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The Phone Card Network

Magazine

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June 1995 - Volume 3 / No. 5

SCAPES

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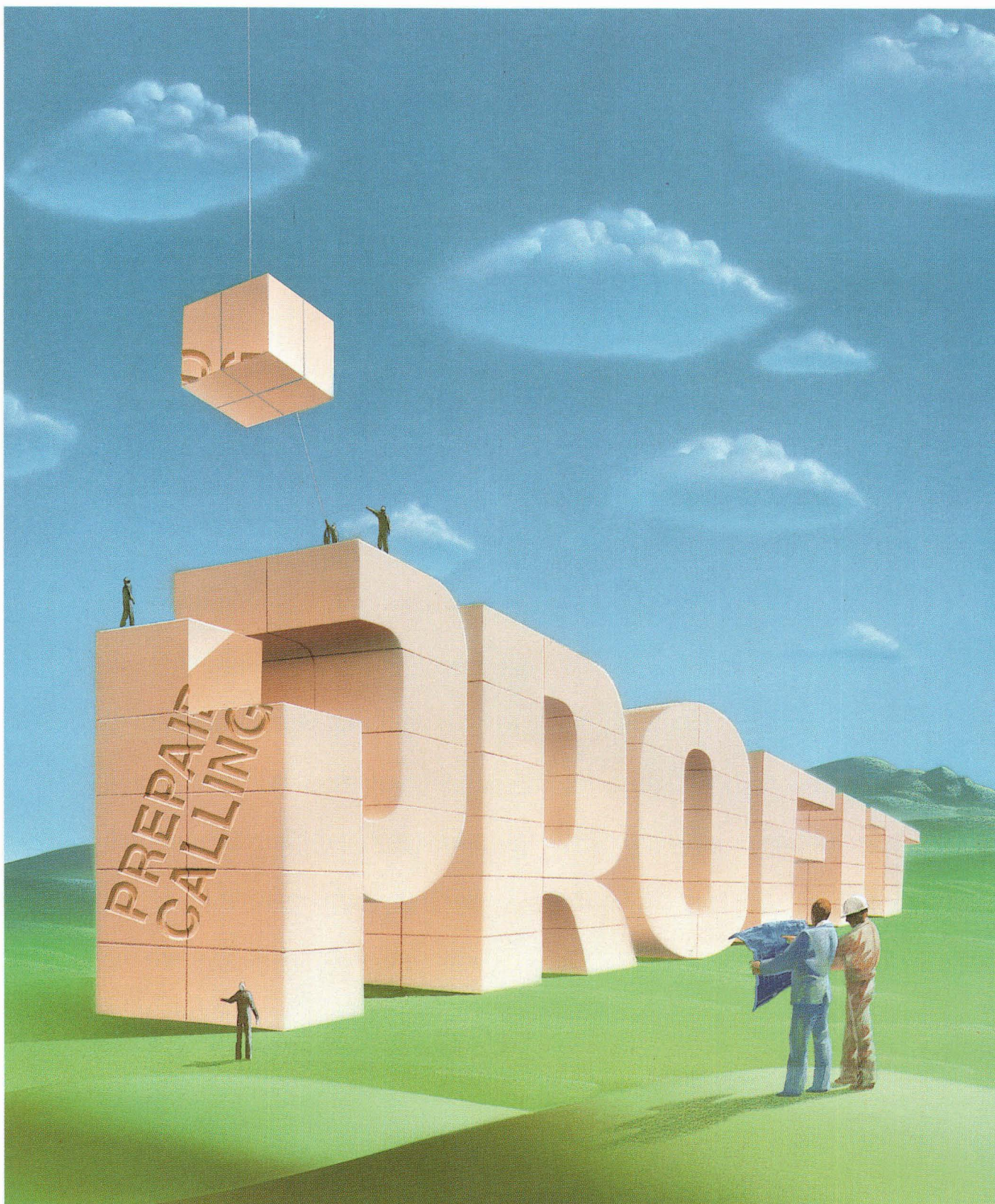
DELHI ° GESVES ° KATMANDU ° HONOLULU ° PAPEETE ° DAK

Fighting Graffiti With Phonecards

SourceVivid
Communications

U.S.
Edition

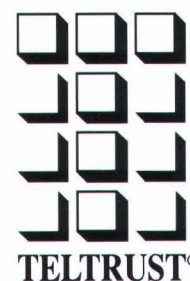
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Story on page 12



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Published by BJE Graphics & Publishing, Inc., a Nevada corporation. Publishers for *Premier Telecard Magazine*, *The World of Phonecards* by Dr. Gary Felton, *The 1st Phonecard Calendar in America* "Telecard Classics" and the owner of "Phone Card Phair".

NEWSSTAND PRICE AND SUBSCRIPTION RATES

\$6 PER SINGLE COPY. U.S. Domestic rates, \$30 for 1 year. International rates - \$60 for 1 year. All subscription rates include shipping & handling. All remittances to be in U.S. funds drawn on a U.S. affiliate bank.

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1995 International Phone Card Conference and Exposition April 26-30, 1995

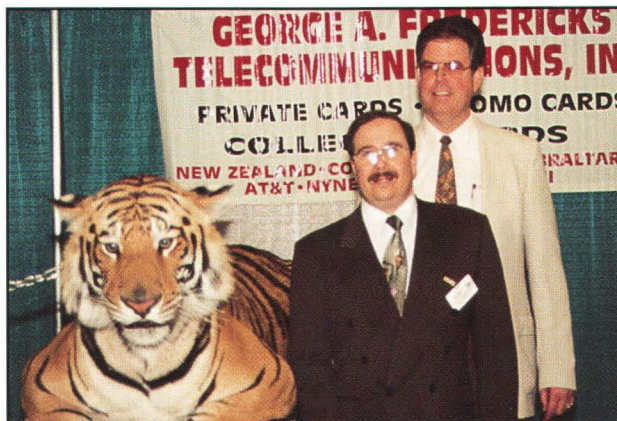
Okay. It was a disappointment. Enough said? Perhaps. Nine out of ten of the exhibitors and attendees I spoke with were forced to look first at the negative aspects of the show, then to buffer their complaints with a short list of positive comments. Many of the more than seventy exhibitors who set up shop at San Francisco's Moscone Center did, after all, make some new connections and sell some services and/or wares.

I arrived at the show after 2:00 p.m. on Friday and received a promotional telecard (issued to the first 500 paid conference guests). When I paid for a single-day admission again on Saturday morning, I received another card. I'm no mathematician, but this one's easy to calculate, isn't it? I'll leave the rest to Max Erlichman who attended the show on Sunday (I didn't ask him if he got a card). Max examines the "phone card fair" phenomena and shares his impressions of the San Francisco Exposition experience on page 28.

On a personal level I would like to say thanks to everyone at the show for making me feel welcome. Being a "new kid on the block" in an industry that is itself a new kid on an even bigger block is wonderfully exhilarating. The warm and decent manner in which I was embraced helped me quickly overcome the intimidation one often feels in a new professional situation. In fact, the only thing intimidating at the show was the Bengal Tiger

brought in by George Fredericks (GAF) for photo opportunities. Bill Jordan, my esteemed publisher (and a bigger man than I), entertained the tiger while I wrestled with the lambs. (See photo.)

Prior to stepping into the telecard industry I worked as an electronic editor in the once-fledgling CD-ROM industry. I bring this up because of one portentous and striking similarity: When I first started working with computer CD's in late 1989, only a



small segment of the population knew what CD-ROM was and fewer than 10,000 people owned computer CD-ROM drives. That's a staggeringly tiny number of people compared to the seemingly small amount who today own phonecards. A mere half decade later the CD-ROM drive is a regular component of most computer systems bought in America. The growth of the phonecard industry should mimic that of the CD-ROM, and may quickly dwarf it. After all, how many people collect outdated computer CD's? One indication that this will happen is the acceptance of the phonecard industry by CD-ROM manufacturers. Plans are in the works for phonecards to be wrapped with CD-ROM's, acting as a bonus in the same manner that gum once acted as a bonus wrapped with trading cards. (See TeleSports on page


30 for another perspective on the gum-phonecard connection. See page 10 for a story on the first phonecard to be wrapped with an audio CD.)

New Features

I would like to bring to your attention two new features premiering in this issue of *Premier Telecard Magazine*. First, on page 8, you'll find an article under the heading TeleBasics. Our intention here is to present a story that will help the industry newcomer get a better fundamental grasp on what the telecard world is all about.

TeleBasics will always contain current information that is of great use to even the most seasoned telecard user or collector, but the article will focus equally on presenting basic, essential information on what a telecard is and what it can do. This month's TeleBasics subject is BellSouth Telecommunications' new Atlanta trial.

Our second new feature is a dealer-selected list of hot-selling phonecards which you'll find on page 15. TeleSIZZLE features the most up-to-date information available on which cards are hot with collectors today, straight from the mouths of the folks who sell them on a regular basis. This list will be updated and expanded in forthcoming issues of *Premier Telecard Magazine*.

Lastly, I am pleased to be able to introduce you to SourceVivid Communications, Inc. (See my article on pages 12 and 13.) Neal Reifsnyder, the president of SourceVivid, is poised to make a big splash in the telecard industry with phonecards featuring artwork by Jean Francois. This charitable-minded artist's work defies description in its execution as well as its presentation. 

Enjoy!

The Sprint Telecard Marlene Dietrich Collection

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Set of Four
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Gold Cards

**Set of Four
One Gram
Fine Gold
Telephone
Cards**
Face Value \$6.00
each card
Production
limited to 500
cards per design
Manufactured
by Mitsubishi
Materials Corp.

Artist:
**Gregory Perillo
Laurence M. Gartel
Tina Watts
Tony Capparelli**

Serial Numbers issued for each
design 001 to 500
Selling price per set of four cards
\$318.00

plus \$9.00 shipping per set USA
\$21.00 via International Express Mail
(plastic case, certificate and plush velvet
box included for each card)

\$24.00
Set of Four
Polyester Cards

**Set of Four
Polyester
Telephone Cards**
Face Value \$3.00
each card
Production
limited to 2000
cards per design
Manufactured by
Brilliant
Color Cards

Artist:
**Gregory Perillo
Laurence M. Gartel
Tina Watts
Tony Capparelli**

Serial Numbers
issued for each design
0001 to 2000
Selling price per set
of four cards
\$24.00

plus \$4.00 shipping per set USA
\$16.00 via International Express Mail
first four sets



A limited number of the Marlene Dietrich Commemorative Pre-Paid Telephone Card sets have been Produced by Powell Associates with the cooperation of Sprint, Brilliant Color Cards, Mitsubishi Materials Corporation and Curtis Management. This set is considered to be one of the most impressive Telephone Card Issues in 1995. It is the first using four exclusive pieces of art depicting Marlene Dietrich executed by four renowned American artists. It is also the first time ever that Sprint One Gram Gold Telephone Cards have been issued.



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Mass Market Telecard Trial in Atlanta

BellSouth Telecommunications Inc. (BST) is conducting its first mass market trial of prepaid telephone calling cards in Atlanta. The trial began on May 9 and will run for six months.

The Atlanta trial also features BST's first utilization of remote access prepaid card technology. "In this trial, callers dial an 800 number and enter the personal identification number (PIN) for the telecard

nient to use," Jones said. "The cards may be used at payphones, thus eliminating the need for coins to place calls.

"And they offer security advantages: if lost, the loss can be no greater than the value of the individual card. Plus, they allow purchasers to control the amount of usage since time is purchased in advance, which makes the cards ideal for use by children and col-

"Initially, 12,000 cards will be produced in denominations of \$5, \$10, and \$20. An additional 4,000 promotional \$2 cards will also be issued. The cards feature the theme 'Atlanta, Bringing Nations Together.' Graphically, they feature photographs of Atlanta scenes: Atlanta's High Museum, \$2; the Georgia Dome, \$5; children painting a street mural, \$10; and, the Atlanta skyline at night, \$20," Hawkins said.

Plans also call for the issuance of 10,000 specially designed \$5 and \$10 cards with the "Welcome South" logo to be sold only at the Atlanta Welcome South Visitor Center in downtown Atlanta.

According to Jones and

Hawkins, local calls and calls within the Atlanta local calling area made with the new prepaid

cards are carried by Southern Bell. International calls and long distance calls outside of the Atlanta local calling area are handled by participating interexchange carriers: LDDS WorldCom; U.S. SOUTH

Communications, Inc.; INTERLINK Telecommunications, Inc. and DELTACOM.

to pay for calls," said Chad Jones, BST senior director of Operator Services.

"The cards are sold in specially installed vending machines in some locations and by cashiers at others," Jones added.

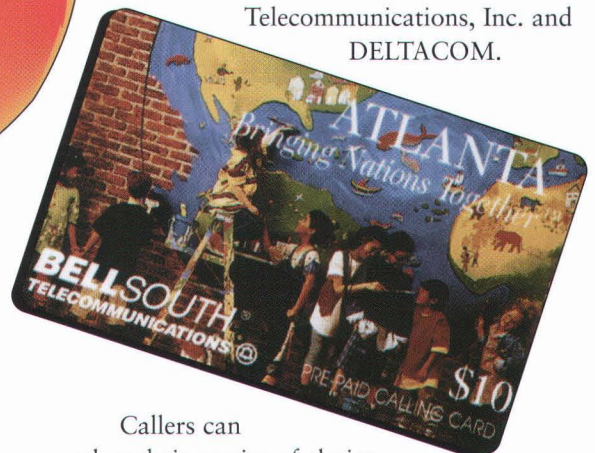
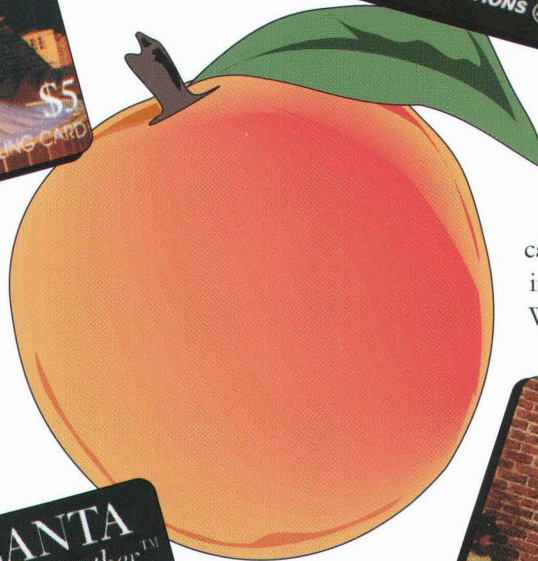
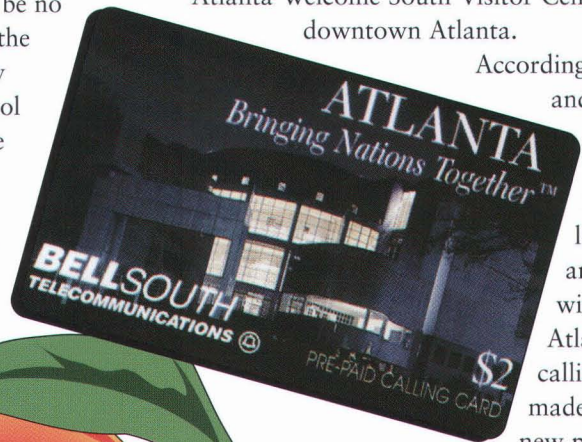
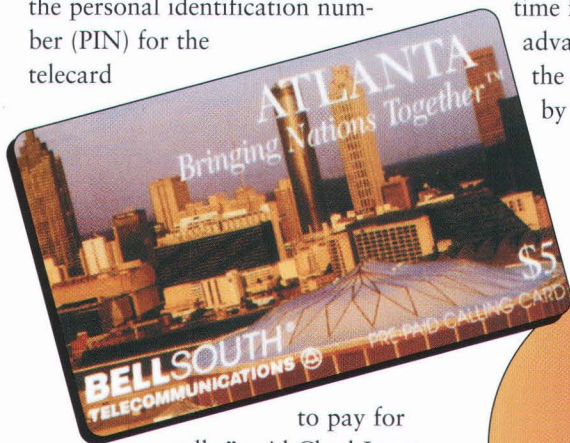
"Because the remote access prepaid cards don't require specially equipped telephones, they can be used to place calls from any touch-tone telephone in the Atlanta local calling area," he explained.

