Guide to the Art Baker collection PA Mss 155


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URL: http://www.library.ucsb.edu/special-collections
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Title: Art Baker collection
Identifier/Call Number: PA Mss 155
Contributing Institution: UC Santa Barbara Library, Department of Special Research Collections
Language of Material: English
Physical Description: 7.26 linear feet (2 cartons, 3 document boxes, 3 flat boxes, 2 16mm films)
Creator: Baker, Art, 1898-1966
Date (inclusive): 1912-1985
Date (bulk): 1938-1958
Abstract: Scripts from Art Baker's radio program Art Baker's Notebook (KFI, Los Angeles, 1938-1958), photographs, clippings, scrapbooks, as well as personal correspondence and memorabilia.

Conditions Governing Access
The collection is open for research.

Use Restrictions
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Preferred Citation
[Identification of Item], Art Baker collection, PA Mss 155. Department of Special Research Collections, UC Santa Barbara Library, University of California, Santa Barbara.

Acquisition Information

Biographical Note
Art Baker was born January 7, 1898, in New York City. He initially planned to be a singer, and during World War I he was a song leader while serving in the United States Army. During his time in the Army, Art's hair turned prematurely white and would later serve as his trademark look. His post-war occupations included touring with traveling evangelist Aimee Semple McPherson, founder of the Foursquare Church, and operating an appliance store in Glendale, California. Baker's radio career began as an announcer on KFSG. Art was later employed at Forest Lawn Memorial Park as a tour guide. When it began a radio program, "Tapestries of Life," Baker was chosen to be the narrator. He went on to work on as many as 22 shows per week. The show aired on KFI and would become syndicated nationally. "Tapestries of Life" aired for 2 decades. In 1956, Time Magazine would feature an article on Art Baker titled "Radio: The Voice from Forest Lawn." In 1936 General Mills cast Art as Captain Bob Baker the Bisquick Maker to host the CBS show "Hollywood in Person." The show was a first of its kind tabloid show where a "studio on wheels" mobile production trailer would arrive at set locations to conduct candid interviews with celebrities about their gossip and rumors. The show was co-hosted by Miss Louise Roberts (Lois Collier) and ran for 2 years. On September 8, 1938, Baker created "Art Baker's Notebook" on Los Angeles' KFI radio station, which lasted for two decades. The program was syndicated in over 57 markets via electrical transcription. The show would air uninterrupted for over 2,000 episodes. An innovative and widely successful publicity stunt was performed in 1947 on "Art Baker's Notebook" when Art interviewed Jimmy Stewart about his upcoming film "It's a Wonderful Life." Art offered listeners a free transcript of the show and photo of him with Jimmy Stewart. The show received nearly 50,000 letters in the first week. Baker hosted many television shows in his career but is best known for his work on a series he created in 1950 titled "You Asked For It" (for which he became affectionately dubbed, the "genie with the light, white hair"). The show debuted under the title of "The Art Baker Show" and aired on the DuMont Television Network. The style was a write-in format that allowed viewers to make requests as to what they would like to see. The show would travel the world fulfilling the requests of its viewers. In 1951 the show's name was changed to "You Asked for It" and was moved to ABC. It aired until 1959 and became the longest running show if its kind and established the format for future travel/variety shows. The show would become one of Art's greatest achievements and solidify his place in television history. During the last 20 months of the show, Baker was replaced by Jack Smith. Another Baker TV program, "End of the Rainbow," debuted January 11, 1958. The program helped unsuspecting people "who are in need of a push to make a success of their dreams, such as a chance to regain a sound footing in business..." The show was co-hosted by Bob Barker. Art Baker lived in Glendale, CA for most of his career and would later move to Palm Springs, CA. Baker died of a heart attack at a bank in Los Angeles August 26, 1966.

Scope and Content
This collection contains scripts from Art Baker's radio program *Art Baker's Notebook* (KFI, Los Angeles, 1938-1958). Many of the scripts include annotations by Art Baker. Also included among the radio program scripts are miscellaneous shorts pieces on various themes, and poems.
The collection also contains scrapbooks, photographs, personal correspondence and memorabilia, and two 16mm film reels, one filmed at Forest Lawn Memorial Park in Los Angeles.

Arrangement

Related Archival Material
Stanley M. Kelton radio collection, PA Mss 120. Department of Special Research Collections, UC Santa Barbara Library, University of California, Santa Barbara.
Milt Larsen variety theater collection, PA Mss 108. Department of Special Research Collections, UC Santa Barbara Library, University of California, Santa Barbara.

Subjects and Indexing Terms
Radio programs -- 20th century
Television programs -- 20th century
Clippings (information artifacts)
Correspondence
Film reels
Memorabilia
Photographs
Radio scripts
Scrapbooks
Baker, Art, 1898-1966 -- Archives
Forest Lawn--Glendale (Cemetery : Glendale, Calif.)

Series 1. Personal/Biographical 1912-1966

- box 5 Autobiography 1932
- box 5 Clippings 1948-1981
- box 5 Correspondence 1912-1966
- box 5 Miscellaneous undated
- box 5 Personal items 1916-1966
- box 5 Photographs (1) undated
- box 5 Photographs (2) undated
- box 5 Ephemera 1956-1966

Series 2. Scrapbooks 1948-1985

- box 4 Art Baker's Notebook 1961 and 1962
- box 4 Art Baker's Notebook 1963
- box 4 Art Bakers Notebook 1965
- box 4 Art Baker's Notebook 1966 and 1967
- box 4 Art Baker's Notebook, Conservation 1966
- box 4 The Writer's Mailbag
- flat-box 6 Scrapbook and other items 1948-1967

Scope and Content
flat-box 7  
**Wedding Scrapbook and other items 1956-1985**

**Scope and Content**
Wedding scrapbook, "Wedding Greetings" telegram, wedding correspondence, miscellaneous photographs

flat-box 8  
**Art Baker's Notebook Scrapbook (West Lake Lions Club) 1950-1959**

**Scope and Content**
Also includes The Mirror - Los Angeles Nov. 8, 1950 (Newspaper), Genii: The Conjurers Magazine - August 11, 1957, Video Visions: Your Guide to TV Entertainment

Series 3. **Scripts to Art Baker's Notebook radio program 1938-1958**

- box 1  
  1-49
- box 1  
  50-92
- box 1  
  93-122
- box 1  
  123-149
- box 1  
  150-199
- box 1  
  200-230
- box 1  
  231-262
- box 1  
  263-294
- box 1  
  295-324
- box 1  
  325-345
- box 1  
  346-368
- box 1  
  369-400
- box 1  
  401-435
- box 1  
  436-474
- box 1  
  475-510
- box 2  
  511-549
- box 2  
  550-575
- box 2  
  576-600
- box 2  
  601-627
- box 2  
  628-649
- box 2  
  650-675
- box 2  
  676-700
- box 2  
  701-727
- box 2  
  728-754
- box 2  
  755-758
- box 2  
  Christmas and New Year's Season Edition
- box 2  
  Miscellaneous programs (1)
- box 2  
  Miscellaneous programs (2)
- box 2  
  Miscellaneous programs (3)
- box 2  
  Index to programs
- box 3  
  Dog articles
- box 3  
  Art Baker Filmaster [?]
- box 3  
  Miscellaneous shorts (1)
- box 3  
  Miscellaneous shorts (2)
- box 3  
  Notes on patriotism
- box 3  
  Poems

Series 4. **Audiovisual undated**

- item V12013/F1  
  [Untitled] undated
- item V12014/F1  
  Diane at Forest Lawn undated