

Priceless Memories

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In front of the camera, he has been invited into the homes of millions of Americans as host of *The Price Is Right*, *Truth or Consequences*, *Miss USA*, *Miss Universe*, *The Rose Parade*, and many other programs and specials. Now Bob Barker shares stories of favorite contestants, episodes, celebrity encounters, and behind-the-scenes happenings.

Beyond his public persona, he will open up about his personal life. From being raised on a Native American reservation by a single mother through the Great Depression and the Dust Bowl, to training as a pilot in the Navy during World War II, through his romance with the love of his life and high school sweetheart, Dorothy Jo, and his success at retirement.

His support of animal rights has always been a central part of his life. Bob delves into stories of how he has taken on Hollywood and the government in his crusade, including his anti-fur stand-off with beauty pageants, his involvement in uncovering animal abuse in movies and television, and the legislation he helped to pass. He also shares personal stories of rescuing animals, from dogs to elephants.

For the innumerable fans who have welcomed Bob into their homes over the last fifty years, this book will be like catching up with a dear and familiar friend who continues to lead a full and endlessly interesting life.

Bob Barker

is best known as the epitome of game show hosts, having recently retired after 50 years on television, and 35 years of hosting *The Price Is Right*--the longest running game show in TV history. Born in Darrington, WA on December 12, 1923, he currently resides in Los Angeles, California.

Digby Diehl

has collaborated on dozens of books, including bestsellers *Angel On My Shoulder* with Natalie Cole and *The Million Dollar Mermaid* with Esther Williams. He lives in Pasadena, California. After 50 years in television, recently retired game show host Barker (*The Price Is Right*) recalls peak moments of his long career in this engaging memoir. Born in 1923 of Native American heritage (he is one-eighth Sioux), Barker grew up in South Dakota. When WWII interrupted his college education, he became a naval fighter pilot, but the war ended before he got a seagoing squadron assignment: When the enemy heard that I was headed for the Pacific, they surrendered. In the postwar years, as he made a smooth transition from radio to television, audience participation shows became his specialty, and fame followed after an invitation from Ralph Edwards to host *Truth or Consequences*. Giving away millions, Barker stayed with *The Price Is Right* for 6,500 shows: The first time I interviewed an attractive young lady and I realized that her tongue was pierced, I knew that time had passed me by. He also writes at length about how his concern for animal rights created professional career problems, notably in hosting beauty pageants where furs were worn. The team of Barker and Diehl doesn't measure up to Diehl's memorable high-dive collaboration with Esther Williams (*The Million Dollar Mermaid*). However, there are plenty of backstage anecdotes, so Barker's fans are certain to grab this from bookstore shelves.

Two 16-page color photo inserts. (Apr. 6)

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