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General Motors Exhibit At World's Fair Voted Best Liked in Survey

Theme Center and A. T. & T. Building Named Next in Order

THE GALLUP POLL

NEW YORK, May 16.—The most popular exhibit at the New York World's Fair is the General Motors "futurama" depicting the geometric streets and highways of the world of tomorrow, according to a special survey conducted among World's Fair visitors by the American Institute of Public Opinion during the past week.
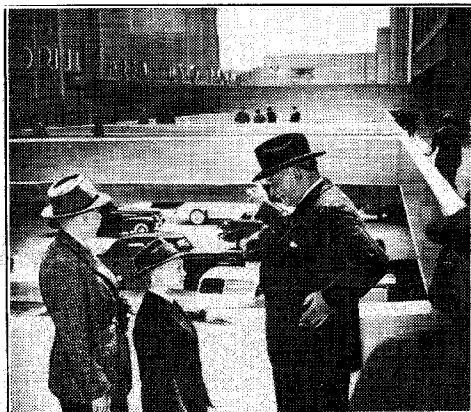
The second most popular attraction is the "city of tomorrow" exhibit within the 200-foot perisphere, showing immense skyscrapers surrounded by verdant parks and broad roadways.

The third most interesting exhibit, according to a cross-section of those who have seen the Fair, is the telephone and telegraph exhibit where the spectators can listen in on telephone conversations between visitors to the Fair and their friends back home.

Institute interviewers posted outside the World's Fair gates questioned throngs of visitors after they had left the Fair Grounds, asking them what had impressed them most and what they had disliked most about the Fair. The interviewing was done during daylight hours. no test being made of the popularity of the entertainments at night.

The General Motors exhibit far outranked all the others in popularity. With several large buildings not yet completed. the seven best-liked exhibits were named in the following order:

    General Motors
    Theme Center
    A. T. & T. Exhibit
    Ford Motor Co. Exhibit
    Soviet Building
    British Building
    Railroad Exhibit
Others receiving prominent

William S. Knudsen, president of General Motors, shows two young World's Fair visitors around the General Motors exhibit. Its "futurama" of the highways of tomorrow was voted the most popular exhibit at the Fair by visitors interviewed in a special American Institute of Public Opinion survey.

mention included the Italian exhibit, the General Electric building, the Consolidated Edison exhibit, and the Glass building.

Among dislikes the chief complaint was the "distance between buildings" which, according to those complaining, meant "sore feet from too much walking." The second complaint was "high prices for food and not enough eating places," and the third was the "incompleteness of many of the buildings."

Miscellaneous comments included:

"They should have the beer and hot dog stands together."

"Some of the statues are a little immodest for children."

"They should provide customers with bicycles."

"My feet hurt me so much I can't think."

"No more Fairs for me. I'd rather cook in a hot kitchen"—this from a Gold Star Mother, aged 75.

"The guards are so good looking!"

"I didn't like the cows being milked by machines. It's inhuman."

"It's all like a wonderful dream."

Visitors were likewise asked how long they planned to be in New York visiting the Fair. The average was seven days.

According to a nation-wide survey conducted by the Institute several weeks ago, more than 33,-000,000 people hope to visit the Fair, many of them going out to the Fair Grounds two or three times.

British Survey Accurately Forecasts By-Election

THE British Institute of Public Opinion, affiliate of the American Institute, added new laurels to its record of accuracy by forecasting the results of last week's by-election in Hallam with an error of less than three per cent.

The British Institute. on the basis of a pre-election survey in the Hallam district, showed the Government's candidate leading with 59 per cent. to 41 per cent for the Opposition candidate. The Government won the election by 61.7 per cent of the vote. The error in the prediction was thus 2.7 per cent.

The record of the British Institute. whose reports are published in the London "News Chronicle." includes correct prediction of five out of six elections, with an error of less than 2 per cent in four of them.