Labor-Negro Victory Hailed in SF Election

SAN FRANCISCO—The most significant election day effort in a half-century swept labor candidate Congressman Jack Shelley into office as San Francisco's new Mayor on November 5, added two new, young faces to the city's Board of Supervisors, and turned out the largest vote ever given a Negro candidate.

Organized labor, Democratic clubs and Negro groups put together their first really effective alliance to bring about a near-record vote turnout in spite of a driving, drenching rain. As a result, Shelley was carried into office with a margin of 28,000 votes — astonishing even his own optimistic staff — and ILWU-backed supervisorial candidate George Moscone scored a stunning upset over a conservative incumbent, J. Max Moore.

Besides Shelley's victory and Moscone's stunning upset, City Hall talk on election night was about the showing of Negro candidate Percy Moore, ILWU warehouse welfare administrator, who drew a vote for supervisor from one out of every four San Franciscans despite a campaign that depended on a minimum budget and the volunteered time of unpaid helpers.

The other seat on the Board of Supervisors, vacated by Mayoral hopeful Harold Dobbs, went to Leo McCarthy.

COORDINATION

The intensive Election Day effort marked the first time in San Francisco's history that the manpower potential of organized labor and that of the liberal Democratic clubs was effectively coordinated and merged.

Into the election returns, veteran political observers read a number of significant interpretations.

Shelley's victory, surprising in its magnitude, and the supervisorial victory of Moscone were both achieved without any newspaper endorsement whatever. Two supervisorial candidates — incumbent J. Max Moore and young Republican attorney Alan Nichols — were endorsed by all three San Francisco dailies, but went down to defeat.

The Volunteers for Better Government, a front organization for powerful downtown money, had been regarded as almost unbeatable in Supervisorial elections. They, too, endorsed Nichols and Max Moore, and went down to defeat.

Finally, politicians of every group discovered that white San Franciscans are willing to vote for a Negro candidate, if he is able to communicate to them the fairness of his position and the aspirations of his community.