Inventory of the Whitaker & Baxter Campaigns, Inc. Records

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Inventory of the Whitaker & Baxter Campaigns, Inc. Records

Collection number: C134

California State Archives
Office of the Secretary of State
Sacramento, California

Processed by:
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Descriptive Summary
Title: Whitaker & Baxter Campaigns, Inc. Records
Dates: 1933-1974
Collection number: C134
Creator: Whitaker & Baxter Campaigns, Inc.
Collection Size: 178 cubic feet
Repository: California State Archives
Sacramento, California

Abstract: Whitaker & Baxter Campaigns, Inc. was the country's first political campaign management firm. The company's records document their state, local and national political campaigns as well as work for various public relations clients spanning the 1933 to 1974 time period. Also included are records of the company's wire service, the California Feature Service, 1944-1974.

Physical location: California State Archives
Languages: Languages represented in the collection: English

Access
Collection is open for research.

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Preferred Citation
[Identification of item], Whitaker & Baxter Campaigns, Inc. Records, C134,[series number], [box and folder number], California State Archives, Office of the Secretary of State, Sacramento, California.

Acquisition and Custodial History
The California State Archives acquired the Records of Whitaker & Baxter Campaigns, Inc. through a donation.

Administrative History
Whitaker & Baxter Campaigns Inc., the country's first political campaign management firm, was founded in 1933 by business partners (later husband and wife) Clem Whitaker, Sr. and Leone Baxter. Although operating under the name Campaigns Inc., the company was not actually incorporated until 1950. Corporate filings at that time show Clem Whitaker, Sr., Leone Baxter and Howard Hassard (the firm's attorney) as Directors of the company. The company's principal office was located in San Francisco but temporary offices were opened in other cities as required including Los Angeles, Chicago and Washington, D.C.

While the company's primary activity was managing campaigns for candidates and ballot measures, they also handled public relations for various corporate clients such as Pacific Gas and Electric Co., Western Pacific Railroad, and Utah...
Baxter Campaigns, Inc. Records

Inventory of the Whitaker & Baxter Campaigns Inc. also included under its umbrella the California Feature Service and the Whitaker & Baxter Advertising Agency. The Feature Service was a newspaper wire service and public relations vehicle providing articles, editorials and cartoons to about 300 California newspapers.

With Clem Whitaker, Sr. in failing health, he and Leone Baxter sold the firm to son Clem Whitaker, Jr. and partners James Dorais and Newton Stearns in 1958. The elder Whitaker and his wife then founded Whitaker & Baxter International, a public relations consulting firm headquartered in the Fairmont Hotel in San Francisco. Leone Baxter continued to run this company after her husband's death in 1961.

Whitaker & Baxter Campaigns Inc. was most closely associated with Republican candidates and conservative political issues. A few measures like their very first campaign against P.G.& E. (Prop. 1, 1933), a ballot measure to establish the civil service system (Prop. 1, 1936), and a measure to increase teacher salaries (Prop. 3, 1946) are among the few exceptions.

The firm handled many ballot measure campaigns (most of them initiatives) including the well-known Ham and Eggs pension plans from the 1930s through the 1950s, efforts to redraw State Senate district boundaries on the basis of population, anti-labor union measures such as those prohibiting picketing and "featherbedding", and several propositions favoring large oil companies.

Among the candidates whose political campaigns were managed by Whitaker & Baxter, Earl Warren, Goodwin Knight and Richard Nixon are probably the most significant. The firm helped elect Earl Warren to his first term as Governor but had a falling out with him late in the campaign and never worked with him again. They ran Goodwin Knight's successful campaigns for Lieutenant Governor and Governor, and were involved in his failed run for the U.S. Senate. Whitaker & Baxter were also in charge of Richard Nixon's presidential campaign in his home state of California where he prevailed despite losing the overall election to Kennedy.

Whitaker & Baxter were well established and successful at the state level when they were tapped in 1949 for their first national campaign representing the American Medical Association in their fight against President Harry Truman's national health insurance plan. Later in 1965, the firm again became involved in a campaign at the national level, this one in support of efforts to pass an amendment to the U.S. Constitution in response to a recent U.S. Supreme Court decision requiring that state legislative districts be based on population ("one man, one vote").

Throughout all this, the firm was continuously involved with local politics in San Francisco - both candidates and ballot measures. Mayoral campaigns included those of Roger Lapham, Elmer Robinson, and Harold Dobbs. Their ballot measure work included an anti-picketing ordinance (for), efforts by the city to create a public power system (against), a bond measure to fund expansion of the de Young Museum (for), and numerous measures relating to city garbage collection (for). They also represented the interests of local developers - in particular, the Utah Construction Company in their campaigns to develop tideland areas of the San Francisco Bay.

Clem Whitaker, Sr.

Born in Tempe, Arizona on May 1, 1899, Clement Sherman Whitaker was the son of a Baptist minister. His uncle, Robert Whitaker, was also a Baptist minister as well as a well-known socialist who was active in the American Civil Liberties Union and a friend of Upton Sinclair.

Clem Whitaker's career as a journalist began with a brief stint at the Willits News at age 13. Later he moved to Sacramento and began writing for the Sacramento Union before he reached 18. He spent a short period serving in the Army during World War I and returned to journalism at the Sacramento Union where at 19 he became city editor. By age 21 he was a political writer for the San Francisco Examiner. In 1921, he founded the Capitol News Bureau providing political news to about 80 newspapers statewide. By 1930, he had sold this business to United Press.

His experience as a political reporter led to his involvement in lobbying activities; he lobbied successfully for legislation to establish the State Board of Barber Examiners and unsuccessfully to pass legislation banning capital punishment. His lobbying efforts brought him to the attention of lawyer Sheridan Downey (later U.S. Senator from California) who was organizing a campaign to defeat a referendum concerning the Central Valley Project. Downey invited both Whitaker and Leone Baxter to take part, which led to the creation of their campaign management firm in 1933.

Clem Whitaker was married twice - first to Harriet Reynolds in Sacramento with whom he had three children, Clem, Jr., Milton and Patricia. He was separated from his first wife in 1935 and married his second wife, Leone Baxter, in 1938. In 1961, he died in San Francisco of a respiratory ailment at age 62.

Leone Baxter

Much less is known about Leone Baxter. She was born November 20, 1906, in Kelso, Washington according to her Social Security application. She wrote for the Portland Oregonian and was married and widowed before the age of 28. At some point, she moved to Redding, California, where she got a job promoting a water carnival for the Chamber of Commerce. She became manager of the Chamber in 1929, and it was in this capacity that she became involved in the Central Valley Project referendum campaign. Because of its proximity and potential economic impact, the CVP (including the Shasta Dam) was of
particular interest to the City of Redding and its Chamber of Commerce. Baxter was co-founder of Whitaker & Baxter Campaigns Inc. in 1933; she and Clem Whitaker were married in 1938. She died near San Francisco in 2001 at the age of 95.

Clem Whitaker, Jr.

Clem Whitaker, Jr. was born Aug. 30, 1922, in Sacramento. He was Clem Whitaker, Sr.'s oldest son by his first wife, Harriet Reynolds Whitaker and grew up in Sacramento attending local public schools. His parents separated when he was 13. While still in high school, he worked for both the Sacramento Union and Sacramento Bee.

He attended the University of California, Berkeley majoring in Economics but did not graduate. In 1943, his education was interrupted by service in the U.S. Army Air Corp as a fighter pilot. He joined his father's firm in 1946 after he was discharged becoming a partner in the business by 1950. He purchased the company from his father in 1958.

Later he was chairman of the board of the Wye Energy Group, president of the San Francisco Opera Foundation, a wine connoisseur, and active in many charitable causes. He was married twice and had a daughter and stepdaughter. He died at age 77 in 1999.

Scope and Content

The Whitaker & Baxter Campaigns, Inc. records span the years 1933 to 1974 and contain approximately 165 cubic feet of textual records, as well as 13 cubic feet of audiovisual materials, such as audiotapes, motion picture film, and videotapes. Boxes 1-36 are fully processed while boxes 51-198 are partially processed. The collection is organized into six series, the largest and most significant of which is Series 1 Campaign Files containing project files for both political campaigns and public relations work.

Whitaker & Baxter are often described as the inventors of modern political campaign management or "government by public relations" as Carey McWilliams wrote (1). A California State Federation of Labor leaflet from 1956 aptly described Whitaker & Baxter's specialty as "piloting a politician or an idea into the snug harbor of public acceptance" (2). The firm's extensive records trace the development and evolution of political campaign management and provide a window into the inner workings of the firm. The records also span a time period during which the role of the media in political campaigns greatly expanded, and tools such as polling and mass mailing came into broader use.

By far the most voluminous files belong to the costly campaign against government health insurance funded by the American Medical Association from 1949-1952, and at the state level by the California Medical Association. Some of these files are included in the Campaign Files series, but the bulk are financial records and are part of the Accounting Files series. Another significant part of the firm's records document the Whitaker & Baxter's involvement in a campaign at the national level to amend the U.S. Constitution in response to a U.S. Supreme Court decision requiring the reapportionment of state legislatures on the basis of population.

