

# Atiyeh Bros.: A 90-year carpet ride

By Karl Klooster

Portland's first generation of Atiyeh brothers set up shop just as the new century was beginning. Nine decades later, the Northwest's first fine rug dealer has become a permanent fixture in the Rose City.

When Aziz and George established "A. Atiyeh & Brother" on Washington Street in 1900, they already had some three years of experience in the en-



## ROUND THE ROSES

trepreneurial American marketplace. Although family historian and former governor Victor Atiyeh isn't certain exactly when his Uncle Aziz arrived in America, he has carefully preserved a little notebook written in Arabic whose earliest sales entries date back to 1897.

"Uncle Aziz began business in South Bethlehem, Pennsylvania, buying Oriental rugs from importers in New York and reselling them to peddlers," said Vic Atiyeh.

"After he got going he sent for my father in Syria." But there was considerable competition on the East Coast, and when the Atiyehs were told that Portland was filled with transplanted, affluent Northeasterners with a taste for the Orient, they packed up their stock and set out for Oregon.

The two young men knew no one in Portland. But they knew their business. Almost from the day they opened their doors, uppercrust matrons flocked to the store. Aziz and George gave them what they were looking for, and something more — attentive personal service. It's been an integral part of the Atiyeh's customer approach ever since.

"Selling fine carpets is a special sort of business," said the governor. "It's much more like fine art or antiques than simply home furnishings. If a hand-made Oriental carpet is well cared for, it can become a family heirloom."

By the early 1920s, the firm had moved twice, always upgrading facilities and always within a block or two of the original location at Washington between 10th and 11th. In 1922 came an even more dramatic move. Aziz went to New York to open an importing company leaving George to run the retail operation in Portland. The two businesses remained associated for two more decades until George's death in 1944. Then the second generation took center stage.

Answers: "Portland's exclusive and permanent rug store." The Kerman Deluxe. \$1,500 to \$15,000 for new rugs depending on size and complexity.

With his twin older brothers, Richard and Edward, in Europe fighting the Axis, Victor left the University of Oregon to assume management of Atiyeh Bros. The store, at 605 S.W. 10th Ave., since 1937, was where George's sons had cut their teeth in the business as teen-agers.

"The three of us alternated weeks working at the store," recalled Victor Atiyeh. "Our biggest single job was rug cleaning. In those days it was done in the basement entirely by hand. Beater vacuuming, hand scrubbing, rinsing, hanging to dry. It was a long, arduous task."

The process is all done with automated equipment today at the company's cleaning plant on Southeast Division Street, which opened in 1949. They bought the piece of undeveloped property and built the new facility there specifically designed for the purpose.

After Richard and Edward, who had both been prisoners of war, returned from Europe, the import and retail companies became legally separated. Aziz and his sons took the import company, George's sons, the retail store. "We divided up the responsibilities," Atiyeh said. "Richard was in charge of carpeting, I oversaw Oriental rugs, and Edward ran the cleaning plant."

In 1973 the firm moved to its present location at Park and Washington. Victor's longtime involvement in politics, first as a state senator, then as governor, may have been more high profile, but it didn't deter his brothers from their own ongoing community service activities. Richard has been on the Salvation Army board and a past Lion's Club president. Edward is on the board of William Temple House and a past district governor of Rotary International.

Today, the company is managed by Edward's son David along with Sarkis Manougian, who became a partner while working with the elder Atiyehs. Rich-



George Atiyeh in front of the first store on Washington Street, ca. 1905. What is the Atiyeh's exclusive Oriental carpet brand? What is the price range? (Answers below story)

Photo: Photo courtesy of Gov. Victor Atiyeh

ard's son-in-law Tom Marantette oversees the cleaning plant and Victor's son Tom has revitalized direct importing with a separate company, Atiyeh International.

In celebration of their 90th anniversary the family's personal collection of antique rugs will be on display through November 17 at the store. It includes rare and unusual rugs of wool and silk, tribal rugs and a special find, a Tabriz carpet bought back from the Hoyt family who had purchased it at the Atiyeh's booth during the 1905 Lewis and Clark Fair.

# THIS WEEK'S MAGAZINE ~ NOV. 14, 1990



Story Column 6  
**GEORGE E. ATIYEH**  
 Veteran merchant dies.

# Death Claims Rug Dealer

## Prominent Seller Dies in Portland

Funeral services will be held at 2:30 P. M. Thursday for George E. Atiyeh; a Portland dealer in Oriental rugs since 1903, who died Monday at his home, 703 N. E. Holladay street.

Born March 21, 1883, at Amar El-Hosen, Syria, Mr. Atiyeh attended the American high school in the old city of Sidon, and spent two years at the American University of Beyrouth, Syria, before coming to this country in 1902. He spent a year in the east before joining his brother, Aziz Atiyeh here, in the rug business, the firm being known as Atiyeh Brothers.

### Firm Moves Twice

The first store of Atiyeh Brothers was at the intersection of S. W. 10th avenue and Washington street. The firm then occupied one corner of the S. W. 10th avenue and Alder street intersection for more than 20 years, moving across the street to the Governor hotel building, on the same intersection, about 1935.

Mr. Atiyeh's energy caused the firm to become a nationally known establishment, which won grand prizes with rug exhibits at the Lewis and Clark, Seattle, San Francisco and San Diego expositions. When the firm expanded in 1923, opening an import office in New York, and foreign offices in Kerman, Iran, and Tiensein, China, Mr. Atiyeh took complete charge of the Pacific coast branch, his brother taking charge of the New York and foreign offices.

### Dealer Rug Connoisseur

The Portland merchant had many friends in eastern rug circles, and made numerous trips east for consultation on a subject in which he was a recognized authority. He was a member of Trinity Episcopal church, the Elks lodge, and the Masonic lodge, Scottish Rite and Shrine.

He was married to Miss Linda Ashly December 30, 1920, in Syria, shortly after which he returned to Portland with his bride. In addition to Mrs. Atiyeh, he is survived by three sons, PFC. Edward Atiyeh, PFC. Richard Atiyeh and Victor Atiyeh, Portland, and two brothers, Aziz Atiyeh, New York city, and Joseph Atiyeh, Syria.

Bishop Benjamin J. Dagwell will officiate at funeral services at the Morninglight chapel of J. P. Finley and Son mortuary, to which friends are invited. Interment in the family plot at Riverview cemetery will be private.

Sandy.

### FUNERAL NOTICES 111

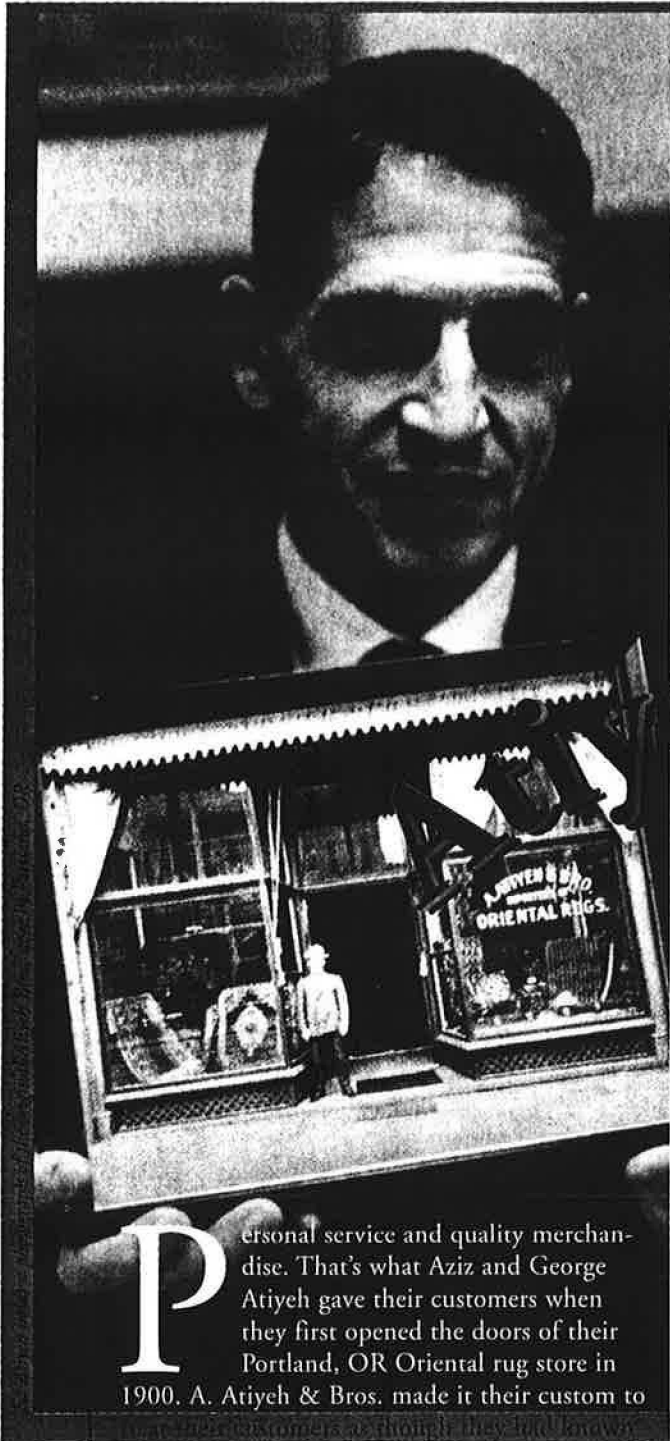
**ATIYEH**—July 31, George E. of 703 NE Holladay. Husband of Linda Atiyeh; father of Pfc. Edward Atiyeh, U. S. army; Pfc. Richard Atiyeh, U. S. army; Victor Atiyeh, Portland; brother of A. Atiyeh, New York city and Joseph Atiyeh of Syria. Services Thursday, 2:30 p. m., in Finley's Morninglight Chapel, SW Montgomery at 4th. Friends invited. Private commitment.

