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Inside TV
Addition Made to 'Life of Riley' Cast

By EYE STARR
HOLLYWOOD — STARR REPORT "Don't bother me with the facts, my head's made up is just one of the Rileyisms that makes 'The Life of Riley' the one of our favorite comedy shows. Yes, we'll hear it again this season. Good old Chester A. Riley and his entire clan with a new addition, a granddaughter, are ready to start their fifth season on TV. Chester (William Bendit) and his wife Peg (Marjorie Reynolds) tell me it will be a very interesting series (as though it hasn't always been) this year.

Married daughter Babs (Lugene Sanders) will present them with a newborn daughter, so Riley will have to attend baby care classes. No doubt he will graduate Baby Cram Laude, Riley, transferred to another aircraft plant, will give the viewers a change of scenery. The return of the next-door neighbor, the Gillises (Tom D'Andrea and Gloria Blondell), this season by popular demand will put more comedy and humor into the family situations. They were missed last season.

Bill tells me there will also be sequences in which the Riley and Gillises win a vacation in Hawaii. At present, plans call for the entire cast to make the trip to the land of the surfboard and the pineapple to shoot these episodes.

Bendit has been extremely busy in all media during the past year. "Battle Stations" for Columbia. Two dramas for "Good-You Playhouse," one for "Schlitz Playhouse" and one for "Ford Theater," were just a few of his assignments. And the coming season his schedule is just as full. As long as this mirth-provoking

KOAC, 550 k.c.
KOAC (Friday): 10:00 a.m.—The News and Weather; 11:15—Especially For Women; 11:45—Summer Story Time; 12:00—The Concert Hall; 12:30—The News and Weather; 12:35—Passion Farm Hour; 1:00—Melody Lane; 1:30—Proudly We Hall; 2:30—MacDonald's Anthology; 3:30—Memory Book of Music; 3:58—Oregon Reporter; 4:30—Music of the Masters; 4:58—The Agony in Europe; 5:15—On the Tip of the Tongue; 5:45—News Commentary; 6:00—Children's Theater; 6:30—Dr. Tim; Detective; 7:45—Let There Be Light; 8:00—The News and Weather; 8:15—Broadway Melody; 8:30—Guest Book; 8:45—Singer; 9:00—Window on the World; 9:15—Evening Farm Hour; 9:30—Farm Institute; 9:58—Music; 10:00—The News and Weather; 10:00—Sign Off.

KVAL TV, VHF 13
REGENTS: KVAL-TV, CHANNEL 13 (Friday): 12:00—Queen For A Day; 12:45—Modern Romances; 1:30—Comedy Time; 1:58—Bandstand; 2:00—Matinee Theater; 3:30—Space Soldiers (Chapter 13); 3:45—Little Theater; 4:00—It's A Fact; 4:30—Big Roundup; 5:45—The News; 5:58—Sports Headlines; 6:30—Weather Report; 6:58—Cavalade of Sports present 30-round featherweight bout between Miguel Berrios and Ike Chesnut; 8:45—Sports Brown; 9:00—Crane and Deer; 9:30—Let's Go Fishing; 9:45—Sportsman's Club; 9:58—Sunset; 10:30—Crossroads stars Hugh Marlowe in "Big or Die, Bertha Hyde"; 10:58—Mayor of the Town; 11:30—Highway Patrol; 11:58—The Powerline Story; 12:15—Little Theater; 12:30—Tomorrow's Headlines; 12:45—The movies presents "Night Beat," an English mystery starring Anne Crawford, Maxwell Reed and Ronald Howard.

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star stays his warmhearted self, the public will never get tired of seeing him.
One of the stern rules the writers of "Riley" have set for themselves while keeping to their format of humorous family situations is never to offend the innocent or frustrate the intelligent. The entire family can relax and know that these "revolting" developments will again continue to baffle Riley and amuse us.