In addition to the prepaid calling cards' portability, they offer several other advantages to potential users. "Obviously, the cards are very conve-

200 convenience stores throughout Atlanta, as well as at all four Southern Bell teller locations and the Welcome South Visitor Center," according to Jim Hawkins, president of BellSouth Public Communications. "Participating convenience stores include: Kangaroo, Quick Trip and Food Mart."

lege students," he said.

"The prepaid cards are available at approximately



Callers can select their carrier of choice when they initialize the cards. Instructions for selecting a carrier are included with each card.

Following the Atlanta trial, BST plans to introduce such cards throughout its nine-state service territory.



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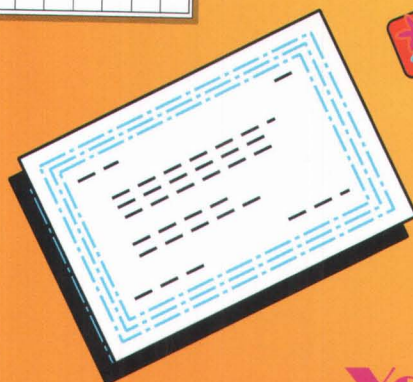
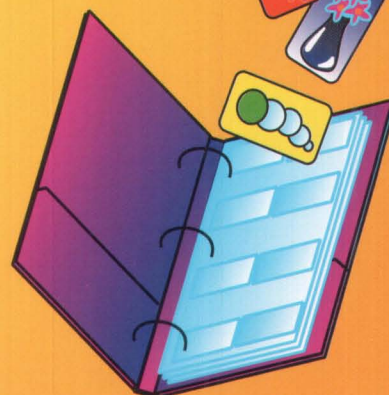
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The King Returns

by Dr. Gary S. Felton

On January 7, 1994, with the Graceland and satellite media formal launch of The World of Elvis, (See *Premier Telecard Magazine*, November 1993, pp. 4-5) a pioneering step was taken by AmeriVox. The largest phonecard-producing company in the U.S., AmeriVox was the Award of Excellence winner for this great package series at Cardex '94, the first annual International Phonecard Convention and Award Competition in Amsterdam, September 1994. The special release, consisting of 22 phonecards featuring Elvis and a 12" double-sided, multi-colored mylar picture disc, marked the first time in history that phonecards and an LP record were made available as a set. The continuing worldwide response to the combination and all that it stands for about Elvis Presley has been strong and overwhelmingly positive.

With its current product, The Essential Collection, AmeriVox has reached out to stretch beyond the ordinary into the realm of the uncharted. This next step, also involving Elvis Presley, marks the first time a major international project brings together a phonecard and a compact disc. AmeriVox and BMG Australia Limited have signed an agreement to release a limited edition initial run of 15,000 individual-

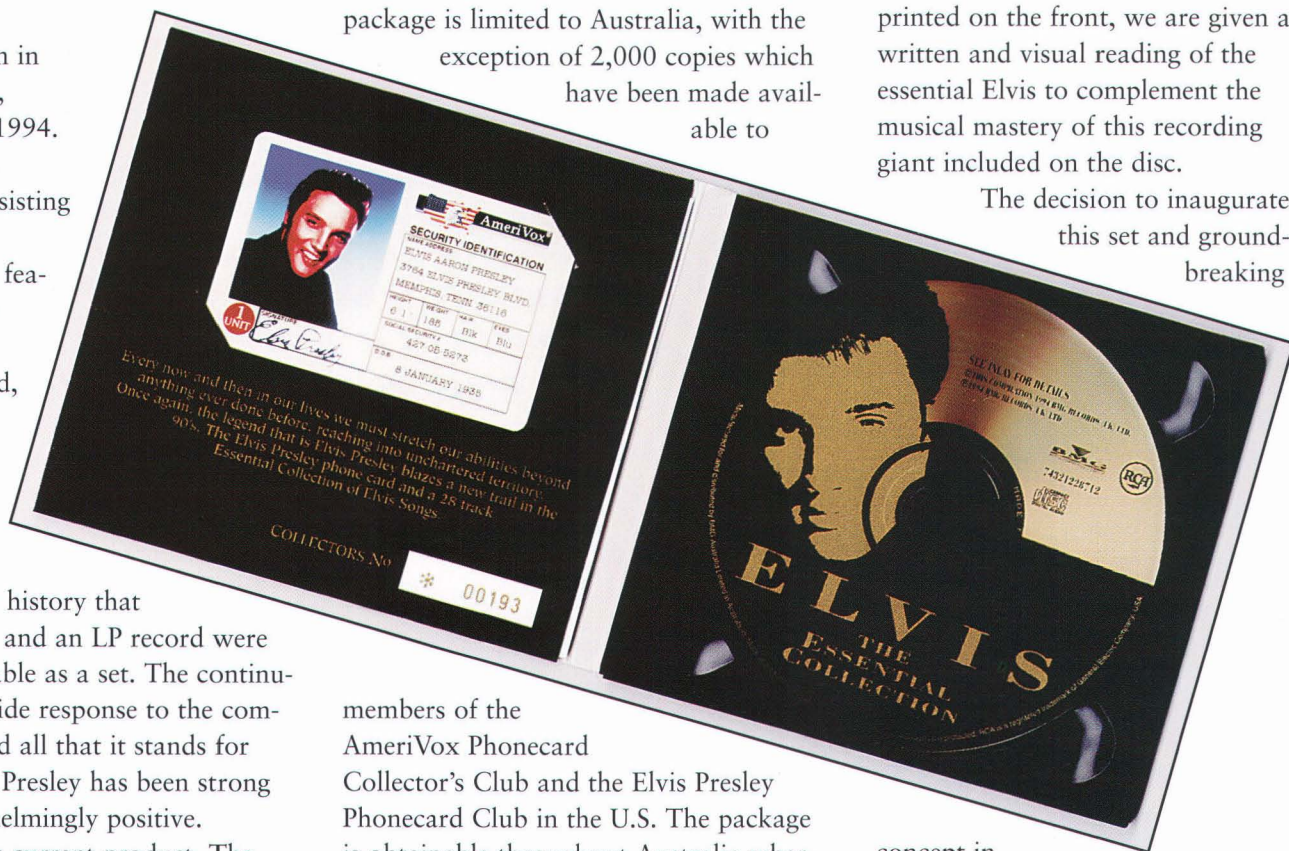
ly serial numbered copies of the blended set. It also can be announced that this product is the first in a limited series of compact disc/phonecard sets which will be released by these manufacturing giants over the next few years.

The Essential Collection is a compilation of 28 songs which best reflect the history and evolution of "The King," Elvis Presley. This compact disc/phonecard set was issued in March 1995 in Australia. Distribution of the package is limited to Australia, with the exception of 2,000 copies which have been made available to

information and greater detail relevant to its special issuance as the phonecard half of the joint international product.

The primary reason for choosing this phonecard to go with the first-of-its-kind compact disc package is that more than any other of the 29 Elvis cards produced by AmeriVox, they felt this one best reflected the essence of the man. With all of Elvis's vital statistics printed on the front, we are given a written and visual reading of the essential Elvis to complement the musical mastery of this recording giant included on the disc.

The decision to inaugurate this set and groundbreaking



members of the AmeriVox Phonecard Collector's Club and the Elvis Presley Phonecard Club in the U.S. The package is obtainable throughout Australia wherever Elvis Presley products are sold.

This familiar phonecard is popularly known as the Elvis "security identification card." AmeriVox issued a similar card in 1993 with a face value of \$10. With the new 1 unit card, AmeriVox and Brilliant Color Cards have further refined their already highly sophisticated printing systems, yielding an even sharper and more defined graphic resolution. On the back side, the current card contains more

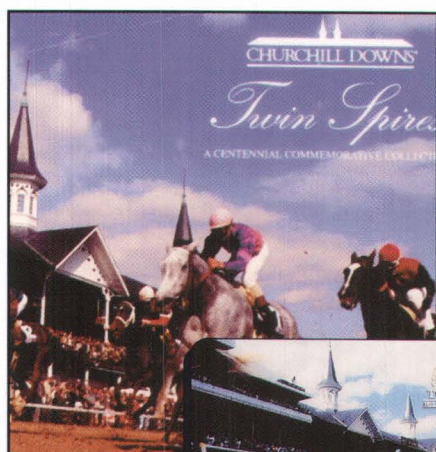
concept in Australia derives from the immense success of the international inauguration of the World of Elvis which occurred in New South Wales in April 1994. AmeriVox feels a kinship with Australia and its several million Elvis fans and followers.

All hail the King! 

Spires Inspire Phonecards

Throughout the world, the Twin Spires are a recognized landmark that has become synonymous with Churchill Downs and "the most exciting two minutes in sports," the Kentucky Derby.

Constructed in 1895, the Spires were the creation of a twenty-four-year-old draftsman, Joseph Baldez, who was asked to draw the plans for Churchill Downs' new Grandstand.



Originally the plans did not include the Spires, but as the young Baldez continued to work on his design, he felt the structure needed something to give it a striking appearance.

Described as "towers" on the original drawings, the hexagonal spires exemplify late nineteenth century architecture, where symmetry and balance took precedence over function.

A century later, the Twin Spires stand as a familiar beacon to horse racing enthusiasts and a monument to a young man's imagination and creativity.

The first-ever sets of phonecards authorized by Churchill Downs hit the Grandstand one week before the Kentucky Derby, according to CPMC's Ron Mike, the project's director. "We're very excited about this oppor-

tunity. In Louisville, and well beyond, Churchill Downs and the Twin Spires represent the finest horse racing has to offer. I think these cards will appeal to a wide variety of people."

The phonecards, which celebrate the 100th anniversary of the Twin Spires, come in four and two-card sets entitled "Twin Spires: A Centennial Commemorative Collection." The phonecards feature stunning photographs of the Twin Spires in different settings and seasons. The photographs were taken by internationally acclaimed photographer, Dan Dry, who has been photographing Churchill Downs for nearly twenty years. Both sets come packaged in beautiful album covers and sleeves, featuring the history of the Twin Spires which opened this article, and biographical information on Dan Dry.

The album also features the original architectural sketch of the Twin Spires from 1895.

The cards are the first issued from CPMC, a Louisville-based

telecommunications and pay-phone company that has provided an eight-state

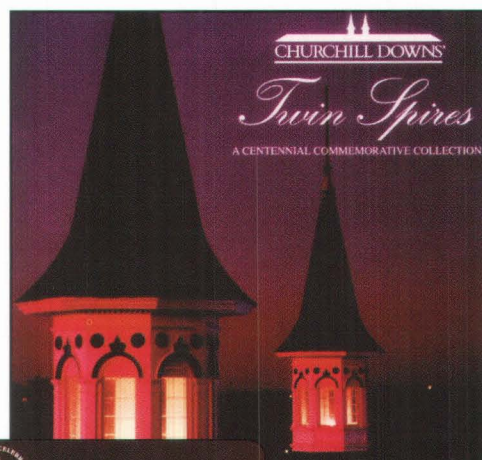
region with public telecommunications services for the past

ten years. The largest private phone company in the Midwest, CPMC has an existing affiliation with Churchill Downs as the provider of pay-phone equipment and related services to the world-famous racetrack.

The long distance carrier for the cards is TelTrust, one of the industry's

leading wholesale providers of prepaid calling card network services. Recently ranked 157 on *Inc. Magazine's* list of the 500 fastest growing privately-held companies, TelTrust has been the service provider for CPMC's retail prepaid card, SaveTel. SM

Only 2,500 of the four-card sets were produced, while the two-card sets were limited to 5,000. The two-card set contains a \$15 card featuring the "Breeders'



Cup Finish" and a \$25 card entitled "Dawn at the Downs." The four-card set consists of a \$5 card featuring the "Derby Finish," a \$10 card with the "Spires at Twilight," a \$20 card called "Winter

Downs," and a \$50 card entitled "Majestic Twins." The Two-card set sells for \$49.50, while the Four-card set costs \$99.95.

In addition, a Collector's Edition card featuring a colorful, computer-enhanced image based on a photograph of the Twin Spires and Grandstand taken in 1895, was given away to the first 5,000 people who entered Churchill Downs on opening day this year. Five free minutes of long distance were credited to each of these cards which are bound to become collectors' favorites.



Vivid Dream Scapes

By Sean McElhiney

SourceVivid Communications, Inc. of Cardiff-By-The-Sea, California, was originally formed for the purpose of being a switch-based reseller of both residential and long distance telephone service. In its preparation, SourceVivid determined that the ideal arena for its corporate launch would be that of the prepaid telephone calling card industry. SourceVivid's scheduled launch date is set for the first week of July at which time it will provide incredibly artistic, collectible prepaid calling cards, state-of-the-art fully interactive platform switching capabilities (not the least of which will be voice-mail messaging, fac-

simile reception, and facsimile forwarding for international travelers), as well as the most sophisticated network of vending machine distribution the industry has yet to see.

lent time to become involved. "It's an established industry, yet it's still new enough for us to be able to capture a significant share of the market," Reifsnnyder said. He compared his position to that of a settler rather than a pioneer. "After all," Reifsnnyder said, "The pioneers get the arrows; it's the settlers that get the land."