## THE OREGONIAN, THURSDAY, AUGUST 3, 1944

### Passing of Mr. Atiyeh

Not local friends alone, but those of far places, will mourn the death of George E. Atiyeh, dealer in oriental rugs for many years and internationally known authority on these choice products of the loom. Of Syrian birth, Mr. Atiyeh came to this country in his youth, possessed of a university education, to join his brother, Aziz, in the sale of rugs. Perhaps there was something of intuitive heritage in Mr. Atiyeh's love for the lovely fabrics to which he devoted his career. We of Portland have always felt we were privileged by the colorful existence of his establishment in this city.

All who knew Mr. Atiyeh testify to the integrity of his life and the charm of his friendship. He was never laggard in civic enterprise, but, such was his modesty, there were few who knew that their friend and acquaintance was by way of being a famous authority on a subject which demands far more than casual knowledge—and that wherever oriental rugs were discussed his opinions were eagerly sought and often quoted. America gave him, as it extends to all, an opportunity for a helpful and happy career—and the Syrian boy soon proved himself to be deserving. We take our leave of him now with many friendly memories.



Richard, Victor and Ed Atiyeh

# Atiyeh Bros.

## Finds the Formula for Success

**P**ersonal service and quality merchandise. That's what Aziz and George Atiyeh gave their customers when they first opened the doors of their Portland, OR Oriental rug store in 1900. A. Atiyeh & Bros. made it their custom to

serve their customers as though they had known them all their lives. It was something they had learned 10,000 miles away.

Aziz and George were born in Amar El-Husn, a small Syrian village 120 miles north of Damascus. Aziz was the first Atiyeh to immigrate to the United States and, at age 17, he settled in South Bethlehem, PA. Aziz began his career by purchasing Oriental rugs and linen from importers in New York and reselling them to

local peddlers. As the business grew, he sent for his brother, who was still working in Syria.

Soon after George arrived in the United States, the brothers realized that the considerable competition they faced on the East Coast would make future growth difficult. Hearing rumors that large numbers of affluent Northeasterners had taken their taste for fine rugs with them to Portland, Aziz and George moved west to seek their fortunes.

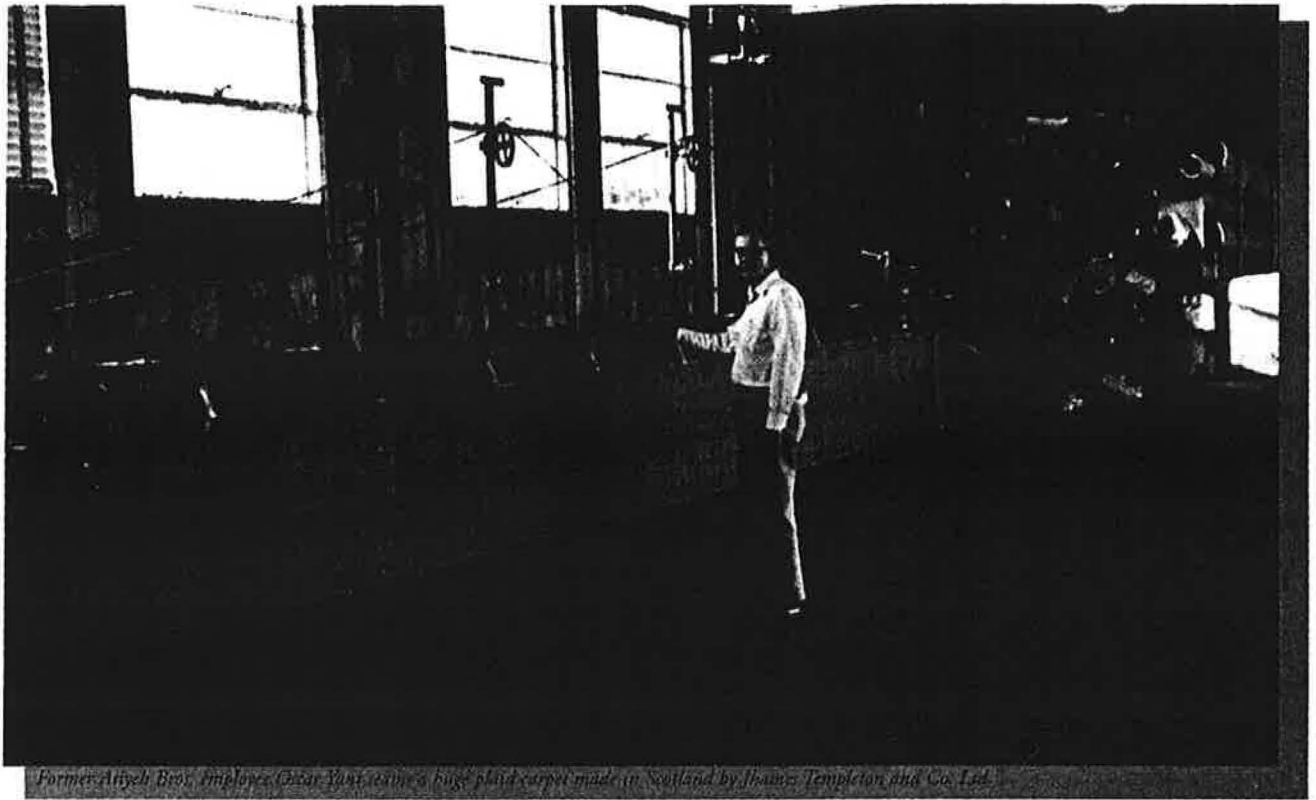
When they arrived, they did not know a soul — but they knew their business. From the first day they opened their doors, the two brothers provided exactly what their customers demanded: attentive

personal service and quality merchandise.

Over the years, the business grew. Much of that growth was the result of Aziz's uncanny foresight. Atiyeh Bros., which was the name they gave their new Portland operation, became one of the first (some say *the* first) companies to use "specific order programming," producing the same design in different sizes and colors. The company flourished. And with the growth of sales came a burgeoning demand for cleaning services.

Before 1948, Atiyeh Bros. fledgling cleaning business was located in the basement of their store. Rug cleaning was provided mainly for customers

by Jeff Stouffer, editorial assistant



Former Atiyeh Bros. employee Gazar Yant stands in a huge plant carpet made in Scotland by James Templeton and Co. Ltd.

who had purchased rugs from the company. The early service was a slow, involved process: A soap paste was applied to the rug, which was then scrubbed, rinsed and squeegeed, then hung over poles to air dry at room temperature for two, sometimes three, days before undergoing further procedures.

By 1948, growth demanded that a change be made to the cleaning business. Portland did not have a modern, well-equipped cleaning facility, so the Atiyehs and partner Norman Parsons took it upon themselves to create one.

On April 16, 1948, "Atiyeh's Rug & Upholstery Cleaners Inc." was registered with the Oregon Corporation Commission. In creating a separate corporation, the partners felt that the rug cleaning operation should succeed on its own merits, and not depend on the retail company for its financial stability.

Realizing the operation's potential, the Ayitehs made constant modifications to the cleaning facility. The partners were not afraid to explore new ideas or purchase new equipment for the growth of the business.

In 1954, the Pacific Northwest's first Moores automatic rug washer found its way into the Ayiteh facility. In 1958, a two-story addition was built, doubling the plant's size.

The 1960s ushered in some important changes in the carpet cleaning industry. Wall-to-wall carpet was replacing area rugs and hardwood floors nationwide. Knowledge of cleaning these new carpets, as well as other problems associated with them, was minimal at that time. In response, area rug cleaners formed the Rug & Upholstery Institute, which later merged with a similar organization in Seattle to become the Northwest Institute of Rug Cleaning.

The passing decades brought change to Atiyeh Bros. as well. George's sons Edward, Richard and Victor eventually found their way into the family business. All three sons were active in civic, social and business organizations over the years, helping to bring more recognition to the Atiyeh Bros. name. Edward was one of the founders of the Northwest Rug Cleaning Association and, in 1961, he served

as president of the National Institute of Rug Cleaning. Richard was one of 12 retailers who organized the National Association of Floor Covering Retailers. Victor, the youngest of the three, found his way into state politics, ultimately serving as governor of Oregon from 1978-1987.

In 1983, Atiyeh's Rug & Upholstery Cleaners Inc. was merged into Atiyeh Bros. After 36 years, the two companies once again became a single corporation.

In 1987, company president David Atiyeh, Edward's son, and Richard's son-in-law Tom Marantette, manager of the rug cleaning operation, formed DATM Inc. and purchased all outstanding shares of Atiyeh Bros. stock. Thus the two became the third generation of the family to own and manage Atiyeh Bros., and maintain affiliations with ASCR International, the Carpet & Upholstery Cleaning Institute, the World Floorcovering Association and others.

Personal service and quality merchandise. After nearly 100 years, the Atiyeh Bros. formula keeps working. ♦

## THE MAN ABOUT TOWN

By Fred Lockley.

One need not leave Portland to be able to travel abroad. Right here in our own city are scores of industries and institutions as interesting as you will find in any of the far-flung isles of the sea or the ports of the seven seas.

A day or two ago I stopped at the corner of Tenth and Alder to look at a display of oriental rugs in the show window of Atlyeh Bros. store. My curiosity was aroused, so I dropped in to ask a few questions. My few questions developed into an hour's talk with Aziz Atlyeh, in which I learned many interesting things about the marketing of oriental wares in this country.

