



Photos by STEPHANIE YAO/THE OREGONIAN

No home-retailer store is complete without display cases, and George Ceballos of Elite Signs applies the finishing touches to some at the new Atiyeh Bros. store. The seller of Oriental rugs, formerly in Portland, opens Monday in Tigard.

# Respecting the rolls

*Atiyeh Bros. heeds demographics and moves to the suburbs*

By **DANA TIMS**  
THE OREGONIAN

TIGARD —

**M**ore than a century ago, the first generation of Atiyeh brothers sought a site in the heart of downtown Portland to open their store selling expensive Oriental rugs.

Five decades on, the second generation responded to big demographic changes in the area by moving east across the Willamette River to build a large rug-cleaning plant.

Now, 50 years later, the third generation is kicking off a second century in business by again following the flow of wealth and population. This time, it's down Interstate 5 into Portland's burgeoning southwest suburbs.

Atiyeh Bros. will open its 14,000-square-foot combination showroom and warehouse Monday morning just west of I-5 on Southwest Bonita Road. It's the latest addition to a growing cluster of high-end home retailers tak-

Please see **ATIYEH**, Page B2



Ron Dees of R. Dees Construction finishes assembling racks that will hold hundreds of expensive rugs, some weighing 800 pounds each.

# Atiyeh Bros. opens new headquarters store in Tigard

By MIKEL KELLY  
Of the Times

TIGARD — David Atiyeh is beaming like a proud papa these days.

Why? The brand new Atiyeh Bros. store on Southwest Bonita Road is open for business.

This is not your grandfather's crowded little rug and carpet store — or his, for that matter.

It is, in fact, the *only* Atiyeh Bros. store left in the metro area. The 101-year-old business has now closed its downtown Portland store as well as its Greenburg Road location near Washington Square.

The 14,000-square-foot retail showroom next door to Paul Schatz Furniture beside Interstate 5 is the headquarters for Atiyeh Bros. Oriental Rugs & Carpeting — and a handsome, roomy headquarters it is.

The visitor to the new building is first likely to notice the floor: a combination of Spanish limestone and white oak. Just beyond the room vignettes, the carpet display area and the marble countertop in the reception area lies the huge, open room where a vast array of rugs is stacked in piles, hung from the walls and tossed about the hardwood floor for comfortable, uncrowded viewing.

"We're just very, very happy to be here," said Atiyeh of the building that combines carpet and Oriental rug display areas with corporate offices as well as a shipping and receiving area.

"It's really the first time our company — since the Lloyd Center store opened in '61 — that we've had our whole retail staff in one place," Atiyeh explained.

Last spring Atiyeh Bros. celebrated the 100-year anniversary of the company founded by Aziz and George Atiyeh. The family's second generation, twins Edward and Richard Atiyeh and their younger brother Victor, continued that legacy.

The move made sense, said Atiyeh, because the southwest area is where the bulk of the company's customers were.

"If we look at our customer base — Tigard, Lake Oswego, West Linn, essentially Portland's west side — then here, we're right smack in the

middle of the area we service," he said.

And they've already noticed a difference in travel times, Atiyeh insisted.

"We think everybody hopefully wins from this. We've cut our gasoline consumption in half, and we cut our delivery times in half."

After a century in business Atiyeh Bros. has managed to build itself an image as the Cadillac of rug merchants, but David Atiyeh is quick to point out that his firm can compete with anyone in their quality range, and that product knowledge and service make all the difference in the world.

