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April 1994 - Volume 2 Number 4

Premier
TelecardTM
The Collectors Network

Magazine

The
1st American
Telecard Magazine

A Phair to Remember

\$7.50



The First U.S. Phone Phair unfolds inside

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- 8.** Product Hotline services and Direct Line services.
- 9.** \$25.00 American West series global prepaid cards that offer collectible and practical value
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Cards shown at 25% of actual size.

Premier Telecard Magazine is an independent journal, not affiliated in any way with any telecommunications company, card manufacturer or supplier.

EDITORIAL/EXECUTIVE OFFICE

P.O. Box 5422, San Luis Obispo, California 93403
Phone (805) 547-8500
Fax (805) 542-9358

EDITOR

John Taylor

PUBLISHER

Bill Jordan

ASSISTANT PUBLISHER

Nancy Blackburn

ADVERTISING DIRECTOR

Dan English

SUBSCRIPTIONS & MARKETING

Sandra English

RESEARCH

Gina Barnhill

STAFF WRITERS

Annette Amir

Leslie Gainer

Tasha Sentry

SPECIAL PROJECTS

Kathy Silva

Devri Pall

ART DIRECTOR

Erick Wand

CONTRIBUTING ILLUSTRATORS

Dave Hudson

Anne B. Young

GRAPHICS ASSISTANT

Renate Yerkes

STAFF PHOTOGRAPHERS

Ron Dickey

Devri Pall

PRINT PRODUCTION

Jennifer Wand

Published by Bill Jordan Enterprises, Inc., Post Office Box 5422, San Luis Obispo, California 93403.

NEWSSTAND PRICE AND SUBSCRIPTION RATES

\$7.50 per single copy. Domestic rates - \$156.00 for 24 issues, \$78.00 for 12 issues. International rates - \$195.00 for 24 issues; \$97.50 for 12 issues. All rates include shipping & handling. All remittances to be in U.S. funds drawn on a U.S. affiliate bank. Second-class postage paid at San Luis Obispo, California.

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Printed in the U.S.A.

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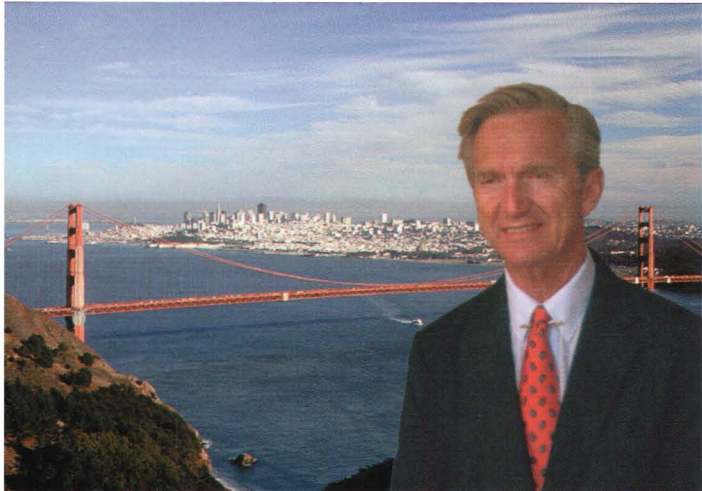
About the Cover...

Like colorful spring blossoms, the Phone Phair memories cascade and drift across our minds, resting nowhere, breaking to that enchanting rock, San Francisco, where our hearts, at least in part, remain. Also left in San Francisco was the accomplishment of some collecting history; the undeniable triumph of a new idea... the first American Phone Card Phair; brilliant, yet flawed; original, yet already plagiarized in that most sincere

form of flattery; seminal and standard-setting, yet loved as a special happening; unforgettable, like Woodstock, to be held forever in the heart as a mint condition treasure. To what other gathering place will the winds of this fall take the drifting objects of our collective fancy?



Background image, "Crescent Moon Over the City," is courtesy of the San Francisco Convention and Visitors Bureau, photo by Kerrick James.



It's My Call...

When a thing is done, and done well, those who made it happen may be forgiven a few euphoric moments. As one of many, many people who made the dream of an international Phone Card Phair translate into spectacular technicolor reality, I ask the reader's indulgence as I push back my chair, put my feet on my desk, and—to use the Yiddish expression—"kvell." (That's what proud parents do upon learning the apple of their eye has graduated with honors from med school).

How is one to condense into a page a weekend spent under one roof, in a splendid milieu, with a dazzling variety of high-powered people come together to celebrate, to learn, to share friendship and ideas and information about—of all things—prepaid telephone cards!

