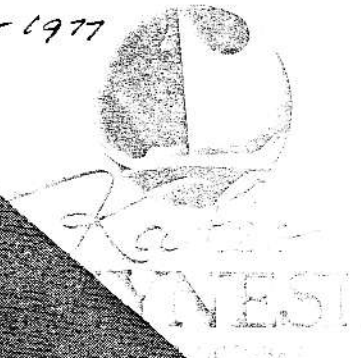
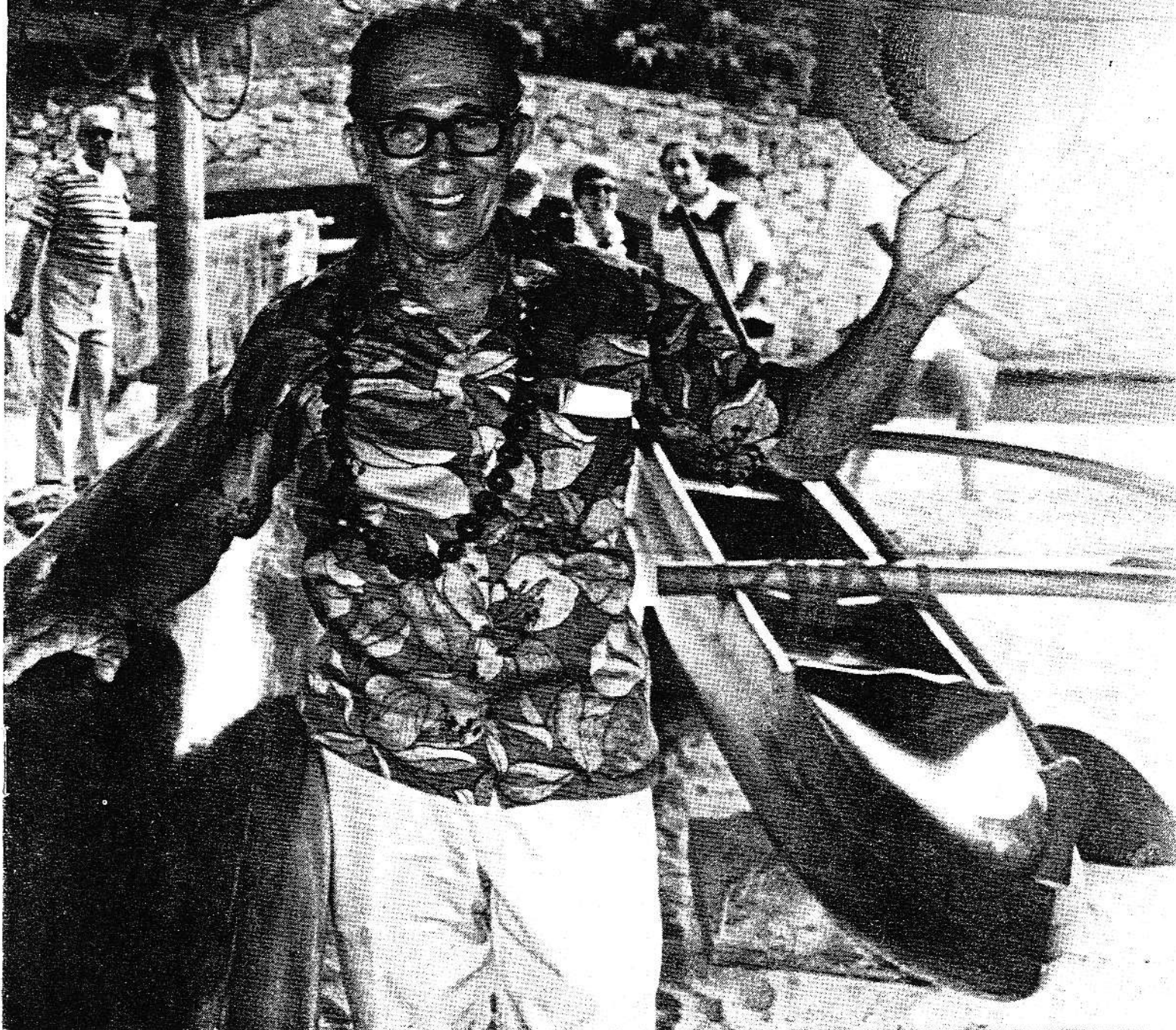


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Polynesian Cultural Center manager William Cravens urges newness of thought and action from employees.