Of particular interest are the campaign files relating to various ballot measures including the Central Valley Project referendum (Prop. 1, 1933), numerous Ham and Eggs government pension measures (Prop. 1, 1939, Prop. 2, 1949, Prop. 10-11, 1952, Prop. 4, 1954), a measure to prohibit "featherbedding" (railroad staffing levels, Prop. 3, 1948), State Senate reapportionment (Prop. 13, 1948, Prop. 15, 1960, Prop. 23, 1962), an oil conservation measure proposed by oil companies (Prop. 4, 1956), and a constitutional revision resulting in a full-time legislature (Prop. 1A, 1966).

The firm's largest and most significant campaigns for political candidates are well documented and include several for Goodwin Knight (Lt. Governor, 1946; Governor, 1954; Governor and U.S. Senate 1958), Earl Warren's first gubernatorial campaign in 1942, and the California portion of Richard Nixon's 1960 presidential campaign.

On the local level, records of the San Francisco mayoral campaigns of Roger Lapham (1946 recall attempt), Elmer Robinson (1947, 1951), and Harold Dobbs (1963) can be found. Also, the records of numerous local ballot measure campaigns in San Francisco (and a few other Bay Area communities) are spread throughout the collection and include such issues as garbage collection, electric utilities, museum expansion, and an early attempt to establish regional government. Their work on behalf of local developers - particularly, the Utah Construction Co. and its development of Bay Farm Island in the 1950's - is well represented.

Also included are records of Whitaker & Baxter's public relations work for such corporate clients as Pacific Gas & Electric, various railroads, local developers, the 1956 Republican National Convention in San Francisco, Trojan Powder Co., San Francisco Bar Pilots, Westborough Homes, and others.


Related Material


Indexing Terms
The following terms have been used to index the description of this collection in the library's online public access catalog.
Whitaker, Clem, Sr.
Baxter, Leone
Whitaker, Clem, Jr.
Whitaker, Clement Sherman, 1922-1999
Knight, Goodwin, 1896-1970
Campaign management

C134.1, Box 1-36, 51-66, 72-90, 95B-109, 113, 184-198

Series 1 Campaign Files 1933-1972
Physical Description: 102 cubic feet
Arrangement
Files are arranged chronologically by date of campaign.
Scope and Content Note
The campaign files include records of actual political campaigns and records of the firm's public relations work. At times their projects were a blend of both aimed at influencing legislation or elected officials such as their campaigns at the state and national levels regarding government health insurance and their work on the behalf of developers.
A plan of campaign file is often found which describes the overall strategy, themes, and organization of the campaign. Organization files reveal the firm's tightly controlled use of support groups to convey the campaign's message through scripted presentations or distribution of campaign literature. Media or press department files demonstrate the roll of radio, television, and newspapers, in particular. Also included are numerous examples of campaign advertising such as brochures, leaflets, signs, photographs of billboards and other campaign advertising, buttons, theater slides, and bumper stickers. Polls and surveys are present for most campaigns as well. Budget and fundraising records seem to be largely absent.
A detailed list of folders is available in Appendix A in Additional Series Information.

Additional Series Information
Appendix A: List of Folders

C134.1.1, Box 1/1-Box 1/4

Subseries 1 Central Valley Project Association, Yes on Proposition 1 Files 1933-1938
Physical Description: 4 file folders
Scope and Content Note
Whitaker & Baxter were retained to help defeat Proposition 1, of the Dec. 19, 1933 special election, a PG&E sponsored referendum aimed at striking down recent legislation which would establish Central Valley Project. This was the firm's first campaign. Measure passed.
Records include finance reports of campaign receipts and expenditures, background information regarding the Central Valley Project, Central Valley Project Association, and California Water Project Authority.
<table>
<thead>
<tr>
<th>Subseries</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>C134.1.2, Box 1/5-Box 1/8</td>
<td><strong>George Hatfield for Lieutenant Governor Files 1934</strong>&lt;br&gt;Physical Description: 4 file folders&lt;br&gt;Scope and Content Note&lt;br&gt;This was the firm's first campaign on behalf of a candidate. George Hatfield, a prominent Republican, defeated Sheridan Downey, a Democrat.&lt;br&gt;Records include speeches, campaign receipts and expenditures, newspaper advertising, and a poll.</td>
</tr>
<tr>
<td>C134.1.3, Box 1/9</td>
<td><strong>Civil Service Amendment, Yes on Proposition 1 File 1936</strong>&lt;br&gt;Physical Description: 1 file folder&lt;br&gt;Scope and Content Note&lt;br&gt;Initiative sought to establish a system of civil service in state government with employment based on merit. It also proposed the creation of a State Personnel Board and was sponsored by the California State Employees Association. Measure passed.&lt;br&gt;Records include newspaper advertising, financial reports, background data, theater slides, and press releases.</td>
</tr>
<tr>
<td>C134.1.4, Box 1/10</td>
<td><strong>Fred Stewart for Board of Equalization File 1934</strong>&lt;br&gt;Physical Description: 1 file folder&lt;br&gt;Scope and Content Note&lt;br&gt;The firm represented Fred Stewart, the Republican incumbent, who defeated Pete Garcia, a Communist, in a landslide victory.&lt;br&gt;Records include correspondence and campaign advertising.</td>
</tr>
<tr>
<td>C134.1.5, Box 1/11-Box 1/13</td>
<td><strong>No on Single Tax, No on Proposition 1 Files 1936</strong>&lt;br&gt;Physical Description: 3 file folders&lt;br&gt;Scope and Content Note&lt;br&gt;Short-lived initiative that was removed from the ballot by the California Supreme Court for using a misleading title. The measure would have abolished sales tax and substituted certain property taxes. Measure failed.&lt;br&gt;Records include county committee lists (officers and members of county units of the California Association Against the &quot;Single Tax&quot;), financial information, and newspaper advertising.</td>
</tr>
<tr>
<td>C134.1.6, Box 1/14-Box 1/21</td>
<td><strong>Diesel Tax, No on Proposition 10 Files 1936</strong>&lt;br&gt;Physical Description: 8 file folders&lt;br&gt;Scope and Content Note&lt;br&gt;This initiative sought to prevent the diversion of gas tax monies for non-highway purposes and would have effectively reduced taxes on diesel fuels. Measure failed.&lt;br&gt;Records include campaign organization, endorsements, newspaper clippings, editorials, press releases, background data, campaign literature, and opposition statements.</td>
</tr>
</tbody>
</table>
Subseries 7 Anti-Picketing Ordinance, Yes on Proposition 8 File 1937

Physical Description: 1 file folder
Scope and Content Note
Proposed local measure in San Francisco would have prohibited picketing by union members. Measure failed.
Records include sample pamphlets.

Subseries 8 George Hatfield for Governor Files 1938

Physical Description: 4 file folders
Scope and Content Note
The firm again represented George Hatfield, Republican Lt. Governor, in his bid for higher office. Unfortunately, this time Hatfield lost in the primary to incumbent Governor Frank Merriam who eventually was defeated in the general election by Democrat Culbert Olson.
Records include campaign receipts and expenditures, press releases, leaflets, form letters, and speeches.

Subseries 9 Walter Scott Franklin for Lieutenant Governor Files 1938

Physical Description: 5 file folders
Scope and Content Note
Whitaker & Baxter candidates continued to perform poorly in 1938 with Republican Walter Scott Franklin losing in the general election to Democrat Ellis E. Patterson.
Records include campaign letters and leaflets, newspaper advertising, speeches, press releases, and opposition information.

Subseries 10 Garrison Bond Act, No on Proposition 13 Files 1938

Physical Description: 7 file folders
Scope and Content Note
This ballot measure was a referendum on an act passed by the Legislature which provided for financing of public improvement projects using project revenues rather than taxes. Major contributors to this campaign were private utility companies Southern California Edison and Pacific Gas & Electric. Measure failed.
Records include organizational information, background data, campaign literature, newspaper advertising, speeches, and theater advertising.

Subseries 11 No on Single Tax, No on Proposition 20 Files 1938

Physical Description: 2 file folders
Scope and Content Note
This initiative, similar to Proposition 1, 1936 (see subseries C134.1.5), would have abolished sales tax and most other types of taxes in favor of taxes on land value. Measure failed.
Records include campaign budget, newspaper clippings, campaign literature and a photograph of a display.
**C134.1.12, Box 1/41-Box 1/44**

### Subseries 12 *Atkinson Oil Bill, Yes on Proposition 5 Files 1939*

**Physical Description:** 4 file folders  
**Scope and Content Note**  
Another referendum on a legislative act which would have created a commission to control oil production in California. Measure failed.  
Records include financial information, suggested editorials and materials for editors, and newspaper clippings.

