



THE OREGON  
HISTORICAL  
SOCIETY

FOUNDED 1898

June 09, 2004

The Honorable Victor G. Atiyeh  
519 SW Park Avenue  
Suite 208  
Portland, OR 97205

Dear Governor Atiyeh:

The Oregon Historical Society Press is planning a new edition of *Great Extravaganza*, by Carl Abbott to complement the Society's upcoming exhibit on the Lewis and Clark Exposition in 2005. The third edition will be redesigned and will carry a new introduction by the author and some new photographs from the OHS collections. I am writing in the hopes that you would be willing to write a new foreword to the book, acknowledging the centennial and putting down any thoughts you may have as we reach this commemorative mark in Oregon history. I know you are very busy, but it would be wonderful to continue to have your voice as part of this good book.

You can get in touch with me at (503) 306-5235, by mail, or by email at [mariannk@ohs.org](mailto:mariannk@ohs.org). I look forward to hearing from you.

All the best,

Marianne Keddington-Lang  
Director, Oregon Historical Society Press

## Foreword

by Victor G. Atiyeh

Governor of Oregon, 1979-1987

Unlike so many other large-scale fairs and expositions, the 1905 Lewis and Clark Centennial and American Pacific Exposition and Oriental Fair in Portland, Oregon, was a success, especially historically and financially. The economic impact of the audaciously planned fair on the northern outskirts of Portland is with us still. The astute and bold planning of so long ago continues to produce handsomely for the entire Oregon community.

I have long had a keen interest in the Lewis and Clark Exposition, and one of my favorite personal collections is built of objects associated with our greatest Oregon fair. It is a historical, sentimental, family-related interest that has afforded me many pleasant hours, for my own family's business started with an exhibit that my father installed most successfully in that memorable summer of 1905. So it is with genuine personal pleasure I that I recommend this long-awaited study.



THE OREGON  
HISTORICAL  
SOCIETY  
FOUNDED 1898

JUN 17 2004  
Governor Atiyeh

June 11, 2004

The Honorable Victor G. Atiyeh  
519 SW Park Avenue  
Suite 208  
Portland, OR 97205

Dear Governor Atiyeh:

Thank you so much for your call and for your willingness to contribute a new foreword to Carl Abbott's *Great Extravaganza*. I am enclosing both a copy of the author's new preface and the foreword you wrote to the last edition. I wonder if I might make one suggestion as you think about what you might include in your foreword to this new edition of the book. You mention that your family's business began with an exhibit that your father installed in 1905, and I think readers would be fascinated to learn more about that. A description of the exhibit and a sharing of family memories from that time could give readers a very palpable and personal idea of what it must have been like to be part of the fair and its excitement. There is no reason why your foreword couldn't be longer, if you're interested in making it so.

We anticipate having the book available this fall, so it would be good if we could have your piece in hand by mid-July. If you have any questions or concerns along the way, please do not hesitate to get in touch. It would be a pleasure to have another conversation.

All my best,

Marianne Keddington-Lang  
Director, Oregon Historical Society Press

VICTOR ATIYEH  
GOVERNOR  
1979-1987



INTERNATIONAL  
CONSULTANT & TRADE

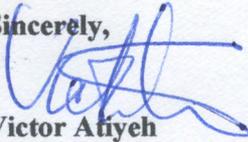
**FACSIMILE TRANSMISSION**

**TO: MARIANNE KEDDINGTON-LANG**  
**FROM: VICTOR ATIYEH**  
**DATE: JULY 2, 2004**  
**RECEIVER'S FAX NUMBER: 503-221-2035**  
**REPLY TO FAX: 503-224-3209**  
**Number of pages: 1 (including this cover page)**  
**In case of incomplete transmission call: 503-222-2244**  
\*\*\*\*\*

Dear Marianne,

Here is my first attempt at a "Forward". Believe me, any suggestions or editing would be most welcomed. Please let me know what you think.

Sincerely,



Victor Atiyeh

When Carl Abbot's "Great Extravaganza" was first printed I said in the Forward: "Unlike so many other large-scale fairs and expositions, the 1905 Lewis and Clark Centennial and American Pacific Exposition and Oriental Fair in Portland, Oregon, was a success especially historically and financially. The economic impact of the audaciously planned fair on the northern outskirts of Portland is with us still. The astute and bold planning of so long ago continues to produce handsomely for the entire Oregon community".

Today, these many years since I wrote that, the Fair still reverberates to the benefit of our great state.

But my feelings about the Fair are even more personal than many might imagine. I have a collection of several hundred "souvenirs" from that grand event. It is a wonderful gathering of medals, buttons, ribbons, a large variety of china and glass, spoons, watch fobs, purses, handkerchiefs, sheet music written just for the Fair, guide books, daily programs—and on and on it goes. Beyond all that it was the place that two newly arrived Syrian immigrants—A. Atiyeh & Bro. ("Bro" was my dad)—won a gold medal for their display. At this point they had only been in Portland since 1900. And believe it or not, in moving several years ago I came across negatives that developed into pictures of my father and uncle actually at the fair!!

It is important to note that this Fair was a massive and enthusiastic community effort the like of which had not been seen before nor (sadly) since. Now sit back and "Go to the Fair" from the comfort of your chair. I highly recommend that journey to you.

VICTOR ATIYEH  
GOVERNOR  
1979-1987



INTERNATIONAL  
CONSULTANT & TRADE

**FACSIMILE TRANSMISSION**

**TO: MARIANNE KEDDINGTON-LANG**  
**FROM: VICTOR ATIYEH**  
**DATE: JULY 2, 2004**  
**RECEIVER'S FAX NUMBER: 503-221-2035**  
**REPLY TO FAX: 503-224-3209**  
**Number of pages: 1 (including this cover page)**  
**In case of incomplete transmission call: 503-222-2244**

\*\*\*\*\*

Dear Marianne,

Here is my first attempt at a "Forward". Believe me, any suggestions or editing would be most welcomed. Please let me know what you think.

Sincerely,

Victor Atiyeh

When Carl Abbot's "Great Extravaganza" was first printed I said in the Forward: "Unlike so many other large-scale fairs and expositions, the 1905 Lewis and Clark Centennial and American Pacific Exposition and Oriental Fair in Portland, Oregon, was a success especially historically and financially. The economic impact of the audaciously planned fair on the northern outskirts of Portland is with us still. The astute and bold planning of so long ago continues to produce handsomely for the entire Oregon community".

Today, these many years since I wrote that, the Fair still reverberates to the benefit of our great state.

But my feelings about the Fair are even more personal than many might imagine. I have a collection of several hundred "souvenirs" from that grand event. It is a wonderful gathering of medals, buttons, ribbons, a large variety of china and glass, spoons, watch fobs, purses, handkerchiefs, sheet music written just for the Fair, guide books, daily programs---and on and on it goes. Beyond all that it was the place that two newly arrived Syrian immigrants---A. Atiyeh & Bro. ("Bro" was my dad)---won a gold medal for their display. At this point they had only been in Portland since 1900. And believe it or not, in moving several years ago I came across negatives that developed into pictures of my father and uncle actually at the fair!!

It is important to note that this Fair was a massive and enthusiastic community effort the like of which had not been seen before nor (sadly) since. Now sit back and "Go to the Fair" from the comfort of your chair. I highly recommend that journey to you.