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
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
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
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NEW ZEALAND BOUND
A 37-foot catamaran, carrying five men, led by Vancouver Saturday to begin a 10,000-mile voyage to Auckland, New Zealand. For owner Russ Lewend, 47, the voyage is the realization of a 15-year dream. The ship's crew (clockwise from bottom) are: Doug Booth, 31, Robby Wolf, 24, Roger Appleyer, 27, Ronald Booth and Mr. Lewend.

LBJ Despite Benign Role Remains Canny Politician

WASHINGTON (AP)—He is, by fate and instinct, his country's president, his party's candidate, his own campaign manager.

He is the master strategist, the top co-ordinator, the ubiquitous tactician, the image-maker, tone-setter and final arbiter of the hard, medium or soft sell.

He is the amazingly thorough detail man who must know everything.

He is, in short, Lyndon B. Johnson, 36th president of the United States, who is seeking re-election in the Nov. 3 presidential election as Democratic party candidate.

From wanting to be "president of all the people," he proceeds naturally to wanting to be the candidate of all the people. Thus far his favorite role in the campaign seems to be that of the non-campaigner. He speaks with evangelical fervor of a united country, of men of reason, both Democrat and Republican, working together. While believing that he believes this, it is not cynical to point out that unity almost always favors the incumbent.

While caring passionately about his country, he is, everyone agrees, a political animal from top to bottom, from waking to sleeping. But judging by the early weeks of the campaign he appears to prefer the role of the benign father, speaking softly, smiling indulgently, trying to give some perspective to the family fustian.

GETS ACTION
He works hard at being president, he has already pushed an impressive amount of legislation through congress and, busy as he is, seems never to lose sight of the large and small ways a president can make news. In this, he is a master technician. A 6 p.m. White House announcement, for example, the end of the Columbia River project would bring more jobs and power to the northwest and, characteristically as "president of all the people," emphasized that this had resulted from the work of both parties in Congress.

That night, after a tumultuous reception in the streets of Seattle, he spoke at a dinner, uncooking his juicy news item. The "two-man rule" of checks and counter-checks and the office to get a four-year lease.

On a two-day swing through the northwest and California, which his press office insisted was non-political, the president stopped to join Prime Minister Pearson of Canada. Both men were on their way to sign formally a treaty providing for joint development of the Columbia River basin. They met in Great Falls, Mont., where LBJ signs were burgeoning like cherry blossoms in Washington.

BRINGS GOOD NEWS
Accepting his welcome, the president was moved to recall that last June he allocated \$2,000,000 in flood relief to Montana and, on this day at the airport, he announced another \$4,500,000 allocation. He noted that the Columbia River project would bring more jobs and power to the northwest and, characteristically as "president of all the people," emphasized that this had resulted from the work of both parties in Congress.



change for the better

Graceful, clean-cut designs sans grotesque ornamentations of former years are the keynote features of the trim-looking 1965 cars. The new models are not only pleasing to the eye, but the new technical innovations incorporated in these vehicles, make for smooth, comfortable driving. Weekend Magazine Staff Writer Philip Smith describes the styling and engineering changes, additions and general improvement of the 1965 cars in this week's issue. Color photographs of the more drastically remodelled cars illustrate the article.

WEEKEND MAGAZINE and Colored Comics

Esso

The Evening Patriot

electro-mechanical locks which must be opened by secret combination before a nuclear weapon can be fired. It made front-page news.

The next morning, the president spoke at a breakfast meeting, worked in some good ad lib humor which tended again to show his Republican and Democratic connections, spoke of conservation progress and on the need to protect nature's beauties, quoted, to the surprise of students of Johnson's literary tastes, Emerson and Thoreau.

Back in his car, he suddenly decided to make an unscheduled stop, and so he was seen and photographed distributing pins and presidential medallions at the Shriners hospital for crippled children.

ANNOUNCES DEFENCE
Thus, the day began with great color, humor and patriotism. Only hard news was lacking. This was abundantly rectified four hours later in Sacramento before a huge crowd gathered around the California state capitol.

At the most important point in his speech, the president paused, needed the pantomimed aid of a TV news reporter's cameramen on his left and directed the removal of the presidential flag blocking the view between them and him. He then proceeded into his big announcement of the day: The United States has developed new radar which can literally "look around the curve of the earth" and two new defence systems which can destroy bomb-carrying satellites orbiting in space. It made front-page news.

As a speaker, it is admitted by Johnson's admirers that he is no great orator. His approach is evangelical. His delivery is deliberately slow but his pauses, his rising emphasis, his quickening pace in sight of the climax are all expert.

The president is clearly enjoying the public opinion polls which show him far ahead. Walking or sitting with reporters, he is ready to produce the latest survey and knows the result down to the last per centage point.

Lyndon Johnson is known to base much of his campaign strategy on the polls; they help him pick the issues and geographic areas to concentrate on.

New Public Opinion Poll Shocks Sir Alec By Trend

LONDON (Reuters) — Prime Minister Sir Alec Douglas-Home's Conservatives received a rude shock Sunday from a new public opinion poll claiming the opposition Labor party is currently favored ahead in popularity for the general election Oct. 15.

Possibly overshadowing a critically close finish to the Oct. 15 contest, the poll by the Conservative Sunday Telegraph gave Labor a 49 per cent lead, which if maintained nationally would sweep the Labor party to power with an assured majority.

Labour Party Leader Harold Wilson Sunday hailed the poll as a "small sample of opinion."

At a press conference Saturday Foreign Minister R. A. Butler referred to a strong "undercurrent for Labor" in hammering home the need for reduced Conservative efforts.

A separate ballot conducted by another Sunday newspaper, the right-wing Sunday Express, based on reports from its own correspondents in 250 key constituencies which may decide the election estimated that the Conservatives should win with about 25 seats.

Still another ballot, by the independent observer encouraged government supporters by claiming Labor's lead had risen from one to two per cent. But it warned that in 62 key marginal constituencies the Labor advantage had risen from one to 2.5 per cent.

The three polls led to a small margin of opinion, but the election now is more than ever unpredictable and could conceivably be a narrow win for either of the two main parties.

finding an endorsing all he has been predicting. He told a press conference all his party's evidence showed a 170 - Labor swing.

He agreed, however, that if the poll is right, Labor would have a big majority—but also cautioned it was based on a small sample of opinion.

The poll finding, reversing the trend of last week's national newspaper ballots, which put the ruling Conservative party ahead—came on the heels of urgent warnings by Conservative leaders to their supporters.

NEED EXTRA EFFORT
At a press conference Saturday Foreign Minister R. A. Butler referred to a strong "undercurrent for Labor" in hammering home the need for reduced Conservative efforts.

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Doctor Wonders If Link Between Leukemia, Sprays

CAPITAL BUREAU OF THE GUARDIAN
OTTAWA — Prince Edward Island and Saskatchewan are the two provinces which have had the sharpest increase in leukemia deaths in the past 10 years, Dr. W.D. Howe

is wondering if the link between leukemia and sprays is being established. He has asked the government if it is conducting or supporting research into the causes of the increase in leukemia deaths in the two provinces. Health minister J. LaMarsh replied that no such research is being undertaken by her department.

SCIENTISTS EXPELLED
COPENHAGEN (AP) — Nine East German scientists who posed as guest members of a Sunday "state" expelled from Denmark after staying illegally for three days. All nine were sea explorers from East Germany but none had travel permits from the Allied Travel Board in West Berlin.

IMPACT BUSINESS REVIEW

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