

McNamara Seeks A Spiro Name Fame

By TIM RICHARD

spelling out the need for Democratic victory.
 The Livonia mayor, supported by Democratic gubernatorial candidate Sen. Levin to be his running mate, copied the words of Spiro T. Agnew, an obscure governor of Maryland when he was nominated for vice president in 1968.
LIKE ANEW McNamara ran into a hornet's nest of liberal opposition on the floor of the Democratic state convention. McNamara defeated

Zelton Ferency, 1,370 to 66, but the 22 victory margin fails to tell the story of the battle.
 Party liberals called Levin's choice a stroke to the right. "It's Spiro all over again," McNamara whined.
 Even the speech praising McNamara's name before the convention almost didn't come off. Levin's staff members arranged to have a delegate from the 11th Congressional District deliver the nominating speech, but black opposition in

that Detroit district forced the 13th chairman to "pass" three times.
 Finally, the nominating speech was thrust into the hands of Paul Kodish, Democrat from Livonia who's the 14th District State Senate candidate. Kodish was never sure who gave it to him, and he had only 30 seconds to read it before inking the delivery.
 His delivery was flawless, and dramatic, however, and the cheers of approval exceeded the

derisive comments of the Ferency backers.
FERENCY. THE 1966 gubernatorial candidate who ran second in this year's primary, hesitated long before finally allowing his name to be put in nomination, and this alienated some potential support.
 The choice of McNamara was Levin's first test of leadership, and the state senator from Berkley and his campaign staff

sweated hard before victory was theirs.
 Fifteen of the 19 congressional districts cast votes before convention chairman Lucien Noddi, 14th district congressman, announced McNamara's victory.
 McNamara carried 11 of those 15 districts. Only the 1st, which takes in 19-month city and township, the Ann Arbor area and three other counties, went to Ferency. Plymouth area delegates, who had endorsed Ferency in the primary,

were reliably reported to have stuck with Ferency.
 The 5th, which includes the Grand Rapids-Westland area, gave 14 to McNamara, 13 to Ferency and six abstentions.
 The 15th, which includes McNamara's City of Livonia, Redford Township and Farmington, was tighter — 82 for McNamara, 83 for Ferency with two abstentions on the first count. It was taking a recount when he result became final

but gave only two more votes to McNamara.
 The 18th, including the Southfield area, went 71 to 58 for McNamara with 2.5 abstentions.
THE CONVENTION victory ended a hard week of speculation on who Levin's running mate would be, a week in which McNamara's name came into public mention only in the final 24 hours.

GRAND RAPIDS
 The most significant part of Edward H. McNamara's speech, accepting the Democratic nomination for lieutenant governor, was the only paragraph he cut out of his prepared text.
 "I know that Ed McNamara is not yet a household name in Michigan politics. But I intend to make it heard in every part of the state — loudly and clearly —

The Detroit News reported that McNamara's name was first suggested to Levin and promoted by Observer Newspapers Publisher Philip H. Power. But Power declined to comment, saying only that he had discussed McNamara's name in private with Levin.

LEVIN'S ADVISERS developed a list of five to 10, prime names that were discussed all Friday night and until 5 a.m. Saturday. The names were argued up and down.

McNamara's faults were that he was unknown across the state, and he would be another Irish Catholic name on the same ticket with Philip Hart, Frank Kelley, Thomas J. Brennan and perhaps others.

In McNamara's favor were that he was qualified (five years on a school board, eight on a city council, four months as mayor of one of the half-dozen largest cities in the state); he had a solidly progressive record and good civil rights record in an all-white suburb; and he had shown himself an excellent campaigner in his rough-and-tumble bout over incumbent Mayor Harvey Moskley.

At 2:30 Saturday morning, a staff member in Levin's Parkland Hotel suite in Grand Rapids called McNamara at home, got him out of bed and asked him if he would like to be considered. The answer was "yes."

And McNamara is simply a good political name. It's the same last name of a popular U.S. senator from Michigan, the late Patrick V. and Democratic strategists know that voters tend to respond favorably to names like McNamara. O'Neill and O'Hara, even when the man himself is unknown.

There were more hours of scrutiny and consultations with 20 or 30 campaign advisers and party leaders.

BY THE NAME McNamara's recollection, he was firmly offered the post at 8:30 Saturday morning, but the inside source said that the decision wasn't really firm until 2:30 p.m. An hour later, Levin called a press conference with his wife, Mayor and Mrs. McNamara at his side and made the announcement.

But before McNamara serves in that post, he will have to get elected. And before he gets elected, he will try to make his name a household word.

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7'	.84	1.12	1.75	2.10	1.26	1.75	3.50	4.20	2.35
8'	.96	1.28	2.00	2.40	1.44	2.00	4.00	4.80	—
10'	1.20	1.60	2.50	3.00	1.80	2.50	5.00	6.00	3.50
12'	—	—	3.00	3.60	2.26	3.00	6.00	7.20	4.20
14'	1.68	2.44	3.50	4.20	2.52	3.50	7.00	8.40	4.90
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