Aziz Atlyeh and his brother George were born in Tripoli in Syria and attended the Syrian Protestant college at Beirut, an American Presbyterian college. They opened a store here in Portland in 1900 and from an humble beginning have built up a coast-wide business. Portland is their headquarters and distributing point for the Pacific Northwest and Los Angeles for the Southwest. Branches are maintained at various other western cities.

"We have approximately 2000 oriental rugs here in Portland," said Mr. Atlyeh. "Where do we get them?" "Well, a good many of these rugs were gathered for the Turkish government's exhibit at the Panama-Pacific fair at San Francisco. My brother George was director of the Imperial Ottoman commission, and he traveled pretty well over Asia Minor, securing the rugs used in the Turkish government's exhibit. In addition to the exhibit of the Turkish government, we had our own private exhibit there, from which we sold over \$750,000 worth of rugs. Incidentally, we have taken the grand prize at all the fairs held on the coast since the Lewis and Clark fair.

"We get our finest rugs from Persia, but just at present the rugs woven in Persia are more apt to be stained by the blood of their weavers than with alizarin root, or valonia; for Persia is the battleground of the warring hosts of Turkey and Russia.

We have had to resort to new fields to secure our rugs, and my brother-in-law is now in China buying rugs. The Chinese rugs are ornate and well made, but, to my mind, they do not compare in fineness of weave, in delicacy of colors or in texture with the rugs of Iran, as the Persians call their coun-

"The best rugs we get from Persia are the Kirmans, the Sehmas, the Kurdistans and Khorassans, the Sarabands and Youraghans, the Shirazes and Mousuls. While Persia furnishes the larger part of the rugs of commerce, we get some very choice rugs from Turkey. I myself have traveled rather extensively in Asia Minor and in Persia, buying rugs at the local bazaars. You can pick up very fine Koulahs and Ljadiks, Bergomas and Anatolins there. We get our Bokharas and Samarkands from Turkestan, the Afghans and Khivas from Afghanistan, the Beluchistans and rugs of that type from Beluchistan, while the Shirvans, Kablistans, Tsitzizes, Kasaks, Darbends and Cashmeres come from Caucasia.

"What do they sell for? That is like asking what does a diamond sell for. You can buy a diamond for \$25, just as you can buy a rug for the same figure; or you can pay several hundred dollars for either a diamond or a rug. Come into the fireproof vault, and I will show you rugs that range in price from \$1200 to \$12,000.

"Here," said Mr. Atlyeh, "is one made for Sultan Abdul Hamid at Herecke, just across from the Golden Horn. It is of silk and has all the play of colors of a fire opal."

As one rare rug after another was unrolled for my inspection, I was transported in imagination to Smyrna or Bagdad, to Hamadan or Ghordes, with all their eastern mystery and charm. As Mr. Atlyeh traced with his forefinger the text of the Koran on some ancient prayer rug or the delicate verse of some long-dead Persian poet on a soft toned hearth rug, I could almost see the tents of a wandering tribe of shepherds. In the background are bare, rounded, rocky buttes rising above the sandy plain. In the distance are herds of sheep and goats grazing on the upland, while a caravan of camels is silhouetted against the skyline. In front of the smoke-stained, open-fronted tents are two crooked poles supporting a crosspiece from which, fine as spider webs, are suspended the warp threads of silk or wool or perhaps of linen.

Sitting on the sand in front of the frame is a young woman, her seal-brown liquid eyes dreamy with thought as she knots the bits of lamb's wool threads to the strands of the wool. She is tying 600 knots to the square inch, for she is making her marriage rug, and as the design grows slowly under her skillful touch, she is weaving into the rug her hopes and joys, her aspirations and her love. Listen, and you can hear the musical "Bon gyun Allah couvet; ilan" (Today with the help of God) of the bearded patriarch who is talking with her father. Today we look at the changing lights of its design as the dealer lets it slip lovingly through his hands to display to the best advantage its softened and mellowed, merging tints.

Let the magic carpet of imagination carry you over the countless leagues to where it was made, and try to follow it in its wanderings before it came to Portland. You will see it on its long journey on camel back to some local bazaar, where it is displayed with many others of its kind. Now, follow it to Constantinople, where it is shown with rugs from Kurdistan from the Kirghiz steppes, from Kashmir and Angora and from fertile and faraway Farsistan. She who made it has long been drifting dust. Her ears closed to the soft whispering of her dark-eyed lover years and years ago. The hand of the infidel is smoothing the lustrous folds of lamb's wool that she wove. What do they know of the care with which she combed the lambs to get their softest wool, or how carefully she washed and dried and carded and spun the wool? Do they know or care how she dug the alizarin root to make the dye or gathered the shrubs and

leaves that made the more delicate colors? Do they know or care how she selected the light yarn for the weft, the medium for the warp and the heavy for the piling? Part of her life is woven into the rug, but today, who gives a second thought to the days and weeks and months she spent in tying the infinite number of knots to bring out the design of the Tree of Life and the mosaics and arabesques, in all their harmony of line and color?

The voice of the dealer brings me back to the present as he points out the delicate designs like some old etching of palm tree and cypress or shows me the date worked into the rug in Arabic numerals.

"Very few antique rugs come to America nowadays," said Mr. Atlyeh. "Most of the rugs we secure are comparatively modern. You can use a rug in your home for generations, and all the passing time will do to it is to soften its colors and make more harmonious its neutral tints."

# ATIYEH OPENING IS SET FOR TODAY

## Two-Day Open House Marks 35th Anniversary

Atiyeh Bros.' new and larger retail store at Southwest Tenth avenue and Alder street will be opened today.

A feature will be open house today and tomorrow, when visitors will be shown through the establishment and told the specialized methods employed by the firm in handling costly rugs.

The opening marks the 35th anniversary of the now world-famous oriental rug institution, and it is the third time Atiyeh Bros. have taken larger quarters, since the first store was established here in 1900.

### MANAGER ENTHUSIASTIC

George Atiyeh, manager of the Portland unit of the company, is enthusiastic about his new store and outlook for the future.

"While we have anticipated our growing needs somewhat," he said, "I could not be satisfied with less than the finest and most modern Oriental rug store in the United States.

"It is that, unquestionably. It is also evidence that we expect to grow and will need facilities for a larger volume in the future and a fulness of service that corresponds to the discriminating type of buyer that characterizes this territory."

Born in Portland the company now spreads over two continents.

Production and buying headquarters are maintained in the isolated city of Kerman, Persia. Here a staff of native and American experts who have spent their entire lives with oriental rugs, supervise the products of Atiyeh looms and buy the products of other districts.

American headquarters are in New York. Recently a wholesale branch was established in San Francisco to serve dealers in the west. A retail Atiyeh store is located in the heart of Seattle.

### RECOGNITION GAINED

The company is exclusive American distributor of Kerman car-

Proud



George Atiyeh, in charge of the Portland unit of the Atiyeh company, who says the new store he is opening today is the finest oriental rug shop in the country.

### FORGING CHECK CHARGED

Ed Kirby, 38, was arrested by Detective Manciet, head of the check department, yesterday on a warrant charging utterance of a forged traveler's check. He was taken at Southwest Second avenue and Oak street. Lou Harris, proprietor of a grocery store at Southwest Twelfth avenue and Main street, was complainant.

pets, pride of Persian looms. It gained national recognition in 1915 when the Turkish government appointed the firm official representative at the Panama Pacific International exposition in charge of a display of oriental rugs that filled an entire building. Fourteen grand prizes and gold medals have been won by the institution at various international expositions.

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# New Atiyeh Store To Have Formal Opening Friday

Formal opening of Atiyeh Bros.' newly completed Oriental rug store, southwest 10th avenue and Alder street will take place Friday. Both Friday and Saturday will be given over to showing visitors through the finely appointed store and its service department where may be seen the latest methods of handling and caring for Oriental rugs.

Entertainment will be provided by a concert orchestra, motion pictures of life in the Orient and a special exhibit of silk rugs some of which are embroidered in gold and silk.

The two-day event marks the inauguration of Atiyeh Bros.' 35th year in Portland and their 24th at the corner. The firm was established in 1900 by George and Asiz Atiyeh and was the first store in Portland devoted exclusively to merchandising Oriental rugs.

For many years, importing and general headquarters have been maintained in New York with Atiyeh in charge. Portland and Seattle retail stores are under direction of George Atiyeh. Following the breakdown of Oriental rug production and a threatened deterioration of the art caused by the World War, Atiyeh Bros. set up their own looms in Kerman, Persia, and vicinity to assure themselves of an un-

interrupted supply of rugs. In design, the new store is a departure from traditional Oriental rugs stores. It is modern throughout, roomy and well lighted with many appointments for the convenience of customers not ordinarily found even in the newest specialty stores.

A glass-domed model living room with both natural and artificial light permits a rug to be seen under the actual conditions of home use. The downstairs service department of approximately 5,000 square feet area includes two storage rooms, rest rooms, shipping and receiving rooms, weaving and repair department, washing and cleaning department, sizing and pressing floor and much new equipment for the handling of Oriental rugs.

### CHARGES ARE DROPPED

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# NEW STORE SEEN AS MOST MODERN

Declared to be the most modern and up-to-date emporium of oriental rugs on the Pacific coast, the new store of Atiyeh Bros. in the Governor hotel building at Southwest Tenth avenue and Alder street was opened to the public Friday.

The store, with 50 feet of frontage on Tenth avenue and 100 feet on Alder street, was designed by Roscoe D. Hemenway, architect and was developed under the direction of Metzger-Parker company.

The ground floor includes two large sales rooms, business offices and glass-domed model living room where a rug may be examined under both daylight and artificial light as it would appear on the floor of a home.

