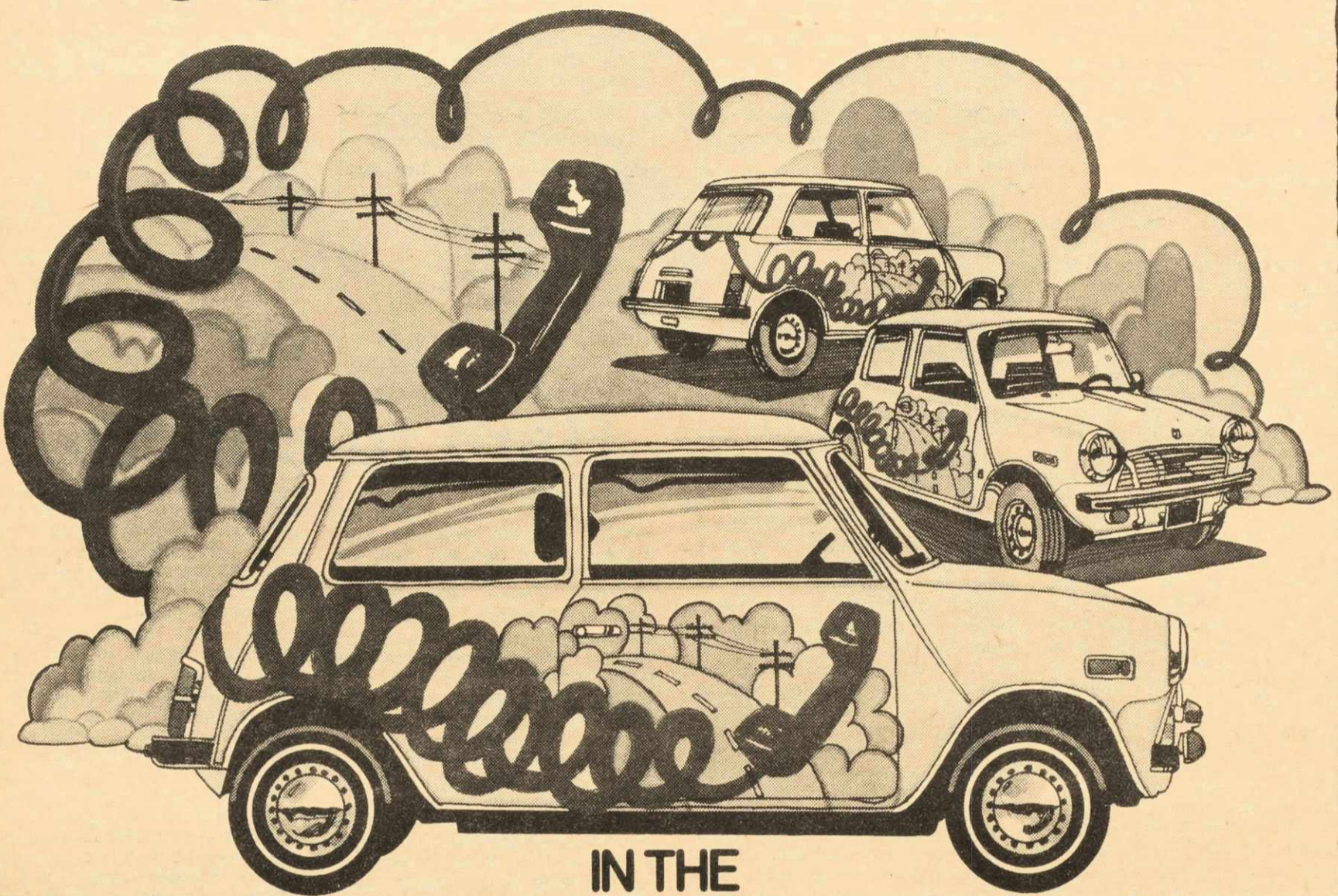


Three lucky students will WIN-A-MINI



IN THE LONG DISTANCE SWEEPSTAKES

Here's how you enter. Complete and send in the entry form below. Carefully read the rules and regulations and answer the four easy questions on long distance calling. The answers to the questions are contained in the

introductory pages of your telephone directory. Mail the completed entry form; to be eligible, entries must be received no later than November 15th, 1977, and who knows, you could be driving around

in your own special custom painted Mini before you know it.

Long Distance
TransCanada Telephone System

Rules & Regulations

1. To enter the "Win-A-Mini" contest, complete this Official Entry Form. Only Official Entry Forms will be considered. Limit one entry per person. Mail to: "LONG DISTANCE SWEEPSTAKES" Box 8109, Toronto, Ontario M5W 1S8 Contest closes with entries received as of November 15, 1977.

2. There will be three prize winners determined. Each winner will receive a new 1977 Mini 1000 Automobile with custom paint job. Each Mini is equipped with front-wheel drive, 998 cc transverse mounted engine, rack and pinion steering, electric windshield washers, impact absorbing front and rear bumpers, heated rear window, fresh-air heater/defroster, adjustable fresh-air vents, dual braking system, four-way hazard warning system, back-up lights, front head restraints, 4-speed all-synchromesh transmission. Manufacturer's suggested list price, FOB Dartmouth, Montreal, Burlington, Vancouver, \$2,995.00, including Federal Sales Tax. (Dealer may sell for less.) Price does not include special custom paint job, dealer pre-delivery inspection, and make-ready, B.L.'s port handling charge or destination charge (if any). Local delivery, provincial and municipal taxes are included as part of the prize at no cost to winner. Only one prize per person. Winners must agree to accept responsibility for driver's permit and insurance. Prizes will be delivered to the

British Leyland Motors dealership nearest the winners' residences in Canada. Prizes must be accepted as awarded. No substitutions.

3. Selections will be made from eligible entries received and selected entrants whose questionnaires are completed correctly will be required to first correctly answer a time-limited, skill-testing question during a pre-arranged telephone interview before being declared winners. Decisions of the judges shall be final. By entering, contestants agree to the use of their names, addresses and photographs in any forthcoming publicity in the event of becoming a winner.

4. Contest is open only to students who are registered full-time or part-time at any accredited Canadian University, Canadian College or other Canadian Post-secondary Institution, except employees and members of the immediate families of TransCanada Telephone System member companies, British Leyland Motors Canada Limited, its dealers and their respective advertising agencies, and the independent judging organization. The contest is subject to all applicable Federal, Provincial and Municipal laws.

Official Entry Form

Answer the following questions, then complete the information below them. Mail the completed form in time to be received by midnight, November 15, 1977. (ONLY ONE ENTRY PER PERSON)

Here are the questions:

1. It is cheaper to:
 - dial Long Distance calls yourself
 - use the Long Distance operator
2. You can save the most money by calling Long Distance
 - during business hours
 - during evening hours
3. Do discounts ever apply to Long Distance station-to-station calls made from a payphone?
 - Yes _____ No _____

4. During what hours can you save the most money on Long Distance calls made between Monday and Friday? Calling to (location of your choice) _____ from _____ am to _____ am _____ pm _____ pm (PLEASE PRINT)

Name _____
 Address _____ (street) _____ (city) _____
 _____ (province) _____ (postal code)
 Phone number where you can be contacted _____
 University or college attending _____