

July 1977



POLYNESIA

VOLUME ONE, NUMBER TWO, JULY 1977

**One-millionth visitor marks
historic milestone in Center's
history.**

SEE PAGE 23

**Long-awaited 'Matinee
Show' premieres today**

SEE PAGE 11

POLYNESIA

Editor
Reginald L. Schwenke

Graphics-Design
David Nesbit

Art Director
Frank Kara

Cultural Advisor
Noel McGrevy

Public Relations Director
Glen Willardson

General Manager
William H. Cravens

Executive Assistant
Sam Langi

Executive Assistant
Carl Fonoimoana

Board of Directors

Elder Marvin J. Ashton
(President)

William H. Cravens
(Vice President)

George C. Cannon
(Vice President)

F. William Gay

Wendell B. Mendenhall

Dan W. Andersen

Faasea P. Mailo

J. Willard Marriot, Jr.

Ralph Rodgers, Jr.

Alton L. Wade

(Consultant to the Board)



Grandma Coburn, 6



Kava fit for a King, 14



Man in a million, 23

CONTENTS

- 3 Robert Craig tells of the "greatest story never told....."
- 4 The little-known facts about one of the greatest missionary tools in the Church.
- 5 Noel McGrevy sheds light on the first Polynesian islands discovered.
- 6 The 'Lady of Voice' is still pulling in those crowds.
- 7 Kamehameha Day highlights.
- 8 Twenty "special missionaries" serve dual role as workers and missionaries.
- 9 The writing on the wall stand as mute testimony of childhood memories.....
- 12 Henry: The Prime Minister with a full heart.....and empty pockets.
- 14 Prime Minister Efi honored in rare and traditional Samoan ritual.
- 18 President Mailo called to serve in the land of his ancestors.
- 19 The fire-walking men of Rukua walk on red-hot rocks unscathed.
- 20 Cook Islands prepares proposal for Cook Island village at the Center.
- 22 Day-time activities department makes room for changes....
- 23 One-millionth visitor(s) honored with complimentary VIP tour of the Center.

KA LEO POLYNESIA is a monthly publication prepared by the Public Relations Department of the Polynesian Cultural Center. Principal offices are located at the Polynesian Cultural Center, Laie, Oahu, Hawaii, 96762. (808) 293-9291. KA LEO POLYNESIA is a news-magazine designed to inform and entertain the employees of the Polynesian Cultural Center, alumni of the Brigham Young University-Hawaii Campus and visitors to the Polynesian Cultural Center. KA LEO POLYNESIA is not copyrighted unless otherwise indicated. Whole parts or portions may be reproduced without permission of the Polynesian Cultural Center. The Polynesian Cultural Center is a non-profit, educational and cultural activity of the Church of Jesus Christ of Latter-day Saints (Mormons), created to perpetuate and preserve the arts, crafts and cultures of the peoples of Polynesia.



PHOTOGRAPHS BY DAVID NESBIT

THE GREATEST STORY NEVER TOLD

BY REG SCHWENKE

Robert Craig is making history -- and very few people even know about it.

Dr. Robert Craig, a 10-year history professor at the Brigham Young University - Hawaii Campus, is in the final stages of what he believes will be the first extensive and complete history of the Tahitian islands.

"I have been gathering material for more than seven years from Tahiti and other parts of the world and the first volume will be released next summer," he said.

He explained that of the two books he is preparing, one will deal primarily with the general history of Tahiti and the other is a scholarly research on the enchanting islands.

"I have fifty million ideas in my head on what I am going to do," he mused.

Dr. Craig left this last week for five weeks of extensive research on this group which are probably the most well known of the South Pacific islands and have miraculously escaped the attention of the many historians who have wandered its shores.

The well known BYU-HC professor has been working on the project for 8 years now. He started research on Tahiti in 1969 with funds partially provided by BYU-HC (then Church College of Hawaii) and more recently by the Polynesian Cultural Center.

However, for the most part, he has sustained his deep interest and work with his personal finances which he admits have taken a toll on his personal pocketbook.

Despite the lack of a large quantity of funds, Dr. Craig continues his research. Often his only means of transportation in Tahiti and its surrounding islands was by bicycle.

Amid his school responsibilities and his research work on Tahiti, Dr. Craig is also the editor of Pacific Studies, a scholarly journal funded by the BYU-Hawaii Campus on historical, anthropological and educational articles of interest.