SourceVivid's first series of telecards will feature the awe-inspiring

paintings of internationally renowned artist Jean Francois Detaille, known simply as Jean Francois. Educated in all mediums of artistic expression at the Academie Royale des Beaux Art in Brussels and the Academie des Beaux Arts des Paris in Paris, Jean Francois is best known for his "Dream Scapes." The artist creates these "paintings with a message" using nothing more than spray paint and a few rudimentary artistic tools.

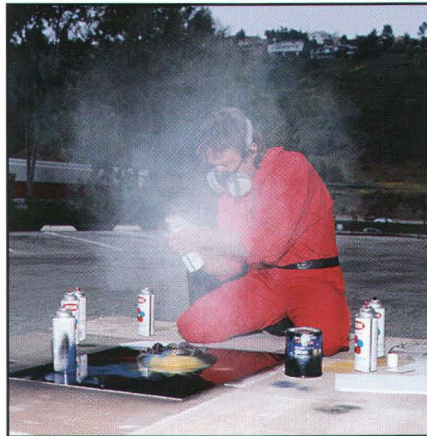
"The reason I started working in this medium was to maintain my mobil-

ity," the soft-spoken, strikingly youthful thirty-five-year-old said. "I love to travel in order to get my anti-graffiti message out to youngsters." Working with Krylon non-drip spray paint, a stack of copy paper, poster board or enameled masonite, and three different sizes of houseplant drip pans (all picked up at Francois' favorite "art-supply store," Home Depot), Francois creates these remarkable paintings as a means of continuing his "Stop Graffiti" crusade. "In 1978, while I was in school in Belgium I developed this process to help kids learn that they can do something better with their talents than deface property." He has been working on this worthwhile cause ever since, demonstrating his work at schools throughout Southern California and Arizona.

Mike Scacco, youth diversion counselor with the Cathedral City Police Department in Cathedral City, California, has nothing but praise for the humble artist. Francois often performs at a street fair in neighboring Palm Springs on Thursday nights, and was invited by Scacco to demonstrate his talents at Cathedral City High School. "After the performance," Scacco said, "I heard one of our worst taggers say, 'That's something I want to do.'" Francois' message, to turn "tagging" talent into a money-making venture has been very well received in Cathedral City, Palm Springs, and everywhere else he has brought his traveling "show."

Jean Francois is known as much for the performance aspect of his work as he is for the finished product. An accomplished magician, Francois incorporates his magical talents into the creation of his "Dream Scapes." Accompanied by music, he completes most paintings with a dazzling display of movement and sound in less than ten minutes. (That's not a typo, just a rare treat that must be seen to be believed.) "I am actually in a kind of dream state while I create my paintings," Francois said.

Francois' latest creation is a stunning Stop Graffiti mural, he painted for a school in the Palm Springs area. The artist enjoys having the rare opportunity to create larger works that reach a greater number of kids. Most often he performs at fairs and shows, creating a number of works that are then sold to astonished on-lookers. One such crafts fair was the setting for the fortuitous meeting of Jean Francois and Neal Reifsnnyder.





Encinitas. I had work to do and just didn't want to go, but she insisted. Picture a little boy, miserably kicking a rock along the ground while maneuvering through a crowd of people he just doesn't want to have anything to do with, and you'll have a pretty good idea how I looked and felt before we stumbled upon Jean."

The artist was surrounded that day by hundreds of people who were enjoying his show and waiting for the opportunity to buy his paintings. (People nearly come to blows for the chance to buy one of Francois' creations.) "He was blasting the soundtrack from Cirque de Soleil and creating these remarkable paintings," Reifsnnyder recalled. "It was an incredible sight." He approached Francois and began a relationship that eventually led to a seven-year contract for rights to reproduce "Dream Scapes" on telecards.

"I had been approached by other phonecard people before," Francois said, "but I never felt comfortable with any of the offers. Neal's credibility was immediately apparent to me." Reifsnnyder's focused business plan impressed Francois, and his concern for Francois' personal needs put the artist at ease.

SourceVivid's commitment to Francois' Stop Graffiti campaign has led to an agreement to donate a portion of the proceeds from the Jean Francois telecards to GRASP (Gang Related Activity Suppression Program) in Cathedral City, a program led by Mike Scacco.

The Jean Francois "Dream Scapes" telecards will not be officially released to the public until the Telecard World '95 East show in New York in September 1995. Francois has been working on a magic trick that will be part of the telecard's introduction. "I will disappear into one of my paintings," Francois said, nonchalantly. Like any good magician, he will not say how. Reifsnnyder promises Francois will have lots of other surprises in store at the show.

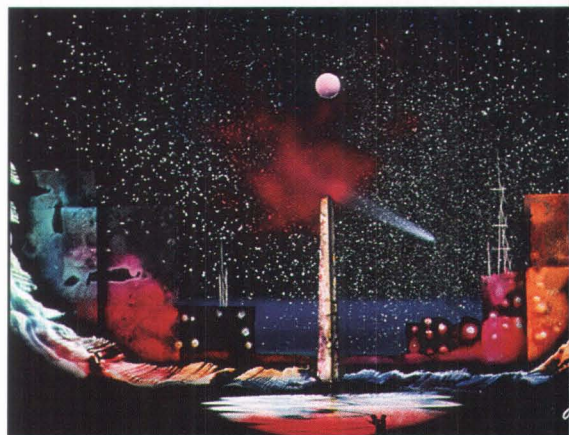


The first series of phonecards will feature 9 "galactic" images in denominations of \$10 or \$20. Production will be limited to 5,000 sequentially numbered pieces per design. The second series will feature an "Atlantis" underwater theme, and future series will include "Desert Scapes," and "The Wonders of the World."

"Jean Francois, and his art, are incredibly important parts of our corporate launch," Reifsnnyder said, but that is only the beginning. SourceVivid's mission is to become a respected, switch-based phonecard and phonecard service provider. "We are either going to create the platform ourselves, or seek a joint venture with, or outright purchase of, an existing provider."

For its vending machine needs, SourceVivid is currently working with S-TECH, Inc. a wholly-owned subsidiary of Consolidated Technologies, which is a publicly-traded company on NASDAQ. S-TECH, a QPL listed defense contractor, is one of the world's premiere manufacturers of custom vending machines. "Jean Francois will be painting images which will be laminated on the outside of the machines," Reifsnnyder said.

SourceVivid plans to have 1,000 machines placed throughout the U.S. within the next 18 months. "We will be presenting a newly-designed style of vending machine," Reifsnnyder added, "Jim Conway, the president of S-TECH, tells me he's never seen anything like it before."

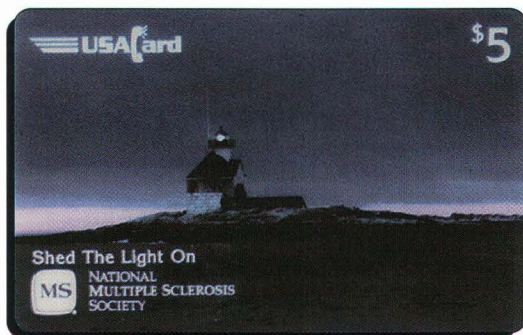


If you ever get the chance to see Jean Francois, you will find yourself saying the same thing, "I've never seen anything like it before." Likely we will all be repeating the refrain when we speak of SourceVivid in years to come. When you consider the innovative ideas, the focused plan, the obvious attention to detail, and the enthusiastic presentation, it becomes obvious this "settler" has the heart of a pioneer.



Shedding Light on MS

Common Cents, a retail prepaid phonecard company from Boothbay Harbor, Maine, has embarked on an exciting fundraising campaign for the Maine chapter of the National Multiple Sclerosis Society. The project combines breathtaking pictures of historic New England lighthouses with the technology and collectibility of prepaid phonecards in order to help "shed light" on the often misunderstood disease, Multiple Sclerosis. MS attacks the nervous system and can cause a wide variety of symptoms. Doctors still know little about the disease and in this day and age of tightening charity budgets every dollar used toward research and public education is welcome.




The first card in the series (series 1, edition 1 of 5) features a photograph of Cuckolds Lighthouse located at the entrance of beautiful Boothbay Harbor. First operational in 1892, Cuckolds Lighthouse is a working beacon to this day. This card, with 10 minutes of long distance domestic calling time, was released to the public on March 1, 1995. The Cuckolds Lighthouse

card and each additional card in the series can be purchased for their face value of \$5 plus a \$2 donation to the Multiple Sclerosis Society. A limited edition of only 1,000 of each card will be issued through USACard of Denver, Colorado.

USACard has been producing and dealing in collectible phonecards since June of 1994. They have produced a variety of cards ranging from commemorative col-

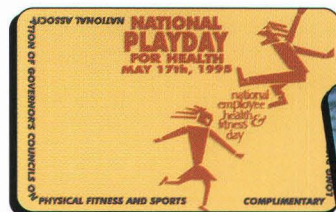
lectible show cards to a licensed Jerry Rice "The Record Breaker" card.

Irene Davis, co-owner of Common Cents, is also a Multiple Sclerosis patient. Irene wanted to do the project in order to "increase awareness for the MS Society in her home state of Maine." Robert Mish, CEO of USACards, is also excited about the project for the purpose of "not only raising money for a worthwhile charity, but also to increase awareness of this new and exciting hobby with such a positive and influential project." 

Raising Funds? Candy Bars *Phonecards*

On May 17, 1995 thousands of companies, schools and organizations across the country celebrated National Playday for Health. The National Association of Governor's Councils on Physical Fitness and Sports (NAGCPFS) selected Intellicall to produce 75,000 cards to help enlist participation in this, the largest worksite health and fitness event in the U.S. The cards, adorned with the colorful image developed to tie all of the promotional activities together, feature 3 minutes of phone time provided by Intellicall Operator Services over the Sprint network.

The NAGCPFS, through its state Governor's Councils, provides fitness, physical activity and sports programs to over 215 million people of all ages and abilities throughout the United States.



National Playday for Health was designed to be a fun, noncompetitive event for people of all fitness levels to help showcase the importance of health and fitness to American corporations.


In addition, Intellicall's unique injury prevention and fundraising program, SportsRX™, was selected by the NAGCPFS for presentation to its membership of 40 state Governor's Councils. Intellicall's SportsRX™ program allows sports organizations to raise funds by selling prepaid phonecards. The participating groups receive a free

SportsRX™ package that includes a training videotape: "A Prescription For Fun," an Injury Reference Guide, and a Sports First-Aid Kit. This national effort has also been endorsed by the National Alliance for Youth Sports, which certifies over 140,000 coaches annually.



This is not the first time Intellicall has offered its support to the world of youth sports programs. In December 1994 they teamed up with the Indiana Sports Corporation, that states gov-

erning body for a number of youth sports organizations, for a fundraising activity. The cards used for that activity provided \$10 in long distance calling. They featured the U.S. Swimming and Indiana Swimming logos.

One of the key reasons many youth sports organizations are beginning to use phonecards for fund-raising activities is because the parents of participants have grown tired of the normal fund-raising fair. Candy bars, cookies, raffle tickets, and magazines (to mention only a few of the more popular of hundreds of fundraising items) cannot compete with the value of a phonecard. The novelty and usefulness of phonecards offer every potential customer a convenient, secure, and practical product. 

Discover ConQuest!

Private Label Prepaid Calling Cards



Promotional Gifts!

Ross Products added impact to their promotion with a special message for card users.

Increase Recognition!

The Greater Columbus Convention and Visitors Bureau selected prepaid calling cards to promote tourism.



Incentive Offers!

Nissin offers prepaid cards to students purchasing airfare for travel during breaks from school.



Unique Customer Care!

ConQuest produced an original illustration for this prepaid calling card program.



Increase Sales & Provide Service!

SuperAmerica retails cards in convenience stores across the country. We provide training, support, and incentive programs. Additionally, ConQuest takes card orders, and ships the orders directly to the outlets.



Special Events & Holiday Gifts!

Gibson Greetings includes prepaid calling cards in their line of greeting cards. Giving a prepaid calling card as a gift encourages the recipient to call. What better way to tell someone that you care?

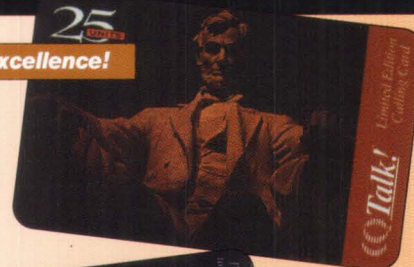


Limited Edition CQ Talk! Cards

Limited Production Runs

Available in a variety of styles, Limited Edition CQ Talk! prepaid calling cards feature exciting photographs, original illustrations, and design consistency to create a high quality product.

Commitment to Excellence!



Striking Visuals!



Original Artwork!



CQ Talk! Logo Cards

Established Reputation!

It isn't always necessary to build a prepaid calling card program from scratch. Customized packaging, including your name or logo, can transform our existing CQ Talk! logo cards into an exciting program of your own.

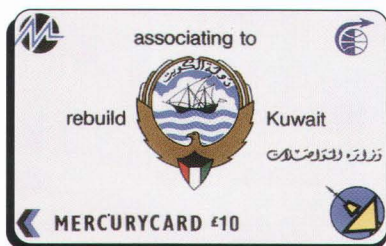
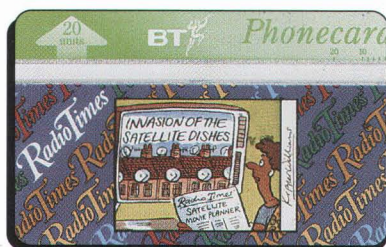


Fourteen Years and Counting: A Brief History of British Telecards

by Erik Elias

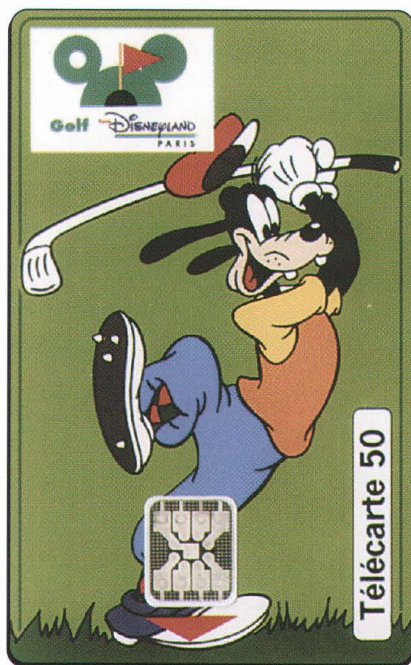
It has now been fourteen years since the first British telecards were issued. By reviewing the events of the past decade and a half it can be seen that, indeed, "Rome" was not built in a day."