A calendar of events for this week's festivities...Elvis remembered at the Center...New PCC Record Release.

Public Relations Director Glen Willardson reviews 14 years of service at the PCC.

Staff contributor George Fruean provides an insight of the Center's beginnings -- the problems and difficulties faced at the outset of this unprecedented achievement.

A pictorial essay on 'Music Polynesia', the Center's daily musical matinee.

A brief history of Laie by David Cummings.

Earn university credits while you work? A behind-the-scenes look at the little-known lighting men.

Noel McGrevy comments on the Marquesas islands... PCC golf tournament results...New Marquesan Chief appointed.

Center employee crowned Miss Samoa-Hawaii...PCC basketball league results and photographs.

Beauty workshop...Samoan Culture Day.

Editor Reg Schwenke takes a light-hearted look at life at the Center...The profile of an Apostle...NBC editor impressed with Center's layout.

Cover photo by Hipolito Velez
Hawaiian village chief "Pop" Sproat looks exactly the way he feels -- confident that the Center will go a lot farther than it has come over the past 14 years.

The General Manager Speaks:

A POSITIVE SPIRIT



With the new school year just started, I am impressed with the positive spirit that seems to have washed through our community. Newness has a tendency to lift everyone to loftier feelings, ambitions and commitments. New paint, hairdo or new clothes, car or even a new job are examples of feeling better through newness.

Most of all, new people seem to bring the greatest excitement. Ideas, challenges and the inception of friendships all mark this as a traditional time in Laie. We welcome these new people and look forward to working with them here at the Polynesian Cultural Center, Brigham Young University and the Community.

Great are the prophecies concerning this choice land and because of this, we must always remember that working at the Center is more than just a job. All of us are representatives of the Church and we should always have our best foot forward in doing outstanding work in serving both guest and fellow employee.

The Polynesian Cultural Center is an integral part of the Church and represents a major missionary effort by all concerned. Our "Preaching" comes from setting high examples of efficiency and friendliness.

Passages from the 121st Section of the Doctrine and Covenants seem to describe the ideal employee: persuasive, "...long suffering, ...gentleness and meekness, and...love unfeigned; ...kindness, and pure knowledge...."

We hope and pray for your personal success. That you will have happiness in living in this beautiful land of Aloha and the "new" feeling will be constantly with you.

A handwritten signature in dark ink, appearing to read "William H. Cravens". The signature is fluid and cursive.

William H. Cravens
Vice President and General Manager

5,115-A Number to Remember

by REG SCHWENKE

The number 5,115 is an important one to many people in Polynesia, although they may not know it.

So is the date October 11, 1963.

It was on this day 14 years ago -- exactly 5,115 days ago -- that the Polynesian Cultural Center's 'gateway to Polynesia' opened and the world was invited in to see the unique cultures and lifestyles of the Polynesian people.

To honor the historic day, the Center begins five days of festivities today. The program schedule will be highlighted with a personal visit by a member of the Church's First Presidency, who will speak at a special fireside devotional on Sunday night at the amphitheater.

The Center's 14th anniversary celebrations will begin with cultural presentations from two villages. A band and float parade is scheduled for this afternoon.

A feature length movie and cartoons is planned for tomorrow night along with two other cultural mini shows earlier in

PCC Releases New Record

The Polynesian Cultural Center recently released its latest album simply titled 'POLYNESIA; Invitation to Paradise.' Here, former Letterman and sometimes music critic DOUG CURRAN records his impressions on paper.

The record definitely succeeds! Its purpose is clear, and for \$5.77, it's a bargain for anyone who wants to capture the magic of those moments and relive them as long as the needle holds out -- and that includes me.

If, however, the listener is not confused by the transitions as he hears them, he will most surely be confused by the jacket liner.

Unfortunately, the side orders written there do not correspond with the order on the jacket. This is lamentable. And if not irreparable, I hope that if it is the record company's mistake, they will make good with new covers.

As it is, the jacket art is captivating, radiates the color, excitement and spirit of the Center's night time Polynesian revue and its cast in a manner befitting the best they have to offer.

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the afternoon.

For the active and young at heart, Friday's schedule includes a dine and dance night for all former and current employees of the Center. Cultural shows by two other villages will highlight the afternoon's entertainment.