EDITORIAL

A MOMENT OF REFLECTION

This is July. The 201st in American history.

For us at the Polynesian Cultural Center, it is not only a time to look forward, but also a time for reflection.

To reflect on the past of an organization that has, more than anything else, given the opportunity to thousands of young men and woman to financially support themselves through College.

This would have been, for many, an impossible dream.

A dream that, because of the sacrifices of many individuals, has become a living reality.

If the Polynesian Cultural Center has achieved a great deal, it has been through the efforts of inspired men of God, creative and imaginative leadership and the dedication and unity of its workers.

There have been moments of controversy and discord at various stages of the Center's 13-year-old existence.

These are better forgotten.

When the Center opened its gates on October 11, 1963, skeptics gave it no more than the test of time. It was a struggle at the outset, but with every passing year the Center has experienced phenomenal growth.

The one-millionth visitor since the new theater opened last July came to the Center last month. This is, in itself, a great accomplishment - one we should all be proud of.

Visitor popularity is an indication of the effectiveness of our work here; not solely for the teaching of our cultures but also as representatives of the Church. Know that blessings are with us for the good works that we do influencing more people about the Church.

It should be remembered that the Polynesian Cultural Center is a missionary and fund-raising function of the Church and that our service here is for our fellow men and our God.

WORTHWHILE EFFORT

The effectiveness of the Polynesian Cultural Center as a missionary factor has long been known.

But few statistics and facts were ever released to it employees.

Ka Leo POLYNESIA has learned of facts on how effective your work - as employees - has been to arouse visitor-interest in the Church.

Special credit goes to members of Laie Tours who have played a significant part in generating visitor-interest in the Church, but credit is also due to all PCC employees.

Of 593,801 people who have visited the Center from October 1976 to April 1977, more than 53,000 took the Laie Tour. Of this number 2,253 bought the Book of Mormon and 3,388 indicated a strong interest and wanted to know more about the Church. Another 31,453 were not strongly interested but were willing to have missionaries visit them in their homes.

Laie Tours supervisor William Galea'i said he has received information from many mission homes that many of these "not strongly interested" persons have since been baptized.

He added, however, that it would be difficult to know the total number of people who have been baptized through the referral program at the Center. He was optimistic that this matter might be worked out through the use of computers and this information would then be released.

Laie Tours also conducts a fellowship-investigator program each Saturday for all Oahu stakes.

CHESTER JUNIOR - SENIOR HIGH SCHOOL

POST OFFICE BOX 797

CHESTER, CALIFORNIA 96020

Polynesian Cultural Center
Laie, Hawaii 96762

Dear Sirs:

Our boys had an experience which will be the highlight of their lives for many years to come. Many thanks for the reduced admission rate to tour the villages and attend the show.

Opportunities like this come seldom for people in our remote corner of northern California. Everyone we met at the center was overwhelmingly warm and cordial to us, especially the students who conduct the exhibits and demonstrations at the Polynesian Cultural Center.

Thanks again.



Wrestling coach.

Darold Adamson, Principal

Dear Sirs,

Our tour of the Polynesian Cultural Center and watching the night show was fantastic. I was with a group from California who were mostly members of the wrestling team from our High School. I was on vacation.

I have never enjoyed anything more in my life as the day we spent at the Polynesian Cultural Center. There are a lot of interesting things in California but nothing like that. It wasn't commercialized as most things and places are nowadays, just authentic.

Jalie M Evans
Chester, California.

Dear Sirs,

Your staff are to be commended for providing a most outstanding educational program for the children of Hawaii.

Our fourth grade pupils recently visited the Polynesian Cultural Center and it was an overwhelming experience from beginning to end. The tour was well organized. The visits to the villages went smoothly. The guides spoke well and used words that were understood by the children. They were knowledgeable and had a good sense of humor.

The experience of riding the tram and touring in style and comfort was delightful. Not a child complained of being tired. The children's cry of "This was the best trip of the year" was echoed by all the adults who accompanied the children on the trip.

Florence Wong
Betsy Huayama
Fern School

COMMENT

NOTE: All published letters were chosen at random with an effort made to represent the broadly-balanced views of visitors to the Polynesian Cultural Center.

However, no negative responses have been received.