1981 — Following a period of behind-the-scenes research and development, the first payphones capable of accepting stored memory cards are introduced at a number of Central London locations. Phonecards are seen as a dynamic step for-



ward to reduce losses due to vandalized coinboxes. The initial cards are provided free; all you have to do is telephone your local operator.

1986 — By now prepaid phonecards are widely accepted



and used. The time is right to start using phonecards as a promotional tool. The first advertising cards are for a whiskey producer; other national brand names from the food and drink sector soon follow suit.

1988 — A commemorative card is issued marking the 50,000,000 telecard production milestone of Landis and Gyr cards for British Telecom.

— Dr. S.E. Hiscocks publishes his first catalogue. Devoted to worldwide telephone cards, the catalogue features cards from 62 countries with hundreds of full-color illustrations. This publication is the catalyst which brings in the first wave of telecard collectors from around the world. Prior to 1988 there had only been French collectors chasing French cards, and Japanese collectors chasing Japanese cards.

— Mercury Communications, Ltd. launches its own competitive payphone network with 26

call boxes at Waterloo Station.

1989 — A new collector service is introduced, due in large part to the popularity of Mercury cards in the burgeoning collector market.

1990 — A commemorative card is issued. This one marks the 100,000,000 phonecard milestone.

— A number of small companies enter the field; most have payphones in specialized "closed user" environments such as mental hospitals. Companies come and go. There is not a great collector following for these cards which have a very "utilitarian" look.

— British Telecom organizes a small-scale collector service. There is no budget for advertising or publicity.

1991 — Dr. S.E. Hiscocks publishes a 64-page catalogue, "Collect British and Irish Telephone Cards." The catalogue includes detailed information on cards produced since 1988 in Jersey and on the Isle of Man.

— The Telephone Card Club is launched. Included on the committee is a group of enthusiasts who work on a voluntary basis. Members benefit from a newsletter, special offers, and phonecard bonuses.

— Small-run cards (500 quantity) catch on and it seems every dealer in town makes his own "limited edition" card. Many of these cards prove to be slow sellers.

1992 — International Telephone Cards magazine is launched on a bi-monthly, by-subscription-only basis. Published by Paul Hailer and edited by Dr. Steve Hiscocks, it has readers in dozens of countries around the world.

1993 — British Telecom, now known as BT, revamps its collectors' service with regular bulletins and order forms.

1994 — Telecard Collectors International, a glossy color magazine featuring mainly British cards, is launched. A by-product of what was originally a simple pull-out supplement in a philatelic publication, it is a commercially-inspired publication heavy on advertising.

1995 — Mercury announces it is disbanding

its Payphone Division. Huge losses have arisen due to competition from BT and other regulatory factors. A special series of licensed Star Trek Mercury cards which have proven very popular with collectors and Trekkies are the last to be authorized. It is expected that remote memory cards which can be accessed from BT payphones will be introduced.


— The Standard Catalogue of UK Telephone Cards is published by a group of collectors and dealers. Hundreds of cards are listed, illustrated, and priced.

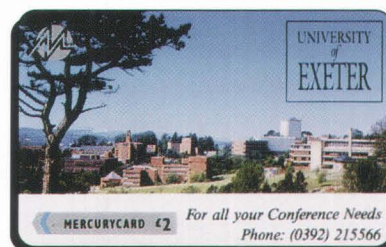
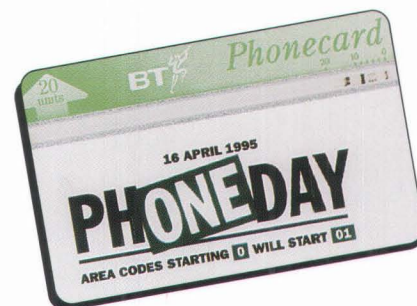
— Fairs are now being organized on almost a weekly basis. The economics of 40 or so dealers and 250 or so visitors needs to be re-evaluated as there is a certain lack of vitality in the market.

— British Telecom renames its Collectors Club and comes up with a new range of attractive cards with "all over decoration" not disturbed by an optical stripe. "BT Phonocard Direct" has a mailing list of 5,000 active collectors and there are plans for a subscription service.

Early collectors have resigned themselves to the fact that they can no longer support their

habit by picking up discarded cards from the pavements. As this once-innocent hobby grows in popularity, the necessary financial outlay grows along with it. Phonecards in Britain are made to be used by the public at large and revenue from collectibles is a mere drop in the ocean. While the collectors' market is being treated with respect, it is seen as a very, very minor source of revenue.

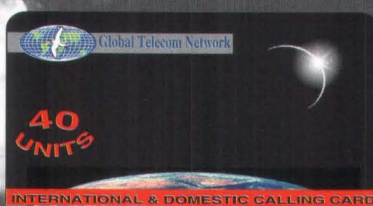
There, then, is a "warts and all" resume of the British phonocard scene. With an eye toward the future it appears a lot can be learned from the mistakes and achievements of the past decade and a half. 



Introducing The New Series Of Pre-Paid Calling Cards From... GLOBAL TELECOM NETWORK



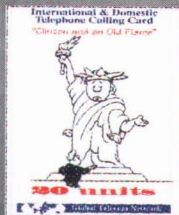
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A Portion Of The Re-Charge Proceeds Will Go
Towards The Student Environmental Group,
Save What's Left!

Defending the Juiceline

The guilt or innocence of O.J. Simpson is not an issue in the world of telecards. The irresponsible journalistic sabotage of a telecard provider is.

by **Lawrence McNerty**

On page 37 of the June issue of *MoneyCard Collector*, Steve Fritz, one of that publication's contributing writers, attacked Juiceline Comm., Inc. Fritz called the Juiceline O.J. Simpson telecards potentially "hazardous to your wallet," and complained of the treatment he received at the hands of a salesperson at Performance Marketing, a sports memorabilia distributor Mr. Fritz incorrectly identified as Juiceline Communications. In fact, Fritz misrepresented the company entirely: Performance Marketing is actually Performance Communications Services, one of a large number of independent distributors who are successfully marketing Sportscomm's Juiceline series of O.J. Simpson telecards. Performance Communications also provides and markets a number of other telecards; you can reach them at (800) 807-6884.

Mr. Fritz's sloppy allegations stem from his own carelessness. Juiceline Comm., Inc., a division of Sportscomm, Inc., is an easily accessible, responsible telecard provider, ready to answer any and all questions regarding the Juiceline O.J. Simpson prepaid telecards. Had the writer truly intended to play the part of a "reporter" (a title Mr. Fritz bestowed upon himself) he would have learned this for himself.

David Welch of Performance Communications informs us that no one with his company, in management or sales, recalls ever speaking with Steve Fritz or anyone from *MoneyCard Collector*. Apparently in trying to secure five or six O.J. Simpson telecards from Performance for evaluation in his article, Mr. Fritz may have failed to identify himself as a representative of *MoneyCard Collector*. He also failed to contact Juiceline Comm. through the (800) 380-0032 number on the back of the O.J. card or to call the customer service number (800) 528-7498, also clearly printed on the back of the card. The number Fritz provided in his article is an 800 access number that is useless unless you have a card with an active pin number.

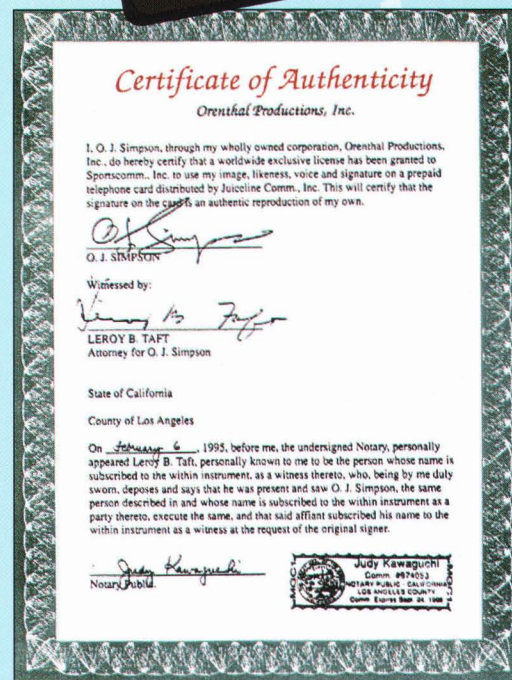
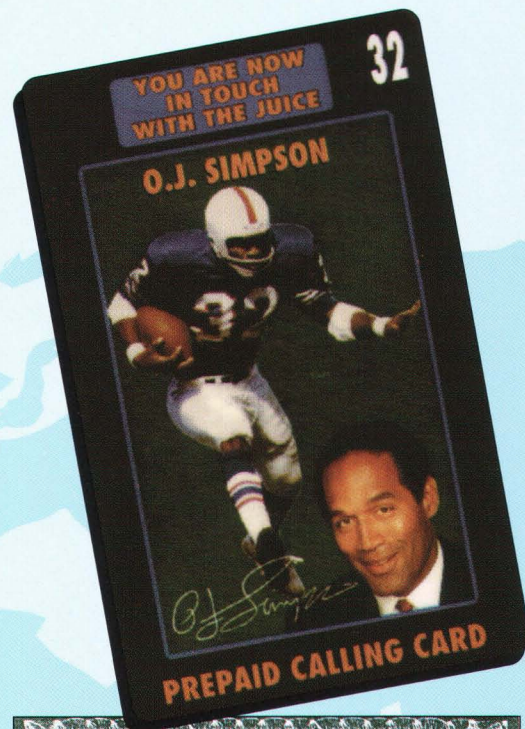
The shame of all this is that we are forced to wonder about the truth when apparently what we have here is a simple case of miscommunication. Mr. Fritz mistakenly assumed that a salesman with Performance Communications was a representative of Juiceline Comm., while the salesman (who had no authority to give any cards away for evaluation or any other purpose) apparently assumed the "reporter" was an individual trying to secure some free cards for his own use. A reporter, who has a responsibility to know his source, also has the power to spew misinformation, while the innocent marketing company can only sit back and look on in disbelief. Meanwhile the only one hurt by any of this is Juiceline Comm.

Don Brown, Chairman of the Board at Juiceline Comm., Inc., informs us that the Juiceline is alive and well. "We've sold thousands of cards, and are continuing to provide the same valuable service our customers have come to rely on," Brown said. The value of O.J. Simpson collectibles has vacillated immensely over the course of the last 5 months, but the demand remains high. Brown also says his company has a surprise in store: "We currently have over 100 hand-signed O.J. Simpson telecards ready to be released. These could very well be among the last authentic O.J. Simpson signatures available to the public. We're currently in the planning stages on a project to distribute these potentially priceless collectibles."

To date over seven hours of voice mail for O.J. Simpson has been recorded on the Juiceline from thousands of satisfied customers. "The calls are pretty much an even split," Brown said, "half our card users call to support O.J., half call to condemn him."

Ah, so it always comes back to that, does it not? Guilt or innocence. In this case the crime is carelessness and irresponsibility. You be the judge.

For information on Juiceline Comm., Inc., and the only authentic O.J. Simpson telecards available today, call (800) 380-0032.





Juiceline Comm. Inc.
Sportcomm., Inc.

Issuer: Juiceline Comm., Inc.
/ Sportscomm., Inc.

Carrier: WCT

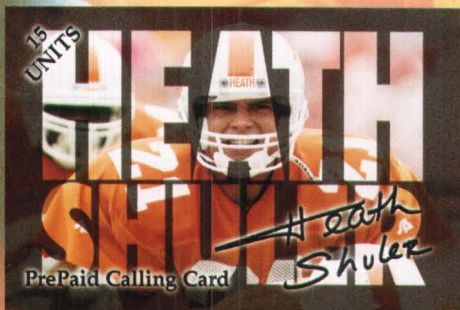
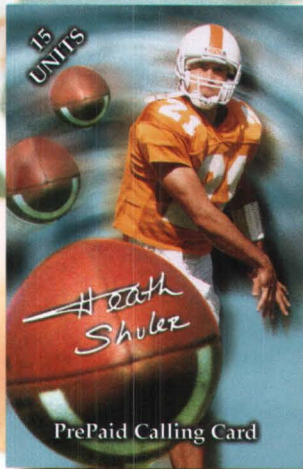
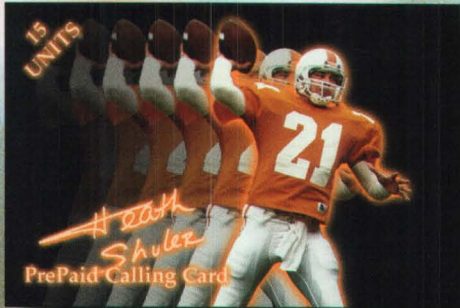
Face Value: \$19.95 / 20 minutes

Release Date: January 1995

Limit: 70,000

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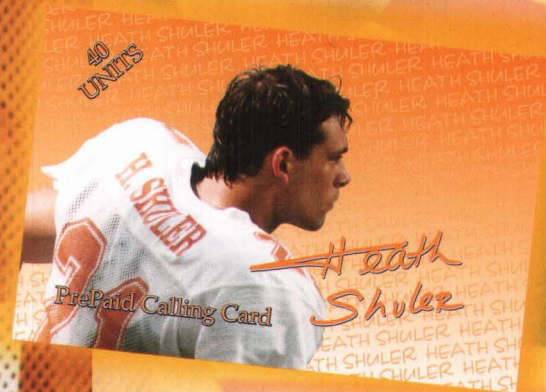
teleQuipe™
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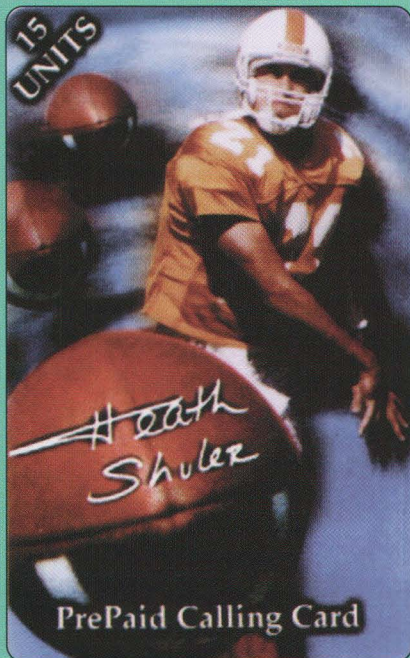
HEATH SHULER "PERSONALIZED" LONG DISTANCE PREPAID CALLING CARDS

•THREE DIFFERENT CARDS-15 UNITS EACH, ONE FEATURE BONUS CARD WITH AUTHENTIC HEATH SHULER AUTOGRAPH-40 UNITS.