And if you're still physically up to it, mini Olympics are planned for early Saturday morning which includes canoe races, tug of wars and relays. In the late

afternoon of the same day, a special cultural show by the Fijian village will take place.

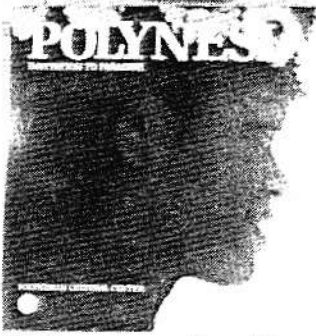
Like most things, the best is saved for the last.

A glimpse back in time will be offered by former employees of the Center demonstrating the "way it used to be" like in entertainment. This will be followed by a talent show featuring the talents of volunteers.

ELVIS REMEMBERED HERE



Elvis Presley during a film sequence of Paradise, Hawaiian Style at the Center. Photos by Sam Langi



PCC employee Rose Mapuhi pictured on cover of recently-released PCC record.



Back cover depicts cultural entertainment during the night show.



This tiny Tahitian youngster was the love of Elvis' life during his brief stay at the Polynesian Cultural Center.



Center Opening Marks Day Of Fulfillment

by Glen Willardson

There was a prophetic fulfillment about the day of October 12, 1963.

Eight years had passed since the Church College of Hawaii had opened its doors. The Student body had grown to 865 students, and most of them were hard pressed to find employment to meet their educational expenses.

The profile of the student body was already becoming multi-national. Nearly 70 per cent were from Hawaii, 15 per cent were from the South Pacific and the remainder from the Mainland and the Asia Rim.

On this historic day 14 years ago an event took place that would have a far-reaching effect on the college in Laie. The Polynesian Cultural Center was opened as a cultural attraction, showcasing the cultures of Hawaii, Samoa, Tahiti, New Zealand, Tonga and Fiji.

The idea for starting the Cultural Center, according to Edward L. Clissold,



Former employee Fotu Siufanua has his heart set in song...

a long-time Church leader in Hawaii, came from the inspiration of David O. McKay as far back as 1921 when he foresaw a day when people from all nations would come to Laie.

Matthew Cowley, an Apostle in the Church, said in the early 1950's that he hoped the day would come when the people from New Zealand would have a village in Laie, as well as the Samoans and other Polynesian people.

It was built on a 10-acre site with six villages surrounding a small lagoon. The ground was barren except for a few dozen newly planted coconut trees, newly planted grass and assorted small shrubbery.

An early glimpse of the Center can be seen in this publicity photograph with representatives of six island cultures aboard the outrigger canoe.

The infant tour business on Oahu welcomed the development on the windward side of the island, but many were doubtful that enough visitors could be ushered daily to Laie to make it successful.

But already there had been precedent established on people coming to this side of the island for cultural attractions. Frequent hukilaus sponsored by the Laie Ward of the Church were well attended by visitors to Hawaii, and provided needed funds for a Church building program.

The pride in building the Cultural Center was noted in an early article in the Church News that stated: "A volunteer force of 55 native workmen who are Samoans, Tongans, Maoris, Tahitians, Fijians and Hawaiians, already have donated work valued at \$1,250,000 under expert supervision.

This was part of the same work force that was employed to build the Church College, and construction supervisor Joseph Wilson called them "the best people in the world," because of their dedication to get the job done.

An editorial in the Honolulu Star-Bulletin, prior to the Center's opening, noted:

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The late "Pop" Logan

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"The success of the project depends to a large extent upon the discipline the Church can impose upon the families chosen to keep alive the ways of their ancestors—for without that discipline there is constant temptation to forget the past and adapt to the present.

