**You Can Win a Cash Award—**
**and Money for Your College in Reader’s Digest Contest $1,000 Prize**

Open to All College Students (Faculty, too!)

Nothing to buy...nothing to write
...and you may find you know more about people than you think!

How well do you know human nature? Can you tell what subjects interest people most? Here is a chance to test your judgment—show how good an editor you are—and you may win $500 for yourself, plus $5,000 in scholarship funds for your college.

It’s fun to try. Maybe you can top other students in colleges across the country... and you can match wits with the editors of Reader’s Digest.

Why do more college graduates read Reader’s Digest than any other magazine? Is that what makes the Digest the widest read magazine in the land with—11 million copies bought each month in the United States, plus 9 million abroad? Why is it read each month by at least 60 million people, in 12 languages—Arabic, Danish, English, Finnish, French, German, Italian, Japanese, Norwegian, Portuguese, Spanish and Swedish?

Can you spot in a typical issue of Reader’s Digest the universal human interest—scientific, social, literary, academic? How about economics, history, sociology, science, writers, businessmen, housewives? Can you pick out the articles that will be most popular with the average Digest reader?

You may find...you know more about people than you think!

Here’s all you do. Study the descriptions (at right) of the articles in this issue of Reader’s Digest—or, better, read the complete articles. Then select the 6 that you think most readers of your college will like best.

**You CAN WIN:**

- **$500 cash 1st prize** plus $800 for the scholarship fund of your college or...
- **$100 cash 2nd prize** plus $100 for the scholarship fund of your college or...

Any of TEN $550 cash prizes plus $500 for the scholarship fund of your college or...

Any of 100 $10 prizes in book credit for your local college bookstore

If your entry is the best from your college you will receive an extra award—an additional $10 in book credit at your college bookstore.

**FOLLOW THESE EASY RULES**

1. Read the descriptions (at right) of the articles that appear in October Reader’s Digest. Or, better, read the complete articles. Then select the 6 that you think most readers of your college will like best.

2. On the order blank at left, write the number of each article you select. List them in the way you think they will be in order of popularity, from 1 to 6. Your selections will be judged by means of a national survey which ranks in order of popularity the 6 articles that readers like best. Fill in and mail the coupon. All entries must be postmarked not later than midnight, October 25, 1956.

**TEN WINNERS WILL BE NOTIFIED BY MAIL.**

Each winner will receive a check for $500 for his college or institution, plus $100 in book credit at his college bookstore.

**How to Enter:**

- DOUBLES OR MORE ENTERED AT ONE ADDRESS WILL BE CONSIDERED ONE ENTRY.
- MAIL TO READER’S DIGEST, CONTEST DEPT., P.O. BOX 159, FARMINGDALE, L.I., N. Y.
- POSTMARK ENTRY DATE NOT NECESSARY.
- ALL ENTRIES POSTMARKED NOT LATER THAN OCTOBER 25, 1956, WILL BE COUNTED.

**How to Win:**

- Every winner is postmarked earliest will win. Entries will be judged by means of a national survey which ranks in order of popularity the 6 articles that readers like best. Fill in and mail the coupon. All entries must be postmarked not later than midnight, October 25, 1956.

**ONE ENTRY PER PERSON.**

In case of ties, entries postmarked earlist will win. Winners will be notified by E. O. McGraw, Inc., whose decision will be final. All entries become property of Reader’s Digest; none returned.

6 winners notified by mail. List of prize winners mailed if you enclose self-addressed, stamped envelope.

**Name of college...**

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**Just pick in order the six articles you think most readers of October Reader’s Digest will like the best.**

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**READER’S DIGEST CONTEST**

Boat 4, Reit Reik, L., N. Y., New York

In the space opposite the word "PHYS," write the number of the article you think will be most popular in popularity. In the space opposite the number of articles you choose, do not write the title of any articles. Give us this coupon on a postcard at least a postmark. 

**Name of college...**

**In popularity and influence are world-are...**

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**Which six articles will readers of the October Digest like best?**

- 1. **Laughter is the best medicine.**
  - Author: Sir Winston Churchill
  - Time: 5:00 P.M. Wednesday, Dec. 5, 1956
  - Location: Kresge Auditorium, MIT

- 2. **Support your war effort.**
  - Author: Mr. Emergency
  - Time: 7:30 P.M. Friday, Nov. 30, 1956
  - Location: Kresge Auditorium, MIT

- 3. **The best way to count our dead by serving the living.**
  - Author: Mr. Emergency
  - Time: 7:30 P.M. Friday, Nov. 30, 1956
  - Location: Kresge Auditorium, MIT

- 4. **How one town got beauty and brains—war orphans.**
  - Author: Mr. Emergency
  - Time: 7:30 P.M. Friday, Nov. 30, 1956
  - Location: Kresge Auditorium, MIT

- 5. **How new freedoms have made foreign service attractive to young men.**
  - Author: Mr. Emergency
  - Time: 7:30 P.M. Friday, Nov. 30, 1956
  - Location: Kresge Auditorium, MIT

- 6. **How the Kresge Auditorium coped with its greatest challenge.**
  - Author: Mr. Emergency
  - Time: 7:30 P.M. Friday, Nov. 30, 1956
  - Location: Kresge Auditorium, MIT