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**C134.1.13, Box 1/45-Box 1/51**

### Subseries 13 *Ham and Eggs, No on Proposition 1 Files 1938-1940*

**Physical Description:** 7 file folders  
**Scope and Content Note**  
This initiative on the 1939 special elections ballot was the second attempt at establishing a pension plan for elderly Californians. It would have supported $30.00/week payments with a 3% income tax. The earlier measure was Proposition 25 on the November 1938 ballot. Measure failed.  
Records include campaign literature, publicity files, background information, and opposition campaign literature (including Ham and Eggs newspapers).

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**C134.1.14, Box 1/52-Box 2/5**

### Subseries 14 *Wendell Willkie-Charles McNary (Presidential Campaign) Files 1940*

**Physical Description:** 7 file folders  
**Scope and Content Note**  
Whitaker & Baxter appeared to have coordinated advertising for the Northern California Willkie-McNary Campaign Committee but otherwise played a limited role in this campaign. These candidates lost to the Democratic ticket of Franklin Roosevelt and Henry Wallace.  
Records include anti-New Deal publications, speaker's manual, speeches by and for Willkie, press releases, newspaper advertising, campaign literature, and billboard advertising.

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**C134.1.15, Box 2/6-Box 2/8**

### Subseries 15 *Citizens Economy Bloc Files 1940*

**Physical Description:** 3 file folders  
**Scope and Content Note**  
The firm represented this group that was formed to oppose any and all increases in State taxes. Members included George Hatfield, Assemblyman Sam Yorty, Senator John Phillips, Assemblyman Hubert Scudder, and others.  
Records include press releases and radio speeches.

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**C134.1.16, Box 2/9**

### Subseries 16 *William Menzel for State Senate File 1940*

**Physical Description:** 1 file folder  
**Scope and Content Note**  
Whitaker & Baxter conducted an unsuccessful write-in campaign for Menzel, a candidate for the State Senate in the 5th Senate District located in Northern California.  
Records include campaign materials.
Subseries 17 Dry Wine Campaign Files 1941

Physical Description: 5 file folders

Scope and Content Note
The firm conducted this public relations and marketing campaign, an example of their ongoing advertising agency activities. Their client was the California Central Coast Counties Dry Wine Association, a dry wine grower-vintner cooperative.
Records include press releases, background materials, and financial data.

Subseries 18 Fusion Candidates Files 1941

Physical Description: 2 file folders

Scope and Content Note
Whitaker & Baxter represented a multi-partisan group of five candidates for the San Francisco Board of Supervisors.
Records include campaign materials.

Subseries 19 Hetch Hetchy, No on Charter Amendment 1 Files 1940-1941

Physical Description: 12 file folders

Scope and Content Note
The firm campaigned in opposition to a San Francisco local ballot measure that would permit issuance of bonds to purchase the Pacific Gas & Electric Company's local power distribution system or create a new public system. Measure failed.
Records include petitions, endorsements, campaign literature, radio spots, opposition speeches (including those by Harold Ickes), and background information.

Subseries 20 Income Tax Repeal, Yes on Proposition 4 Files 1942

Physical Description: 7 file folders

Scope and Content Note
This initiative would have repealed the state income tax. Measure failed.
Records include petitions, correspondence, background information, press releases, form letters, and campaign literature.

Subseries 21 Earl Warren for Governor Files 1942

Physical Description: 28 file folders

Scope and Content Note
Whitaker & Baxter handled publicity and promotion for Earl Warren's first gubernatorial campaign. Warren ran a largely non-partisan campaign defeating incumbent Democratic Governor Culbert Olson. The firm had a falling out with Warren late in the campaign and was not tapped to run his later campaigns.
Records include plan of campaign, endorsements, files concerning various organizations (women, veterans, Democrats), photographs, billboard advertising, radio broadcast schedules, press releases, form letters, polls, background information, campaign issue files, and speeches.
Subseries 22 George Reilly for Mayor Files 1943

C134.1.22, Box 3/29-Box 3/31

**George Reilly for Mayor Files 1943**

- **Physical Description:** 3 file folders
- **Scope and Content Note**
  The firm represented Democrat George Reilly, a member of the State Board of Equalization, in his unsuccessful race for Mayor of San Francisco. Republican Roger Lapham was the victor.
  Records include campaign organization and labor support.

Subseries 23 Justus Craemer for U.S. Senate Files 1944

C134.1.23, Box 3/32-Box 3/38

**Justus Craemer for U.S. Senate Files 1944**

- **Physical Description:** 7 file folders
- **Scope and Content Note**
  Justus Craemer, a Republican member of the California Public Utilities Commission, lost his bid for the U.S. Senate in the primary. Fred Howser won the Republican nomination but eventually lost to Democrat Sheridan Downey in the general election.
  Records include radio speeches, campaign pamphlets, newspaper advertising, and files on opponents Downey and Howser.

Subseries 24 Dewey-Bricker Taskforce Files 1944

C134.1.24, Box 3/39-Box 3/40

**Dewey-Bricker Taskforce Files 1944**

- **Physical Description:** 2 file folders
- **Scope and Content Note**
  The firm handled some state-level advertising for the Thomas Dewey and John Bricker Republican presidential ticket. Dewey-Bricker lost to Democrats Franklin Roosevelt and Harry Truman.
  Records include files on Dewey and Bricker.

Subseries 25 Better Schools, Yes on Proposition 9 Files 1944

C134.1.25, Box 3/41-Box 3/43

**Better Schools, Yes on Proposition 9 Files 1944**

- **Physical Description:** 4 file folders
- **Scope and Content Note**
  Initiative increased state financial support for schools. Measure passed.
  Records include campaign bulletins, plan of campaign, and newspaper advertising schedule.

Subseries 26 Earl Lee Kelly for Governor Files 1945

C134.1.26, Box 3/44-Box 3/47

**Earl Lee Kelly for Governor Files 1945**

- **Physical Description:** 4 file folders
- **Scope and Content Note**
  Earl Lee Kelly, a Republican investment banker and former Director of the California Dept. of Public Works, was an early challenger to incumbent Governor Earl Warren. His candidacy was short-lived, however. Republican Party officials pressured him to withdraw in favor of uniting behind Warren’s re-election bid.
  Records include cartoons, speeches, and press releases.

Subseries 27 Hartley Peart for U.S. Senate File 1946

C134.1.27, Box 3/48

**Hartley Peart for U.S. Senate File 1946**

- **Physical Description:** 1 file folder
- **Scope and Content Note**
  Whitaker & Baxter assisted San Francisco attorney Hartley Peart in his unsuccessful write-in campaign against incumbent William Knowland.
Subseries 28 **Goodwin Knight for Lieutenant Governor Files 1946**

**Physical Description:** 6 file folders

**Scope and Content Note**

Goodwin Knight, a Los Angeles Superior Court judge, made his first bid for statewide office in 1946, defeating Democratic State Senator Jack Shelley. Whitaker & Baxter would later run his campaign for Governor and the U.S. Senate (see below).

Records include form letters, newspaper ads, press releases, photographs, and opposition files.

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Subseries 29 **Greyhound Racing, Yes on Proposition 2 Files 1946**

**Physical Description:** 8 file folders

**Scope and Content Note**

This initiative would have allowed greyhound racing and taxed wagers for the benefit of veterans. Measure failed.

Records include petition, ballot arguments, endorsements, billboard advertising, form letters, newspaper ads, pamphlets and literature, photographs (including celebrities Fred Astaire and Nina Warren with greyhounds), and opposition information.

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Subseries 30 **Against (San Francisco Mayor) Roger Lapham Recall Files 1946**

**Physical Description:** 5 file folders

**Scope and Content Note**

San Francisco Mayor Roger Lapham was subject to a recall attempt partly due to his approval of a trolley fare increase. Recall failed.

Records include form letters, press and radio files, speeches, polls, and correspondence.

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Subseries 31 **Tax Court, Yes on Proposition 5 Files 1946**

**Physical Description:** 3 file folders

**Scope and Content Note**

A constitutional amendment originating in the Legislature, this measure would have established a tax court to handle appellate cases concerning taxation issues. Measure failed.

Records include campaign pamphlets, ballot arguments, and newspaper ads.

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Subseries 32 **Scavengers, Yes on Proposition 16 Files 1946**

**Physical Description:** 9 file folders

**Scope and Content Note**

This was a San Francisco local measure that would have allowed the city to regulate garbage collection companies and raise collection fees. Measure failed.

Records include campaign media, correspondence, thank-you letters, background data, surveys, and newspaper clippings.
Subseries 33  **School Initiative, Yes on Proposition 3 Files 1946**

**Physical Description:** 9 file folders

**Scope and Content Note**
This initiative increased teacher salaries and education funding. Measure passed. Records include plan of campaign, ballot argument, endorsements, form letters, campaign pamphlets, billboard advertising, and newspaper ads.

