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natural charm

See our exciting fall fashions now in stock. Dresses, pants, sweaters and coordinates.

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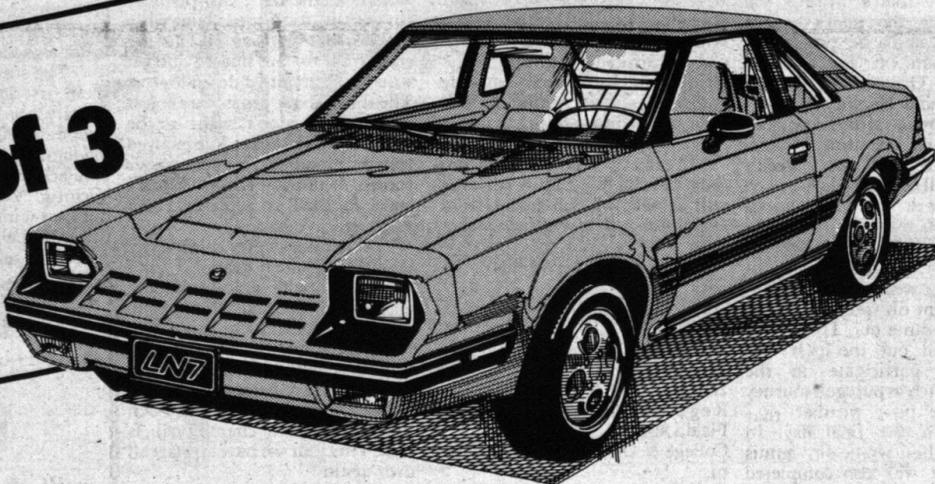
ENTER THE

LONG DISTANCE

FEELING SWEEPSTAKES




You could WIN one of 3 MERCURY LN7's



GET THE FEELING:

Imagine how good it would feel to be sitting in the cockpit of the most aerodynamic standard-equipped North American car on the road today.

Long Distance

TransCanada Telephone System

HOW TO ENTER:

Keep that picture in mind as you complete the entry form below. Read the rules and regulations carefully and answer the Long Distance Feeling Quiz Question.

3 DRAWS:

Drawings will be held on October 21st, December 15th and February 15th. If you don't win in the first draw your entry will automatically go into the second and third drawings. Watch for the second Long Distance Feeling entry form in November's paper. Enter as often as you like. You may be calling the folks back home to share the winning feeling soon!

FEEL LUCKY? THE SOONER YOU ENTER THE MORE CHANCES TO WIN!

1. To enter and qualify, correctly complete the Official Entry Form and quiz question or game included therein. Only Official Entry Forms will be considered. Mail to: The Long Distance Feeling Sweepstakes Box 1437, Toronto, Ontario M5W 2E8. Contest will commence September 1, 1981.

2. There will be a total of 3 prizes awarded (See Rule #3 for prize distribution). Each prize will consist of a 1982 Mercury LN-7 automobile (approximate retail value \$9,000 each). Local delivery, provincial and municipal taxes as applicable, are included as part of the prize at no cost to the winner. Drivers permit and insurance will be the responsibility of each winner. Each car will be delivered to a Mercury dealership nearest the winners' residence in Canada. All prizes will be awarded. Only one prize per person. Prizes must be accepted as awarded, no substitutions.

3. Selections at random will be made from all entries received by the sweepstakes judging organization by noon on the following dates: October 21, 1981; December 15, 1981 and the contest closing date, February 15, 1982. Entries not selected in the October 21 draw will automatically be entered for the December 15, 1981 draw. Entries not selected in the December 15, 1981 draw will automatically be entered for the final draw, February 15, 1982. One car will be awarded in each draw. Chances of winning are dependent upon

the number of entries received. Selected entrants, in order to win, will be required to first correctly answer a time-limited, arithmetical, skill-testing question during a prearranged tape recorded telephone interview. Decisions of the judging organization shall be final. By entering, winners agree to the use of their name, address and photograph for resulting publicity in connection with this contest. The winners will also be required to sign a legal document stating compliance with contest rules. The names of the winners may be obtained by sending a stamped self-addressed envelope to: TCTS, 410 Laurier Ave. W., Room 950, Box 2410, Station D, Ottawa, Ontario K1P 6H5.

4. This contest is open only to students who are registered full-time or part-time at any accredited Canadian University, College or Post-Secondary institution. Employees of TCTS, its member companies and affiliates, its advertising and promotional Agencies, the independent judging organization and their immediate families are not eligible. This contest is subject to all Federal, Provincial and Municipal laws.

5. *Quebec Residents
All taxes eligible under la Loi sur les loteries, les courses, les concours publicitaires et les appareils d'amusement ont été payés. A complaint respecting the administration of this contest may be submitted to the Régie des loteries et courses du Québec.

The Long Distance Feeling Quiz Question.

We know there are zillions of reasons to call Long Distance. We know it's faster than a speeding bullet, less costly than a locomotive, and easier than leaping tall buildings in a single bound. But we want to know why you get the feeling.

Unique, personal reasons. Wild, crazy reasons. Maybe you call up Mom every Groundhog Day. We don't know. So tell us!

(PLEASE PRINT)

1. _____

2. _____

 3. _____

 Name _____
 Address _____
 City/Town _____
 Postal Code _____
 Tel. No. (your own or where you can be reached) _____
 University Attending _____