We who are alive today are witness to an almost "speed-of-light" movement along the communications super-highway. Prepaid telephone cards represent one of the major vehicles traveling that road.

Here's how Kevin Pirolo, president of ACI, sums it up on page 4:

"In many ways the *Premier Telecard Magazine* Phone Card Phair signaled that a new dynamic U.S. movement has been born and that the U.S. market is a force to be reckoned with."

The frenzied activity of the Phair puts one in mind of the '50s, when television was in its adoles-

cence and there were still many in the United States who just didn't *get it*, who were unable to grasp the phenomenon this new medium represented and the changes in our lives that would be wrought as a result of its proliferation.

Jeffrey Hanft, CEO of Peoples Telephone Company, Inc., saw the writing on the wall in 1983 *vis a vis* prepaid telephone cards. That was the year he noticed an ad in *The Vending Times* proclaiming "Pay telephones, the ultimate vending machine." By 1985, following the deregulation of Ma Bell, the far-sighted Hanft had raised the required capital to establish Peoples Telephone.

One has to smile reading Larry

1994 and come to the Herbst Pavilion at Fort Mason Center? What did they expect to find there?


Well, they found Laser Radio's stunningly gorgeous Marilyn Monroe cards. They viewed the result of Ted and Elizabeth Ashworth's sleuthing into the evolution of phone card collecting in Hawaii and were able to bring home a bit of Hawaiian memorabilia besides the *de rigueur* floral lei. They gazed admiringly at New York Telephone Company's Spirit of Service card, dedicated to the philanthropic activities of Telephone Pioneers of America, and depicting the famous painting of Angus Macdonald who, along with fellow linemen in the blizzard of


"...the U.S. (telecard) market is a force to be reckoned with." - Kevin Pirolo

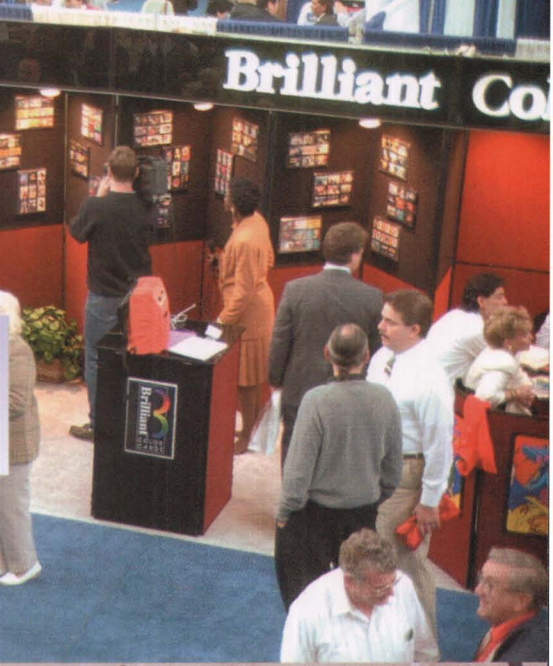
Brilliant (page 12) speaking of his experience in Singapore in 1991 when only 25 people showed up for an auction of his coin collection. After the auction, he walked next door into a coin and telecard show and found ten thousand in attendance. "I was stunned," writes Brilliant. "I wondered why people would fly all the way from Japan to collect plastic cards."

Why, too, would so many people from around the world fly into San Francisco in March of

1888, managed to keep open the vital communications link in New York.

Says Larry Brilliant, also herein, "There is a philosophy in India that the most important purpose in life is not achieving the goal, but enjoying the ride there." *Premier Telecard Magazine's* first international Phone Card Phair was one dizzying ride. 







Kevin Pirolo, president of ACI

ACI Seeks Solid Foundation for Telecards

by Leslie Gainer

Advantage Communications, Inc., (ACI), kicked off its second anniversary in the telecard business by playing a high profile role in the *Premier Telecard Magazine* Phone Card Phair, which was held at the Fort Mason Center in San Francisco, California, on March 4-6, 1994. ACI was a corporate sponsor for the event which attracted international participation by collectors, dealers, and telcos.

Kevin Pirolo, ACI president, said in advance of the event: "I am looking forward to a fun time. Everyone I have spoken to in the prepaid card industry has indicated they will be there!" He added, "We are so excited about the emergence of a U.S.A. collectors' market, we have created a beautiful ACI telecard commemorating the first annual Phone Card Phair."

By the conclusion of the Phair, Mr. Pirolo was euphoric. "The quality of the exhibits and telecards on display was remarkable. The convention hall was dazzling. The diverse group of collectors and dealers who attended from around the world provided a great perspective on both the youth and the rapidly developing sophistication of the U.S. telecard market."