Subseries 34  **California Medical Association Files 1945-1949**

**Physical Description:** 50 file folders

**Scope and Content Note**
Whitaker & Baxter were hired by the California Medical Association to help defeat several proposals made by Governor Earl Warren to create state health insurance plans. They convinced the CMA that they couldn't "beat something with nothing" and that they needed to offer a positive alternative. This lead to a significant expansion of the CMA's California Physicians Service, a private health insurance plan, which later became Blue Shield. As a result of their success in this campaign, they were later hired by the American Medical Association to use their proven techniques against President Harry Truman's health insurance plans on the federal level. Records include CMA organization files and minutes, legislative bills, speeches, correspondence, surveys, background information on other health insurance plans, campaign materials, press releases, newspaper advertising, and newsletters. Files also include general public relations work for the CMA on other medical issues such as medical rebating.

Subseries 35  **Elmer Robinson for Mayor of San Francisco Files 1947**

**Physical Description:** 11 file folders

**Scope and Content Note**
A San Francisco attorney and judge, Republican Elmer Robinson defeated local politicians Franck Havenner and Chester MacPhee in his race for mayor. See below for records relating to his successful 1951 re-election campaign. Records include correspondence, background material, photographs, newspaper ads, polls, statements, and opposition literature.

Subseries 36  **Senate Reapportionment, No on Proposition 13 Files 1948**

**Physical Description:** 17 file folders

**Scope and Content Note**
This initiative measure would have redrawn State Senate districts on the basis of population many years ahead of the Supreme Court's related decision in Reynolds v. Sims (1964). Measure failed. As with their work to defeat universal health insurance, this effort served as a springboard leading to firm's role in a similar campaign at the national level. Records include endorsements, speeches, newspaper advertising, polls, flyers and press releases.
Subseries 37 Full Crew (Featherbedding), Yes on Proposition 3 Files 1948

**Physical Description:** 31 file folders

**Scope and Content Note**

"Featherbedding" was a term referring to the labor union practice of requiring more workers than the job required. This initiative measure allowed the Public Utilities Commission to prescribe the number of brakemen to be used on railroad trains. Measure passed.

Records include campaign plan, opposition files, endorsements, campaign handbook, form letters, direct mailings, campaign literature, news releases, billboards, newspaper advertising, polls, and radio scripts.

Subseries 38 Sound Pension Plan, Yes on Proposition 2 Files 1949

**Physical Description:** 31 file folders

**Scope and Content Note**

Initiative measure would set maximum state aid payments for aged and blind persons and effectively repeal Proposition 4 passed in November 1948. Prop. 4 was sponsored by George McLain (see also McLain Pensions, Propositions 10 and 11, 1952 subseries C134.1.45). Measure passed.

Records include plan of campaign, endorsements, correspondence, polls, campaign materials, form letters, radio ads and speeches, bills paid, opposition files, news releases, and speeches.

Subseries 39 Personal Property Tax, No on Proposition 1 Files 1950

**Physical Description:** 10 file folders

**Scope and Content Note**

Initiative measure would have prohibited taxes on personal property. Measure failed.

Records include finance data, paid bills, endorsements, newspaper advertising, campaign literature, and opposition files.

Subseries 40 Against Gambling, No on Proposition 6 Files 1950

**Physical Description:** 8 file folders

**Scope and Content Note**

Initiative measure would have legalized gambling in California. Measure failed.

Records include plan of campaign, endorsements, church group file, campaign literature, newspaper advertising, and opposition file.

Subseries 41 Public Housing, Yes on Proposition 10 Files 1950

**Physical Description:** 8 file folders

**Scope and Content Note**

Initiative measure would require voter approval for low-rent housing projects. Measure passed.

Records include plan of campaign, endorsements, campaign literature, newspaper and billboard advertising, opposition file, and congratulatory letters.
Subseries 42 Re-election Elmer Robinson for Mayor of San Francisco Files 1951

Physical Description: 59 file folders

Scope and Content Note

Mayor Robinson's principal opponents were George Christopher, a Democrat and president of the Board of Supervisors, and Joseph Sullivan, a Republican and a member of the Board of Supervisors. Robinson won the election.

Records include plan of campaign and strategy, committee files, endorsements, schedule, newspaper and billboard advertising, photographs, radio ads and speeches, campaign pamphlets, direct mailings, manual for speakers, television ads, files on opponents, issue files (harbor, housing, labor, transportation, tidelands), press releases and news clippings.

Subseries 43 American Medical Association Files 1949-1952

Physical Description: 64 file folders, 1 cubic foot

Scope and Content Note

After their success at the state level in California stopping several health care bills pushed by Governor Earl Warren, Whitaker & Baxter were hired by the American Medical Association to help defeat President Harry Truman's proposal for a national health care system in 1949. Clem Whitaker, Sr. and Leone Baxter moved to Chicago (where the AMA was headquartered) and opened a branch office.

The firm's efforts were officially described as a "national education campaign to defeat compulsory health insurance". Their campaign plan stated that "first, this is an affirmative campaign. Defeating compulsory health insurance is the immediate job, but stopping agitation for compulsory health insurance by enrolling the people in sound voluntary health insurance systems is our most important objective." One of the dominant themes of the WB education campaign was that national health care was socialized medicine and a threat to freedom. Their biggest campaign to date both in scale and budget, the cost of this 4-year effort came close to $5 million with the firm taking a $400,000 fee. The campaign was a success.

Records include an index file, campaign blueprint, campaign procedures, reports, photographs, opposition files, and mass mailings. See also Series 4 Accounting Files below for extensive financial records.

Subseries 44 California Medical Association Files 1949-1953

Physical Description: 18 file folders

Scope and Content Note

A continuation of an earlier group of records pertaining to Whitaker & Baxter's representation of the California Medical Association's interests and coordination with the national education campaign the firm was conducting on behalf of the American Medical Association at this time.

Records include speeches, vivisection issue files, correspondence, literature and news clippings, and radio programs.
<table>
<thead>
<tr>
<th>Subseries</th>
<th>Description</th>
</tr>
</thead>
</table>
| **C134.1.45**, Box 11/23-Box 12/19 | Subseries 45 *McLain Pensions, No on Proposition 10 and 11 Files 1952*  
Physical Description: 25 file folders  
Scope and Content Note  
Another in a series of attempts by political activist George McLain to change existing pension plans for California's aged and blind. (See also Proposition 2, 1949, subseries C134.1.38.) Measure failed. Records include plan of campaign, endorsements, campaign literature, opposition letters and information, research data, surveys, billboards, radio spots, press releases, and news clippings. |
| **C134.1.46**, Box 12/20-Box 12/34 | Subseries 46 *Cross Filing, No on Proposition 13 Files 1952*  
Physical Description: 15 file folders  
Scope and Content Note  
Initiative measure would have abolished cross-filing whereby a candidate could seek the nomination of more than one political party. Measure failed. Records include plan of campaign, endorsements, budget and finance, speeches, surveys, research, opposition files, advertising, press releases, and news clippings. |
| **C134.1.47**, Box 12/35-Box 13/27 | Subseries 47 *Public School Funds, Yes on Proposition 2 Files 1952*  
Physical Description: 37 file folders  
Scope and Content Note  
This initiative proposed an increase in State support for public schools. Measure passed. Records include plan of campaign, endorsements, school bonds data, campaign bulletins, speeches, surveys, campaign literature, newspaper and billboard advertising, radio releases, streetcar advertising, theater slides, and press releases. |
| **C134.1.48**, Box 13/28 | Subseries 48 *Advertising Metropolitan Display (Eisenhower) File 1952*  
Physical Description: 1 file folder  
Scope and Content Note  
Whitaker & Baxter were involved in the nationwide advertising campaign for the Eisenhower presidential campaign. |
| **C134.1.49**, Box 14/1-Box 14/12 | Subseries 49 *Preparedness Dinners Files 1951-1953*  
Physical Description: 12 file folders  
Scope and Content Note  
Whitaker & Baxter were in charge of arrangements for annual Republican fundraisers in San Francisco. Records include press releases, news clippings, photographs, program, and fundraising plan. |
| **C134.1.50**, Box 14/13 | Subseries 50 *Building Owners and Managers Association File 1953*  
Physical Description: 1 file folder  
Scope and Content Note  
The firm represented the interests of the association in response to a strike by elevator operators and janitors in San Francisco. |
<table>
<thead>
<tr>
<th>Subseries</th>
<th>Title</th>
<th>Physical Description</th>
<th>Scope and Content Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>51</td>
<td>Scavengers, Yes on Proposition I Files 1953</td>
<td>23 file folders</td>
<td>Local measure would have allowed an increase in rates for garbage collection by private companies in San Francisco. Measure failed. Records include plan of campaign, endorsements, campaign literature, newspaper advertising, radio and television releases, background information, photographs, opposition files, and surveys.</td>
</tr>
<tr>
<td>52</td>
<td>Scavengers, Yes on Proposition C Files 1954</td>
<td>20 file folders</td>
<td>Local measure was another attempt at raising rates for garbage collection by private companies in San Francisco. Measure passed. Records include plan of action/strategy, endorsements, newspaper, billboard and television advertising, campaign literature, photographs, health and safety data, and press releases.</td>
</tr>
<tr>
<td>53</td>
<td>McLain Pension, No on Proposition 4 Files 1954</td>
<td>41 file folders</td>
<td>Another attempt by political activist George McLain to change existing pension plans for California's aged and blind. (See also Proposition 2, 1949 and Propositions 10-11, 1952, above.). Measure failed. Records include plan of campaign, Los Angeles office file, campaign handbook, speeches, campaign literature, direct mailings, newspaper ads, radio and television broadcasts, &quot;news hooks&quot; (file includes chemical analysis of vitamins sold by McLain), and press releases.</td>
</tr>
<tr>
<td>54</td>
<td>Shipping, Yes on Proposition 5 Files 1954</td>
<td>51 file folders</td>
<td>Constitutional amendment (measure originating in the Legislature) would continue soon-to-expire benefits exempting freight and passenger ships from local property taxes. Measure passed. Records include plan of campaign, company campaign kits (efforts to enlist shipping company employees in the campaign), organization lists, thank-you letters, advertising (newspaper, television, radio, billboards, special publications), correspondence, data, speeches, surveys, campaign materials, endorsements, opposition files, suggested editorials, and press releases.</td>
</tr>
</tbody>
</table>
C134.1.55, Box 18/1-Box 23/14
Subseries 55 **Goodwin Knight for Governor Files 1954**