Editor

Dear Sirs,

Please accept our belated thanks for the opportunity of seeing your delightful show through the efforts of the Makiki Senior Citizens' group.

We think you are doing fantastic work in your Center in the education of the young people of Polynesia and that they, in turn, go back to their homes and teach others.

Your regard for the older folks in Oahu in making it possible for them to attend the show was appreciated more than you know.

Paul and Evelyn Maddry

Dear Sirs,

I think the absolute highlight of our trip to Hawaii with 50 high school students was the wonderful day we spent at the Polynesian Cultural Center. The reports of each student were nothing but praise for the lecture, tours, village crafts and evening show.

The fact that you are presenting such a cultural experience to students from the Midwest and the mainland is exemplary; the fact that you do so at such a reasonable charge is fantastic!

G.B. Mitchell

Dear Sirs,

Not at any time was there any doubt as to what was supposed to be happening and the organization was tremendously effective.

The cultural exposure of our students to the rich heritages of Polynesia provided invaluable experience which have hopefully created an awareness within them of other cultures.

Please extend our gratitude to the people who enabled the members of Project Hoaloa to benefit from such an enjoyable visit to the Polynesian Cultural Center.

Cliff Youth
Project Hoaloa coordinator

CULTURE

Few of us probably realize that the first Polynesian Islands to be discovered by Europeans were the Marquesas which were accidentally encountered by Alvaro de Mendana, a Spaniard, who in 1595 was leading an expedition from Peru to colonize the Solomon Islands which had been discovered some years before.



by NOEL MCGREVVY

At first Mendana thought he had reached the Solomon Islands, but, upon observing the tall, fair, physically superior people in this place, he knew he had been mistaken. Once he realized he had discovered another new place, he very diplomatically decided to call it after his patron the Viceroy of Peru - the Marques Don Garcia Hurtado de Mendoza y Canete. Off course, the resulting name - Las Islas Marquesas de Don Garcia Hur-

tado de Mendoza y Canete - was a little cumbersome, so it was simply modified in usage to "las Islas Marquesas" (In Spanish "Marques" is a noble title corresponding to "Marquess" in English and in French. Today in English we simply refer to the group as the Marquesas while the French use the term "les iles Marquises.")

'Native cultures in the Marquesas,' a 1925 Bishop Museum bulletin, says that the Marquesans apparently knew of a white race prior to the arrival of the first Europeans. Many Marquesan informants, he comments, insisted that their traditions told of many of their people being fair and red-haired before the Europeans came.

Unfortunately, the two weeks the Spanish spent in the group were distinguished by the Spanish lack of humanity towards the inhabitants. Despite a friendly reception, the Spaniards felt no compunction about slaughtering many of their hosts for trifling reasons. No doubt, if the Spanish found gold they would have stayed to wipe out all traces of the Marquesas and their culture. Fortunately, this was not to be the case - not yet. Subsequent contacts with the outside world were to all but obliterate the Marquesans.

As it happened, the Spanish discovered only three significant islands in the southern group: Fatu Hiva, which they called Magdalena; Tahu Ata, which they called Santa Christina and Hiva Oa, which they called Dominica. Seven other islands were yet to be discovered. It would be almost two hundred years before the next Europeans would visit. This visitor was a humane, observant Englishman whose expeditions are remarkable for their detailed efforts to record everything of possible interest to the educated world.

(NEXT MONTH: The English Observation)

BIO

EVEN AFTER 70-YEARS, "GRANDMA" COBURN IS STILL CAPTIVATING THOSE CROWDS

By GLEN WILLARDSON

She is known to everyone as "Tutu" Coburn, or grandma.

The title is held with reverence for the leading lady of voice at the Polynesian Cultural Center. At 89 years old, Lydia Coburn is still singing the "Hawaiian Wedding Song" or "Aloha Oe" as she entertains hundreds each night in the Hibiscus Buffet area at the Center.

For Grandma Coburn, the joy of being able to sing and spread cheer to others is what life's all about. She has been singing at the Cultural Center for four years, and prior to that has been on stage with many celebrated performers, including Don Ho and Nephi Hanneman.

Her singing career goes back more than 70 years when she sang with her Church choir. She was raised a Catholic, but was converted to the Mormon faith in 1908.

