

Success STORIES

Taos County and The Moreno Valley

AT A GLANCE

Mountain Comfort Furnishings and Design

at OVERLAND CENTER
1405 Paseo del Norte, Taos, NM 87571
505-758-7888
Mon. - Sat. : 9:30 a.m. - 6 p.m.
Sun. 10 a.m. - 5 p.m.
www.mountaincomforttaos.com

MOUNTAIN COMFORT FURNISHINGS AND DESIGN

Exceptional elegance for everyday living



illumination is everything! There are many styles of lighting to choose from.

by jai cross

"A beautiful home deserves beautiful furnishings and accessories," Bill Jarski, founder of Mountain Comfort Furnishings and Design, said. Much of the store's merchandise could be classified as Mountain Elegance, and it all reflects a tastefully relaxed attitude towards life. Customers select those pieces that best fit their lifestyles and needs from an extensive inventory of finely crafted cabinets, lamps, mirrors, chests, divans, armoires, armchairs, ottomans, bedside tables, desks, bunk beds, couches, dining tables and chairs, divans, loveseats, china cabinets, fine art and other elegant offerings.

Many of the distinctive furnishings seem to have been plucked from the famed wilderness lodges of the late 1800s. A particularly fetching bedroom set includes a comfortable king-sized Simmons Beauty rest mattress with coil springs, a tall headboard carved into pine branches and cones, a paisley bedspread and matching oversized pillows. A base of antique snowshoes supports a nearby floor lamp, and the walls are adorned with an enormous variety of hanging art, often depicting breath-taking scenes of outdoor beauty.

Here you will find numerous examples of the respected workmanship of reputable national manufacturers such as Old Hickory, Flexsteel, and Rowe that proudly back their wares with outstanding warranties. However, the excellent work of many smaller, specialty suppliers are also represented by exquisite pieces in distressed pine, old oak, mesquite, alder, and other quality woods. Where else in Taos would you find a choice of chandeliers made from intertwined elk and deer antlers?

Twenty years ago, Bill and his wife Heather started the first Mountain Comfort store in Frisco, Colorado near Vail. The phenomenal success of that store gave rise to a franchise operation that now includes eight stores in six western states. The business has garnered national recognition, such as its inclusion in Furniture Today's prestigious "Beyond the Top 100" list in 2003, 2005 and 2006. Having so many cooperating stores permits group purchases, and the truckload pricing discounts on many goods are passed on to the stores' many happy customers.

The Mountain Comfort in Taos is exceptional in that it is directly owned by the Jarskis who also maintain a vacation home here. "I have visited many mountains, yet Taos Mountain is my favorite of all," Bill said. "Taos has a distinctive character and flavor. Its unspoiled beauty and laid back attitude make it a wonderful place to relax."

After nine years of searching for an appropriate location in Taos, the ideal site in the Overland Sheep Company complex became available in 2004. The two-storied building's wide planked floors, stuccoed walls, log accents, huge beams, high arched ceiling, and track lighting made it the optimal setting to showcase Mountain Comfort's furniture and accessories. Since its eclectic offerings mesh so well with local life styles, the Taos store enjoyed immediate success.

"Our staff interacts well, and that improves things for our customers," Bill explained. "This is a true team effort where expressing individual opinions creates a larger vision. We have furnished many homes and ranches around Taos and also do a good business with residents of Angel Fire and Red River. We cater to the customer's style and work with them to personalize the interiors of their homes, which may involve putting together a collection from different manufacturers and from different periods. People appreciate having a quality home store that they can trust. In turn, we take good care of our customers and give them the respectful attention that they deserve."

The Mountain Comfort design staff is an experienced team of professionals offering a full array of complimentary support services. They can assist in reaching well-informed decisions from among the broad selection of styles on display or arranging custom or special order options. These experts are available to help you

realize your own ideas and visions in ways that are both fulfilling and cost effective.

The convenient on-line room planner allows customers to design their homes electronically using either pre-packaged plans or their own inspired creativity. This computerized program grants a unique opportunity to see where particular elements might be most appropriately

This chandelier is a perfect conversation piece for over any dinner table.