**Physical Description:** 246 file folders

**Scope and Content Note**
Goodwin Knight was the political candidate with whom Whitaker & Baxter were most closely linked. The firm ran his successful campaign for Lt. Governor and then Governor as well as his unsuccessful campaigns for re-election to the Governor's Office and for U.S. Senate. His opponent in the gubernatorial campaign was Democrat Richard Graves, former executive director of the League of California Cities.

The extensive files reveal a broad-based, well-financed and organized campaign. Records include index to files, campaign literature distribution reports, plan of campaign, form letters, Knight biographical sketch, speaker's manual, campaign literature, radio and television files, speeches, files pertaining to target groups (religious, negro, women's, labor, foreign, youth), issue files (smog control, tidelands, water, schools, highways), opposition files, polls, itineraries, endorsements, press releases, a large news clipping file by topic, and 285 photographs.

C134.1.56, Box 23/15-Box 23/35
Subseries 56 **Utah-Alameda Campaign Files 1954-1955**

**Physical Description:** 21 file folders

**Scope and Content Note**
Whitaker & Baxter represented the Utah Construction Company in their efforts to develop tideland area on Bay Farm Island in the City of Alameda. The firm's work was primarily public relations aimed at influencing elected officials but resulted in a local referendum campaign. See subseries C134.1.57 for records of this related campaign.

Records include plan of campaign, form letters, petitions, campaign materials, background data, advertising (newspaper, radio, outdoor), opposition files, news clippings, and press releases.

C134.1.57, Box 23/36-Box 24/5
Subseries 57 **South Shore Campaign Files 1955**

**Physical Description:** 22 file folders

**Scope and Content Note**
Whitaker & Baxter again represented the Utah Construction Company - this time in a campaign in favor of a local referendum allowing the company to develop the South Shore of Alameda County. Measure passed.

Records include plan of campaign, budget, petitions, data, opposition file, press releases, news clippings, and campaign literature.

C134.1.58, Box 24/6-Box 24/13
Subseries 58 **American Percussion Tool Company Files 1954-1955**

**Physical Description:** 8 file folders

**Scope and Content Note**
The firm conducted a campaign to publicize a new product from the American Percussion Tool Company, the "Mighty Midget" Drill.

Records include product information, press releases, and correspondence.

C134.1.59, Box 24/14
Subseries 59 **Fialers (Gray Line) File 1954-1957**

**Physical Description:** 1 file folder

**Scope and Content Note**
Whitaker & Baxter represented the Gray Line Company (a transportation company) in their disputes concerning car rental and limousine services at the San Francisco Airport.
<table>
<thead>
<tr>
<th>Subseries</th>
<th>Series</th>
<th>Date Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>60.60</td>
<td>1</td>
<td>1955-1956</td>
<td>Harbor Plywood Files 1955-1956</td>
</tr>
<tr>
<td>61.61</td>
<td>1</td>
<td>1955-1956</td>
<td>Leslie Salt Company Files 1955-1956</td>
</tr>
<tr>
<td>63.63</td>
<td>1</td>
<td>1955</td>
<td>Calectric (Riverside), Yes on Proposition A Files 1955</td>
</tr>
<tr>
<td>64.64</td>
<td>1</td>
<td>1956</td>
<td>GOP National Convention Files 1956</td>
</tr>
</tbody>
</table>

**Physical Description:**
- 13 file folders
- 6 file folders
- 3 file folders
- 19 file folders
- 57 file folders

**Scope and Content Note:**
- The firm represented the interests of Harbor Plywood Company while they were involved in a lawsuit against Long-Bell Lumber Co. regarding trade restraint. Well-known industrialist and philanthropist Norton Simon was Harbor's chairman of the board.
- Records include company annual reports, correspondence, press releases, and news clippings.

- On behalf of the Leslie Salt Company, Whitaker & Baxter conducted a campaign against efforts to incorporate the City of Fremont and/or exclude the company's lands from this city. The company had salt ponds and processing facilities located in Alameda County near the San Francisco Bay. The successful incorporation election took place on January 10, 1956.
- Records include financial files, campaign materials, correspondence, polls, and news clippings.

- The firm conducted a general public relations campaign for the Southern Nevada Power Company to lay the groundwork for a future rate increase.
- Records include financial files and correspondence.

- This local measure would allow the California Electric Power Company to purchase the City of Riverside's electric distribution system. Measure failed.
- Records include plan of campaign, petitions, employee campaign files, speeches, surveys, advertising (newspaper, outdoor, radio and television), campaign literature, special mailings, opposition files, and news clippings.

- Whitaker & Baxter handled public relations and local arrangements for the Republican National Convention that was held in San Francisco in 1956. Clem Whitaker, Sr., was also a Republican delegate to the Convention. See also California State Host Committee files below.
- Records include index to files, correspondence (Eisenhower delegation, Knight-Nixon-Knowland coalition, Republican campaign data, etc.), news clippings by topic, arrangements, and press coverage.
Subseries 65 California State Host Committee Files 1956

Physical Description: 41 file folders

Scope and Content Note

The California State Host Committee was charged with entertaining delegates to the 1956 Republican National Convention in San Francisco. Whitaker & Baxter were executive directors of the Host Committee with responsibilities including event planning, arrangements, and fundraising.

Records include index to files, current and past GOP convention delegates, donor files, Governor’s Reception Ball files, lists of individuals and organizations, publicity files, and Leonard Hall Luncheon files.

Subseries 66 Oil Conservation Measure, Yes on Proposition 4 Files 1956

Physical Description: 277 file folders

Scope and Content Note

Whitaker & Baxter represented the oil industry in support of this complex initiative to make unit operation of oil fields compulsory in effect curtailing California oil production in favor of cheaper foreign oil reserves. The proposition was marketed as a conservation measure, but was strongly opposed by independent oil companies who spent heavily against the measure. The result was record-breaking campaign expenditures for a ballot measure - probably between $3 and 5 million statewide.

Records include index to files, advertising (outdoor, newspaper, radio, television), Baus and Ross Co. (subcontracting political consulting firm), extensive endorsement files arranged by organization, campaign literature and distribution, extensive files on the opposition, speaker’s bureau and manual, campaign bulletins and fact sheets, form letters, legal opinions, photographs, polls and surveys, press releases, and speeches.

Subseries 67 P.G. & E. Trinity River Project Files 1957

Physical Description: 20 file folders

Scope and Content Note

The Pacific Gas and Electric Company was a longtime public relations client of Whitaker & Baxter dating back to the 1930s. These records pertain to the firm’s work in support of the company’s efforts to construct power facilities at Trinity Dam in a cooperative arrangement with the federal government.

Records include index to files, data, newspaper advertising, news clippings, editorials, and press releases.

Subseries 68 Foster & Kleiser Files 1957-1958

Physical Description: 14 file folders

Scope and Content Note

Whitaker & Baxter represented Foster & Kleiser, an outdoor advertising company, against efforts to control, tax, and/or ban billboards.

Records include correspondence, data, legislation, opposition files, and newspaper clippings.
C134.1.69, Box 33/11-Box 33/57

**Subseries 69**

**Board of Equalization Files 1955-1959**

**Physical Description:** 47 file folders

**Scope and Content Note**

The firm represented Pacific Gas & Electric as well as other utilities in their efforts to lower the assessments of their properties by the Board of Equalization directly or via legislation. Records include index to files, budget, background information on utility assessments, plan of campaign, news clippings, editorials, and reports.

C134.1.70, Box 34/1-Box 34/47

**Subseries 70**

**Golden Gate Authority Files 1959**

**Physical Description:** 47 file folders

**Scope and Content Note**

The Bay Area Council, a civic organization headed by industrialist Edgar Kaiser, backed legislation to establish the Golden Gate Authority, a self-supporting public corporation that would assume management and operation of the San Francisco Bay Area's publicly-owned bridges, harbors, and airports. Whitaker & Baxter provided public relations services in support of these efforts that were ultimately unsuccessful due in part to stiff opposition from area local governments. Records include index to files, legislation, background information, endorsements, editorials, speeches, and files pertaining to various affected organizations and local governments.