During the 1920s--when she was married to her first husband and known as Lydia Cummings--she sang with Charles E. King regularly and participated in his first program "A Call to Hawaii" that was broadcast in the Mainland. She also performed with Johnny Alameda's group for three years in his weekly radio show for KGU radio.

One of her biggest thrills, she remembers was singing at the dedication of the Temple in Laie in 1919. She remembers singing for seven of the Mormon Church's presidents, naming them in order--Joseph



YOU'RE AS YOUNG AS YOU FEEL; and "Grandma" Coburn(pictured) feels fine.....

F. Smith, Heber J. Grant, George Albert Smith, David O. McKay, Joseph Fielding Smith, Harold B. Lee and Spencer W. Kimball.

Sister Coburn never had any formal voice training. She was born on Maui and raised in a primitive part of Hawaii near Kona before her marriage brought her to Oahu in 1909.

She is the matriarch of five living generations, with one daughter still living, four grandchildren, 18 great grandchildren, and one great great granddaughter. One foster child she raised has four children and several grandchildren. Her daughter, Lilly Kama, also works at the Cultural Center at the quilting house in the Hawaiian Village.

"I love my work here," she says. "I have the opportunity to meet people from all

over the world and they often ask how Hawaii used to be--thinking that people didn't used to wear clothes here. I tell them I was raised in a primitive part of Hawaii and they wore more clothes then than they do today.

"One of the great things about my work at the Polynesian Cultural Center is that I am able to tell people about the Church and how much it means to me."

She receives letters from people all over the world who have heard her sing and praised her voice, but ironically she has never had her voice recorded.

Her biggest talent is displayed every time she sings and that melody comes from her voice. She claims she is not a professional entertainer, yet for one-hour a day, six days a week, she performs flawlessly with a golden voice.

KAMEHAMEHA DAY:

PHOTOGRAPHS BY FRANK KARA



THE PULSE OF POLYNESIA:
Portrayed with determined and
disciplined actions of Kamehameha
Day performers.



TWENTY CALLED TO SERVE -- A SECOND TIME AROUND

Twenty Polynesian Cultural Center employees were recently called as special "PCC missionaries" under the direction of Laie, Hawaii Stake President, William Cravens, and BYU-Hawaii Campus Stake President Eric Shumway.

The newly-assigned missionaries are all employed at Laie Tours, a PCC section responsible for the Temple Tours. All of the tour members are returned missionaries.

Laie Tours supervisor, William Galea'i, said that the missionaries felt the importance of their calling and that a positive feeling had been expressed by all the Laie Tours employees.

He added that they were appreciative of being able to work their way through school as well as assisting in the missionary program.

As part of their new assignment, the missionaries attended a meeting with Hawaii Mission president, William Cannon, who offered them encouragement.

He explained to the new missionaries that their special calling added a spirit of rededication to the Saints towards missionary work.

Their responsibilities as "PCC missionaries" include tram tours to the Hawaii Temple grounds, a slide presentation of the Church and a tram tour around the Brigham Young University - Hawaii Campus.

Right: A "missionary" member of Laie Tours escorts visitors and discusses the purpose of the Hawaii Temple, Insert: William Galea'i. Below: The newly-assigned "PCC missionaries."



