopped a Yugoslavian freighter with his wife, Fran, and spent six years in India. Then a Japanese aikido teacher led him to Santa Fe in 1974.

“We ended up here with a roll of carpets and \$100,” Reynolds says. “What I figured out in India is that the work is everything: karma yoga. I was still so burned out on the arts scene, so I worked my ass off as a laborer for \$3 an hour, then setting tile for 13 years, and here I am.”

Karma yoga paid off: Reynolds has built Captain Marble into the spot builders and homeowners go to for the good stuff—mostly granite, limestone, travertine, and marble (“I’m sometimes forced to do plastics by ill-informed consumers,” he bemoans). Perhaps a form of art reincarnation is at work too: Galleries requiring stone for sculpture are among his biggest clients, and Reynolds—looking forward to more leisure time after 20 years in business—is now building a home painting studio.

1208 Cerrillos Road, 505-982-0276



“Captain” Bill Reynolds