C134.1.71, Box 35/1-Box 36/2

**Subseries 71**

**Governor Goodwin Knight for U.S. Senate Files (Primary) 1957-1958**

**Physical Description:** 60 file folders

**Scope and Content Note**

Governor Goodwin Knight announced in August 1957, that he would run for re-election as Governor. When U.S. Senator William Knowland announced his intention to leave the Senate and also run for Governor of California challenging Knight in the Republican Primary, Governor Knight decided to abandon his re-election campaign and run for Knowland's U.S. Senate seat instead. Whitaker & Baxter again teamed with Knight for this campaign. Knight won in the primary but lost to Democratic Congressman Clair Engle in the general election. Records include index to files, finance and budget files, polls, issue files (right-to-work, shipping tax, and water), advertising (outdoor, radio and television), campaign materials, endorsements, press releases, editorials.

C134.1.72, Box 36/3-Box 36/12

**Subseries 72**

**Goodwin Knight for Governor Files 1957**

**Physical Description:** 10 file folders

**Scope and Content Note**

Whitaker & Baxter ran Governor Goodwin Knight's short-lived campaign for re-election as Governor. Knight soon withdrew from this race in favor of running for the U.S. Senate. Records include re-election announcement, news releases, endorsements, "operation switch-over" file, and photographs.
Subseries 73 Tax Measure, No on Proposition 17 Files 1958

Physical Description: 48 file folders
Scope and Content Note
This initiative measure would have lowered state sales, use and income taxes. Measure failed.
Records include plan of campaign, interest group files (AFL, agriculture, business, chamber of commerce, education, PTA, and women), endorsements, polls, victory statement, opposition files, advertising (billboards, newspaper, radio, and television), campaign materials, and press releases.

Subseries 74 Harbor Bond, Yes on Proposition 4 Files 1958

Physical Description: 76 file folders
Scope and Content Note
Bond measure proposed by the State Legislature authorized the sale of bonds to develop state harbor facilities in San Francisco. Measure passed.
Records include index to files, correspondence, background information, polls, media files, opposition files, plan of campaign, endorsements, press releases, and speeches.

Subseries 75 A. Ronald Button for State Treasurer Files 1957-1958

Physical Description: 13 file folders
Scope and Content Note
Incumbent State Treasurer Ronald Button narrowly lost his re-election bid to Democrat Bert Betts.
Records include budget, strategy file, press releases, correspondence, and speeches.

Subseries 76 Golden Gateway Files 1957-1960

Physical Description: 0.5 cubic foot
Scope and Content Note
Whitaker & Baxter continued their public relations work for the Utah Construction Company this time focusing on a metropolitan redevelopment project in San Francisco.
Records include background information, correspondence, speeches, proposals, and brochures.

Subseries 77 Boys Towns of Italy Files 1959

Physical Description: 4 file folders
Scope and Content Note
Whitaker & Baxter undertook a fundraising campaign for this charity organization.
Records include mailing lists and correspondence.

Subseries 78 Cyril Magnin Trip Files 1959

Physical Description: 4 file folders
Scope and Content Note
The firm did public relations for the San Francisco 1959 Senior Executives Delegation to the USSR. Per Cyril Magnin, leader of the trip, "we are going to Russia as salesmen for America."
Records include press releases, correspondence, and news clippings.
C134.1.79, Box 53/9-Box 53/22  Subseries 79 **Stanford Land Files 1960**

Physical Description: 14 file folders

Scope and Content Note
The "Yes on Stanford Lands Zoning Proposal" campaign was conducted by Whitaker & Baxter on behalf of Stanford University. The University planned on rezoning property they owned to allow for the development of the Stanford Industrial Park. Measure passed. Records include background information, correspondence, financial files, newspaper and radio advertising, opposition files, and surveys.

C134.1.80, Box 113  Subseries 80 **San Francisco Bar Pilots Files 1959-1963**

Physical Description: 0.5 cubic foot

Scope and Content Note
Whitaker & Baxter performed general public relations work for the San Francisco Bar Pilots Association covering such issues as legislation and rates. Bar Pilots are state-licensed mariners who guide ships in and out of the San Francisco Bay. Records include correspondence and background information.

C134.1.81, Box 53/23-Box 55/11  Subseries 81 **Fred Dupuis for Congress Files 1960**

Physical Description: 65 file folders

Scope and Content Note
Republican Fred Dupuis lost to Democrat Clement Miller in a close race in this north coast district. Records include advertising files (radio and television), background information, issue files (education, economics, foreign policy, labor), opposition files, photographs, television debate file, mailings, county files, campaign materials, speeches, press releases, and news clippings.

C134.1.82, Box 55/12-Box 56/29  Subseries 82 **Brundage Art Collection, Yes on Proposition A Files 1960**

Physical Description: 61 file folders

Scope and Content Note
Whitaker & Baxter worked in support of this local San Francisco bond measure to finance an addition to the de Young Museum (now the Asian Art Museum) to house a collection of Asian art donated by Avery Brundage. Measure passed. Records include background information, legal opinions, plan of campaign, surveys, photographs, filmstrip script, campaign materials, radio and television advertising, press releases, mailings, endorsements, and news clippings.

C134.1.83, Box 56/30-Box 57/9  Subseries 83 **Disposal Control, Yes on Proposition F Files 1960**

Physical Description: 26 file folders

Scope and Content Note
Continuing their longtime involvement in San Francisco garbage collection issues, Whitaker & Baxter campaigned in favor of this local measure to make refuse disposal rates subject to the control of a city rate board. Measure passed. Records include background information, mailing lists, plan of campaign, press releases, news clippings, and advertising.
Subseries 84 Project Hope Files 1960-1961

Physical Description: 14 file folders

Scope and Content Note
Whitaker & Baxter handled fundraising and public relations for the international hospital ship, the SS Hope.

Records include correspondence, press releases, news clippings, background information, photographs, and audiotapes of Richard Nixon speaking at dedication ceremonies.

Subseries 85 Water Program Files 1960

Physical Description: 4 file folders

Scope and Content Note
Correspondence and background information regarding the State Water Bond Act of 1960.

Subseries 86 Senate Reapportionment, No on Proposition 15 Files 1960

Physical Description: 83 file folders

Scope and Content Note
This initiative would have created a new constitutional formula for dividing the State into senate districts. Although not strictly population based, the new method would have given more populous counties greater representation than they had at that time. Measure failed. (See also Senate Reapportionment, No on 13, 1948.)

Records include subcontractor files (Baus & Ross and Robinson & Co.), polls, finance and contributor files, endorsements, speaker’s bureau, advertising files (outdoor, newspaper, direct mail, radio, television), press releases, editorials, and news clippings.

Subseries 87 Host Committee Files 1960

Physical Description: 5 file folders

Scope and Content Note
Bank statements, bills, and correspondence pertaining to host activities for the Democratic Convention in Los Angeles.

Subseries 88 Richard M. Nixon for President Files 1960

Physical Description: 146 file folders

Scope and Content Note
Whitaker & Baxter led Nixon's campaign in Northern California while competing political consulting firm Baus and Ross managed the Southern California campaign. Nixon won his home state but lost the election to Democratic opponent John F. Kennedy.

Records include correspondence, media files (radio, television, newspapers), plan of campaign, mailings, support group files, editorials, photographs, press releases, speech kits, summaries of campaign, polls and final reports.