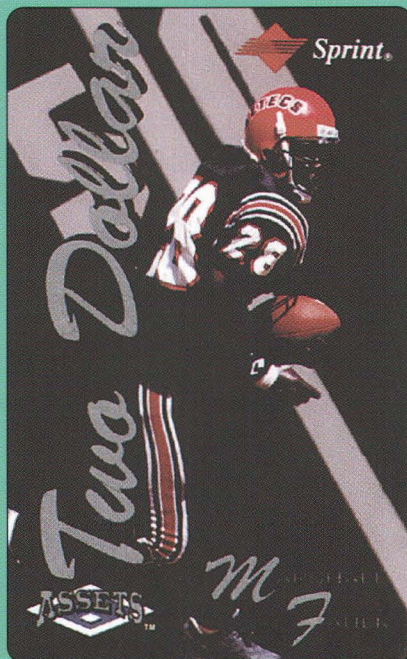
•MUST FOR COLLECTORS!!
15 UNIT CARDS
4000 PRODUCED OF EACH
40 UNIT BONUS CARD
ONLY 500 PRODUCED!

•HEATH SHULER VOICE PROMPTS
•EACH CARD SEQUENTIALLY
NUMBERED





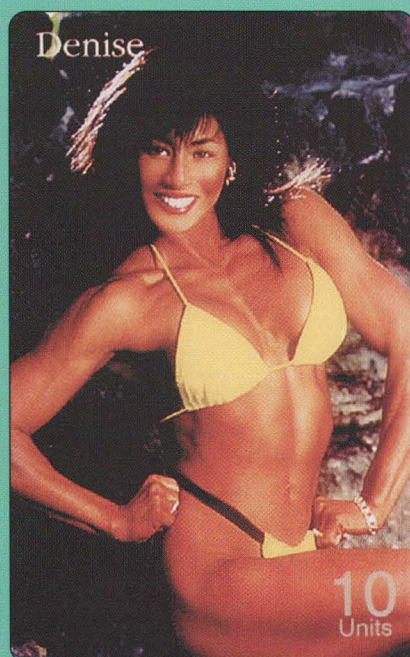
Heath Shuler - teleQuipe - RM, R



Marshall Faulk - Classic Assets - RM



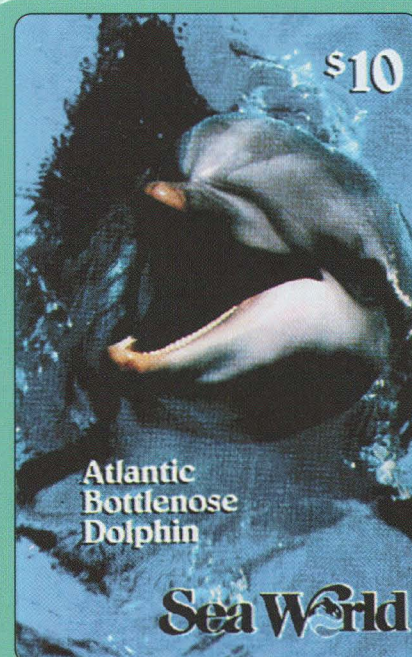
Treasures of the Czars - NAT - RM, R
Czar Nicholas II



Fitness Phone Card - Softwood - RM, R
Denise



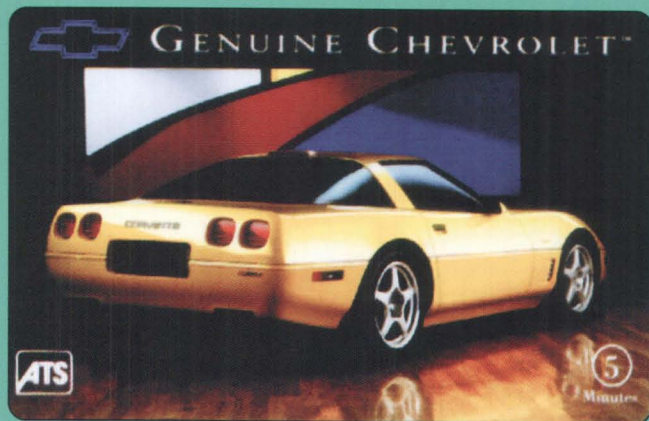
Boobook Owl - Norfolk Telecom
Foenkaad - SM, NR



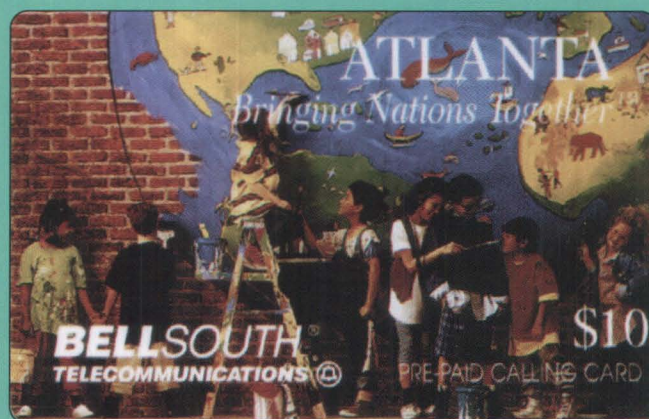
SeaWorld - NAT - RM, R
Atlantic Bottlenose Dolphin

Premier Cards

June
1995



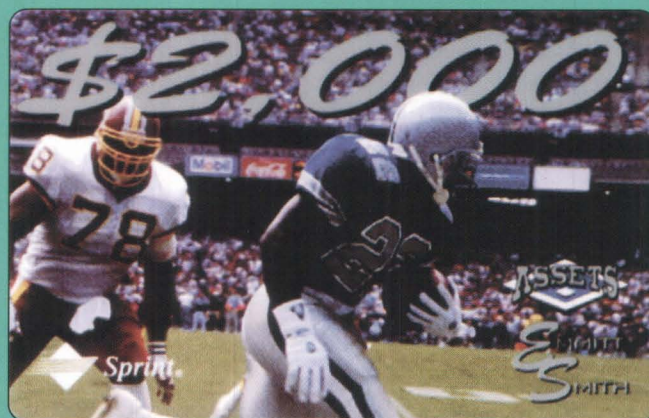
Corvette - ATS - RM, R



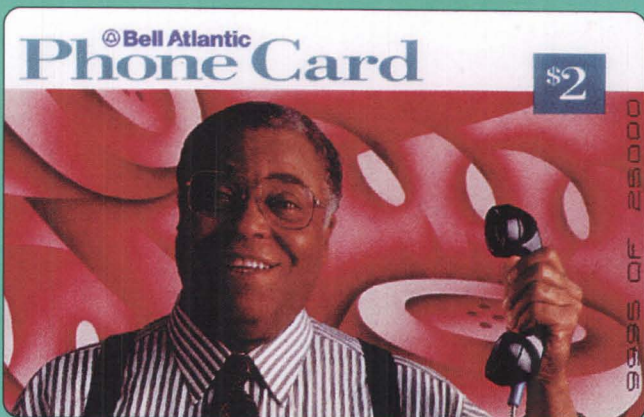
Atlanta - BellSouth - RM, R
Bringing Nations Together



America³ - Pacific Digi-Tel - RM, R



Emmitt Smith - Classic Assets - RM



James Earl Jones - Bell Atlantic - RM, R



KitchenAid - ROAM - RM, R

The World's Largest Working Phonecard

by Dr. Gary S. Felton

Phonecards around the world are produced almost exclusively in the conventional credit card-sized format of 86mm by 54mm. Although these measurements may vary slightly from company to company at the first or second decimal point, the differences usually are insignificant and not detectable by the unaided eye. Occasionally they can be detected by the sense of touch; if you stack cards from different companies together and feel the edges there usually are slightly discernible differences in height and width dimensions.

From time to time we find variation in these dimensions in a more significant fashion. In 1993 we saw the release of round phonecards whose diameter is smaller than either dimension of standard cards. More recently we saw other round cards whose diameter exceeds at least one dimension of conventional cards. We even are about to see a triangular-shaped phonecard. Moreover, Sprint already has released a phonecard in the shape of a Porsche. Even the first AmeriVox cards were business card size (89mm by 51mm) rather than credit card size. For the most part, all of these variations are within the general bounds of conventional sized cards.

Occasionally we stretch beyond convention and work with substantial enlargements in card size. One primary example is the series of three larger phonecards produced by Dr. Larry Brilliant as part of the



Card designer Robert Lawrence showing the world's largest phonecard

ongoing Brilliant Universe saga. These cards, whose dimensions are 7.32" by 4.72" (186mm by 120mm), have a surface area 4.8 times that of conventional phonecards!

Every now and then in life something comes along which has a staggering impact in its realm, something outside the mainstream of daily living. The world of phonecards is no exception to this universal experience. In February 1994, at its annual convention in Honolulu, Hawaii, AmeriVox issued to each attendee what is now known as the "Blue Hawaii" phonecard. From that particular card (issue of 5,000) a larger version already had been produced and was demonstrated at the convention. The larger card is a duplicate of the smaller, normal-sized version and in every regard

is a real, working \$10 prepaid phonecard with an active Personal Identification Number (PIN).

This giant phonecard was designed by Robert Lawrence of AmeriVox and is the world's largest working phonecard. It measures 5 feet by 3 feet 2 inches (1524.0mm by 965.2mm) and has a surface area 316.7

times that of a conventional phonecard! In fact, over time and the course of many phonecard conventions and/or exhibitions there have been some very large "dummy" phonecards made to advertise such meetings or to serve as backdrops for phonecard launches, etc. None of these releases has been a working card, however.

Such a sizable phonecard can be only the remote memory type of card since it cannot interact directly with a telephone in the manner that all other non-remote memory cards must. The chip, optical, and magnetic cards all have to remain constant in size and shape to fit the standard-sized metal slot in the

telephones with which they interact.

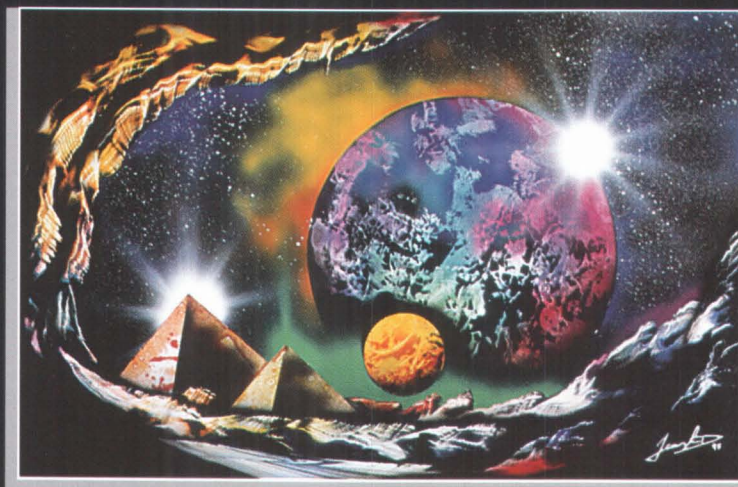
Given that remote memory cards can vary in size and shape and still function perfectly, we can expect to see other changes in this kind of card in the near future. It will be fascinating to see what develops and how the configurations and dimensions of remote memory phonecards evolve.



COMING THIS FALL

at
TeleCard World '95 East
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The release of the 9 card series*
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"CONJUNCTION"
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Tariffed or Not Tariffed, That is the Question... And What About All Those Taxes?

by Phillip Nolan Hanson

Contrary to popular belief, Prepaid Calling Cards (phonecards/telecards) are telecommunication products that are not only regulated by the FCC (Federal Communications Commission) for international and interstate calling, but also by state PUC's (Public Utilities Commission) or PSC's (Public Service Commission) for intrastate calling. Currently 35 of the 50 states require prepaid calling cards to be tariffed to provide intrastate calling. The remaining states ask companies providing prepaid calling card services within that state to file a "courtesy filing" to provide public information on their services. If the customer will be able to make intrastate calls (i.e. from San Francisco to Los Angeles) with the prepaid calling card, the product must be tariffed within that state even if the card was purchased or given away in another state. In many

circumstances, the company that is providing the prepaid calling card services and the company marketing the cards are required to be tariffed.

Currently, several states are filing Cease and Desist Orders to prepaid calling card companies who are not tariffed within those states. Before any business gets involved with prepaid calling cards, whether it is to sell the cards or use them as a promotional product, they need to make sure they understand the tariff issues and that the company providing prepaid calling card services is properly tariffed in all states.

The taxes that are associated with prepaid cards are usage-based telecommunication taxes which are different from straight sales tax.

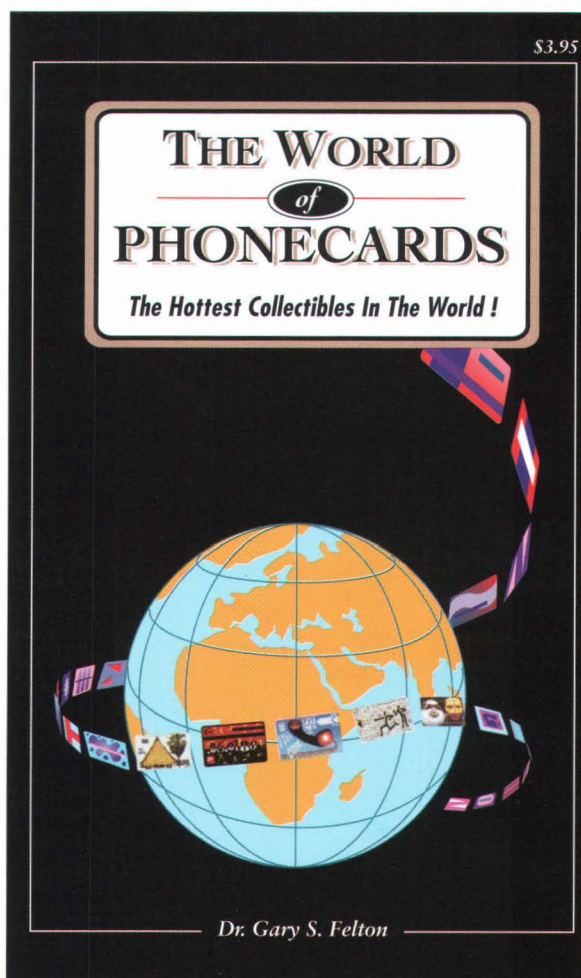
Telecommunications taxes are not collected at the point of sales. Prepaid calling cards are similar to long distance gift certificates; when the product is used, the

point of redemption (where the call was placed from) becomes the determining factor as to the amount of telecommunications taxes to be paid. Telecommunications taxes vary from state to state, and are based on whether the user is calling intrastate or interstate.