Photographs by DAVID NESBIT

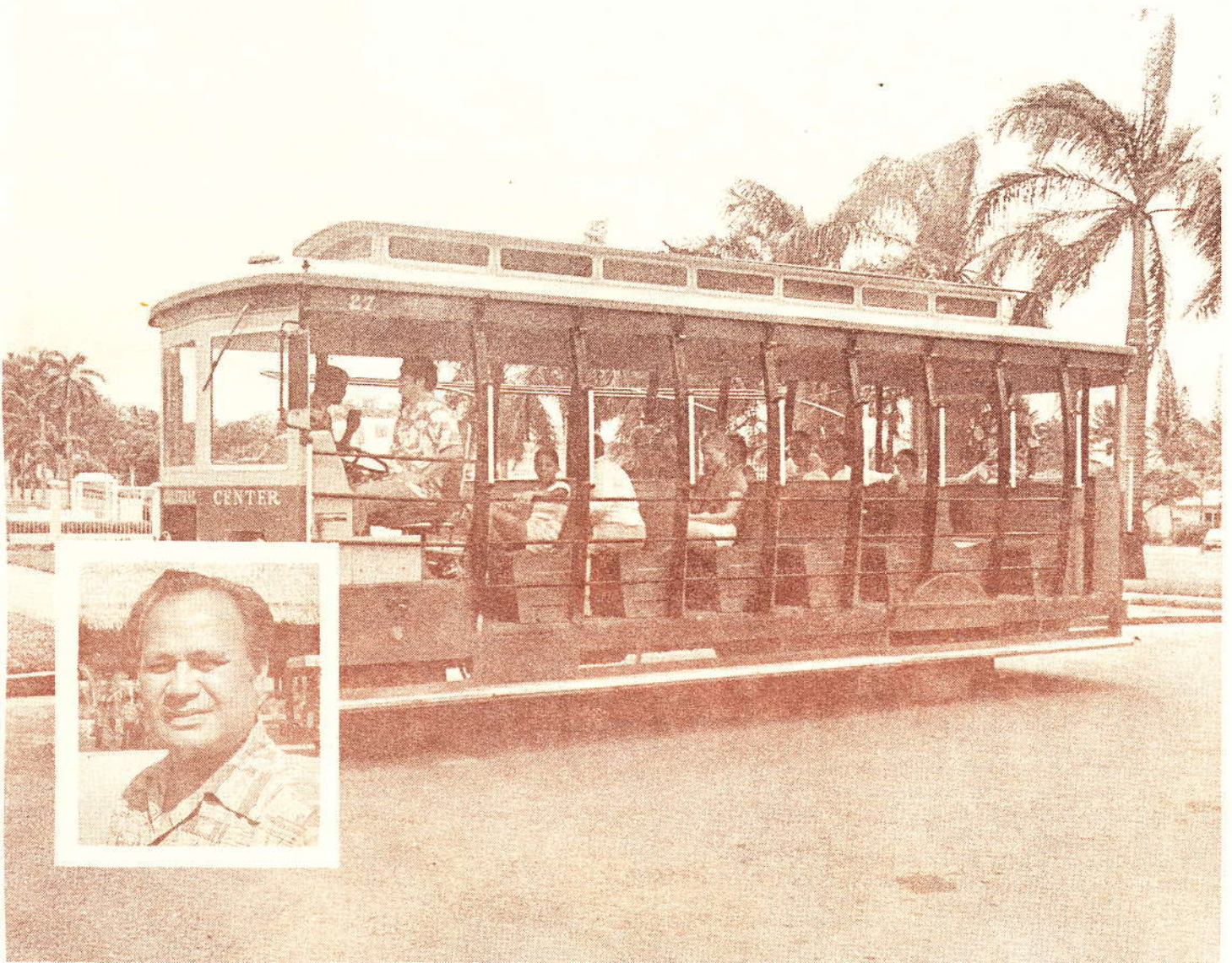


The educational services department of the Polynesian Cultural Center provides a unique plan for all school groups in the learning of different cultures of Polynesia.

Department manager Mitch Kalauli said that the educational services area has recently formed its own department apart from the Hospitality Department.

To attract interest from outside school groups, reduced admission rates of fifty cents for pre-school to sixth-grade students, one dollar for students from grade 7 to grade 12 (including teachers, aides, parents and advisors) and two dollars for college and university students and accompanying professors and advisors.

Mr. Kalauli also remarked that reduced rates also were offered to disabled, senior citizens and intellectually handicapped or-



Visitors to the POLYNESIAN CULTURAL CENTER are pictured here taking the Lala Tours ride to the Temple grounds

THE WRITING IS ON THE WALL; OF MEMORIES AND DAYS LONG PAST



MITCH KALAULI

ganizations. He emphasized, however, that his department would have to be contacted prior to the arrival of any group, otherwise they would not be eligible for reduced rates.

For local schools and organizations, the educational services department sends its student-employees (who attending Brigham Young University-Hawaii Campus) to schools with a slide presentation to familiarize students on the functions of the Center and inform them on the activities available prior to their visiting the Center.

On arrival, school students are either taken on tram tours, canoe tours or walking tours of the Center.

Mr. Kalauli said the educational program had been a tremendous success with schools visiting the Center from as far as California and other mainland cities.

So impressed have grade school children been with the Center that they have mailed in their diagram-impressions of the Center and written letters to individual guides thanking them for their courtesy and time.

The crayon diagrams hang proudly on the walls of the educational services department.