He concluded, "In many ways the *Premier Telecard Magazine* Phone Card Phair signaled that a new dynamic U. S. movement has been born and that the U.S. market is a force to be reckoned with. ACI is proud to be on the cutting edge

as a U.S. telco and calling card provider."

The president of ACI remarked on ACI's role in the "collectible" prepaid card market, "We view the ACI telecard as a communications product, not a collectors' product. We recognize the collector market and attempt to make [our cards] attractive to the collector; however, it is primarily a calling card designed to be used as a low-cost, high-tech calling alternative for business, college students, and the general public.

"This perspective brings me to a concern that we have regarding the U.S.A. prepaid calling card market. Prepaid cards that become valuable to collectors from other countries are issued by telecommunications companies for the purpose of making phone calls, not for the purpose of collecting. I am sure that they design some of the cards with the collector in mind; however, it is rare to see a company outside the U.S.A. issue a card only for collectors. I believe that if we see a trend in the U.S.A. of companies appearing to issue cards

for the collector as the primary reason for the cards, we will be building on a weak foundation,

both for the collectors' market and for the ongoing growth of the American public to use the more cost-efficient card for their phone calls."

When ACI began issuing telecards, they were unaware of the




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collectors' market. Now, they are in the midst of a nationwide trend towards producing cards that serve their utilitarian purpose and which also seem to draw serious collectors. With both purposes in mind, ACI recently collaborated with Ryder Truck Rental to issue a series of 300,000 cards for use in a Ryder consumer promotion (*Premier Telecard Magazine*, Vol. 2, No. 3) The Ryder telecards were on display at the *Premier Telecard Magazine* Phone Card Phair.


ACI also unveiled a limited edition telecard commemorating the First Annual *Premier Telecard Magazine* Phone Card Phair. 

Movin' and Shakin' the Telecard Industry

Stephen Adelman

A Rising Star with a Conscience

ACI
Advantage Communications, Inc.™




Stephen Adelman is the ACI independent representative who successfully encouraged Ryder Truck Rental, Inc., to enter the fast-breaking market of promotional telecards. In February 1994, Ryder kicked off a national campaign to offer a gift of its 20-unit EasyCall card to the first 300,000 customers who rented a Ryder truck during the seven-week promotional program. Adelman sees this promotion as one example of how successful telecard promotions can be designed to benefit businesses and non-profit groups.



Mr. Adelman has a special interest in spearheading fund raising efforts. He is the vice-president of the Special Californians' Foundation, which is a non-profit group that cares for the developmentally disabled by offering 24-hour care for its residents. Said Adelman, "One of my future goals is to have a celebrity on the front of an ACI telecard that will help raise money for this foundation through ACI's advantage fund raiser, a great product that can help the less privileged."

Todd Nelson, vice-president of ACI, offered great praise when speaking of Stephen Adelman: "Stephen is extremely sensitive to clients' needs. He is detail-oriented and persistent in his efforts to strive for the ideal end result for everyone involved. Stephen is a perfect businessman and never selfish. It is easy to see how he could blend philanthropic efforts with his corporate experience to produce a terrific end result."

Nelson left no doubt that ACI sees Stephen Adelman as a rising star with a conscience. Adelman described his personal philosophy and approach to his business this way: "I have learned to be persistent—in a laid-back way—but always with a positive attitude because this method allows me to give the best customer service. I like to make certain that as many questions as possible are answered before they are asked. And the ones that are asked are always taken to the point of completion. These values are also practiced at ACI." 

Premier Telecard™ TeleFacts™

ACI Commemorative of the Premier Telecard Magazine Phone Card Phair

Issuer: Advantage Communications, Inc. (ACI)

Manufacturer: Brilliant Color Cards

Quantity: 3,000

Date Issued: March 4, 1994

Location Issued: Premier Telecard Magazine Phone Card Phair, San Francisco, CA

Denomination: \$3

Special Features: Standard credit card size, bar codes, sequential numbers, scratch-off PINs, remote memory, renewable

Calling Range: International

We Heard it at the Phair...