Mountain Comfort offers a full range of gorgeous home furnishings.

"We continue to expand and to stock new items," Bill said. "We now offer carpeting, tile, and window treatments that complement our customers' other purchases. Recently, we began carrying attractive copper or onyx tubs and sinks from India that add a delightful charm to homes. We work with many different suppliers to assure that our customers have a full range of gorgeous selections -- from luxurious leather seating to hand-carved signature pieces. I travel to many distant markets to secure the furnishings that best fit our unique style, such as hand-spun rugs from Oaxaca. But I especially enjoy having a store in Taos because it gives me another reason to visit here more often." ■

Hand-carved headboards add a rustic feel to any bedroom.



placed and to tinker with overall design before making a financial commitment. The website also contains a photo gallery where customers are encouraged to discover and develop their own distinctive styles. These programs allow prospective buyers to maintain an ongoing conversation with an experienced staff from the comfort of their living room or while on the other side of the world.

Mountain Comfort's dependable delivery services mean that you won't have to engage in any heavy lifting when redesigning your home or simply adding a new touch of elegance to an existing decor. These professionals will safely transport and quickly install your purchases, and even remove old unwanted furniture at no extra charge.

FEATURED SUCCESS STORIES

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414 Camino de La Placita
(505) 758-8248 • www.retiresource.com

Sun & Showers Asian Bistro
1014 Paseo del Pueblo Sur
(505) 751-3033

Taos Convention Center
120 Civic Plaza Drive
(505) 758-5792 • 800-323-6338
www.taosconvention.com

El Porvenir Imports
226 Paseo del Pueblo Norte
(505) 751-9200

Mountain Comfort Furnishing & Design
1405 Hwy 64 (at Overland Ranch Complex)
(505) 758-7888
www.mountaincomfort.net

CI Direct
13371 Gusdorf Road
(505) 751-9661 • www.cidirect.com

New Mexico Center for Cosmetic Dentistry
1337 Gusdorf Road, Suite #A
(505) 758-0305

Desert Rose Bookkeeping & Tax Center
107 Plaza Garcia, Suite F
(505) 758-7773

Black Mesa Winery
Located in Velarde south of Taos, Hwy. 68
1-800-852-6372
www.blackmesawinery.com

High Desert Tree Care
Taos, NM 87571 • (505) 776-2275

Town of Taos
400 Camino de la Placita
(505) 751-2000 • www.taosgov.com

Phoenix Mechanical
1217 Gusdorf Road • (505) 758-3027

Youth & Family Center
Located on the Canon Bypass
(505) 758-4160 • www.taosyouth.com

Taos Community Foundation
229-A Camino de la Placita
(505) 737-9300 • www.taoscf.org

Francesca's
122 A Paseo del Pueblo Sur
492 State Road 150 • Arroyo Seco

Taos County Chamber of Commerce
Corner of Hwys 68 & 64
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Overland Ranch Complex
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www.taoshomepage.com

Country Furnishings of Taos
534 Paseo Del Pueblo Norte
(505) 758-4633

The Harwood Museum of Art
238 Ledoux St. • (505) 758-9826
www.harwoodmuseum.com

Wilder Nightingale Fine Art
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(505) 758-7700

Andean Software
TSV Resort Center
(505) 776-2508
www.andeansoftware.com

Community Against Violence
945 Salazar Rd
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(505) 758-8082
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Taos Do-It Yourself Picture Framing
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(505) 751-0013
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www.preferredbuildingsystems.com

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Dunbar & Dunbar Antiques
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758-2511 • www.patrickdunbar.com

Holy Cross Hospital
1397 Weimer Road • (505) 758-8883
www.taoshospital.org

First Community Bank
120 W. Plaza • (505) 758-6600
www.fcblnm.com

Blue Rain Gallery
117 S. Taos Plaza
(505) 751-0066 • www.blueraingallery.com

Brady's Restaurant
1032 Paseo Del Pueblo Sur • (505) 758-8800

Brigid Meier
204 Paseo Del Pueblo Norte
(505) 751-7581 • brigidm@laplaza.org

UNM-Extended University
115 Civic Plaza Drive • (505) 737-6279

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