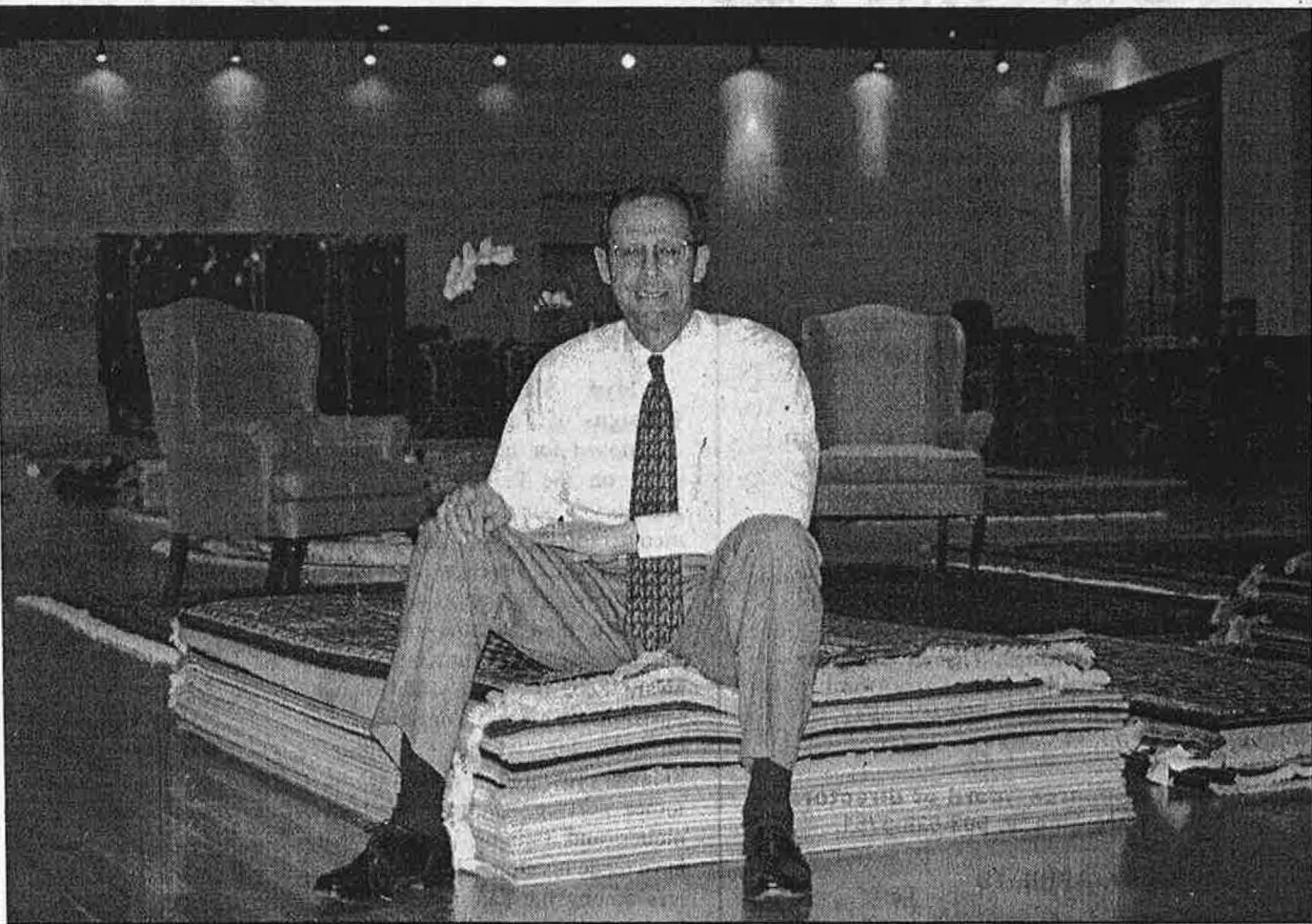
"We can't yell as loud as the big guys with their big advertising or marketing budgets, but we prove it in the store every day," said Atiyeh, adding that his store also is able to offer smaller-demand items, such as New Zealand wool and English carpets.

Atiyeh Bros. will continue to operate its rug, carpet and furniture cleaning plant in Southeast Portland as well as a similar facility in Eugene. Customers can drop off items for cleaning at the Tigard location.

The address of the store is 6750 S.W. Bonita Road, Tigard 97223. The phone number is 503-639-8642.

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◆  
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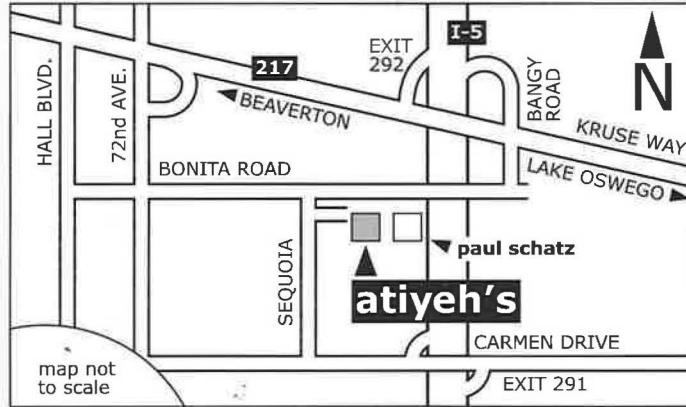
**ON THE CARPET**  
— David Atiyeh grins with pride at the openness and comfortable feel of his new 14,000-square-foot showroom on Bonita Road. Atiyeh is co-owner of Atiyeh Rugs & Carpeting, along with Tom Marentette, who heads up the company's cleaning division.



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