The ability to collect and remit telecommunications taxes for prepaid calling card services is a very difficult requirement of providing prepaid calling cards for sale and/or promotion. The responsibility of collecting and paying the telecommunications taxes usually falls on the prepaid calling card provider. Therefore, it would be wise for any company getting into the prepaid calling card market, whether they are selling the product or using it as a promotion and/or incentive, to make sure they know who is responsible for the telecommunications taxes. If they are not careful, they may end up with a large tax bill they did not expect.

Although the prepaid calling card is one of the most exciting new retail, premium, and promotional products on the market today, it still remains a telecommunications service with required tariffs and specific taxes that must be collected and remitted as required by law.

Phillip Nolan Hanson is the Director of Sales for Quest Telecom, Inc.



THE WORLD OF PHONECARDS!

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Where are they sold? • Why buy phone cards? • Collect or invest?
What's hot? What's not?*

The answers to these and many other questions about prepaid, or debit phonecards, also known as telecards, can be found in this new book by Dr. Gary Felton, well-known author and lecturer from Los Angeles California.

THE WORLD OF PHONECARDS is a primer for beginners, introducing them to the hobby of phonecard collecting. With almost 200 full-color pictures of telecards, THE WORLD OF PHONECARDS is an exciting introduction to telegery...a fabulous new collecting pastime.

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American Telecard Society Celebrates First Anniversary

The American Telecard Society was formed in the spring of 1994 to "promote the acquisition, sales, exchange, education, production and distribution of telecards and collector card products and services." That, in fact, is the first part of A.T.S.'s Mission Statement which concludes: "To effect the regulatory, ethical and security issues of the telecard industry."

The American Telecard Society released an Inaugural Edition "Spirit of '76" telecard in July, 1994. 224 prototype cards and 1,776 charter member cards were issued and distributed. According to A.T.S. president, Julius Browner, plans are in the works for a second A.T.S. telecard. This card will also be limited to 1,776 serial-numbered

pieces for distribution to the 1,776 charter members of the Society. Word has it that the new card will feature George Washington crossing the Delaware.

"Our goal is important," said Browner, "the manufacture, distribution, sales and collecting of telecards is probably the fastest growing industry in the Americas today. It is our goal to protect the industry from harm and abuse."

In the "spirit of '76" the American Telecard Society, an entirely volunteer-driven organization, sets forth a patriotic image. This is apparent in the graphics on their inaugural edition telecard, their flag-and-drum logo, the parchment paper on which they print their

newsletter, and their 1,776 charter members. They've even incorporated "1776" into their phone number.

"Some people get the impression that because we project a patriotic image we are a conservative organization. This is not necessarily true," said Browner. The All-American image is merely a means of letting people know the American Telecard Society is a reputable business aiming to maintain a high industry integrity.

Look for the American Telecard Society's new catalogue of available cards, available through A.T.S. This thorough and informative volume could very well become the "Bible" of the Telecard world.

Premier Telecard Magazine joins in wishing the American Telecard Society a happy anniversary with well wishes for a profitable future and continued success.





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Who's Behind the Card?

by **Steve Wyrick**

If you're a consumer looking for an affordable way to place calls; a corporation looking for a promotional calling card; or a would-be service provider looking for a cheap way into the exploding prepaid calling card market, it will behoove you to take a closer look at who's really behind (and in front of) the card you're buying.

The prepaid calling cards available in today's market come from a wide variety of entities. Literally



hundreds of companies put their names and logos on the fronts of cards. But most state regulatory agencies report only a handful of companies which are certified to provide prepaid calling card services. The remaining hundreds claim to be non-regulated agents of the handful, although the validity of such claims could be questioned.

With many prepaid calling cards, determining the responsible party from a regulatory perspective is not always easy. But you can always be sure that if a consumer complaint arises, someone will be held accountable.

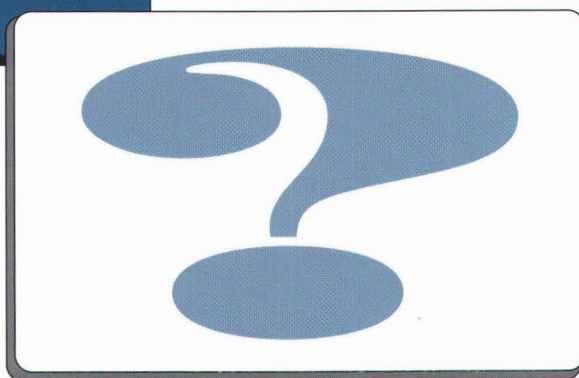
Certainly when the words "services provided by XYZ Company" are printed on the back of the card, XYZ is a responsible party and had better be one of the handful certified with the state commission. These words usually appear on the back of a card when the agent's name and logo appears on the front. Do these words alone justify the claim of agency and relieve the non-certified entity of regulatory responsibility? Probably not.

When consumers look at the sealed envelopes used for packaging most of today's prepaid calling cards, there's no way to read "services provided by XYZ" on the back. Therefore, the only known entity to the consumer at the point of sale is the one on the front of the card. In these circumstances the consumer is likely to "perceive" the non-certified agent to be the responsible party. Even if the non-certified agent

can escape regulatory scrutiny, it still must abide by the laws against deceptive marketing.

One of the two entities has a definite legal responsibility to provide the services paid for in advance by the consumer. This may or may not be the same entity who is holding the funds. Many of the arrangements between the agent and the service provider can leave the service provider exposed without payment. This may affect the service provider's ability to perform for the consumer.

As with any new growth market, companies will exit the market as margins get squeezed by



competition. How consumers are affected by companies exiting the market will dictate the future regulation which will define the responsible party more clearly. Until prepaid calling card regulation solidifies, there are several things consumers and corporations can do to improve the odds of successful operation.

BUY SERVICE FROM THE PROVIDER

If you're satisfied with a particular service and the agent is not important, you may be able to save money by sidestepping the agent and buying a card directly from the service provider. Certainly if you're purchasing the cards for a corporate promotion, you should position yourself as close to the actual service provider as possible.

BUY SMALL QUANTITIES

Buying a few day's or a week's worth of long distance may be inconvenient, but it may improve the chance of a card working properly. Account codes will be deactivated without notice to cardholders if something goes wrong. Small quantity purchases used more quickly will help minimize exposure. Furthermore, some cards may have an expiration date printed on the back of the card which may not be visible in the packaging at the point of purchase.

CHECK WITH THE STATE

The states, rather than the FCC, are the primary regulators of telecommunications services. Reputable service providers will initiate the process of certification at the state level. You can check with your state's regulatory agency to determine if the service provider is authorized in your state. Regulation falls on the agency commonly known as the Public Service (or Utility) Commission, and you can contact them at the number listed in the front of your phone book. These agencies are there to serve the interests of the public, not the service provider, and they're always interested in knowing who's providing service to their constituents.

Prepaid phonecards have a definite value to the public at large, but there is always the chance that unscrupulous individuals will work a scam for a quick buck. To date there have only been a couple of large-scale failures. But with a little thought and consumer savvy, it is possible to make sure you're not one of those left hanging at the end of the line.

Steve Wyrick is a senior consultant specializing in telecommunications consulting with Technology Management, Inc. in Winterpark, Florida. He can be reached at 407-740-8575.



Into the Twenty-First Century

The Peoples Telephone Company was established in 1901 in beautiful Randolph, Wisconsin. This 94-year-old organization, located about 50 miles northeast of Madison, today serves over 7,000 customers with the same friendly service they first offered at the outset of the twentieth century. In this day and age of fly-by-night companies, in our industry and others, it is refreshing to encounter one with such a rich history.

Keep in mind that in 1901 most of the world was still lit by fire; the automobile was a strange new invention; television (even radio) was the stuff of science fiction; and the telephone was a rare, costly, and severely limited luxury. Most of what we know about 1901 now comes from history books and the rare old-timer who's still around to tell childhood stories. The stories which could be related by The Peoples Telephone Company, a healthy old-timer, would hold a myriad of sound advice for any company hoping to someday be able to boast of even

half their length of service. The most important lesson likely has to do with staying afloat in a technologically turbulent world.

The Peoples Telephone Company (Peoples Communications) has grown over the years to include up-to-date fiber optic technology, cable television services, utility construction, and information services. As you can see, one of the keys to the company's continued success has been its ability to keep up with the times. In fact, if The Peoples Telephone Company's latest venture is any indication, staying ahead of the times has been the norm.

The Peoples Telephone Company has entered the world of prepaid phonecards! It is always exciting to see new blood enter the telecard industry; it is especially enriching when that "new" blood comes in the form of a 94-year-old phone company!

"Spring Ritual" is the first in a series of four Peoples Telephone Company "pre-paid TelCards" depicting the four seasons. The




print featured on the card is by Terrill Knaack. A noted artist, Knaack paints in oil on canvas; the brush work, color, and luminosity of his paintings distinctly capture the experience of seeing wildlife first-

hand. The Wild Turkey print featured on the first card is the same print featured on The Peoples Telephone Company's 1995 telephone directory. Three more Knaack originals will complete the series which is limited to 2,500 cards per design, each available in \$5, \$10, and \$20 denominations.

Wild turkeys are a natural part of the Wisconsin woodlands. The turkey population had dwindled for a time, but has now been restored thanks to mild winters, good management and excellent habitat. "Spring Ritual" was painted from a sight in Wisconsin where in the oak woods above an old church, spring flowers shine brightly and wild turkeys continue their ageless mating ritual," explained Knaack, referring to the gobblers' characteristic mating display posture known to nature lovers everywhere. Future releases in the series will feature nature paintings depicting Wisconsin during the summer, fall and winter.

Congratulations to The Peoples Telephone Company for entering the world of telecards, once again staying ahead of the times, and leading the way out of the twentieth century, into the twenty-first.



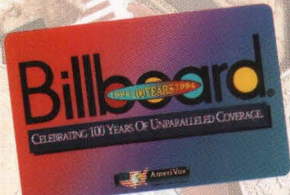
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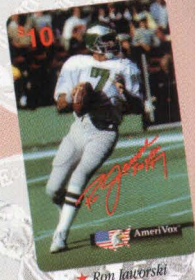
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Phone Card Shows, Fairs, Conferences & Expositions in the US

By Max Erlichman

It may not be hard for you to believe that once every so often it becomes quite difficult to find a proper subject for my next article. Consider also the Power of the Press: Editors are very happy people if they can use their power by setting deadlines. This makes my task that much more difficult.

So, waiting to the very last minute (my deadline is tomorrow), I have decided to use my visit to the San Francisco "International Phone Card Conference and Exposition" (April 26-29) and the impressions I obtained there as the inspiration for this article.

When I received the first information on my fax machine announcing this show, I publicly expressed my surprise and serious discomfort. My question was, why?

Somehow this event triggered the impulse to look up my article in the April issue of *Premier Telecard Magazine*: The Internationalization of the Phone Card. (Part 2) (April 1995, pp. 36-37). It struck me how appropriate and timely it really was. In that article I unilaterally established four categories of phonecard fairs, or shows: big fairs, big little fairs, little big fairs and little little fairs. What a coincidence that the April issue of *Premier Telecard Magazine* was delivered the very same week of the San Francisco exposition.

It would be beyond my imagination to put the "International Phone Card Conference and Exposition" in the "little little fair" category. In my opinion it was, to say the least, distressing. Having chatted with eight or ten of my acquaintances and friends at the show, it seems only one of those I spoke

with could return home without being deeply in the red. Most were disappointed in, if not angry at, the complete and absolute absence of "The Public." Remember? The consumer?

I can only speculate, but one of the many reasons for (what I and many of the participants judged to be) the extremely poor results of the San Francisco Exposition, must have been the insurmountable difficulties associated with the decision the organizers faced in determining whether the show was aimed at the trade, at the general public, or at both.

If it was meant for the trade, then it was scheduled too close on the heels of the March 1, Telecard World '95 Conference and Exposition in Los Angeles and too close to the next show, the American Tele-Card Expo slated for June 1-3, in San Antonio, TX.

If it was meant for the public, then few people knew. The public dominated this fair by their absence.

This really looks like a tag-team match. Discounting my own estimate of the number of phone card collectors in the U.S., the numbers quoted by those supposed to be in the know, range from 2,000 to 8,000. Whether this justifies a phonecard show once a month is debatable. To be frank, the answer should be no! The unfortunate consequence of all this is that exhibitors from all over the world were motivated to attend a show that left them out of pocket and made us look ridiculous.

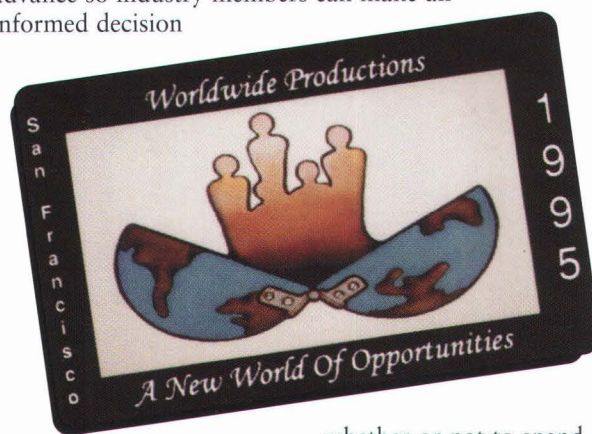
How about changing the rules and creating a "consumer protection organization?" One of the first orders of business of such an organization should be to equalize the playing field.

Wouldn't it be more equitable if show organizers would, instead of charging the exhibitors a fixed

amount for their booth, be required to charge a given dollar amount per visitor over the age of 8? How about two (2) dollars or ten (10) dollars per attendee? In this way the burden would be put on the organizers to exert a little more professional thought and effort, not only in organizing the fair, but also in meeting the participant's attendance expectations. After all, isn't that what this is all about? This would at least take away the impression that one is attending a funeral.

What is the objective of a phone card fair? Is it to promote a phone debit card to the public? Is it to introduce a common user card in this country? Is it to bring the traders and distributors together for social gatherings? Is it to buy and sell "collector cards" amongst ourselves? Is there someone out there who could enlighten me?

Or is the sole aim and objective to make money for the organizers? If so, then this should be announced in advance so industry members can make an informed decision



whether or not to spend a lot of money to participate in such a show. In fact, I might even get a few friends together and organize such a show myself.