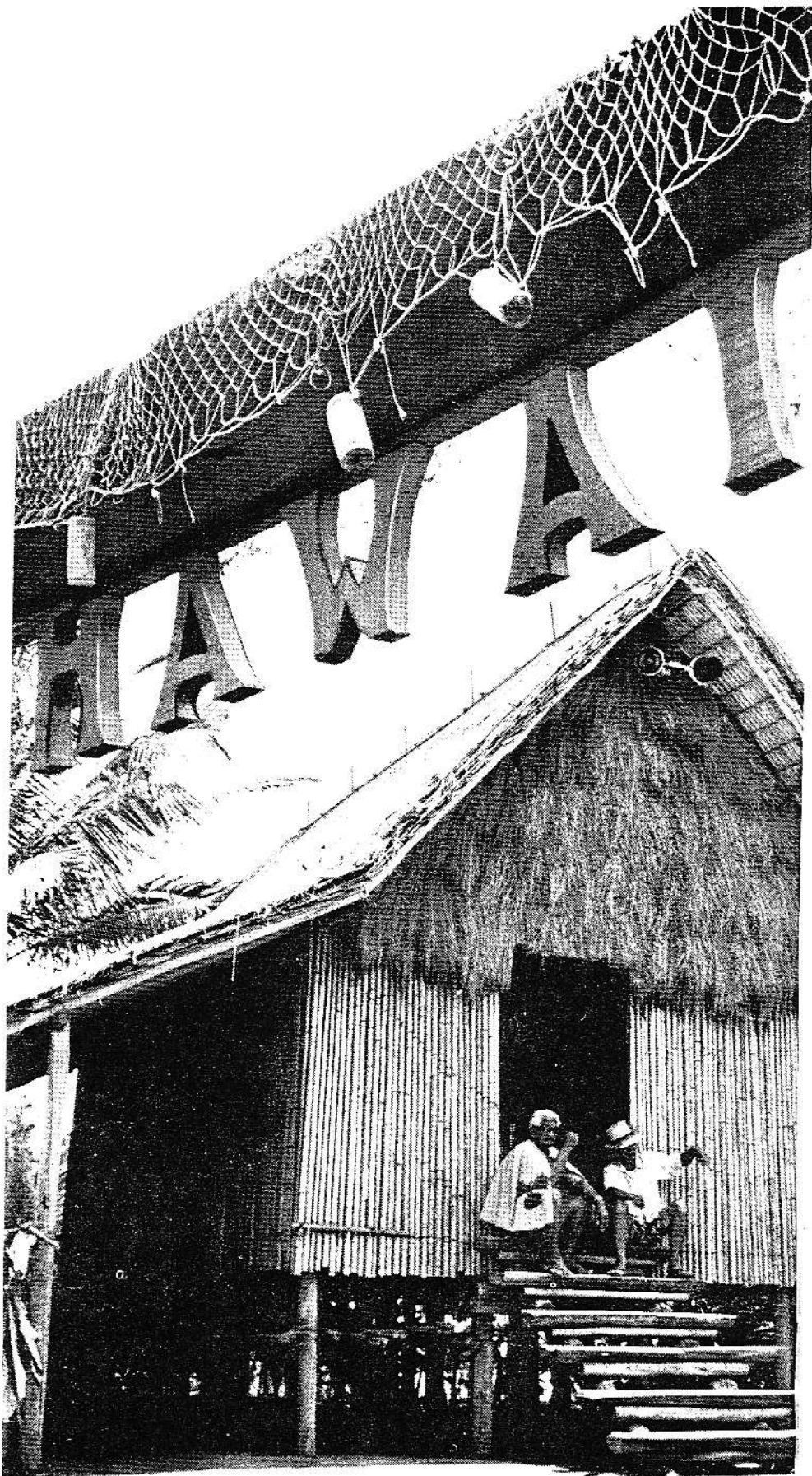
"If success is achieved, and its sponsors are optimistic, it will be an accomplishment of distinction, an education in anthropology, a valuable contribution to Hawaii's cultural offering to the visitor and a stimulus to the education of the Polynesian peoples that could have broad effect throughout the Pacific."

