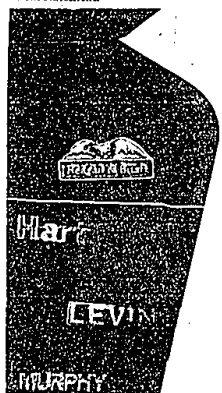


Campaign insiders are 'pinned'

By Kathy Parrish
staff writer

Resting on a suit lapel or pocket, it looks like a piece of gold jewelry. Actually, it's a very understated political statement.



Instead of big red, white and blue campaign buttons, backers of some politicians are sporting tiny gold pins bearing their candidate's name.

But while the "signature" or lapel pins are growing in popularity, they're not easy to obtain.

More expensive than buttons, lapel pins usually are awarded only to special boosters who give a lot of money or time to a campaign. And once they're gone, that's it.

"THE PINS are for charter members," said Robert O'Leary, campaign manager for Sen. Carl Levin. At 70 cents each, gold "LEVIN" pins went out only to early contributors.

Now that campaigning is under way, supporters get five-cent buttons. "It's a budget question. We'll need 100,000," O'Leary said.

Clara Giordano, who received her Reagan/Bush pin with an eagle on it for taking part in a 1980 voter canvass, is constantly asked where it came from.

"No matter what, they say 'Get me one of those.' But I can't," she said. "They're all out."

"It's very selective," said Bill Johnson, press secretary for Wayne County Executive Bill Lucas, whose signature is etched across a gold pin.

"Those of us on staff have a hard time getting them ourselves."

Oakland County Commissioner James Doyon, D-Madison Heights, was offered \$150 for the Hart pin he wears every day. It's commonly mistaken for a Gary Hart for president pin.

Actually, it's a political oddie but goodie—a memento of Michigan's late Sen. Phil Hart.

"I'm one who likes to save," said Doyon, who gets lots of requests for the pins. "They really look official."

POPPING UP on the most unlikely lapels, the pins can be worn on business suits or for dressy occasions.

Candidates believe they lend a certain class which regular political buttons lack.

"There are occasions when you don't want to wear a four-inch button," said Marya Sieminski. She wore a small maroon bar with gold Riegle letters while she was the senator's campaign field coordinator.

"I'm personally kind of bashful. And the pins are smaller and more tasteful."

"Buttons are kind of gaudy," said Patrick Nowak. The deputy county executive hands out Oakland County Executive Daniel Murphy's pins to admirers.

"These don't stick out like a sore thumb, but they're large enough to read the name — and that's important to politicians." Nowak himself faithfully wears a "MURPHY" pin every day.

The Oakland executive, though,

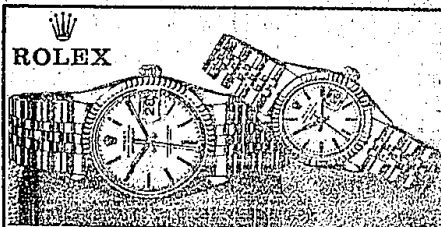
prefers a Boy Scout pin awarded for his volunteer efforts. "Dan believes in lapel pins — just not his own," Nowak said with a grin.

THOSE WHO sport lapel pins find they immediately have friends — or foes. Wherever they go, people ask about the gold names.

"It's a great device," said O'Leary. O'Leary wears a blue and gold "LEVIN" pin shared by the Democratic senator from Detroit and his U.S. representative brother Sander, of Southfield.

Gov. James Blanchard just issued his first "BLANCHARD" pins last week to those attending a \$125 fundraiser in Dearborn. But there are no plans for staff members to wear them, assistant press secretary Tom Scott said.

"You never see anything here but 'Say Yes to Michigan,'" he said.



The Rolex Datejust Chronometer (left), and the Lady-Date (right). Available in 18kt gold, in stainless steel or in steel and gold combination with matching Jubilee bracelet. Self-winding and pressure-proof down to 165 feet in its seamless Oyster case.

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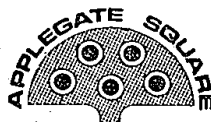
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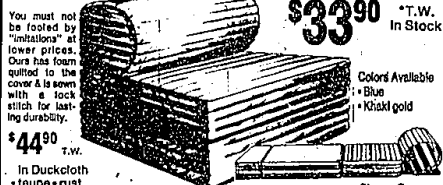


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