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Control: 8137
Rec'd: DECEMBER 16, 1955
6:35 AM

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FROM: TOKYO

TO: United States Information Agency

NO: TOUSI 287, DECEMBER 16, 7 PM

REF TOUSI 208 AND TOUSI 228.

LAUDATORY PRESS COMMENT, RECORD-BREAKING ATTENDANCE AND FAVORABLE RESULTS AUDIENCE OPINION POLL OFFER CONCLUSIVE EVIDENCE ATOM EXHIBIT WHICH CONCLUDED SIX-WEEK TOKYO SHOWING DEC 12 WAS OUTSTANDING SUCCESS. JAPAN NEWS LEAD EDITORIAL FOR DEC 14 REVIEWING EXHIBIT PROJECT CONCLUDES WITH FOLLOWING STATEMENT: "THE IMPACT OF THIS SHOW HAS BEEN PROFOUND, AND THE MOST HEARTFELT THANKS MUST BE EXPRESSED TO THE US GOVERNMENT AND USIS FOR THEIR UNSTINTING COOPERATION".

ENGLISH LANGUAGE AND VERNACULAR PRESS COVERAGE DURING TOKYO DISPLAY TOTALLED MORE THAN 20,000 COLUMN INCHEE. THIS FIGURE FOR TOKYO PAPERS ALONE AND DOES NOT INCLUDE EXTENSIVE REGIONAL PRESS COVERAGE OR ARTICLES CARRIED BY TECHNICAL AND POPULAR PERIODICALS. EXHIBIT HAS BEEN UNIVERSALLY HAILED BY REVIEWERS AS SIGNIFICANT ACHIEVEMENT IN ADVANCING PUBLIC UNDERSTANDING PRESENT AND POTENTIAL BENEFICIAL USES ATOMIC ENERGY. ASSUME AGENCY HAS NOTED TEXT MORE IMPORTANT ARTICLES AND EDITORIALS TRANSMITTED REGULARLY SINCE EXHIBIT OPENING VIA ARMY SIGNALS.

MISSION ESTIMATES TOTAL ATTENDANCE IN VICINITY 350,000 ALTHOUGH 370,000 CLAIMED BY CO-SPONSORING NEWSPAPER YOMIURI IN PUBLIC RELEASES. THESE FIGURES CONSIDERED EXTRAORDINARY IN VIEW CONTROLLED AUDIENCE FLOW REQUIRING MINIMUM HOUR AND HALF FOR COMPLETE GUIDED TOUR. AUDIENCE COMPOSITION ROUGHLY AS FOLLOWS: STUDENTS 45 PERCENT, WHITE COLLAR WORKERS 33, INDUSTRIAL WORKERS 6, PROFESSIONAL OR BUSINESS, MISCELLANEOUS OTHER 11. AMONG NOTABLES WHO ATTENDED WERE IMPERIAL PRINCES TAKAMATSU AND YOSHI AND FOREIGN MINISTER SHIGEMITSU.

RESULTS OF BEFORE AND AFTER OPINION SURVEY CONDUCTED AT EXHIBIT SITE REVEAL DISPLAY PARTICULARLY EFFECTIVE IN MOST IMPORTANT OBJECTIVES OVERCOMING FEAR FURTHER DEVELOPMENT NUCLEAR TECHNOLOGY AND IDENTIFYING US WITH PROMOTION PEACEFUL USES. THIS INDICATED BY FOLLOWING SIGNIFICANT BEFORE AND AFTER PERCENTAGE INCREASES

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IN NUMBER RESPONDENTS REACTING FAVORABLY TO FOUR KEY QUESTIONS: (1) THOSE EXPECTING PERSONALLY TO BENEFIT FROM ATOMIC ENERGY DURING LIFETIME UPPED FROM 76 PERCENT BEFORE TO 87 AFTER; (2) THOSE FAVORING JAPAN GOING AHEAD WITH ATOMIC RESEARCH ON BROAD SCALE UPPED FROM 76 TO 85; (3) THOSE BELIEVING US HAS MADE GREATEST STRIDES IN PEACEFUL USES UPPED FROM 57 TO 71 (AS CONTRASTED WITH DROP FROM 19 TO 9 FOR USSR); (4) THOSE CONVINCED US SINCERELY INTERESTED IN SHARING ATOMIC KNOW-HOW UPPED FROM 41 TO 53. SERIOUS INTEREST TAKEN BY VISITORS IN SUBJECT INDICATED BY SALE AT EXHIBIT SITE OF APPROXIMATELY 200,000 COPIES USIS-CONCEIVED BROCHURE, OR PURCHASE BY ROUGHLY 60 PERCENT OF ALL ATTENDANT. RECEIPTS ASSISTED NEWSPAPER REDUCING LOSSES ENTAILED CO-SPONSORSHIP.

DISMANTLING OF EXHIBIT FOR ONWARD SHIPMENT PROCEEDING AHEAD OF SCHEDULE. DO NOT ANTICIPATED DIFFICULTY MEETING JAN 1 DEADLINE FOR NAGOYA OPENING.

FULL REPORTS TOKYO DISPLAY AND OPINION SURVEY RESULTS IN PREPARATION. WILL BE SUBMITTED SOONEST.

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