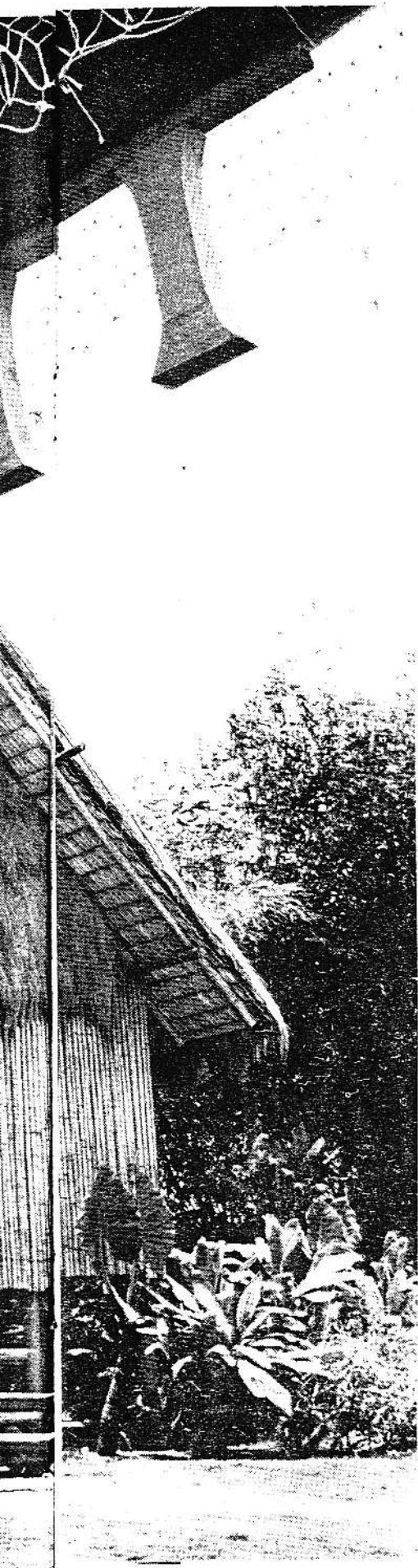
It was a momentous occasion when the Center opened. The young people who became employed at the Center, according to one employee, were so anxious to greet customers that they went outside the entrance and began dancing and greeting visitors alongside Kamehameha Highway.

Others recall boarding a bus and going to Waikiki to put on a short performance to encourage visitors into making the 38-mile trip to Laie.

A groups of New Zealand dancers, the "Te Aroha Nui Maori", paid their way to

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Hawaii to participate in the opening festivities at the Center.

Slowly, the word spread about the cultural attraction offered by the Polynesian Cultural Center. Attendance grew each year and in 1969, or six years after the Center opened, the one-millionth visitor passed through the gate.

During the seventies, as Hawaii's visitor population boomed, so has the visitor attendance at the Center. During 1977 more than one-million people will see the PCC, making it the most popular paid tourist attraction in Hawaii. Only the Honolulu Zoo and the Pearl Harbor Cruise which are free have more visitors.

In 1976 a vigorous expansion was completed that included a new theatre for the evening show, new box office building, and the largest thatched-roof pavilion in the world which would serve

as an orientation building and a second dining lanai.

The success of the Polynesian Cultural Center had enjoyed may be attributed to the people who work there, according to William Cravens, the general manager and also the Stake President for the Laie Hawaii Stake.

"Without the commitment of the students, and the fulltime personnel, the Center could not have survived," said Pres. Cravens. "The original intent of the Center was to serve the needs of the university by providing jobs for students, in addition to helping to preserve the arts, crafts and cultures of the Polynesian people."

"That is still the purpose of the Cultural Center today," he added, "and we would be remiss if we tried to change that emphasis."

The way it used to be in the Hawaiian village before it was rebuilt.

Two attractive Fijian dancers perform during cultural presentation before a large gathering of visitors.



Cultural Center Stands As Monument Of Fulfilled Prophecy

by GEORGE FRUEAN

The Polynesian Cultural Center stands as a major landmark on Oahu's North Shore. It is a monumental tribute to the visions and dreams of great men whose foresight gave birth to the Center.

In 1921, Elder David O. McKay visited Hawaii and was so moved by what he witnessed in Laie that he envisioned the day when superior educational opportunities and the Gospel of Christ would "make of all nations one blood".