Approximately 5000 square feet of basement space is occupied by the service departments, including shipping and receiving rooms, cold storage room, individual compartments for moth-proofed rugs, repair department, cleaning and washing room, department and a sizing and pressing room. Specialized equipment has been added for expeditious and careful handling of large and heavy rugs.

The new store differs materially from the traditional design of oriental rug shops and in its appointments for the convenience of cus-

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Portland, Oregon • United States of America

Presents a reprint of the

RUG NEWS Vol. 10 No. 3 July/August 1988

article written in 1929 by

Aziz Atiyeh of Atiyeh Bros.-New York.

For more information please contact:

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(503)224-3201 Fax: (503)224-3209

# GOULD AGENT HERE

## J. H. McClement Revisits Portland After Long Absence.

### COMES ON PLEASURE TRIP

#### Declares He is in Oregon in Interest of Western Pacific-Local Railroad Men See Significance in His Presence.

J. H. McClement, the erstwhile financial man of George Gould, arrived in Portland last night to renew old acquaintances, as he says. Mr. McClement emphatically declares that there is no significance attached to his visit and that he is in the Northwest on a mere pleasure trip. He has not been in Portland since 1904, when he married Miss Lena Morgan, of this city.

"I notice that the sandhills along the Columbia and the population in Portland have grown considerably since I was last here," he said.

Mr. McClement is accompanied by his wife and children. He travels in a special car, and will remain in Portland several days.

When asked whether Gould contemplated building into the Northwest and whether the much-talked-of extension of the Corvallis & Eastern was in the interests of the Western Pacific, he declared he said nothing to say, other than that he was not on the Coast to do business of any kind.

Mr. McClement lived in Portland during the Villard boom, and was associated with Villard at that time. During the years of 1890-1900 he was in charge of the Northwest trade of Terminal Company and it was under his administration that the shops at Albina were built. He laid the cornerstone of the Hotel Portland, and at that time he was the only official of the company in the city.

In 1904 Mr. McClement went to New York, and ever since then he has been a prominent figure in the financial world. He is one of the most trusted agents of Gould, and while he claims that pleasure only draws him here, there are some who believe that there is something behind his visit.

### MAY MEET GOULD'S AGENT

#### A. B. Hammond, President of Corvallis & Eastern, in City.

A. B. Hammond, president of the Astoria & Columbia River and the Corvallis & Eastern railroads, is a guest at the Hotel Portland, en route to San Francisco from Missoula, Mont. his old home. Mr. Hammond says he is not here to meet J. H. McClement, George Gould's representative, and declines to discuss railroad matters. He had nothing to say regarding the extension of the Corvallis & Eastern.

For the year ending in June, Mr. Hammond says lumber and its products filed 728 cars of the Astoria & Columbia, and all originated on less than 80 miles of road. The combined lumber business handled by the Harriman and Hill interests in Oregon for the same period amounted

bishop, Mr. Rev. David Tuttle, of this confirmation of the standing committee together with the canonical evidence of their consent for his consecration.

This virtually completes the forms of the Episcopal Church for the inauguration of Rev. Mr. Sedding. His consecration will probably take place in his church at St. George, Pa., on September 22, and it is expected that he will arrive in Oregon and enter on his duties some time in October.

### A. ATIYEH.



The Great Importer of Oriental Rugs Has Returned.

It will be of great interest to the admirers of Oriental rugs, and especially those who are contemplating the purchase of handsome and durable floor coverings, to learn that A. Atiyeh, of Atiyeh Bros., importers and dealers in Oriental rugs, has just returned from New York, where he has been for several months releasing his stock from the Custom-House.

This new stock, the finest and most copious that has ever been shown in Portland, will reach here in time to be displayed at the opening of their new location, which will be at 214 Washington street, corner of Tenth.

The Atiyeh Bros. will spare no expense in fitting up their new store and expect to make it second to none in the city in completeness and artistic arrangement.

Having noticed the marked increase in the business of the Atiyeh Bros., since their coming to Portland some five or six years ago, The Oregonian was somewhat curious to learn the causes which brought about this wonderful change.

Mr. Atiyeh was kind enough to enlighten The Oregonian on this subject. He said: "In commencing business in Portland we had a great many obstacles to overcome, chief among which was the bad repute of Oriental rugs, caused by irresponsible migratory rug men who were here today and gone tomorrow, and who in most part had a very inferior class of goods, for which they charged outrageous prices.

"These dishonest dealers naturally created a feeling of distrust for all dealers in Oriental rugs. However, by absolutely honest dealing and fair treatment of our numerous customers we have gained the confidence of the people, and while these migratory rug dealers will still come and go, we are now so firmly established that we lose but little of the legitimate trade by their predatory trips to the city.

"We are importers as well as retailers, and we have some members of our firm

# Rev. Father Seroski

## SENDS THE FOLLOWING HIGHLY COMPLIMENTARY LETTER TO THE OREGON OPTICAL COMPANY

### ST. FRANCIS CHURCH 41 EAST ELEVENTH STREET

Portland, Or., Sept. 8, 1906.

Dr. R. A. Thompson,  
Oregon Optical Co.,  
Portland, Or.

DEAR SIR: Permit me to state a few words in behalf of your scientific work in fitting eyeglasses. You are entitled to the gratitude of all unfortunates who are compelled to use glasses in aid of eyesight. I have been wearing glasses for several years; have been fitted by different doctors, but I must admit that the ones you have fitted to my eyes are the best and the most satisfactory of all that I have had. I have put you down—in my opinion—as the most scientific optician I have ever met, recommending your skill to all my friends.

Yours very sincerely,  
REV. CHAS. SEROSKI.

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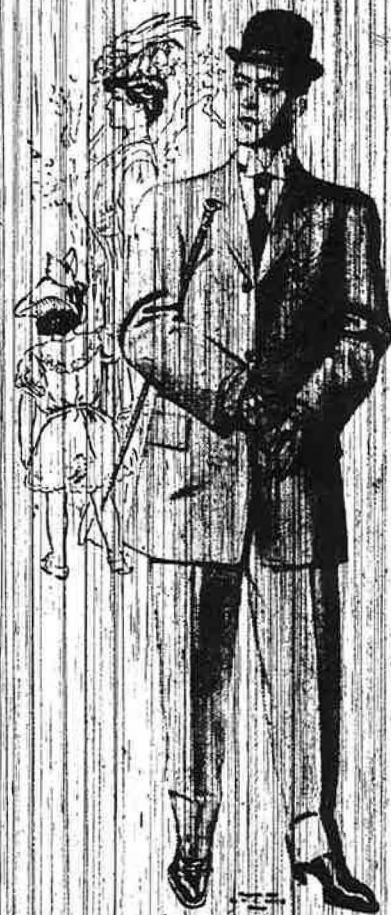
#### Drunken Father Deives His Entire Family Into Street.

Armed with an axe and crazed from the effects of liquor, Fred Westenthal

#### Funeral of Late James Pritchard Will Be Held Here Today.

The body of James Pritchard, who died at Chicago, Cal., a few days ago, has been received here, and the funeral

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found that he had breathed his last. He was 48 years old, and a native of Chicago, Ill. The body was received here, and the funeral



## THE MONDAY PROFILE

Philanthropic power couple

## Melvin 'Pete' and Mary Mark: Masters in sowing civic capital

By DYLAN RIVERA  
THE OREGONIAN

Melvin "Pete" and Mary Mark posed, arms touching, behind a stage lectern Wednesday in the Governor Hotel's Heritage Ballroom, empty except for tables adorned with cream-colored tablecloths and bouquets of tulips and roses.

Pete Mark, lanky and clad in a tuxedo, inched away to his right, facing the lectern at an angle.

"What looks better — like this or together?" he asked an organizer of that night's Dinner of Champions, mounted to

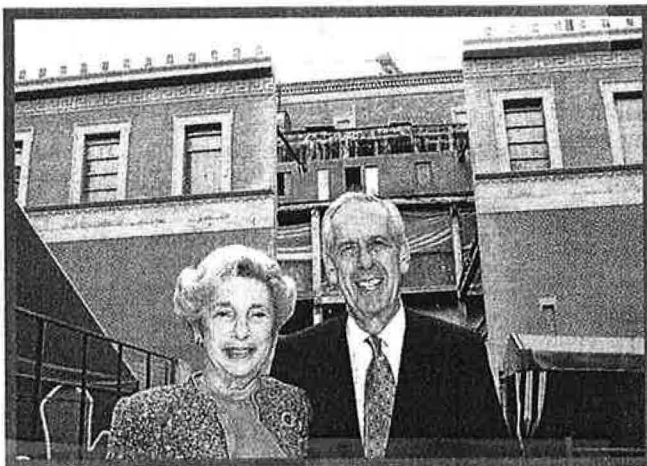
honor the Marks' civic achievements and raise money for the Oregon Chapter of the National Multiple Sclerosis Society.

"We've found over the years it helps to know the room you're going to be in," said Pete Mark, 78. "It makes you much more comfortable."

The Marks have fashioned a philanthropic career from such attention to detail, meticulously leveraging their social and financial status to further their cultural and charitable interests.

Since they moved to Portland from New York's Upper East

Please see **MARKS**, Page A6



Mary and Melvin "Pete" Mark's most recent community involvement has focused on leveraging multimillion-dollar support for Portland Art Museum construction projects, such as its expansion into the former Masonic Temple.

BENJAMIN BRINK  
THE OREGONIAN

NOV 16 2004  
Arivah

Continued from Page One

Side in 1951, the family's Melvin Mark Cos. has built a local real estate empire. Wholly or with partners, it owns four downtown office buildings and about 1 million square feet of suburban offices.

But in recent years, the Marks have become better known for charitable contributions and activism that have touched a variety of projects — among them, Pioneer Courthouse Square, Multnomah County Library and hospitals owned by Legacy Health System.

