

Runnerup Landrieu Begins Uphill Fight

By DAVID SNYDER

Councilman Moon Landrieu today launched an uphill fight to overtake front-running James E. Fitzmorris Jr. in a

Results from Saturday's Democratic primary, tabulated ward-by-ward, will be found on Page 12.

Dec. 13 showdown for the Democratic nomination.

The winner of the runoff will face Republican Ben C. Toledano, an attorney, in the general election.

Fitzmorris put together across-the-board strength Saturday night to win approximately 35 per cent of the vote.

TO DO SO, he scored heavily in the precinct strongholds of state Sen. William J. Guste Jr. and Councilman John J. Petre.

Landrieu squeaked past Guste for the second spot, picking up 19 per cent of the vote on a strong showing in uptown wards and with good Negro support.

Fitzmorris, the conservative, businessman candidate, was beaten by Mayor Victor I. Schiro in 1965, but by the narrowest of margins. He promised in his first primary campaign to "put it all together" for a better New Orleans.

LANDRIEU, A FORMER state representative now serving as councilman-at-large, ran straight at what he considered to be the issues—asking voters if a man who tells the truth could be elected.

The unofficial returns showed:

James E. Fitzmorris	59,946
Moon Landrieu	33,554
William J. Guste Jr.	29,955
John J. Petre	22,507
David Gertler	20,981
Lloyd J. Rittiner	2,760
John J. Spann	1,774
A. Roswell Thompson	1,249
Dan G. Dial	467
Rodney Fertel	299
Maurice Sciortino	224
Cecilia M. Pizzo	211

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Through most of the long Saturday evening of vote counting, Guste and Landrieu ran extremely close, both gathering support from virtually the same precincts.

Fitzmorris did what was expected of him. He ran strong in the conservative lakefront precincts, including Petre's home precinct.

HE WAS STRONG in white riverfront lower income precincts where his long list of old line political organizations paid off with votes.

In the Fifteenth Ward (Algiers), Fitzmorris rolled up a three to one vote on Landrieu, as he expected.

Fitzmorris did not get a great deal of the Negro vote, but he was not wiped out here either.

It was a well balanced campaign and if he did not get a first primary victory or even the 40 per cent that the Fitzmorris people had hoped for, Landrieu has his work cut out.

HE MUST CONSOLIDATE the black vote that went to Gertler and Guste in the first primary, and he must pick up at least a portion of Petre's vote downtown.

What the defeated candidates decide to do in the second primary will have an effect on Landrieu's chances to close the gap.

So far, only Guste has in-

dicated that he intends to endorse a candidate in the second primary, but he does not expect to deliver much of the vote he received.

His vote was put together for only one purpose—to elect Guste. It has no organizational continuity outside of the first primary race.

Gertler's strength was in

OFFICIAL RETURNS

The official returns from Saturday's Democratic primary election will be available tomorrow afternoon, Henry Engler Jr., chairman of the Orleans Parish Democratic Executive Committee, has announced. "The committee asks all candidates who wish to examine official records to wait until after midday Tuesday in order that the compilation can be completed," said Engler.

the uptown black precincts. Both Landrieu and Guste raided him here, and he was out of the contest early.

IN THE WARD 11 Central City area, Gertler was strong, but not overwhelming. In Pct. 12, for instance, Gertler received about 170 votes, but Landrieu was over 130 votes, and Guste picked up about 90 votes.

Fitzmorris scored heavily in the "Silk Stocking" Fourteenth Ward, even in the pre-

dicts closest to Guste's home Pct. 14.

He was an overwhelming winner in assessor James E. Comiskey's stronghold, Ward 4. Comiskey had endorsed Fitzmorris.

THE ELECTION represented a confrontation between the old Negro leadership and the new. The older Negro leaders lined up, for the most part, in the camp of David Gertler.

A group of young Negroes, in organizations such as SOUL, chose to back Landrieu. And it would appear that they won.

In the end, the first primary victory went to the man who was probably best known to the most people. Fitzmorris has actively sought the top job in city government for the past eight years and the exposure paid off. Popularity, not issues, seemed to be the deciding factor.

HIS CAMPAIGN was primarily aimed at the conservative white voter, and it paid off. No better proof of that is the Eighth Ward where he overwhelmed the opposition. He beat Petre five to two and Landrieu five to one.

Landrieu must find the key to consolidating as much as possible the votes of those who are out of the running.