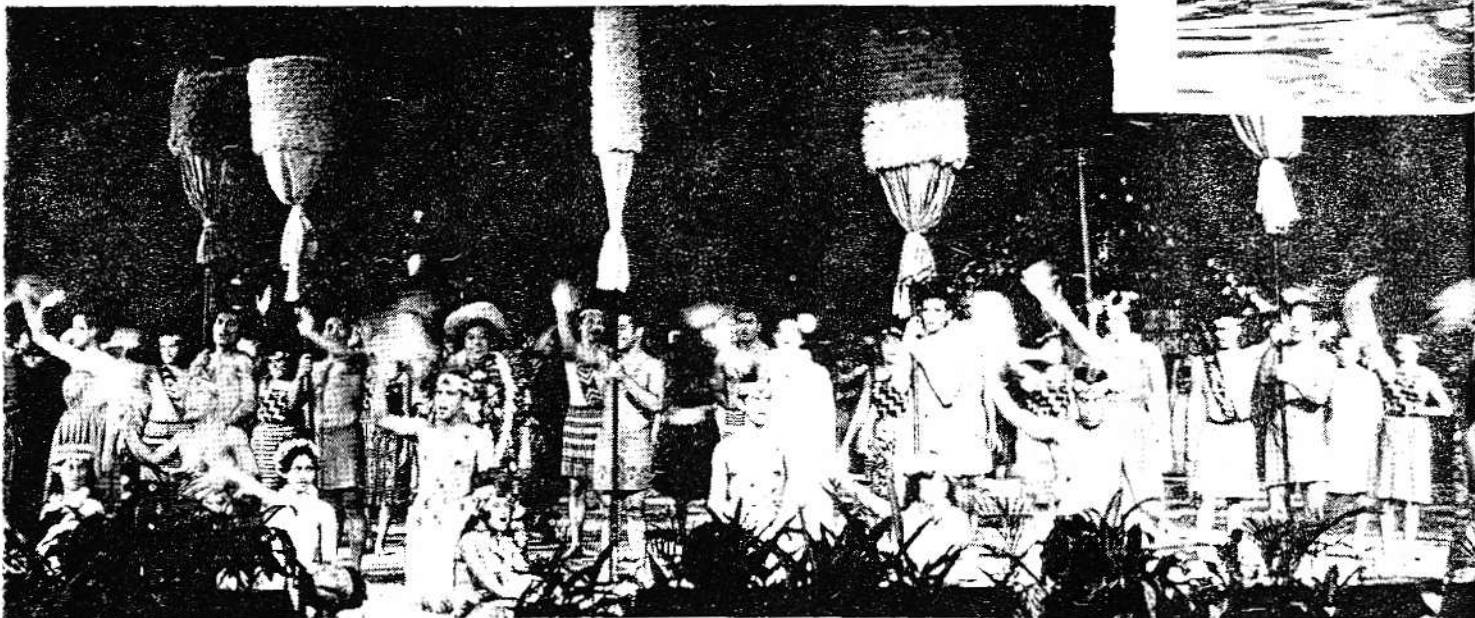
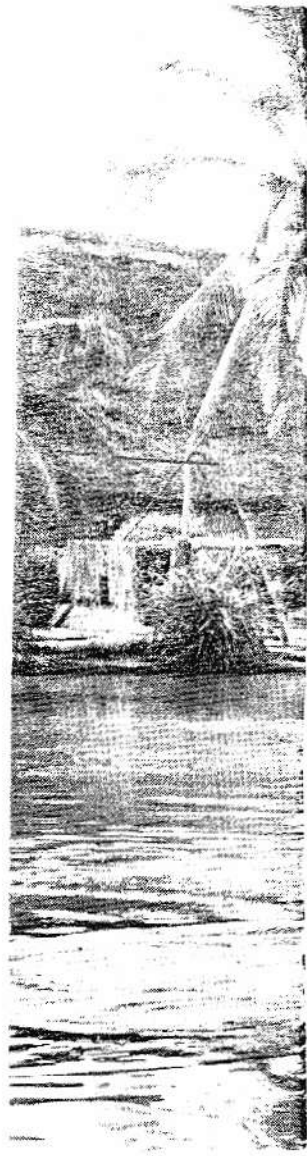
Two decades later, a Mormon missionary named Matthew Cowley was called to labor among the Maori people of New Zealand. As he worked, he observed the changing effects which Western elements had wrought upon the Maori culture.

Years later, saddened and disturbed by these changes he longed for the day "when my Maori people down there in

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PCC beauty consultant Mili Peters in her younger days during a Samoan cultural presentation.



"Laie may become a missionary factor, influencing not thousands, not tens of thousands, but millions of people who will come seeking to know what this town and its significance are."



The Long and Short of Laie Lagoon

The scenic beauty and serenity of the Polynesian Cultural Center is beautifully captured in this photograph. A young girl is shown paddling her canoe through the Center's lagoon apparently unaffected by visitors in the background enjoying a guided tour by canoe.



Typical Polynesian hospitality is portrayed with this offering of food by a former PCC employee.