Their main focus, however, has been the Portland Art Museum, which a key museum backer says the couple have showered with more than \$5.5 million in gifts, often strategically prying greater support from others.

Tonight, the couple will be honored again, also in the Governor Hotel, with the Portland Business Alliance's William S. Naito Outstanding Service Award.

The Marks' attention to the fine points of their lives — whether civic, business or social — has extended to their children and their chil-

dren's peers. Mary Mark has instructed teens in formal-dining manners, and the couple have rehearsed receiving-line tips with youth ballroom dance classes.

By about 10 p.m. Wednesday in the Heritage Ballroom, nearly all the tuxedos and gowns had drifted out. But the couple lingered amid echoes of workers clearing the room. The event had raised \$250,000. Mary, wearing a string of large pearls and a mid-knee-length black dress, joked with two of her children, their spouses and a grandchild.

"You look nice tonight, Jenny," Mary Mark, 74, perkily told her daughter-in-law.

Jennifer Winship Mark, 43, straightened her back, neatened her black dress and mugged a grin — striking her best polite-society pose.

"Oh, I don't mean that," said Mary Mark, chuckling.

#### Portland honeymoon

In retirement, the Marks are spending the capital — social as well as financial — they have amassed since 1949, when Pete Mark visited from New York with barely a social or business contact.

His father, Melvin "Mel" Mark Sr., had bought buildings in Portland, Denver and Chicago, largely with financing from Chicago's Pritzker family, owner of the Hyatt hotel chain. He sent his son to take a look at his first Portland asset, The Loyalty Building on Alder Street.

While here, Pete Mark recalled, he paid \$1 a day to stay at the Multnomah Athletic Club. Enamored of the friendly people and real estate values he found, Mark resolved to make Portland his home.

Two years later, he married a young woman he had met years earlier at a friend's coming-out party. Mary Mark abandoned dress-design school and packed her things for a honeymoon move to Oregon.

In those days, downtown Portland seemed cloistered within about five city blocks, Pete Mark recalled, but locals were open to outsiders.

Plus, he said: "The banks were very aggressive. That helped a lot."

The couple, naturally solicitous, made fast friends with several couples who remain close, especially Laura and Roger Meier, heirs to the Meier & Frank fortune.

Mary Mark forged other community inroads, knocking on Southwest Portland doors for the Republican Party in the 1960s and reaching the rank of president of Portland's Junior League in 1969.

Pete Mark became an early booster of downtown. In 1961, he directed the refurbishment of The Builders Exchange Building, now the Oregon Pioneer Building. An ensuing fete inaugurated "Project Cinderella," an initiative to spur property owners to beautify older buildings. For the event, Mark posted potted trees outdoors and offered sidewalk dining — then novel in Portland.

Mark's father visited monthly to make major decisions such as property purchases, said John Russell, Pete Mark's first partner. The Pritzker family trust continued to help fuel the business.

"What the Pritzkers said to Mel was, 'Buy anything you want to sell us, and we'll give you one-third of the ownership — just send us a check every month,'" Russell said. "They would never see the buildings."

When Mel Mark died in 1965, Pete Mark took over for his father.

Yet Pete Mark's status as one of downtown's biggest real estate investors and backers wasn't enough to soften some. The Arlington Club, a pivotal venue for the business elite, excluded Jews, including Mark, Russell said. The club, he said, did not invite Mark to join until about 1970.

As his influence grew, Mark helped foster a cordial rapport between downtown business leaders and City Hall, several business leaders said.

In 1971, parking magnate Doug Goodman, Mark and the Portland Development Commission developed the Crown Plaza, a cutting-edge office building at the time. In the early 1980s, after some in business resisted development of Pioneer Courthouse Square, Mark became its founding president.

By 1995, when Erik Sten first ran for City Council, Mark was "someone you had to meet," Sten said.

Mark was a frequent caller to Mayor Vera Katz's office, said City Commissioner-elect Sam Adams, who was Katz's chief of staff for 10 years. But, he said, "Rarely does he call about an issue that directly affects his business interests."

Mark retired as his company's president in 1999, staying on as chairman. But he continued to follow Portland's civic issues.

At a City Club of Portland luncheon in March, when Sten decried Texas Pacific Group's proposal to buy Portland General Electric, Mark was in the front row.

After the debate, Sten recalled Mark telling him, "I think you're onto something. I'm not sure I agree with it, but there's a conversation we should have on that."

### Museum movers

On Nov. 4, the Marks arrived fashionably late for an evening lecture on 19th-century yellow Chinese glasswork. The Portland Art Museum's Andrée Stevens room was nearly full with wine-sipping arts enthusiasts.

After the lecture, but before the Marks could head upstairs to view examples of the glasswork, admirers and friends greeted them.

They clasped hands with a cheery red-haired woman in a fine-knit black sweater — Andrée Stevens, the room's namesake. In the hallway, a staircase below the Laura and Roger Meier room, Laura Meier found Mary Mark and asked about a recent bridge game.

In the past 12 years, the museum has become central to the Marks' social life. They make generous gifts and help throw big parties. They encourage others to join the donors' circle and enjoy its perks.

In October, the Marks accompanied board members and donors on a trip to Germany. They met His Royal Highness Moritz, Landgraf of Hesse, and watched him sign a contract for the royal family's Romantic treasures to be shown next year in Portland.

The Germany trip also yielded a \$500,000 contribution for the museum's expansion from the Louisiana-Pacific Foundation, controlled by Mark A. Suwyn and wife Patt Suwyn, who were along on the trip. The donation was all the more impressive considering that the L-P chief had moved the company from Portland to Nashville, Tenn., in July after complaining about Portland's business climate.

The Louisiana-Pacific contribution moved the museum closer to its \$40 million capital campaign goal — enough that the Marks expect soon to raise the campaign's goal.

The Marks committed to lead the campaign three years ago. In one of their first steps, they set a bar for donations: They forked over at least \$2 million, according to a

museum source who confirmed the figure on condition of anonymity. (The Marks would not detail their giving.)

Such sizable gifts early in a campaign "inspire others to give," said Harold Schnitzer, another local real estate magnate and donor of millions to the museum. He followed Pete Mark as chairman.

It was the third capital campaign the Marks had headed for the museum since 1994.

Until then, the museum had been running \$500,000 annual deficits. Lacking air conditioning, it couldn't lure important exhibits. About \$4 million in debt lingered from the purchase of the adjacent former Masonic Temple. Its director and president both had resigned in 1992.

An executive search turned up John and Lucy Buchanan, husband-wife museum leaders in Memphis, Tenn. Upon dining with the couple, the Marks decided the Portland museum needed the Buchanans.

Every weekend for months, Pete Mark called John Buchanan, Lucy Buchanan said.

Come back and visit Portland again, she said Mark told him.

You want to bring an architect to judge the museum's construction needs? Bring your architect.

You want the museum to erase \$4 million in debt? We'll help raise money, and we'll give \$1 million for museum improvements if you take the job.

The Buchanans came in mid-1994, and the Marks gave the \$1 million. Board members and others helped pay off the debt.

Despite their sway, the Marks have not meddled with other personnel decisions, said Lucy Buchanan, now the Portland museum's development director. They are more likely to make suggestions about artwork or carpeting.

Recently striding outside, Pete Mark waved his hands dismissively at the untidy chain-link fence around the Masonic Temple construction site, exposing a gray MM monogram on his shirt cuff.

"I keep telling them," he said, "they have to do something about this fence."

Dylan Rivera: 503-221-8532,  
dylanrivera@news.oregonian.com.



Courtesy of MELVIN MARK COS.

Melvin "Pete" Mark spearheaded the refurbishment of Melvin Mark Cos.' Builders Exchange Building, at 320 S.W. Stark St., now the Oregon Pioneer Building, in 1961. The effort kicked off "Project Cinderella," an initiative to spruce up historical buildings downtown.

### MELVIN 'PETE' MARK JR.

**Born:** March 27, 1926, in Philadelphia

**Education:** Bachelor's degree in business administration, University of Virginia, 1948

**Arts involvement:** Magna Carta of America, president, 1986; Portland Art Museum, chairman of the board, 1991-96; board member 1991-present; co-chairman with wife Mary Mark of three museum capital campaigns

**Business and community involvement:** Oregon Convention Center, chairman of local improvement district and steering committee; Pioneer Courthouse Square, founding president, 1983-89; Association for Portland Progress, president, 1985-86

**Honors:** Heart of Portland Award, Association for Portland Progress, 1998; Lifetime Achievement Award, Building Owners and Managers Association, 1996; Portland First Citizen Award from Portland Board of Realtors, 1989

**Work experience:** Head of Portland operations for Melvin Mark Properties, 1951-1965; Melvin Mark Cos., president, 1965-99; chairman, 1999-present

**Cultural passion:** Historical manuscripts

### MARY K. MARK

**Born:** June 2, 1930, in New York

**Education:** Associate's degree, Colby Junior College for Women, New London, N.H., 1950; studied at the Traphagen School of Fashion in New York, fall 1950

**Community involvement:** Oregon Museum of Science and Industry, board, 1964-70; Junior League of Portland, president 1969-70; Oregon Symphony Association, board member, 1976-82, also serving as vice president; Planned Parenthood, board, 1976-82; Good Samaritan Foundation, board of directors, 1982-94, vice chairwoman, planned-giving chairwoman, director emeritus, 1994-present; Portland Art Museum, collections committee member, 1994-present

**Honors:** Wistar Morris Award, Good Samaritan Hospital and Foundation, 1997; White Rose Award, March of Dimes, Greater Oregon Chapter, 2001

**Cultural passion:** Impressionist and Dutch master painters

**Home:** West Hills

**Family:** Three children, Linda Andrews, 52, of Portland; Cindy Murphy, 50, of Bend; M. James Mark, 45, of Portland; nine grandchildren

JAN 18 2000  
Governor Atiyeh

# Retailers of the Decade And 20th Century

continued from page 29

rugs. In partnership with Robert Moomjy, the year and a half year-old, 20,000 sq. ft store in Gaffney, SC is a workshop, laboratory and prototype for rug and home fashions retailing in the 21st Century.

