

merry Martha

video's 'Raye' of sunshine!

By BERT DARR

TV-Radio Editor

Merry Martha Raye, who at the age of 54 is anything but "retired," began shaping those still good-looking legs at the age of three when vaudeville parents marched her on stage in a family act.

Born in Butte, Montana as Margie Yvonne Reed, comedienne Martha continues to be a "Raye of sunshine" to all co-stars and audiences for whom she performs.

I sat with her a few months ago in a Hollywood hotel showroom as she reminisced briefly about a lifetime career which ranges widely from Loew's vaudeville circuit and Earl Carroll's Vanities to such film roles as "Waikiki Wedding," Bing Crosby's "Rhythm on the Range" and "The Big Broadcast of 1938 (there were other "Broadcasts" — 1932, 1936 and '37), in which Martha sang "Mr. Paganini" and Bob Hope warbled his now famous theme: "Thanks For the Memory."

Martha, who's recognized as possessing one of the biggest hearts in show business for charity and "soft-touches," has endeared herself to fellow-performers, movie and TV fans and GI audiences all over the world.

She's actually a qualified nurse, having trained in this endeavor. When she puts on a military uniform and trots up to combat zones with our men overseas, Martha's act "is for real."

Merry Martha's latest act, though, is for NBC-TV in a comedy show viewed here Saturday morning via KHON titled "The Bugaloos." The veteran entertainer assured us she enjoys doing this new comedy bit for creators Sid and Marty Krofft, who also produced "H. R. Pufnstuf."

She's a delightfully modest person, and we hope her life is filled with many more happy, productive years with which she can pursue her chosen career: bringing smiles to audiences 'round the globe.

TV spots created by Cunningham and Walsh as a volunteer effort for the United Nations Association . . . and playing now around the nation . . . prove just what local video executives and agencies can attain by cooperating in a program to help promote worldwide understanding.

The television spots, featuring the voice of Gary Merrill, and titled "The Third War," pleads for a "Force of Reason" among private citizens to create an organization for world peace. The UN Association comprises more than 175 communities, including Honolulu.

Kahala Hilton star Danny Kaleikini's guests on his Sunday 2 p.m. movie show (KHON) will be Sterling Mossman, Port of Paradise entertainer; and Hilton Hawaiian Village performer Eddie Bush.

Bob Burns, departing as manager of the Kahala Hilton, talks of his new post heading a Hong Kong hotel firm, as guest of KNDI radio this Sunday at 12:15 p.m.

Governor John Burns and Senator George Ariyoshi discuss their campaign Sunday at 5:30 p.m. as guests of Joe Rose on KIKU-TV (Ch. 13).

Radio's famed Mercury Theater "War on the Worlds," delivered by Orson Welles, who shocked the nation with the alarming H.G. Well's adaptation in 1938, will be repeated on the anniversary date by KGMB radio (AM and FM) Friday at 10 p.m.

Brahms' Second Sextet for Strings highlights Monday night's "Hawaiian Electric Hour" at 8 over KAIM radio, with host Ben Hyams.



Martha