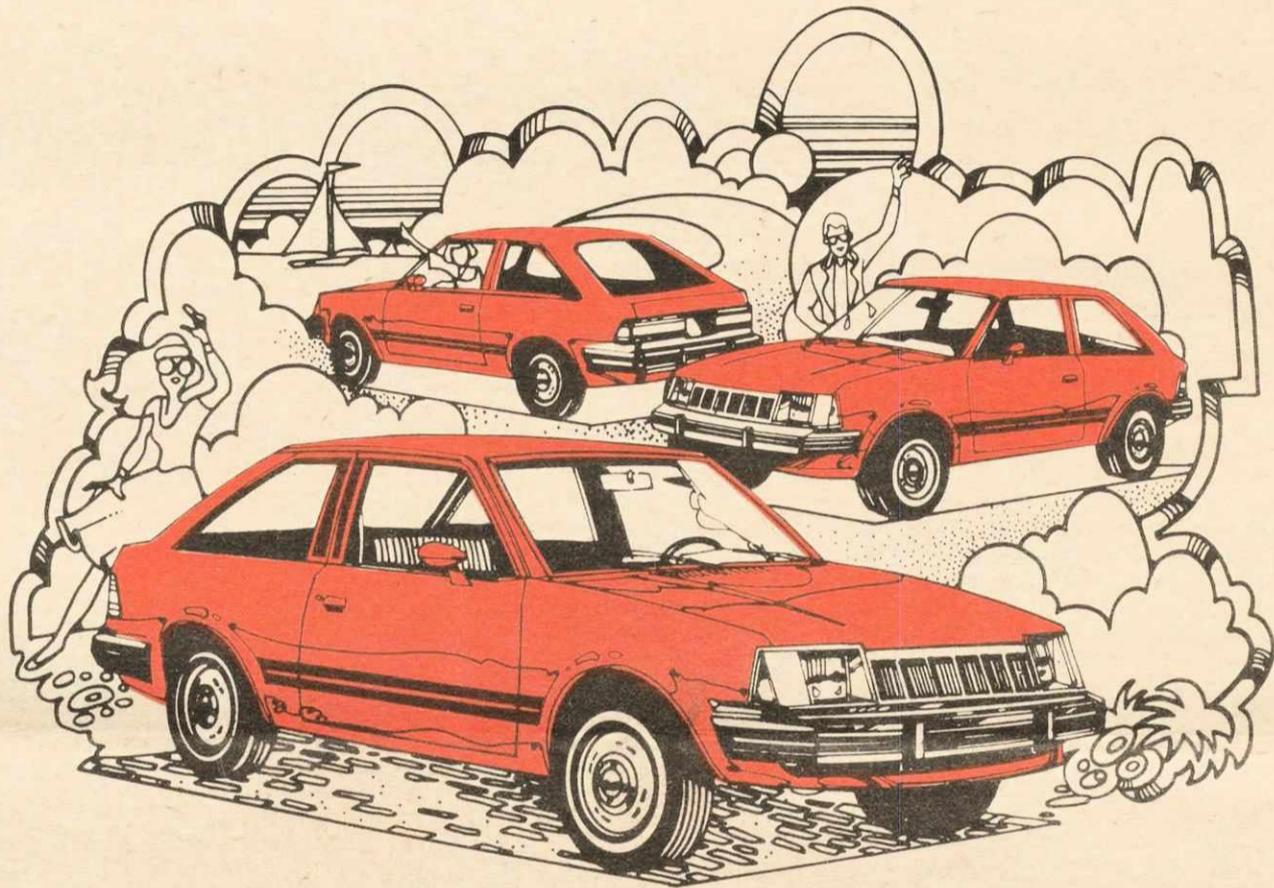


Three lucky students will each win a

MERCURY LYNX GL



in the

LONG DISTANCE SWEEPSTAKES

Here's how to enter. Complete and mail the entry form below. Carefully read the rules and regulations and answer the three easy questions

on long distance calling. Entries must be received no later than October 31st, 1980.

Think Mercury Lynx GL, the super sleek new hatchback.

Who knows, you may soon be the proud owner of a bright red one! Enter now.

Long Distance
TransCanada Telephone System

Rules and Regulations

1. To enter the Long Distance Sweepstakes, correctly complete the Official Entry Form and questionnaire found in this directory. Only Official Entry Forms will be considered. Mail to:

Long Distance Sweepstakes
Box 1407, Toronto, Ontario M5W 2E8

2. There will be three prizes awarded. Each prize will consist of a 1981 Mercury Lynx GL 3 door hatchback automobile. Approximate list value of the car is \$6,500 as at June 2, 1980. Local delivery, provincial and municipal taxes as applicable, are included as part of the prize at no cost to the winner. Only one prize per person. Driver's permit and insurance will be the responsibility of the prize winners. Prizes will be delivered to the Mercury dealer nearest the winners' residences in Canada. All prizes will be awarded. Prizes must be accepted as awarded. No substitutions.

3. Sweepstakes will commence September 1st, 1980 and to be eligible, entries must be received by the contest closing date, October 31st, 1980. 1% of daily entries will be selected at random, from all eligible entries received each business day, until the contest closing date. On November 12, 1980, final draw for the three prize winners will be made at random from the eligible daily entries previously selected. Chances of winning are dependent upon the number of entries received. In order to win, selected entrants will be required to first correctly answer a time-limited, arithmetical, skill-testing question during a pre-arranged, tape recorded telephone interview. Decisions of the judges are 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 that all contest rules have been adhered to. 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.

Questions:

1. Do discounts ever apply to Long Distance station-to-station calls made from a pay phone?

Yes No

2. 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 to _____ pm

3. Give two reasons you would make a long distance call.

a) _____

b) _____

NOTE: Answers to most of these questions can be found in your local phone book.

GOOD LUCK!

NAME (please print) _____

ADDRESS _____

CITY/TOWN _____ POSTAL CODE _____

PROVINCE _____ PHONE NUMBER _____

UNIVERSITY/COLLEGE attending _____

Long Distance

TransCanada Telephone System

LONG DISTANCE SWEEPSTAKES

Official Entry Form

Answer the following questions, then complete the information below them. Mail the completed form to be received by midnight, October 31, 1980.