**The Rug Gallery, Cincinnati, Oh**

Back in the late 60's and 70's, Sam Presnell sold flokati rugs and lava lamps in a hippy-dippy store in Cincinnati's student quarter. He grew up. His customers grew up. Now The Rug Gallery is considered the region's most prestigious rug retailer in terms of service, selection

and fashion leadership.

## Retailers of the 20th Century

**ABC Carpet & Home, New York**

From turn of the century push-cart origins, ABC became the quintessential home store of the 20th Century and Jerry Weinrib has become a role model for every retailer in the country. In the 60's, Weinrib operated a less-than-stylish carpet business in Manhattan's dreary Flatiron district. He dreamed of restoring the seedy neighborhood to its former glory as Manhattan's "Lady's Mile" of fine retailing, with ABC as a glorious anchor store. He did it.

**Able Rug Co., Allston, Ma**

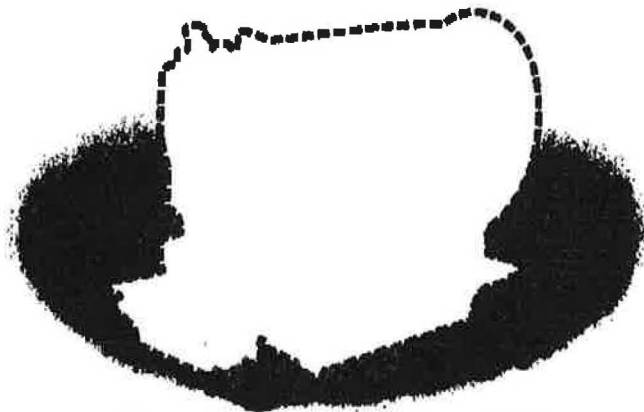
From humble beginnings as a depression-era rug cleaning operation, Able became a symbol of good value and broad selection in the post-war years. Before World War II, the Boston market was rigidly divided between the carriage trade and the low end. Able democratized the way Boston bought rugs and carpets.

**Atiyeh Bros., Inc., Portland, Or.**

Founded in 1900, the two Atiyeh Bros. stores in Portland are now under third generation management. The traditional Oriental rug merchant is also a full-line Karastan Gallery dealer. All three generations have been leaders in civic activities as well as retailing. Victor Atiyeh was Oregon's Governor for two terms in the 80's.

**Einstein-Moomjy, Paramus, N.J.**

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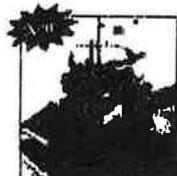
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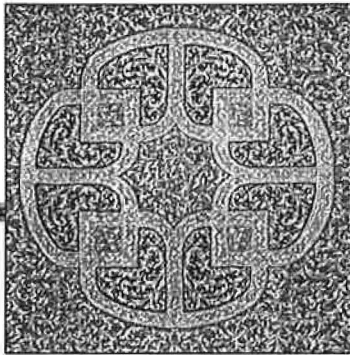
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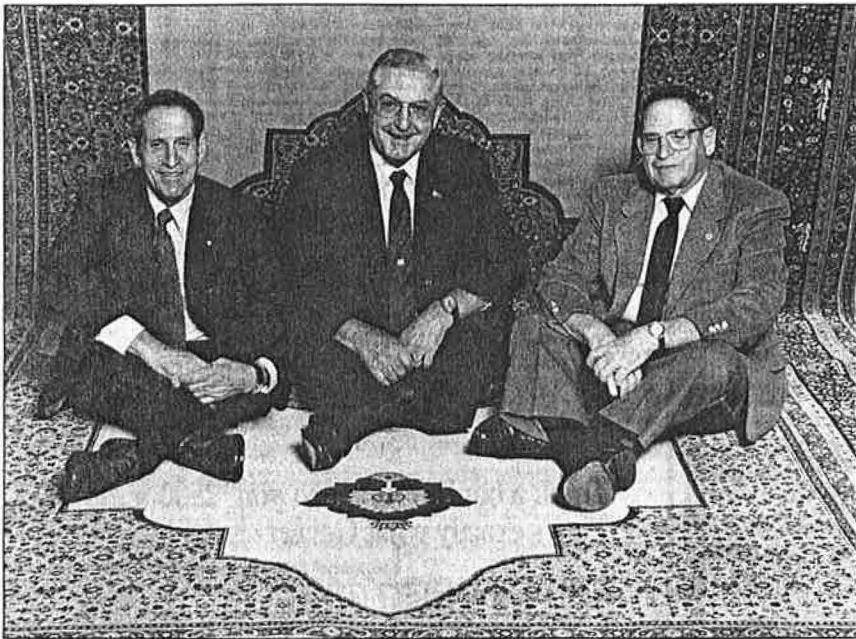
# LIVING

## RUGS TO RICHES



A finely woven, velvety, medallion wool rug made in Kerman, Iran, in the 1930s for the Atiyeh family is considered one of the finest in existence.

Photos by  
TIM JEWETT  
The Oregonian



### Atiyeh family to celebrate 90th anniversary by rolling out rare, unusual carpets

By HELEN L. MERSHON  
of The Oregonian staff

One day, a young boy named Vic Atiyeh was visiting his father's rug store and asked a salesman how he could tell the difference among the various Oriental carpets.

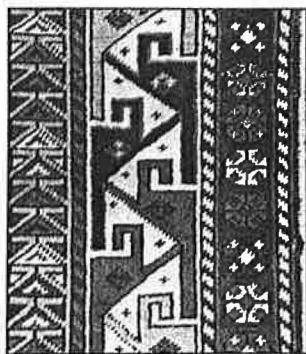
"You'll learn" was all the salesman said. "Then, one day I knew," recalled Atiyeh, who would grow up to run Atiyeh Bros. Inc. — the oldest Oriental rug dealer in the Northwest — and serve as governor of Oregon.

Atiyeh, 67, and his twin brothers Edward and Richard, 69, said that as young children racing around the store, they quickly advanced from making nuisances of themselves, riding up and down in the elevator, to working and learning.

They hauled rugs, stacked them and felt the textures. They became as familiar with the tight weavings on the back sides as they did with the richly colored mosaic patterns on the front. Gradually, they learned the language of rugs.

Exotic names such as Herizke and Tabriz, Bokhara and Kerman from fabled Persia and other regions of the Middle East, identified styles and geographic origins. Hands-on experience taught them characteristics and how to judge the caliber of workmanship.

To celebrate the 90th anniversary of the Portland business that was started by their father, George, and his brother, Aziz, the store will exhibit some of the rugs from the private family collection Oct. 25-Nov. 17. Several of the rugs have appeared in museum exhibits



A Tabriz medallion rug, above, sold by George Atiyeh at the Lewis and Clark Exposition in 1905, forms a backdrop for his sons (from left) Edward, Vic and Richard. They bought it back after it had been used in the same Portland house for half a century. Top left is a tribal rug from the Caucasus Mountains, in what is now Soviet Union. The vividly colored, knotted pile rug has a latch-hook motif border. A Turkoman Bokhara rug, below left, is a rare example of a tribal rug woven in silk, instead of wool.



Please turn to  
ORIENTAL, Page C4

# Oriental: Designs to be shown

## Continued from Page C1

and at private showings, but this will be the first time they've been shown together to the public.

For the most part, the "keepers" that caught George Atiyeh's fancy and that his family chose to save are unusual or rare. They are valued not only for their age, but also for their design appeal, excellent condition and fine weaving, which would include rugs with 250 to 300 knots per square inch, and more.

### Dollars and sentimentality

While it is difficult to put a dollar amount on the collection, current market prices for antique Orientals range from \$3,000 for a small, rare rug up to \$20,000 or \$30,000, or more for large, room-size carpets. Newer, high-quality Orientals go for roughly half those prices.

"There is no way to put a value on some of the pieces," said David Atiyeh, company president. "In some cases, it's a matter of personal preference and in others, pure sentimentality.

"Some are priceless," he said, comparing the rare, one-of-a-kind pieces to those of a "great Renaissance painter, whose works are never put on the market, but just cherished for their beauty."

"When you're in the business, you like something that is different," Richard Atiyeh said. "Being old doesn't mean anything, but real old and in excellent condition does."

Family sentiment and its documented history account for the largest rug in the Atiyeh collection; it was sold, then bought back a half century later. A 10-by-15-foot Tabriz medallion carpet made in the 19th century, it was sold to Oregon's prominent Hoyt family when Atiyeh Bros. had a booth at the Lewis and Clark Exposition in 1905, the same year the business advertised itself as "Portland's exclusive and permanent rug store."

The Tabriz room-size carpet (little ones are called rugs) features multiple borders of blue and pale green floral designs around a flowery medallion border, which is inset with a plain ivory center. The center is inset with a floral-motif medallion, which surrounds another medallion.

The Tabriz was used in the grand entry hall of the Hoyt home in Southwest Portland for decades. Vic Atiyeh, who remembers seeing it for the first time when he was a boy visiting the house with his father, was able to buy it back a few years ago along with some other pieces.