"Carpe diem." Let the buyer beware? Is this what we want for this industry and do we all agree that that is the road we should take and promote? I most definitely do not think so. Maybe all of us, professionals

The public dominated this fair by their absence

and readers alike, should let it be known that this is not the way.

Is it our objective to have a common user card? Do we not want John and Jane Doe to have a prepaid phone/cash card? What about all those published projections in the trade press? — "This year prepaid phonecards will have grown into a 2 billion dollar business and by the end of this century it will have grown to 5 billion." Hogwash. We will still be traveling all over the country, going from little little shows to little big shows.

Max Erlichman was formerly databank manager. TeleTicket, AT&T. Today, he is a consultant with Fone Cards International, a Sunnyvale, California based consulting firm. He can be reached at (408) 773-9370





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Tele Sports Trade You a Stick of Gum for a Phonecard?

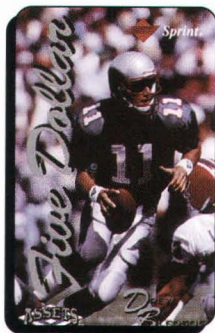
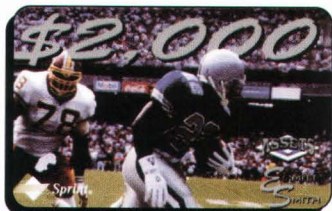
When confectionery companies first packaged sports trading cards with bubble gum, the cards were included to help sell the gum. To repeat, they used the cards to sell the gum! It's hard to believe in this day and age of \$25,000 Mickey Mantle baseball cards that gum could ever have been so important. Later, as card collecting became the hobby of millions of children throughout the United States, the obligatory hard pink piece of bubble gum became the incidental part of the package — it merely provided you with something to do (chomp, chomp) while you sorted through your new treasures (chew, chew). Today, when even a ten-year-old's first concern upon opening a new pack of trading cards is card value, it's just about impossible to find gum in a pack of cards at all. Trading card makers through the years have resorted to replacing gum with stickers, quiz cards, collectible coins, puzzle pieces, 3-D images, holographic images, and a slew of other bonuses to entice the buyer.

Classic Games, the makers of Classic Assets trading cards, is a modern trading card company intent on staying one step ahead of the competition. Their "gum" is a phonecard, a Sprint prepaid Foncard; one guaranteed in every pack of Assets, Assets II, and Assets Racing trading cards. In case trading card buyers are stricken with a little pang of nostalgia and find themselves longing for a powdery stick of chewy sugar, Classic has sweetened their "gum" by sneaking in some high-dollar phonecards. In the Classic Assets Premier Edition trading card set, they've included phonecards with face values of up

to \$1,000 (1,666 minutes of phone time); Assets Racing (their latest release) also includes phonecards valued at up to \$1,000; and in

Classic Assets Series II, they've included phonecards valued at up to \$2,000 (3,333 minutes of phone time). Not bad for a bonus!

Classic Assets Premier Edition trading



cards were introduced in November 1994; all 1,994 dealer cases have already been sold. Classic Assets was the first trading card product ever to offer one

phonecard guaranteed in every pack. 24 athletes are featured on both the one-minute and \$2

phonecards, and ten of the top players from the world of sports are represented on \$5, \$25, \$100 and \$1,000 Sprint prepaid Foncards (all tariffed at 60 cents per minute), including Shaquille O'Neal, Dale Earnhardt, Marshall Faulk, Glenn Robinson and Manon Rheaume. (One Shaquille O'Neal \$1,000 phonecard from this series has already sold for \$1,500!) Classic Assets Series II, announced in

February 1995 and released in April, doubled the excitement with inclusion of one-minute, \$2, \$5, \$50, \$200 and \$2,000 phonecards! Some of the athletes featured in this series are Steve Young, Emmitt Smith, Barry Bonds, Rashaan Salaam and Ki-Jana Carter. In April 1995, Classic announced their latest release, Classic Assets Racing (originally slated to be called Finish Line Assets). This set includes

phonecards ranging in value from one-minute to \$1,000 and features auto racing standouts such as Bill Elliot, Jeff Gordon, Mark Martin and Rusty Wallace.

As baseball

cards once acted as best man to a stick of gum, phonecards now do the same for trading cards. And, as trading cards quickly displaced gum as the more important element in their shared package, so too will phonecards likely take their place as the groom in the package they now share with trading cards.

Which would you rather have, a 1952 Topps Mickey Mantle or a stick of gum? That's a "no-brainer." The new question is: "which would you rather have, a 1995 Emmitt Smith Classic Assets Series II Sprint Foncard, or an Emmitt Smith rookie trading card?" Don't think too hard now.

Classic Games, Inc. is a subsidiary of The Scoreboard, Inc., a leading marketer and licensor of sports and entertainment related products sold through national retailers and catalogs, telephone shopping programs, hobby/specialty shops and corporate promotion and premium programs. Classic produces a number of trading card series and a variety of licensed products.

CLASSIC ASSETS PREMIER EDITION

Face Value	Issue
1 min. (60 cents)	.398,098
\$2	.62,112
\$5	.13,900
\$25	.4,040
\$100	.390
\$1,000	.20
Total	.478,560

CLASSIC ASSETS SERIES II

Face Value	Issue
1 min. (60 cents)	.472,264
\$2	.72,000
\$5	.25,000
\$25	.4,000
\$50	.1,080
\$200	.200
\$2,000	.16
Total	.574,560

CLASSIC ASSETS RACING

Face Value	Issue
1 min. (60 cents)	.487,180
\$2	.60,000
\$5	.25,000
\$25	.2,160
\$100	.200
\$1,000	.20
Total	.574,560



Cards in Play in the U.S.A.

Stamps of Approval

Issued on March 10, 1995 at the American Philatelic Society Spring Meeting during SCOPEX, the annual exhibition of the Mt. Nittany Philatelic Society, this first APS phone card marks the 50th anniversary of the Society's headquarters in State College, Pennsylvania. It also memorializes the 50th anniversary of the death of President Franklin Delano Roosevelt, an avid stamp collector and prominent APS member.

To reflect FDR's personal involvement in the design, the Post Office Department added his name to the "Toward United Nations" stamp issued during the U.N.'s founding conference,

held shortly after his death on April 12, 1945. The "Arbor Day" and "Preserve the Environment" issues symbolize the planting in 1995 of a redbud sapling taken from a tree planted by FDR, a gift from the Franklin and Eleanor Roosevelt Institute to be part of the new donor-recognition area at APS headquarters.



Premier Telecard™ TeleFacts™

American Philatelic Society

Issuer: American Philatelic Society

Carrier: American Philatelic Society

Face Value: \$2.50

Release Date: March 1995

Limited to: 5,000 Ser. No. Pieces

Manufactured by: Brilliant Color Cards

Cable & Wireless First Edition



For more information on these cards see the February 1995 (Vol. 3 No. 1, p. 29) issue of *Premier Telecard Magazine*.

Premier Telecard™ TeleFacts™

Cable & Wireless First Edition

Issuer: Cable & Wireless

Carrier: Cable & Wireless

Face Value: \$5 / \$10

Release Date: October 1994

Limited to: 5,000 Each

Manufactured by: N/A



\$5

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Cards in Play in the U.S.A.



Going Long... (Long Distance, that is)

teleQuipe has released a new series of prepaid personalized phonecards featuring Heath Shuler, former All-American quarterback of the Tennessee Volunteers and #1 draft choice of the Washington Redskins.

This series of cards is avail-

able in matching numbered sets of three. Each time the caller uses the cards they will be greeted with a personalized Heath Shuler voice prompt. The cards are individually displayed in commemorative envelopes with the serial number printed on each envelope to insure matching sets.

In addition to the three card set, teleQuipe has issued a special bonus card. The envelope in which this card is packaged features Shuler's authentic autograph! Like the three card set, the bonus card and envelope will be serial-numbered to promote collectibility.



TeleFacts™

Heath Shuler 3-Card Series

Issuer: teleQuipe

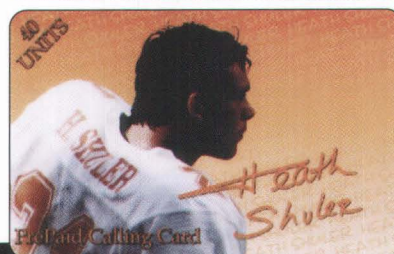
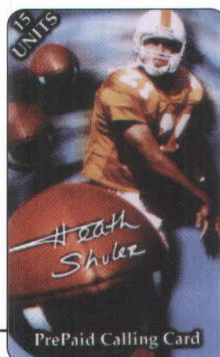
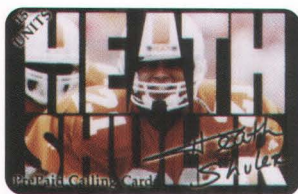
Carrier: Corporate Telemanagement Group

Face Value: 15 Units Each

Release Date: March 1995

Limited to: 4,000

Manufactured by: N/A



TeleFacts™

Heath Shuler Bonus Card

Issuer: teleQuipe

Carrier: Corporate Telemanagement Group

Face Value: 40 Units Each

Release Date: March 1995

Limited to: 500

Manufactured by: N/A

Donuts and Telecards in the Beanpot

Hockey fans lucky enough to be in attendance at the final Beanpot tournament this February at Boston Garden were given an added bonus with their tickets: a prepaid telecard good for 5 free minutes of phone time. Not only were they able to brag that they were indeed there to close out the Garden's long history of hosting the collegiate tournament, but they were able to prove it.

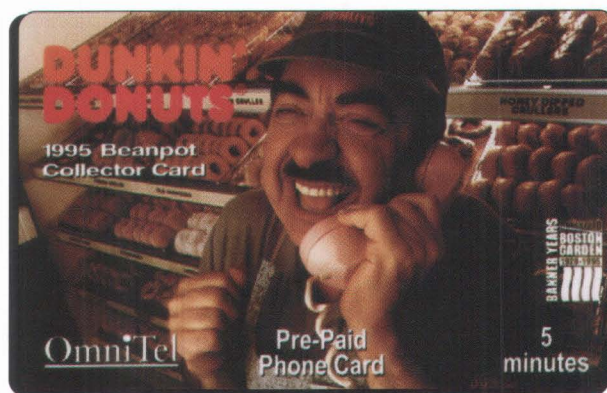
The Dunkin' Donuts, OmniTel, 1995 Beanpot Collector Card features the image of Dunkin' Donuts' early-morning baker — the "time to make the donuts" guy of commercial renown. This five-

minute phonecard can be renewed using almost any major credit card, but if you are a collector, odds are you won't want to use it at all. Because of its limited availability (no cards are available other than those given out to Beanpot attendees) the card is already a hot item among collectors.

The Beanpot college hockey tournament is the annual Boston "bragging rights"

competition between rival hockey squads from Harvard, Boston University, Boston College and Northeastern. This year's winner? Boston University who can proudly boast of their victory until next year's tournament at the "New Garden" at Fleet Center. This year's other winner? Every attendee holding a Dunkin' Donuts OmniTel prepaid phonecard.

**HERE'S HOW TO PROVE
YOU WERE AT THE GARDEN'S
FINAL BEANPOT.**



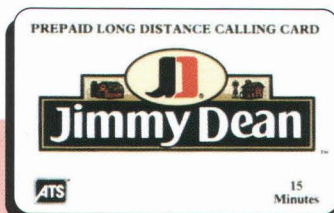


Cards in Play in the U.S.A.

Like a Box of Chocolates

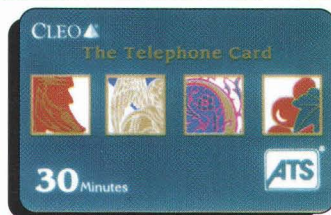
ATS Network Communications, Inc., is like a box of chocolates. It's not that you "never know what you're gonna' get," (you'll always get great value, great service, and great promotional telecards), it's just that it's so hard to choose. From Jimmy Dean to Forrest Chump, here are five new flavors (ah, selections) from this telecard provider that will satisfy most any collector's sweet tooth. Take your pick!

JIMMY DEAN



Combining the "down-home" all-American ingenuity which made them famous, with the high-tech world of telecommunications, Jimmy Dean Foods, a division of Sara Lee, entered the prepaid phonecard market. In an effort to get their distributors to sell extra cases of Jimmy Dean products, Jimmy Dean issued this 15-minute promotional card as an incentive. Not only would use of the card serve to minimize the money spent by suppliers to pay for their own phone calls, but the promotional message played on every call would encourage distributors to tell their customers about Jimmy Dean pre-cooked patties and links. These ATS phonecards, also released in February 1995, feature the familiar black, cream, and red Jimmy Dean logo. They are limited to 2,600.

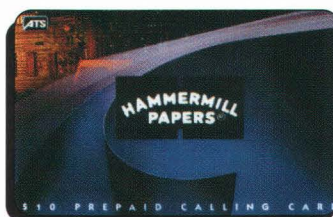
CLEO



Cleo, a division of Gibson Greeting Cards, is the number one U.S. supplier of quality gift wrap, greeting cards, and accessories for the holidays. To "wrap up" 1994, Cleo gave these ATS 30-minute prepaid phonecards to buyers as a simple way to say "Thank You" for making Cleo #1 again. These cards were released in February 1995 in a limited edition of 1,100.

HAMMERMILL

Hammermill Papers, a division of International Paper, is using these 20-minute prepaid long distance calling cards to generate business for their distributors. The design was created by Calvin Foster and Matt Young of Royal Design in Memphis, Tennessee. The card represents the information highway and serves as a reminder that no matter how technology evolves, there will always be a need for Hammermill Paper. These cards, limited to 6,800, were released in March 1995.



FORREST CHUMP

Michael P. Ramirez, the 1994 Pulitzer Prize winner for editorial cartooning, known for his expert caricatures, sharp wit and biting commentary, has joined forces with ATS to develop this telecard, the first in a series which will feature Ramirez's most popular and creative editorial cartoons. This \$10 telecard features Forrest Chump, Ramirez's politically inspired parody of "Forrest Gump."

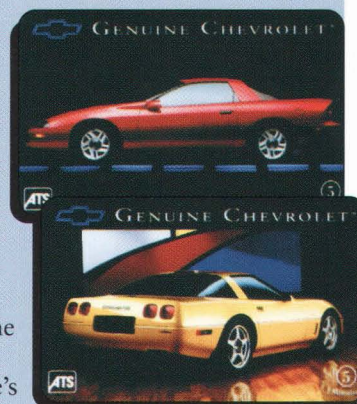
According to Ramirez, "an editorial cartoonist is a hybrid — a cross between Edward R. Murrow, Ted Koppel and the Son of Sam." Ramirez expresses issues and arguments to the extreme, delivering an often powerful message rather than

CHEVROLET

The Chevrolet Camaro 5-minute telecard is being sent to dealers in the Chevrolet Motor Division South Central Region to remind them to refocus on the Camaro. Every time a dealer uses the card, he is greeted with a computerized voice message, reinforcing the emphasis on the Camaro.

