

You Can Win a Cash Award—
and Scholarship Money for Your College in

Reader's Digest

\$41,000 CONTEST

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 \$5,000 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 far more college graduates read Reader's Digest than any other magazine? What is it that makes the Digest the most widely read magazine in the world—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?

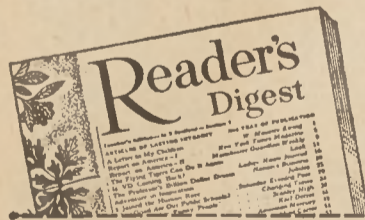
Can you spot in a typical issue of Reader's Digest the universal human values that link scholars, statesmen, scientists, writers, businessmen, housewives? Can you pick out the articles that will be most popular with the average Digest reader?

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 the October Reader's Digest—or, better still, read the complete articles in the issue itself. (But you are not required to buy The Reader's Digest to enter the contest.) Then simply list the six articles—in order of preference—that you think readers of the magazine will like best. This will be compared with a nationwide survey conducted among a cross section of Digest subscribers.

Follow the directions given below. Fill in the entry blank, paste it on a post card, and get it into the mail before the deadline. Additional blanks are obtainable at your college bookstore.

All entries must be postmarked not later than midnight, October 25, 1956. Don't delay. In case of ties, the entry with the earliest postmark will win.



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

READER'S DIGEST CONTEST, Box 4, Great Neck, L. I., New York
In the space opposite the word "FIRST" write the number of the article you think will be the most popular of all. Opposite the word "SECOND" write the number of the article you think will rank second in popularity. List in this way the numbers of the six top articles in the order of their popularity. (Note: Use only the numbers of articles you choose. Do not write the title of any article.) Clip and paste this coupon on a Government post card.

Name _____ Address _____
City _____ State _____
Name of college _____

First _____
Second _____
Third _____
Fourth _____
Fifth _____
Sixth _____

YOU CAN WIN:

\$5000 cash 1st prize
plus \$5000 for the scholarship fund of your college or...

\$1000 cash 2nd prize
plus \$1000 for the scholarship fund of your college or...

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

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

And 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 in this advertisement 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 will like best.
2. On the entry blank at left, write the number of each article you select. List them in what you think will be the order of popularity, from first to sixth place. Your selections will be judged by comparison with 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.
3. This contest is open only to college students and faculty members in the U. S., excluding employees of The Reader's Digest, its advertising agencies, and their families. It is subject to all federal, state and local laws and regulations.
4. Only one entry per person.
5. In case of ties, entries postmarked earliest will win. Entries will be judged by O. E. McIntyre, Inc., whose decision will be final. All entries become property of The Reader's Digest; none returned.
6. All winners notified by mail. List of cash-prize winners mailed if you enclose a self-addressed, stamped envelope.

Reader's Digest

Its popularity and influence are world-wide

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

1. **Norfolk's friend to troubled teen-agers.** Story of the arthritic cripple to whom youngsters flock for advice.
2. **The great Piltdown hoax.** How this famed "missing link" in human evolution has been proved a fraud from the start.
3. **How to sharpen your judgment.** Famed author Bertrand Russell offers six rules to help you form sounder opinions.
4. **My most unforgettable character.** Fond memories of Connie Mack—who led the Athletics for 50 years.
5. **How to make peace at the Pentagon.** Steps to end ruinous rivalry between our Army, Navy and Air Force.
6. **Book condensation: "High, Wide and Lonesome."** Hal Borland's exciting story of his adventurous boyhood on a Colorado prairie.
7. **Medicine's animal pioneers.** How medical researchers learn from animals new ways to save human lives.
8. **What the mess in Moscow means.** Evidence that the Communist system is as unworkable as it is unnatural.
9. **Master bridge builder.** Introducing David Steinman, world leader in bridge design and construction.
10. **College two years sooner.** Here's how extensive experiments proved a bright 10th-grader is ready for college.
11. **Laughter the best medicine.** Amusing experiences from everyday life.
12. **What happens when we pray for others?** Too often we pray only for ourselves. Here's how we gain true rewards of prayer when we pray for others.
13. **European vs. U. S. beauties.** Why European women are more glamorous to men.
14. **Trading stamps—bonus or bunkum?** How much of their cost is included in the price you pay?
15. **Living memorials instead of flowers.** A way to honor the dead by serving the living.
16. **It pays to increase your word power.** An entertaining quiz to build your vocabulary.
17. **Are we too soft on young criminals?** Why the best way to cure juvenile delinquency is to punish first offenders.
18. **Medicine man on the Amazon.** How two devoted missionaries bring medical aid to jungle natives.
19. **Creatures in the night.** The fascinating drama of nature that is enacted between dusk and dawn.
20. **What your sense of humor tells about you.** What the jokes you like, the way you laugh reveal about you.
21. **The sub that wouldn't stay down.** Stirring saga of the U.S.S. *Squalus*' rescue from a depth of 40 fathoms.
22. **Madame Butterfly in bobby sox.** How new freedoms have changed life for Japanese women; what the men think.
23. **Doctors should tell patients the truth.** When the doctor operated, exactly what did he do? Why a written record of your medical history may someday save your life.
24. **"How wonderful you are..."** Here's why affection and admiration aren't much good unless expressed; why locked-up emotions eventually wither.
25. **Harry Holt and a heartful of children.** Story of a farmer who singlehandedly finds homes for hundreds of Korean war orphans.
26. **Our tax laws make us dishonest.** How unfair tax laws are causing a serious moral deterioration.
27. **Veneral disease now a threat to youth.** How V.D. is spreading among teen-agers—and sane advice to victims.
28. **Secy. Benson's faith in the American farmer.** Why he feels farmers, left alone, can often solve their own problems better than Washington.
29. **Your brain's unrealized powers.** Seven new findings to help you use your brain more efficiently.
30. **Britain's indestructible "Old Man."** What Sir Winston Churchill is doing in retirement.
31. **Are juries giving away too much money?** Fantastic awards juries hand out because they confuse compassion with common sense.
32. **My last best days on earth.** In her own words a young mother, learning she had cancer, tells how she decided to make this the "best year of her life."
33. **Foreign-aid mania.** How the billions we've given have brought mainly disappointment and higher taxes.
34. **Out where jet planes are born.** Story of Edward Air Force Base, where 10,000 men battle wind, sand and speed barriers to keep us supreme in the sky.
35. **Life in these United States.** Humorous anecdotes revealing quirks of human nature.
36. **Man's most playful friend: the Land Otter.** Interesting facts about this amusing animal.
37. **Why not a foreign-service career?** How our State Department is making foreign service attractive to young men.
38. **A new deal in the old firehouse.** How one town got lower taxes, greater protection combining fire and police.
39. **Crazy man on Crazy Horse.** Meet the man whose statue of an Indian will be the largest in history.
40. **Their business is dynamite.** How the manufacture of this explosive has been made one of the safest industries.
41. **His best customers are babies.** How a kitchen strainer and a pint of mashed peas became the Gerber Products Co.
42. **Smoky Mountain magic.** Why this, our most ancient mountain range, has more visitors than any other.
43. **Call for Mr. Emergency.** Meet the Emergency Police, who get 8 million New Yorkers out of trouble.
44. **Beauty by the mile.** How landscape engineers prove roadside planting is lifesaving as well as beautiful.
45. **Humor in uniform.** True stories of the funny side of life in our Armed Forces.
46. **Seven economic fallacies.** The American Economic Foundation explodes misconceptions about our economy.
47. **Admiral of the Greek Oil Fleet.** Story of Stavros Niarchos, who has won a fortune betting on—and carrying—oil.