It will serve as the centerpiece throughout the exhibit. Others will be rotated in the displays. Some of the most interesting rugs to look for will be:

• A red, silk Turkoman Bokhara rug with repeat "gul" or "elephant foot" patterns dates to the 19th century from what is now the border

## PREVIEW

### Rug exhibit

**What:** The Atiyeh family's private Oriental carpets collection.

**Where:** Atiyeh Bros. Inc., 800 S.W. Washington St., Portland.

**When:** Oct. 25-Nov. 17.

**Hours:** 9:30 a.m.-5:30 p.m. Monday through Friday, 9:30 a.m.-4:30 p.m. Saturday.

between the Soviet Union and Afghanistan. This exquisite rug, with 312 knots per square inch, is a rare example of a tribal piece made in silk; usually, they are wool.

• A Daghestan tribal rug from the turn of the century from the Caucasian Mountains west of the Caspian Sea, features typical, irregular design motifs in clear colors such as orange, lime green, gold and brick red, within a border of jagged stars.

• A geometric-patterned Afshar rug from the turn of the century from Southern Iran, is trimmed with unusual tassels, which are bound in wool with stripes of varying colors.

• A fragile, silk Hereke rug from the 19th century would have been used at the Ottoman court or by an upper class family. The rug, which looks like exquisite needlepoint, contains 475 knots per square inch.

• A small Kerman, especially made for the Atiyehs in Kerman, Persia (now Iran), in the 1930s, is finely woven wool that looks like velvet in shades of port wine and eggplant, with a shimmering gold-toned border.

As personal favorites, the Atiyehs waver between the more flamboyant, less fine, geometric-patterned tribal rugs and the more formal, finely woven floral Kermans. Before World War I, Kerman, Iran, was a weaving center known for carpet patterns influenced by the Aubusson and Savonnerie carpets from France.

Aziz Atiyeh is credited with being the first to have the rugs made in specific designs, colors and uniform sizes for the U.S. market. In the early 1920s, he contracted with a designer, who supervised the Kerman weavers. One of the designs, the Kerman Deluxe, is a registered family trademark.

Before that, standardization was unheard of. Early tribal rugs were made according to designs memorized by the women of the nomadic people who roamed Turkey, Iran (then Persia) and the Caucasus Mountains (now part of the Soviet Union) with their sheep herds and camels. Traditional patterns were passed down, but size and color often depended on the whims of the individual weaver.

## Small beginnings

Aziz Atiyeh came to the United States first, then sent for his brother, George. The Syrian immigrants came together with a collection of Oriental rugs to Portland in 1900 and opened a little shop on Southwest Washington Street between 10th and 11th avenues.

The rug merchants met immediate success in Oregon, which had many prominent families with ties to New England, where sea captains had brought back the coveted, colorful rugs for their homes. For many years, until recent times, Boston and Portland were recognized as the two centers of Oriental rugs in the country, said Vic Atiyeh, the family historian.

The store, now in its fifth location at 800 S.W. Washington St., never has moved more than a few blocks from the original store. After the business was established, Aziz Atiyeh moved to New York City and enlarged the company's importing-wholesale operation.

George Atiyeh always insisted that his sons could pursue any career they wished, but that they should get an education. Edward and Richard started school a year ahead of Vic, who skipped a grade, and the three graduated together in 1941 from Washington High School.

They entered the University of Oregon together and all three pledged Phi Gamma Delta. Later, the trio enlisted in the U.S. Army. Ed and Richard went into the infantry, while Vic was sidelined with leg surgery and never made it into uniform. He continued studying at the UO, but dropped out to take over the family business when George died in July 1944.

During World War II, Ed and Richard were separated in battle and taken prisoners of war by the Germans. After the war, the twins returned to the UO and graduated in 1946.

For many years, Vic and Richard took turns serving as president of the company until Vic was elected governor. Edward Atiyeh and a longtime partner, Norman Parsons, ran a plant specializing in cleaning Oriental rugs, which the brothers opened in 1949.

Officially, the founder's three sons have stepped aside, leaving management to the third generation. Edward's son, David Atiyeh, 41, is president of Atiyeh Bros. Inc., while the retail operation is managed by longtime partner Sarkis Manougian. Richard's son-in-law, Tom Marantette, 40, runs the cleaning plant.

Tom Atiyeh, 43, is president of Atiyeh International, importers and wholesalers, while Vic, his father, serves as chairman of the board. Tom is following in the footsteps of great-uncle Aziz, who developed the Kerman Deluxe. The Atiyeh-family operation in Kerman disappeared following the change of government in Iran in 1976. Tom now reproduces the Kerman Deluxe and other old Atiyeh rugs in China.

# Atiyehs roll out carpet for anniversary

Gov. Vic Atiyeh and his brother, Edward, collect Oriental rugs like other people collect photographs. Many favorites are stored in the vaults of the Atiyeh Bros. store and rolled out for special occasions. When they see these beauties, the Atiyehs have no trouble recalling the personal histories of their magic carpets.

On their 85th anniversary, March 29, the Atiyehs unrolled their cache.

The governor, who started "horsing around" at the store when he was about 10, pointed out one of his favorites. "We (meaning his father) exhibited this one at the 1905 Lewis & Clark Exposition," he said proudly.

The rug he was talking about is a room-size Tabriz that graced the front hall of the Hoyt family home. "We bought it back about 10 or 15 years ago, and we'll never sell it again."

With that, Ed Atiyeh knew where to find a photograph of the rug in the Hoyts' massive hallway.

Tom Atiyeh pointed out his favorite. It's a 3- by 5-foot Hereke made with silk, silver and gold threads. "It probably took three or four years to make it. Many people would work on a rug like that," Tom explained. Why? "To save their eyes."

The rug with the metallic threads was made about the turn of the century in northern Turkey.

"All this time, I thought completing a needlepoint pillow was a real achievement," cracked Portland ad woman Sue Goschie, popping a strawberry into her mouth.

Richard and Mary Alice Atiyeh were missing, but the next generation of Atiyeh cousins was out en masse.

In addition to Tom Atiyeh were David and Darlene Atiyeh; Suzanne and Cody Bustamante, Salem; Cathy and



**In  
one ear  
Beverly  
Butterworth**

Bruce Mitchell; Mary and Tom Marantette; Linda and Les Rink; and Debbie and Bob Atiyeh.

Store manager Sarkis Manougilan — who looks enough like Vic to be a brother — stood by when the Atiyeh brothers cut the birthday cake.



**JULIE JOHNSON, JULIE BEYL, JULIE RAINES**



*The Oregonian*/JOEL DAVIS

**ATIYEH PARTY — Henrietta Jeffries, Leslie Slocum, Tom Atiyeh**

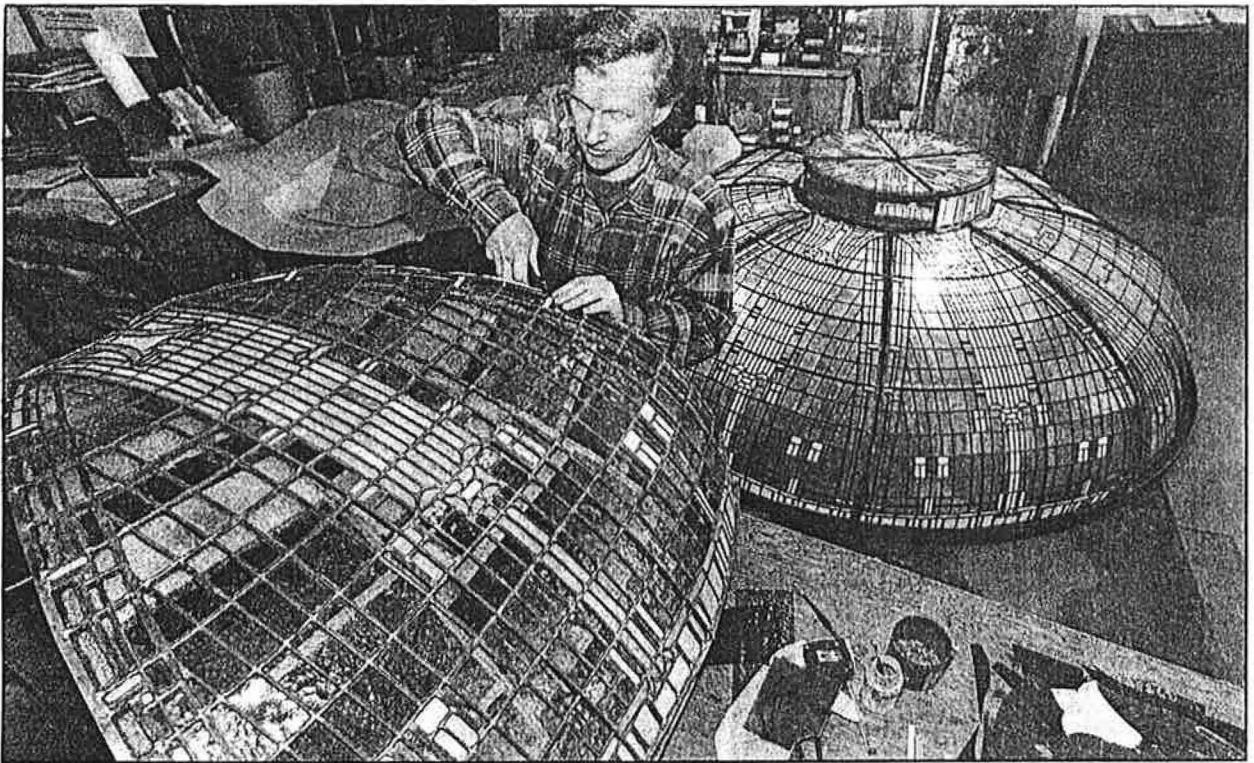


**JUNE FERAR, TOM MARANTETTE**



**LOIS JANZER, MARK SANTOS**

OREGONIAN WEDNESDAY, MARCH 16, 1997



The Oregonian/DOUG BEGHTEL

Michael McCary, owner of McCary Art Glass, tinkers with a piece of lead joining-tiny pieces of stained glass in an 8-foot glass dome that used to hang in the lobby of the reading room of the old Governor Hotel, which is being refurbished and will be reopened soon.