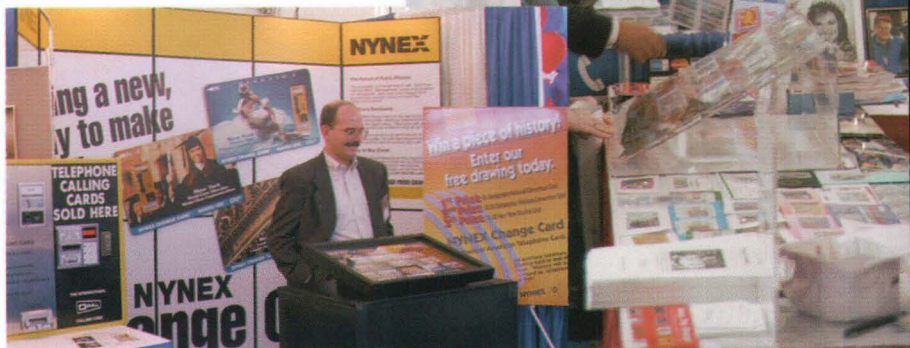
The *Premier Telecard Magazine* Phone Card Phair was the first international gathering in the United States solely devoted to the topic of telecards. Thousands of people attended the three-day Phair, which featured over 100 exhibitors.

Here is a sampling of the happenings which occurred at this monumental event:

A young collector purportedly had started with three cards on Saturday morning and parlayed them into a \$2,000 collection by Saturday night. We wanted to know if this was true and, if so, how it was done. Here is what really happened...

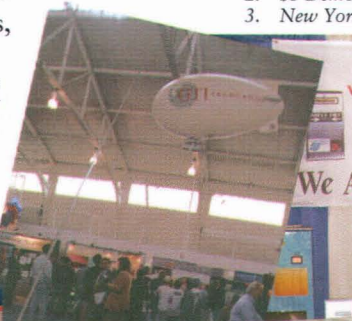
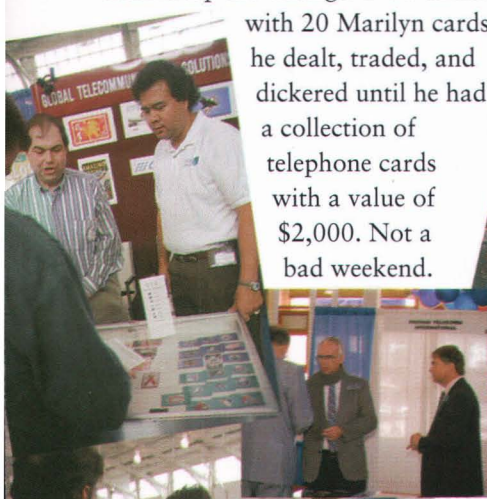
The young man had acquired three of the hard-to-come-about GlobalCom 2000 1994 San Francisco Phone Card Phair "You Are Here" complimentary telecards. He accepted an offer of \$100 for all three cards. With the \$100, he purchased 20 of the \$3 Marilyn cards issued by GlobalCom 2000 for \$5 each from Keep the Change! Now armed

with 20 Marilyn cards, he dealt, traded, and dickered until he had a collection of telephone cards with a value of \$2,000. Not a bad weekend.



Dave Napolitan reported on the winners of NYNEX cards drawing:

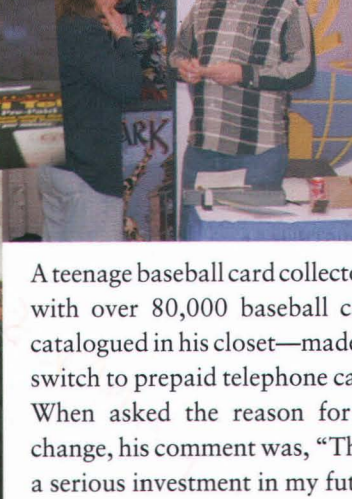
1. \$1 Democratic National Convention Card - Claudia Fraley
2. \$5 Democratic National Convention Card - Ted Ashworth
3. New York Skyline Card (1st Edition) - Mike Fetko



Peter F. Weiland from Nurnberg, Germany (left) is joined by Riccardo Mourglia from Italy...

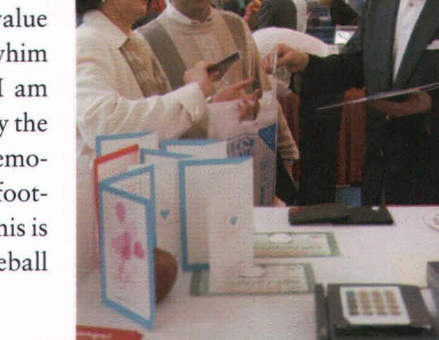
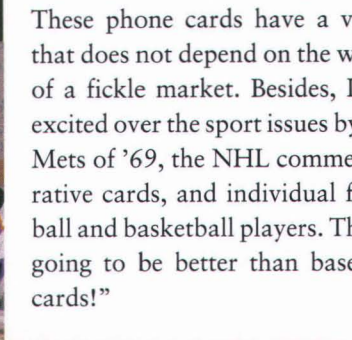
"Millions of minutes of time exchanged hands."