With school children on summer vacation, the educational services department has been swamped with work from school groups all over the state.

RAMBLE ON

WITH REGGIE.....

Funnyman Vatau Su'a has grim reminders of a prank that backfired.

In a night show performance, the hefty Samoan jumped on to a concrete ledge to demonstrate his untypical version of the Samoan siva. His weight shifted from his protruding belly into an unsuspecting arm and he tumbled bottom-up into the shallow waterway beside the stage.

The crowd was in an uproar of laughter.

Vatau was in pain.

He reappeared a few minutes later slightly shaken but undeterred, and in his accustomed manner, continued dancing with a scratched and bleeding arm.

For the moment his pain was relieved by the enthusiastic applause he received from an appreciative audience.

And in the words of a true showman, Vatau says undauntedly: "I will return....."

A Briton recently remarked to the Western Samoan prime minister, Taisi Tupuola Efi: "The fact that you speak English as a second language, you speak it remarkably well."

The Prime Minister curtly responded: "Sir, I must apologize that I speak English at all....."

Within a matter of weeks, two Pacific Island leaders have come, seen and have been conquered by the ideals that were envisioned in 1953 by the late Prophet David O McKay.

Sir Albert Henry and Taisi Tupuola Efi left the Polynesian Cultural Center deeply moved -through their own admissions -- by a cultural experience both had never before encountered.

Commented a member of Efi's official party: "We came here (PCC) expecting only to meet a large gathering of Samoan people. We didn't expect this(kingly kava ceremony) and frankly we are all very impressed.

And now we hear that the Cook Islands government is preparing a proposal that will include a Cook Islands village in the Center. This is, according to the deputy prime minister, a reflection of Sir Albert Henry's thoughts of the Center.

Flattering to say the least.

Listening to in-house back chatter, appears the theater department is having a grand old time looking for a pump organ.

After enquiring with a downtown Yamaha dealer, an amused salesman quipped: "What's a pump organ? Didn't that go out with the First World War?"

He was closer than he thought.

Seems they are searching as far afield as Tonga and Samoa for the obsolete organ to accompany their Polynesian choir in the new matinee show. Or to keep their organist on his toes.

For close-to-campus residents wondering what the commotion is about 6 a.m. every day, it's the brass band tying together notes for the matinee show.

The fact that this sleepy-eyed group manages to put it all together amid occasional yawns and eye-rubs isn't bad at all.





PHOTOGRAPHS BY DAVID NESBIT

DRUM BEATS OF ANCIENT POLYNESIA WILL BE HEARD ONCE MORE

The stage is set for one of the most unique shows of its kind ever presented in the world.

Event: The Matinee Show.

Venue: The Polynesian Cultural Center.

Scheduled for its premiere opening in early July, the matinee show is believed to be the first attempt anywhere to compile extensively researched Polynesian music from historic and traditional origins to contemporary music into a miniature stage production.

Choreographed by Ralph Rodgers, a recognized authority in Mormon stage productions, the show will go on with a cast of more than 40 people - almost all musicians.

Theater manager, Albert Peters, who is supervising the cast and lighting-sound crew, said that auditions were completed several weeks ago.

He added that the outset of the show will see the sole use of ancient Polynesian musical implements representing the earliest recorded traditional and historic music of Polynesia. Working down through time in the gradual development of this music, he noted that the Christian era is represented by a Presbyterian choir and pump organ.

Missionaries from the London Missionary Society were the first to introduce

Christianism to many Polynesian islands. This sect is now known as the Presbyterian faith.

From this era, the show will move into the development of the various stages of modern music to the Polynesian islands reflecting the far-reaching effects of a westernized culture that has been adopted to some extent to virtually all the islands of Polynesia.

Featured at 1:00 p.m. daily, the matinee show will last at least one hour.

Mr. Peters said that every attempt has been made to make the matinee show as different from the canoe pageant and night show as possible.

The premiere show will seat 870 people in the Little Theater and tickets have been sold out.

Mr. Peters confirmed that the duration of the show will last through the summer months and, depending on visitor attraction, will continue throughout the year.

The afternoon canoe pageant and Invitato Paradise night show will carry their regular summer schedule. The night show started its twice-nightly shows earlier this week. The canoe pageant will be re-scheduled at an earlier time at two locations because of the overflowing crowd attendance anticipated.

INSET: Albert Peters