STARRDUST ELVIS PRESLEY almost caused a riot at the preview of William Wyler's "Friendly Persuasion" the other night. The film stars Gary Cooper, Dorothy McGuire, and introduces young Anthony Perkins and 11-year-old Richard Eyer. The latter two youngsters are definite star material. The local press surrounded Presley for his autograph—for their youngsters, they explained. Elvis said he'd come to hear the music of Dimitri Tiomkin and catch his competition, Pat Boone, singing the title song.

The manager of the Beverly Wilshire Hotel, where "Elvis the Pelvis" is staying, told me a group of pretty teenagers had been hanging around for hours waiting to catch a glimpse of their singing idol. Some of them had arrived at 6 a.m. and were still around at 6 p.m. A phone call to Presley's suite brought him down and he gladly obliged each teenager. No shrieks or clothes snipping, but one pretty blonde insisted on kissing the hand that played the guitar. Elvis was embarrassed. A few months ago, when the young "rock 'n' roller" played the New Frontier in Las Vegas, his explanation to me of his humps and grids was "I have to feel my song or I can't sing. It's just the way some people feel religion. I feel happy and uplifted when I'm singing and I can't help but let nature take its course." Well—that's what the man said!

Dee Jay's TV report: Eddie Fisher in the music publishing business (Ramrod Music Publishers) will come out with a new album from his RKO picture "Bundle of Joy," as yet unreleased. Album called "Bundle of Joy" has the tunes and lyrics composed by the Oscar-winning team of Joe Mryow and Mac Gordon . . . If Peggy Lee signs with Capitol again (she's now with Decca) it will be because most of her "solid hits" were waxed while under contract there four years ago. Major recording companies have "talent scouts" on the road here and abroad looking for new singers, new sounds and new talent. If you have it you have a better chance of being discovered by staying home and appearing in little night clubs and Little Theatre productions than if you come knocking on the agents' doors in New York or Hollywood.

Lena Horne returns to Hollywood Sept. 30 from the Olympia Theatre in Paris for her new Victor album. She'll do four television shows this year and has a month's engagement at the Sands beginning Oct. 31. Sands impresario, Jack Entratter, says the hotel's greatest attractions are Frank Sinatra and Lena Horne. Incidentally, Gordy MacRae, who is the casual type but must wear formal attire on "Lux Video Theater" show this year, has compromised and is wearing Sy Devor's new type "casual formal" created especially for Mr. MacRae. Could start a new fad—like Bermuda shorts. All men need is just a little encouragement from their wives or best gals and they can throw that stiff collar away forever and be comfortable. Wonder if Walter Winchell will wear a hat when he hosts-emces his new "Variety Hour" on NBC Oct. 27?