## Stained-glass dome again part of hotel

Governor Hotel now has decorative piece that was part of Atiyeh Brothers business

By ANN SULLIVAN  
of The Oregonian staff

For nearly 40 years, the three sons of George Atiyeh could look above the old man's desk and see the ornate white and blue opalescent sparkle of a large half-dome of tiny pieces of stained glass.

They were so used to it, former Gov. Victor Atiyeh said last week, that they took it for granted.

It was simply part of the office of George and Aziz — the original Atiyeh Brothers — in the corner of the Governor Hotel. But after 38 years, in 1973, the business moved elsewhere.

Thomas J. Atiyeh, one of the third generation and Victor Atiyeh's son, had the old dome dismantled for storage in a family garage.

The dome was largely forgotten until the old hotel was purchased in 1986 for refurbishing into a luxurious hotel. But four years went by, and the project was still on hold.

In the fall of 1990, Tom Atiyeh contacted Rick Henriksen, the hotel's new owner, to explain that he had the stained glass dome and he would make it available for purchase and reinstallation.

Dustin Posner, project manager, said some original plans for the hotel indicate the old Atiyeh office area was originally a reading room for the hotel.

The showrooms for the rug business occupied what had been the main lobby, and Tom Atiyeh explained that the family company

took over the corner and had the main desk moved to the center of the hotel, with a new entrance on 10th Avenue.

Atiyeh took some of the new officials out to see the dome, including Posner and the interior designer, Candra Scott.

They unpacked one of its "orange peel" segments (one eighth of the surface) to show the visitors.

When light shone through it, the magnificent opalescent colors of reds and oranges shone brilliantly through the blue. The visitors were impressed and the purchase was made.

Mike McCary of McCary's Art Glass now has repaired some weak spots and broken glass and reinforced others, besides mounting the dome on a new large two-piece steel ring.

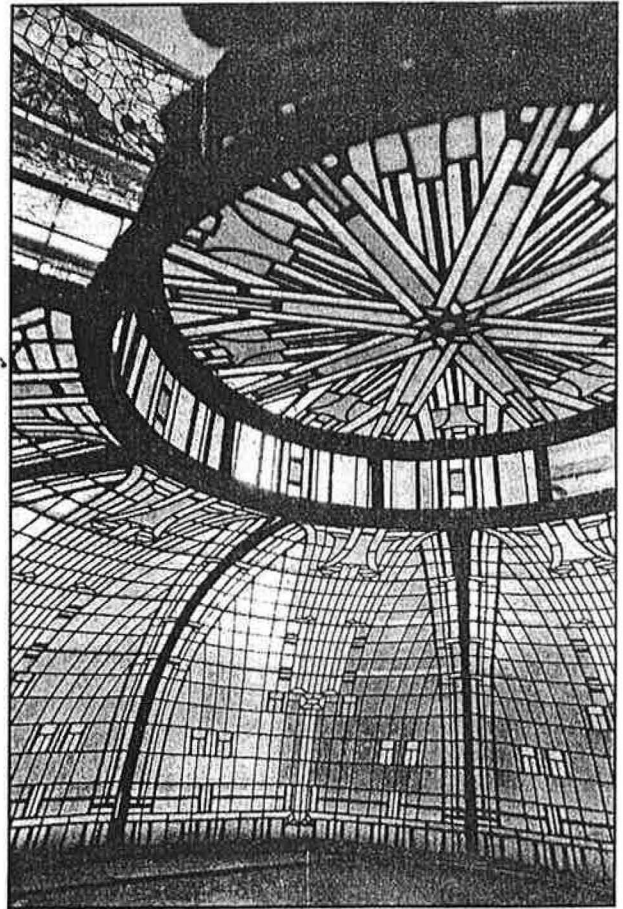
The original leading between the tiny hundreds of glass pieces, said McCary, is lead.

Posner said the hotel dome may have been designed by architect William C. Knighton himself, incorporating elaborate design matching much of that which he used as decorative elements of the hotel itself.

The top of the dome also carries the unique bell keystone motif Knighton included in his building designs.

The dome is about 5 feet deep and 8 feet across. On Monday, it went back into what was once the reading room, offset to one side of the rectangle and visible now from both the bar and dining room.

Dedication of the refurbished ho-



Light shines through the cut glass dome installed Monday in the old Governor Hotel, which is undergoing a major renovation.

tel has been set for April 2.

The dome originally was not lighted artificially from the outside but carried some illumination from a skylight.

"But it will be now," said Posner, remembering the iridescence from the sky when they first looked at it.

Tom Atiyeh, who collected de-

scriptive material from family members, made it available to the architects, along with photographs of the store's interior as it was in 1935 and a post card of the original Governor Hotel lobby.

"We look forward to seeing the Governor Hotel accurately and correctly restored to its original splendor and grace," he wrote.



## ASSAILANT FINED

### Dunthorpe Is Scene of Rug Dealer "Beat-Up"

The exclusive Dunthorpe district late Friday was the scene of a fight which ended with Sam A. Kahl, well-known dealer in oriental rugs, the victim of the fists of Robert Pritcher, 2300 S. E. Orange st., salesman for one of Kahl's competitors.

Pritcher was fined \$25 Saturday by Presiding District Judge Mears on a charge of assault and battery. He pleaded not guilty through his attorney. The complaint was signed by Kahl.

Motive of the assault remained vague, Pritcher's attorney merely stating to the court that Pritcher was angered because of statements Kahl had made about him.

Kahl, the report of Deputy Sheriffs Minielly and Pratt indicated, was laid out like one of his oriental rugs when Pritcher allegedly assaulted him in the driveway of his residence at S. W. Greenwood and Edgecliff rd.

The rug dealer told authorities that he and his son had just alighted from their automobile when the rug salesman assaulted him, knocking him to the ground. Pritcher fled, Kahl said, when young Kahl ran into the house for his mother.

After Kahl informed the deputy sheriffs that Pritcher was the assailant, the officers went to the home of George E. Atiyeh, his employer, and arrested him. He was placed in jail in lieu of \$200 bail, being released a short time later.

## A. ATIYEH.



The Great Importer of Oriental Rugs Has Returned.

It will be of great interest to the admirers of Oriental rugs, and especially those who are contemplating the purchase of these handsome and durable floor coverings, to learn that A. Atiyeh, of Atiyeh Bros., importers and dealers in Oriental rugs, has just returned from New York, where he has been for several months releasing his stock from the Custom-House.

This new stock, the finest and most complete that has ever been shown in Portland, will reach here in time to be displayed at the opening of their new location, which will be at 324 Washington street, corner of Tenth.

The Atiyeh Bros. will spare no expense in fitting up their new store and expect to make it second to none in the city in completeness and artistic arrangement.

Having noticed the marked increase in the business of the Atiyeh Bros., since their coming to Portland some five or six years ago, The Oregonian was somewhat curious to learn the causes which brought about this wonderful change.

Mr. Atiyeh was kind enough to enlighten The Oregonian on this subject.

He said: "In commencing business in Portland we had a great many obstacles to overcome, chief among which was the bad repute of Oriental rugs, caused by irresponsible migratory rug men who were here today and gone tomorrow, and who in most part sold a very inferior class of goods, for which they charged outrageous prices.

These dishonest dealers naturally created a feeling of distrust for all dealers in Oriental rugs. However, by absolutely honest dealings and fair treatment of our numerous customers we have gained the confidence of the people, and while these transitory rug dealers will still come and go, we are now so firmly established that we lose but little of the legitimate trade by their predatory trips to the city.

"We are importers as well as retailers, and every year some member of our firm visits the interior of Persia and Turkey and selects the choicest pieces for our trade. This we can do, because we buy direct from the weavers of the rugs, and in doing this we save the importers' commission and are enabled to furnish our customers the most select of Oriental weaves for less money than most dealers have to pay the importers.

"We have made it a point in our business to never misrepresent any piece of rug we have sold, and because of this our business has steadily increased. Last month our business was 25 per cent greater than during any previous month since coming to Portland, showing that the keenest competition does not in any manner affect our sales.

"We welcome opposition, because in the five or six years we have been doing business in Portland we have educated the people in the value, texture and weave of the first class rugs, so that they are almost as good judges as we, and it takes them but a little while to find out that the best place to buy these goods is at the old reliable firm of Atiyeh Bros.

"They trust us because we have never deceived them in any way; they have learned to know a good rug and its value.

"We have made the buying of these rugs a study and to show how difficult it is to deal with the makers of Oriental rugs I wish to draw your attention to the fact that they are ignorant, suspicious and childlike in colors and forms. They are so painstaking and jealous of their production as an artist or painter and the rivalry between them just as great.

They are afraid some one will steal their designs so no one is allowed to see their work until it is finished.

It is not the work of a day to make one of these rugs, but of months and years and after they are finished and until they are sold they guard them as jealously as a miser does his gold.

Since coming to Portland the Atiyehs Bros. have branched out into new fields. They have opened a store in Spokane which has been doing a successful business for more than a year.

Within the last two months they have completed the organization of a company in New York with a half million dollars capital. They expect soon to erect a large building in San Francisco for their western wholesale headquarters. Mr. A. Atiyeh is the president of this company.

Both brothers, comprising this firm are graduates of the Assyrian Protestant College at Beyrouth, the great educational institution so highly praised by Dr. Hill in one of his recent lectures on the Holy Land.

They are bright, wide-awake, progressive business men who realize that in business honesty is always the best policy.

The Atiyeh Bros. expect to be in their new home by October 1st.