Subseries 89 Building Service Corporation Files 1961

Physical Description: 5 file folders

Scope and Content Note
Press releases and correspondence pertain to the firm’s general public relations work for this San Francisco building maintenance company.
<table>
<thead>
<tr>
<th>Subseries</th>
<th>Description</th>
</tr>
</thead>
</table>
| 90 | American Smelting and Refining Co. Files 1961  
Physical Description: 4 file folders  
Scope and Content Note  
Press releases, correspondence, news clippings and final report pertain to the firm's public relations campaign regarding unfair Japanese trade policies. |
| 91 | Family Rosary Crusade Files 1961  
Physical Description: 4 file folders  
Scope and Content Note  
Press releases, news clippings, correspondence, and press kit pertain to the firm's general public relations work for this Catholic organization. |
| 92 | Sunrise Hospital Files 1961  
Physical Description: 31 file folders  
Scope and Content Note  
Correspondence, plan of campaign, reports, brochures, and surveys pertain to the firm's public relations campaign on behalf of this Las Vegas hospital receiving unfavorable attention in area newspapers. |
| 93 | Brisbane Incorporation Files 1961  
Physical Description: 11 file folders  
Scope and Content Note  
Whitaker & Baxter campaigned against a local San Mateo County measure to incorporate the City of Brisbane. Measure passed.  
Records include media and publicity files, maps and petitions. |
| 94 | Thomas O'Connor for City Attorney Files 1961  
Physical Description: 75 file folders  
Scope and Content Note  
The firm ran the campaign of Deputy City Attorney Thomas O'Connor for San Francisco City Attorney against another attorney J. Joseph Sullivan. The campaign was successful and O'Connor served in this office until his retirement in 1977.  
Records include plan of campaign, mailings advertising files (outdoor, radio and television), speeches, endorsements, interest group files (lawyers, labor, minorities), news clippings, photographs, press releases, opposition files, and polls. |
<table>
<thead>
<tr>
<th>Subseries 95 George Christopher for Lieutenant Governor Files 1961-1962</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Description:</strong> 237 file folders</td>
</tr>
<tr>
<td><strong>Scope and Content Note</strong></td>
</tr>
<tr>
<td>While still Mayor of San Francisco, Republican George Christopher ran unsuccessfully for the office of Lt. Governor in 1962. Christopher lost to Democrat Glenn Anderson in a relatively close race by about the same margin as Richard Nixon lost to incumbent Governor Pat Brown in the race for Governor. Records include index to files, contributions, speeches, issue files, biography, itineraries, news clippings, opposition files, photographs, surveys, Robinson &amp; Co. file, mailings, advertising files (radio and television), interest group files (minorities, Chinese, Mexican-Americans, dentists, Negro, Democrats, Young Republicans), county files, Southern California files, statements by topic (irresponsible liberalism, Jesse Unruh, etc.), and excerpts of remarks by date.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subseries 96 Pacific Maritime Association Files 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Description:</strong> 24 file folders</td>
</tr>
<tr>
<td><strong>Scope and Content Note</strong></td>
</tr>
<tr>
<td>Whitaker &amp; Baxter handled public relations on behalf of the Pacific Maritime Association during the West Coast Maritime Strike. Records include plan of campaign, press releases, news clippings, union opposition file, and fact sheets.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subseries 97 Housing Bond Measure, No on Proposition 4 Files 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Description:</strong> 33 file folders</td>
</tr>
<tr>
<td><strong>Scope and Content Note</strong></td>
</tr>
<tr>
<td>This bond measure on the primary ballot originating in the Legislature would have funded housing for the elderly and handicapped. Measure failed. Records include correspondence, media files, advertising (radio, television newspaper), press releases, mailings, editorials, and campaign materials.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subseries 98 Reapportionment, No on Proposition 23 Files 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Description:</strong> 23 file folders</td>
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<tr>
<td><strong>Scope and Content Note</strong></td>
</tr>
<tr>
<td>Another attempt at reapportioning the State Senate, this initiative measure would have increased the total number of seats while allowing population to play a greater role in the apportionment process. Measure failed. Records include background information, campaign materials, opposition files, news clippings, advertising (radio, television, newspaper, outdoor), direct mail, and polls.</td>
</tr>
<tr>
<td>Subseries 99</td>
</tr>
<tr>
<td>--------------</td>
</tr>
<tr>
<td>C134.1.99, Box 82/6-Box 83/39</td>
</tr>
<tr>
<td>Scope and Content Note</td>
</tr>
<tr>
<td>Whitaker &amp; Baxter represented Mariposa Superior Court Judge Tom Coakley, a Republican, in this unsuccessful campaign for the office of Attorney General. Coakley lost to Democrat Stanley Mosk. Coakley went on to be appointed to the Court of Appeal by Governor Ronald Reagan.</td>
</tr>
<tr>
<td>Records include mailings lists, form letters, Stanley Most files, plan of campaign, polls, support group files (automobile dealers, doctors, etc.), endorsements, speeches, speakers manual, photographs, and press releases.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subseries 100</th>
<th>Ben Dillingham for U.S. Senate Files 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>C134.1.100, Box 83/40-Box 86/18</td>
<td>Physical Description: 108 file folders</td>
</tr>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>The firm ran the campaign of Republican businessman Ben Dillingham who ran to represent Hawaii in the U.S. Senate. The campaign was one of the few out-of-state projects handled by Whitaker &amp; Baxter. Dillingham lost to Medal of Honor winner Daniel Inouye who still holds this office.</td>
<td></td>
</tr>
<tr>
<td>Records include campaign materials, advertising, television files (debates, spots, scripts), biography, support group files, polls, speeches, press releases, and photographs.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subseries 101</th>
<th>Palo Alto, Yes on Measures A and B Files 1962-1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>C134.1.101, Box 86/19-Box 86/26</td>
<td>Physical Description: 8 file folders</td>
</tr>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Local measures for the City of Palo Alto both concerned zoning issues. Measure A related to rezoning to allow for commercial development and Measure B would rezone to allow P.G.&amp;E. to build an electrical transmission line.</td>
<td></td>
</tr>
<tr>
<td>Records include mailings, correspondence, and surveys.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subseries 102</th>
<th>San Francisco, Yes on Measure F Files 1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>C134.1.102, Box 86/27-Box 86/38</td>
<td>Physical Description: 12 file folders</td>
</tr>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Local measure related to parity pay in the San Francisco Police and Fire Departments. Measure passed.</td>
<td></td>
</tr>
<tr>
<td>Records include advertising (radio and television), correspondence, and background information.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subseries 103</th>
<th>Arizona Public Service Company Files 1963</th>
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</thead>
<tbody>
<tr>
<td>C134.1.103, Box 114</td>
<td>Physical Description: 0.5 cubic foot</td>
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<td>Scope and Content Note</td>
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</tr>
<tr>
<td>Whitaker &amp; Baxter represented the interests of the Arizona Public Service Company in a dispute with another electric utility, the Salt River Project.</td>
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<tr>
<td>Records include plan of campaign, advertising, correspondence, and background information.</td>
<td></td>
</tr>
</tbody>
</table>
Series 1Campaign Files 1933-1972
Subseries 104Sunday Selling Files 1963

C134.1.104, Box 114

Subseries 104 Sunday Selling Files 1963

Physical Description: 8 file folders

Scope and Content Note
The firm was working against Senate Bill 845 (1963), which sought to prohibit certain retail operations on Sundays.

Records include correspondence and legislation.

C134.1.105, Box 86/39-Box 90/23

Subseries 105 Harold Dobbs for Mayor of San Francisco Files 1963

Physical Description: 132 file folders

Scope and Content Note
Whitaker & Baxter continued their active role in San Francisco politics by running the campaign of Harold Dobbs for Mayor. Longtime Democratic Congressmen John Shelley defeated Dobbs, a Republican and member of the Board of Supervisors.

Records include mailings, special events, biography, photographs, polls, television scripts, speeches, advertising (outdoor, radio, television), statements, opposition files, endorsements, issues (race relations, port problems, youth problems, freeways, railroads, etc.), press releases, and press conferences.

C134.1.106, Box 95B

Subseries 106 Railroad Files 1953-1960

Physical Description: 40 file folders

Scope and Content Note
These files represent general public relations work by Whitaker & Baxter on behalf of various railroad companies. Issues include rates, mergers, right-to-work, and the Public Utilities Commission.

Records include legislation, background information, publications, news clippings, and press releases.

C134.1.107, Box 96

Subseries 107 State Lottery, No on Proposition 16 Files 1964

Physical Description: 9 file folders

Scope and Content Note
This initiative measure would have established a state lottery but also would have granted a ten-year, no-bid contract to a private company to run the lottery. Measure failed.

Records include brochures, correspondence, polls and Baus & Ross file.
Series 1: Campaign Files 1933-1972
Subseries 108: Committee for Government of the People, Reapportionment Files 1965-1968

C134.1.108, Box 96-Box 102/11

Subseries 108: Committee for Government of the People, Reapportionment Files 1965-1968

Physical Description: 20 cubic feet, 11 file folders

Scope and Content Note
Experience in a related state-level campaign again worked in favor of Whitaker & Baxter when they were hired to lead a national campaign concerning the reapportionment of state legislatures. The U.S. Supreme Court had recently ruled in Reynolds v. Sims (377 US 533, 1964) that state legislative districts had to be roughly equal in population ("one man, one vote"). Dating back to 1948, the firm had handled a number of successful campaigns against efforts to change how the California State Senate districts were drawn. This particular national campaign was in support of SJR 103 authored by U.S. Senator Everett Dirksen which sought to amend the U.S. Constitution to allow state legislatures to maintain the status quo. Also included are records relating to Citizens Committee for Balanced Legislative Representation. Campaign failed.

Records include background information, information regarding activities in other states, correspondence, legislation, speeches, form letters, mass mailings, letter writing campaign files, contributions, opposition files, campaign brochures, and final report.

C134.1.109, Box 102

Subseries 109: Pacific Building Survey File 1965

Physical Description: 1 file folder

Scope and Content Note
The firm conducted a tenant survey concerning addition of a restaurant to this building.

C134.1.110, Box 102-Box 103

Subseries 110: Western Pacific Railroad Files 1966

Physical Description: 27 file folders

Scope and Content Note
Whitaker & Baxter did public relations work for Western Pacific Railroad regarding their plan to discontinue passenger service on the California Zephyr.

Records include brochures, correspondence, news clippings, reports, and background information.