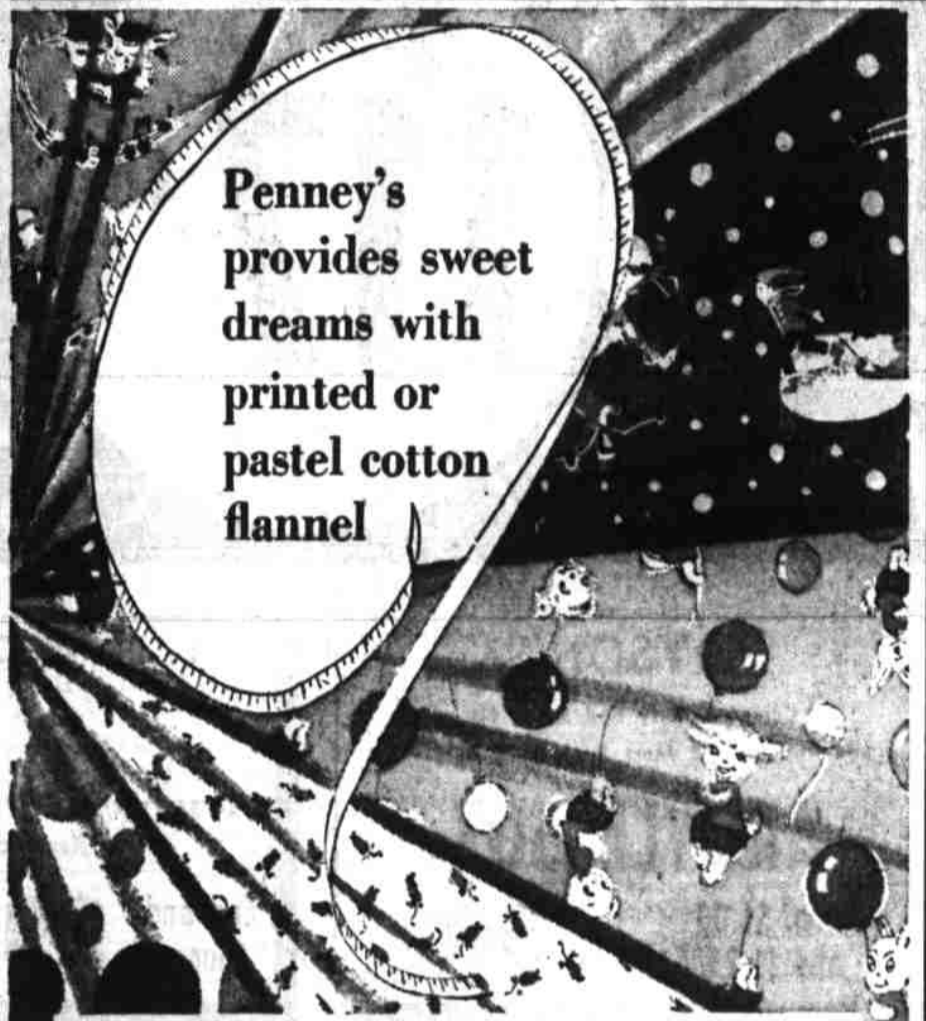
TWICE - TOLD TELEGRAS
Hear the networks are still looking for producers. Young men with 30 years' experience . . . Money is a wonderful thing. A dollar nowadays will buy a quarter's worth of anything . . . Hear there's a new show called "Stop the Money" on which they are giving away music.
(Copyright 1956, General Features Corp.)

VACUUM EFFICIENT
LONDON, Sept. 20 (AP)—Moscow radio has announced a Soviet firm is producing a vacuum cleaner that not only gathers up dust, but also waters the flowers, airs the rooms and paints the wall. The broadcast gave no details.

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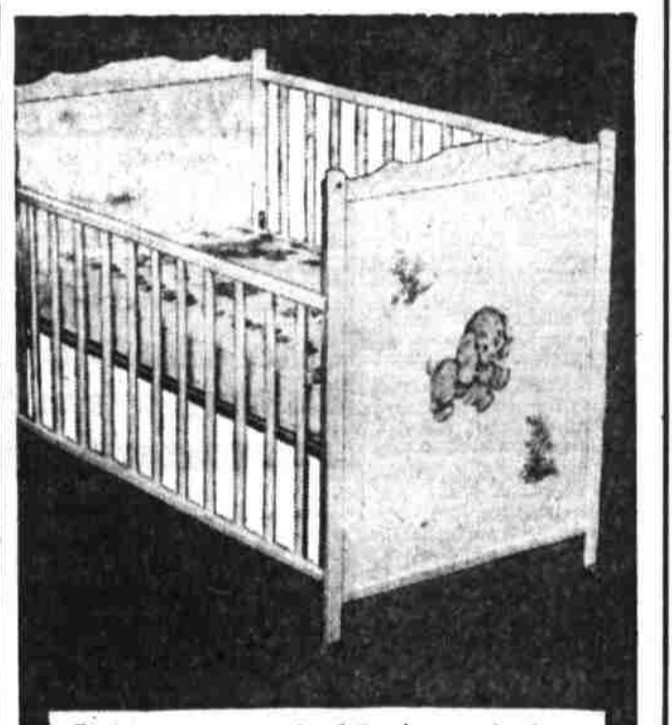
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