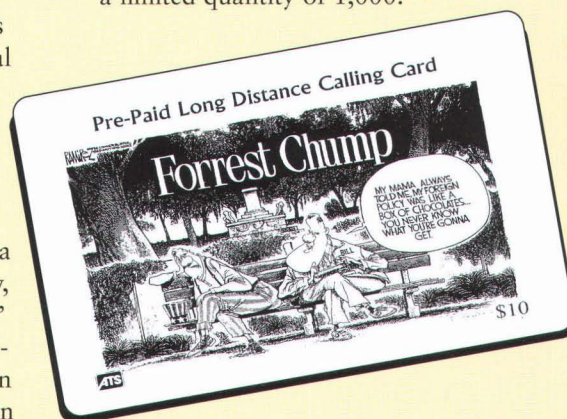
The Corvette card is being given away at special events such as the Ducks Unlimited Great Outdoors Festival and Memphis in May World Championship BBQ Contest, to celebrate the success of the Corvette. This 5-minute telecard's value will likely increase rapidly due to Chevrolet's decision to make this the last year of the Corvette's current body style.

Both the Camaro and the Corvette cards were released in April, 1995. 600 Camaro cards were produced; the Corvette card was limited to 4,700.



just humor for humor's sake. His cartoons appear in more than 900 publications around the world.

The Forrest Chump telecard, due out in June 1995, will be produced in a limited quantity of 1,000.






A Museum Piece


This stop-action phonecard was issued to commemorate Alabama's 14 - 7 victory over Penn State in the classic 1979 Sugar Bowl. Part of the proceeds from the sale of this beautifully illustrated card will go to benefit the Paul W. Bryant



Museum, located on the University of Alabama campus in Tuscaloosa.

Artist Daniel Moore has captured the drama of the last few minutes of the unforgettable 1979 contest in which Alabama's defensive line held Penn State out of the endzone to insure victory for the Crimson Tide. Paul Bryant, better

known to football fans as "Bear" Bryant, was the legendary Alabama coach who led his team to this and countless other collegiate victories. 


TeleFacts™

Paul W. Bryant Museum

Issuer: The Alabama Sports Network

Carrier: Deltacom

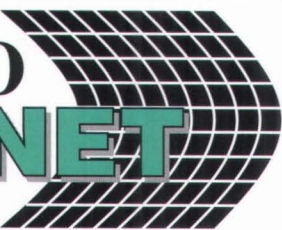
Face Value: 60 Minutes/\$29.95

Release Date: October 1994

Limited to: 5,000

Manufactured by: N/A

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TeleSizzle

As a collector, how do you determine which cards to purchase and which cards to leave for the next, less-informed buyer? Do you read *Premier Telecard Magazine* and its followers? That's a good start. Do you stay in contact with other collectors? Good. Good thinking. Are you a member of any of the organizations devoted to telecard collecting and the phonecard industry as a whole such as the American Telecard Society? (See page 25). Again, good thinking. You're probably making some wise buying decisions.

Premier Telecard Magazine is pleased to offer this new tool to help you increase your purchasing power by keeping you up to date on the hottest selling cards on the telecard collectors' market today. Here now is a list of current best-sellers, straight from the mouths of a number of dealers who sell telecards on a regular basis:

DEALER	PRICE
Action Card Distributors, (916) 421-7560	
Dan Marino	\$.29
Bittle Telecards, (510) 673-9725	
Pacific Bell Holiday Specimen Cards ..	\$.35 ea.
Collector Showcase, (510) 484-4503	
Pacific Bell Holiday Specimen Cards ..	\$.35 ea.
First PhoneCard, (England), 44 (0)181 458-1174	
Nasa Space Coca-Cola Can	\$.45
Hawaii Police Designs, (808) 235-3709	
NAT McDonalds of Kauai	\$.20
Kars Unlimited, (904) 441-6910	
1st Issue Indonesian Coca Cola	\$.30
Keep the Change!, (407) 629-CARD	
Hi Mom Super Bowl Card	\$.55
Kricke Telecards (Germany), 49-8841-47858	
First German Mickey Mouse (1991)	\$.35
North Americards, (206) 641-6057	
Bell Atlantic 1st Edition Set (4 cards) ...	\$.49
Phone Card City, (800) 218-4181	
Ronald McDonald House (4 cards)	\$.650
Phone Cards Plus, (405) 943-1997	
Azalea Festival (McDonalds) (2 cards) ...	\$.40
Phonecards USA, (808) 454-0889	
GTE Atlantic Submarine	\$.20
PM Powell, (800) 528-8819	
McDonalds 40th Anniversary (2 cards) ...	\$.75

Notice any recurring themes? Apparently Americana sells—Coca-Cola, Ronald McDonald, Mickey Mouse, and the Super Bowl all epitomize the American way of life. This may be a good meter to help you determine which other cards will increase in value.

Not all of the above cards are still available; call individual dealers for information. Prices were current at the time this column was compiled. Individual dealers reserve the right to change prices without notice as the market demands. A listing in **TeleSIZZLE** does not constitute a dealer endorsement by *Premier Telecard Magazine*. If you're an established dealer interested in adding your input to **TeleSIZZLE** please call (805) 547-8500.

Classified Ads

FREE AD

Premiere Telecard Magazine subscribers may now place a FREE AD to buy certain cards at a stated price. The ad must be mailed or faxed and cannot be submitted over the telephone.

The ad format is specified and must read as follows:

WANT TO BUY:

1. Name of cards by issuer
2. Quantity of cards desired
3. Price to be paid
4. Name, address, phone number.

The ads will run on a space available basis.

RATES: \$1.00 per "word" (5 letters including spaces = one word). Minimum 25 words. Double the word count for large type headings. All ads must be paid in advance.

SEND CHECK OR MONEY ORDER TO: P.O. Box 2297 Paso Robles, CA 93447

FOR SALE

"Spring Ritual" - Wild Turkeys

This card, first in a series of four which will depict the four seasons. The design is from original artwork painted by noted wildlife artist Terril Knaack, understudy of Owen Gromme. Limited edition 2500 cards. \$5, \$10, and \$20 denominations are available. THE PEOPLES TELEPHONE COMPANY, PO BOX 98, RANDOLPH, WI. 53956 (414)326-3151 fax: (414)326-4200

MICHIGAN BELL CASH CARDS from the first trial, Landis & Gear, \$.40, \$.50, \$.20 series. Technicians test card, Supervisor Strategic Directions with gold carrying case, price negotiable. Write to K.S. 43211 Citation St., Novi, MI. 48375

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CELEBRATE BABE RUTH with our "Show Collection", a yearlong, 12-card series. While they last, Legends of Baseball, The Wizard of OZ Series, & Steve Garvey Set. Info: TELETRADING CARDS, INC. 8210 Shadowridge, Fairfax, VA 22039 (703)239-1432 fax: (703)239-2435

NEW ZEALAND Disney Snow White set (3) mint, \$22, 3 sets \$60. Malaysia 25 different used \$25. NZ 20 diff. Used \$20, Fiji 10 diff. Used \$15. Post free, US check or Visa/Bankcard. William Carson, PO Box 1836, Auckland, New Zealand ph/fax 64-09-3794527.

FREE PHONE CARD - To introduce you to our company, we will mail you a mint condition, unused, 25 unit prepaid phone card. The card was issued to commemorate the 100th Anniversary of Field & Stream magazine. Simply send \$4.00 for shipping, handling and labor to: Collector's Communications, 615 Highway A1A North Suite 105, Ponte Vedra Beach, FL 32082.

WANT TO BUY

Buying Mint: All AT&T "Teletickets" in original envelopes: 25 unites @ \$22.00, 50 unites @ \$45.00. Limit 20 each design. Buying Vista-United (Disney) "Telecom Magic" paying \$100.00 - any quantity accepted. SEARS, ROEBUCK Phonecard Dept. 27001 U.S. Hwy 19 No., Clearwater, FL 34621(813) 791-7535.

Any one or all of the NBC/SPRINT promotional calling cards, \$10 ea./McDonalds/America Online cards, \$10 ea.-Star Trek, Star Wars cards, \$10 or negotiable on price -Any cards with Poppies or Daffodils on them, price negotiable - D. Cameron, 179 Niblick Rd. #329, Paso Robles, Ca. 93446.

1. Amerivox \$10 Nyson 1 Eagle, Pay \$20
 2. Amerivox \$5 First Credit Card & Telecard Convention, Pay \$75
 3. Ameritech \$1 Snow Flakes Complimentary Card, Pay \$8
 4. AT&T McDonalds 3 Unit, Pay \$60
 5. AT&T Universal Pictures E.T. 10 Unit, Pay \$20
- Quantities from 1 to 20.
T.J. Fan, P.O. Box 244, Hawthorne, NY 10532-0244, (914) 784-7069.

WANT TO BUY Vatican City phonecards, 10 or more, Last Judgment Michaelangelo's paint card- pay \$20 ea. San Marino State phonecards, 10+ Aerial Panoramic view of Old Town graphical card- pay \$15. ea. Write to: Antonio Carretta, 2550 Lincoln Blvd. #219, Marina Del Rey, Ca. 90291.

WANT TO BUY Japanese Coca-Cola Phonecards bought by collector. \$18 ea. Fax- 815-498-1002 before shipping, or copies to Mike O'Brien, 215 Meadowlark, Sandwich, IL 60548.

WANT TO BUY Buying used GTS private-label cards for companies such as Dewar's, Dow Chemical, Ford, Lufthansa, R.J. Reynolds, Rollerblade, Success Magazine and Taco Bell (unused). Paying at least \$2; up to 20 each. Larsen Luke, Phone Cards Hawaii, Inc. 1638 Kealia Drive, Honolulu, HI 96817, (808) 847-7015.



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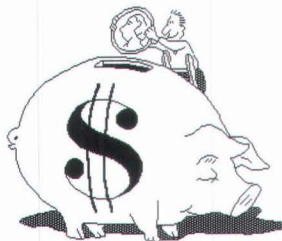
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Tele-News Flash

BellSouth Extends Telecard Trial — Cards to be Destroyed

BellSouth Telecommunications, Inc. (BST) extended its previously announced prepaid calling card trial conducted at the University of Alabama Medical Center in Birmingham.

The UAB trial, involving 15 special card-reading public telephone sets and ten prepaid card vending machines, was originally scheduled to last six months. However, the trial was extended three additional months, until May 28.

"At the end of the trial all of the remaining 80,000 cards issued for the trial will be destroyed," according to Ron Royal, BST manager for public communications. Cards were issued in denominations of \$1, \$5, \$10 and \$20, each with distinctive telecommunications artwork.

BellSouth Telecommunications, Inc., with headquarters in Atlanta, provides telecommunications services in the Southeastern United States.

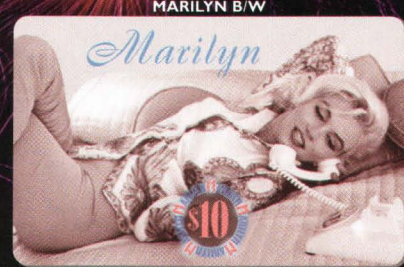
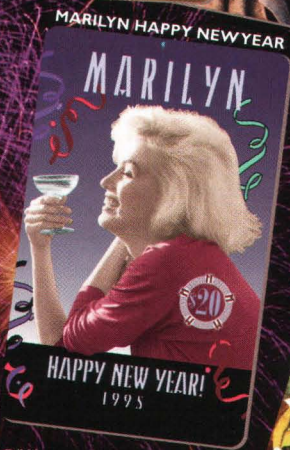
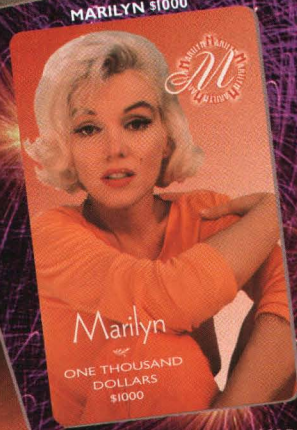
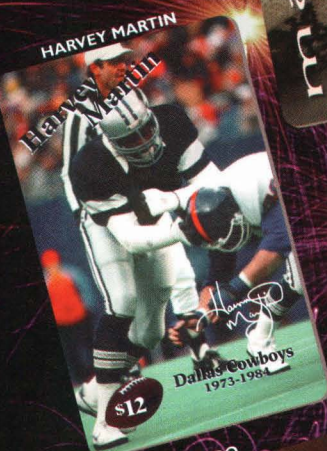
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Marilyn B/W As featured in the New York Post 5,500 issued	\$10			<div style="border: 1px solid black; width: 100px; height: 20px; display: inline-block;"></div> - <div style="border: 1px solid black; width: 100px; height: 20px; display: inline-block;"></div> - <div style="border: 1px solid black; width: 100px; height: 20px; display: inline-block;"></div> - <div style="border: 1px solid black; width: 100px; height: 20px; display: inline-block;"></div>		
Marilyn 7 Year Itch 5,500 issued	\$20			CARD NUMBER		
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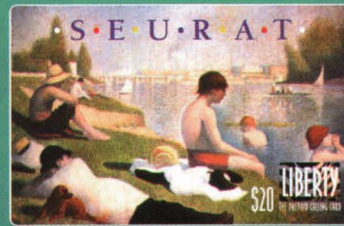
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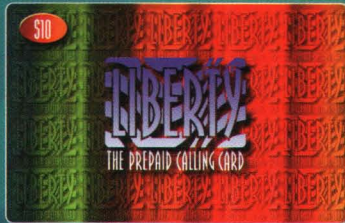
VanGogh II



Seurat II



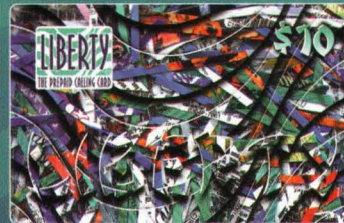
Make a call.



LIBERTY Spectrum



LIBERTY Wave II



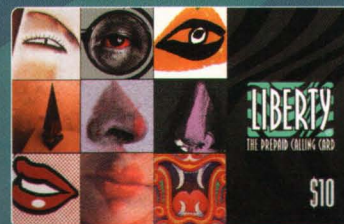
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