C134.1.111, Box 103-Box 105

Subseries 111: Constitutional Revision, Yes on Proposition 1A Files 1965-1966

Physical Description: 2 cubic feet

Scope and Content Note
Democrat Jesse Unruh, then the powerful Speaker of the Assembly, worked actively for the passage of this legislative measure which, among other things, allowed the Legislature to set its own salaries, meet full-time, and hire expert staff. Seeking broad, bi-partisan support, Unruh hired Whitaker & Baxter for the very reason that the firm had long been associated with conservative causes and candidates. Measure passed.

Records include campaign materials, support group files (state employees, California Teachers Association, AFL/CIO, etc.), legislation, meetings, advertising (television, radio, billboards), mailings lists, speeches, and press releases.

Inventory of the Whitaker & Baxter Campaigns, Inc. Records
<table>
<thead>
<tr>
<th>Subseries</th>
<th>Description</th>
</tr>
</thead>
</table>
| C134.1.112, Box 105 | **Shirley Temple Black for Congress Files 1967**  
  **Physical Description:** 0.75 cubic feet  
  **Scope and Content Note:**  
  Child actress Shirley Temple Black ran as a Republican candidate in the special election to fill the seat in Congress vacated by the death of J. Arthur Younger. She ran a distant third to Democratic rival Roy Archibald and Republican Pete McCloskey who won the contest.  
  Records include photographs, correspondence, schedule, statements, press releases, speeches, opposition files, debate file, and biography. |
| C134.1.113, Box 106 | **Trojan Powder Company Files 1964-1965**  
  **Physical Description:** 1 cubic foot  
  **Scope and Content Note:**  
  Whitaker & Baxter represented the Trojan Powder Company in its effort to re-zone company owned lands located in the City of San Leandro for the development of a waterfront community to be known as Roberts Landing. Campaign was not successful.  
  Records include photographs, brochures, news clippings, background information, and financial analyses. |
| C134.1.114, Box 107-Box 108 | **Westborough Homes Files 1963-1969**  
  **Physical Description:** 2 cubic feet  
  **Scope and Content Note:**  
  Whitaker & Baxter provided public relations and interfaced with local government on behalf of this South San Francisco developer. Issues included zoning, annexation, and traffic problems.  
  Records include correspondence, plans, photographs, advertising, press releases, and news clippings. |
| C134.1.115, Box 72 | **Landlord's Tax Trap Bill, No on Proposition 9 Files 1968**  
  **Physical Description:** 3 file folders  
  **Scope and Content Note:**  
  This initiative measure would have limited property taxes to 1% of market value, similar to a famous later measure, Proposition 13, 1978. Measure failed.  
  Records include printed campaign materials (campaign report, fact sheets, and brochures), press releases, statements, speeches, and Senate Finance Committee hearing transcript (9/10-11/1968). |
| C134.1.116, Box 72 | **Return Our Port to San Francisco, Yes on Measures B and C File 1968**  
  **Physical Description:** 1 file folder  
  **Scope and Content Note:**  
  Local measures related to transferring control of the Port of San Francisco from the state to the city/county and assuming associated bonded indebtedness. Measures passed.  
  Records include printed campaign materials only: brochure and fact sheets. |
<table>
<thead>
<tr>
<th>Subseries</th>
<th>Title</th>
<th>Physical Description</th>
<th>Scope and Content Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>117</td>
<td>Protect Your Health, Yes on Proposition 5 File 1968</td>
<td>1 file folder</td>
<td>Statewide measure originating in the Legislature would allow the state to guarantee loans to non-profit hospitals. Measure passed. Records include printed campaign materials only: brochures, bumper stickers, fact sheets, form letters, and suggested article and speech.</td>
</tr>
<tr>
<td>118</td>
<td>Shoup Voting Machine Files 1961-1972</td>
<td>0.5 cubic foot</td>
<td>Whitaker &amp; Baxter did general public relations work regarding the Shoup Voting Machine focusing on legislative issues and promoting use of this automatic voting equipment by county governments. Records include background information, press releases, correspondence, and Secretary of State Frank Jordan file.</td>
</tr>
<tr>
<td>119</td>
<td>Californians Against the Pollution Initiative, No on Proposition 9 Files 1972</td>
<td>1 file folder</td>
<td>This initiative on the primary ballot was a broad environmental measure that would have impacted the oil and gas industries, nuclear power plant construction, pesticide use, and air pollution regulation. Measure failed. Records include press releases only.</td>
</tr>
<tr>
<td>118-Box 130</td>
<td>Library Files 1935-1966</td>
<td>13 cubic feet</td>
<td>Files are arranged alphabetically by subject heading. These records are more a group of subject files comprised of background information on topics of interest to the firm including publications, news clippings, correspondence, and press releases. Sample topics include crime, human rights, immigration, liberals, oil, right-to-work, schools, and water.</td>
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<tr>
<td>Series 3 Audiovisual Materials 1952-1972</td>
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<td><strong>C134.3, Box</strong></td>
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<td><strong>131-Box 138B, Box 140-Box 141A</strong></td>
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<tr>
<td><strong>Physical Description:</strong> 13 cubic feet</td>
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<tr>
<td><strong>Arrangement</strong></td>
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<tr>
<td>Materials are arranged into two groups by type of material: motion picture film (491 films, 6 videotapes, 17 film strips in Box 131-Box 138B) and audiotapes (163 tapes, 1CD copy in Box 140-Box 141A). These two groups are then arranged by specific campaign and date.</td>
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<tr>
<td><strong>Scope and Content Note</strong></td>
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<tr>
<td>Contains primarily film clips of campaign ads and audiotapes of radio spots relating to Whitaker &amp; Baxter’s various campaigns including Proposition 4, 1956, various Goodwin Knight campaigns, 1954-1958, and Nixon for President and Governor, 1960-1962. Some materials relate to campaigns not represented in Campaign Files series such as Propositions 9 and 20, 1972. A detailed list of folders is available in Appendix A in Additional Series Information.</td>
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<tr>
<td><strong>Additional Series Information</strong></td>
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<td><strong>Appendix A: List of Folders</strong></td>
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<table>
<thead>
<tr>
<th>Series 4 Accounting Files 1946-1973</th>
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<tbody>
<tr>
<td><strong>C134.4, Box</strong></td>
</tr>
<tr>
<td><strong>145-Box 149, Box 153, Box 153A-Box 183</strong></td>
</tr>
<tr>
<td><strong>Physical Description:</strong> 37 cubic feet</td>
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<tr>
<td><strong>Arrangement</strong></td>
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<tr>
<td>Files are arranged roughly into two groups: San Francisco office files and Chicago office files.</td>
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<tr>
<td><strong>Scope and Content Note</strong></td>
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<tr>
<td>Contains bank statements, receipts, invoices, cancelled checks, and check stubs the largest potion of which relate to the Whitaker &amp; Baxter campaigns against compulsory health insurance on behalf of the American Medical Association and to a lesser degree the California Medical Association. Individual files, while they can seem routine, contain some interesting materials including correspondence, financial summaries for clients, reports, and campaign materials.</td>
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<thead>
<tr>
<th>Series 5 California Feature Service Files 1944-1974</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>C134.5, Box</strong></td>
</tr>
<tr>
<td><strong>143-Box 144, Box 150-Box 152A</strong></td>
</tr>
<tr>
<td><strong>Physical Description:</strong> 5 cubic feet</td>
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<tr>
<td><strong>Arrangement</strong></td>
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<tr>
<td>Files are arranged chronologically by date.</td>
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<tr>
<td><strong>Scope and Content Note</strong></td>
</tr>
<tr>
<td>Founded in 1936, the California Feature Service was a wire service operated by Whitaker &amp; Baxter. The Service was an outgrowth of an earlier venture run by Clem Whitaker, Sr. from 1921 to 1930 - the Capitol News Bureau - providing political news to about 80 California newspapers. The California Feature Service offered articles, editorials, and cartoons to about 300 newspapers (of approximately 700 newspapers in California at that time) that regularly subscribed to and used this free service. For Whitaker &amp; Baxter, the Feature Service was a useful way to get out their message and receive broad exposure in the press without using paid advertising. Records include copies of the clipsheets containing editorials, articles, etc. that were sent out weekly to newspapers around the state. Also included are a number of large scrapbooks of newspapers that published California Feature Service materials.</td>
</tr>
</tbody>
</table>
Series 6 Miscellaneous Files 1945-1973

Physical Description: 8 cubic feet

Arrangement

Files are unarranged.

Scope and Content Note

This series consists of a variety of records. Some relate to political campaigns and public relations clients whose files appear in Series 1 - Campaign Files, while other files are more general in nature. The following groups are represented:

a) Clem Whitaker, Jr. Files. 1945-1960. 1 cubic foot. Box 68. - Correspondence, memoranda regarding campaign activities; also California Politics files containing news clippings, party platforms, central committee information grouped by year.

b) Knight Campaign Contributions. 1950-1958. 2 cubic feet. Boxes 69-70 - Files relating to contributors to various Republican campaigns including the Goodwin Knight campaign.