—overheard at the Phair



"Here to witness the birth of the telecard craze in the U.S."

A teenage baseball card collector—with over 80,000 baseball cards catalogued in his closet—made the switch to prepaid telephone cards. When asked the reason for the change, his comment was, "This is a serious investment in my future. These phone cards have a value that does not depend on the whim of a fickle market. Besides, I am excited over the sport issues by the Mets of '69, the NHL commemorative cards, and individual football and basketball players. This is going to be better than baseball cards!"





Astronaut Gordon Cooper (center) shows off PTi's new NASA card with Randy Shoemaker (left) looking on

One of the youngest Phair attendees started his collection on May 24, 1993

Es war Phantastisch! Wirklich toll!
(It was fantastic! Really great!)

AmeriVox president Towru Ikeda and wife Nancy ask surprised artist, Jennifer Wills, to autograph their Brilliant Universe cards.

Artists Meet at the Phair
Margaret Keane from Hawaii and John Guthrie from Wyoming discuss with Edward Weston the potential of living artists' art works for telecards. Ms. Keane's show and the Andre de Diénes' Marilyn Monroe photos both open this month at the Center Art Galleries in Honolulu.



Jeffrey Hanft, CEO and chairman of Peoples Telephone Company

The Peoples Behind the Cards

Peoples Telephone Company, Inc., is operated under the steady direction of its chief executive officer, Jeffrey Hanft. He is quick to anticipate new trends in telecommunications and is alert to opportunities to expand the network of services that his company has to offer. Therefore it was no surprise when Peoples entered the rapidly advancing U.S. telecard market in 1992 under the name Global Link™. Peoples feels that its vision and leadership in the field of telecards enabled them to have a major impact at the *Premier Telecard Magazine* Phone Card Phair, March 4-6, 1994, in San Francisco, CA.

Said Mr. Hanft on his perception of telecards manufactured and sold in the U.S., "We see this as an expanding market with a large potential. We are committed to becoming a dominant player in that market." On the basis of Peoples' track record, there is every reason to bet on the achievement of Mr. Hanft's goal.

In 1983, Hanft saw an advertisement in *The Vending Times* that proclaimed: "Pay telephones, the ultimate vending machine." At the time, Hanft was operating a small vending machine company in Miami, Florida. He was eager to expand his horizons and began to research the pay phone business. Unfortunately, Ma Bell held the monopoly, edging out all others. However, one year later a federal court ruled that the Bell system had to be disbanded, and the barriers to competition began to fall. In 1985, the Florida Public Service Commission mandated that competitive pay phone telephones

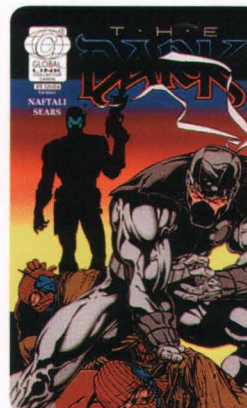
could be connected to public networks.

Hanft had seen the handwriting on the wall in 1983 and, by 1985 had raised the capital to establish Peoples Telephone Company, Inc. They installed their first 400 pay phones in 1986. Today they own, operate, and maintain more than 50,000 telephones in public locations and private institutions in 44 states.

Pay phones were just the beginning for the young company. Peoples is now second to GTE in the business of providing cellular phone rentals for individual customers and rental car companies. Their rental car accounts include Alamo, Avis, Dollar, Hertz, Thrifty, and Value. They have plans to install in New York City taxis public pay phones that will be similar to the public phones now available on many airplanes.

These projects are just a few of the many major undertakings by Peoples that have established them as a major player in the field of telecommunications. Jeffrey Hanft made a few observations about the U.S. telecard industry during a quiet moment taking a break from the activities at *Premier Telecard Magazine's* Phone Card Phair:

"We're excited about the collector market and wish to participate in providing first-rate telecards. However, we are concerned that the quality of the cards and the integrity of the issuing companies



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be of the highest standards. Issuing companies are forming so quickly these days and jumping on the telecard bandwagon that it causes us to take pause. Are all of these companies solid enough to guarantee the quality of service that consumers should expect when using a telecard? Or do we have to be concerned about shaky companies that are more focused on providing a pretty image for collectors and can't deliver the services that go along with a telecard? These are essential issues for us to explore. In the meantime, the state of the market merits the friendly warning 'Let the buyer beware.'

Mr. Hanft was not alone in expressing these sentiments. They were also addressed in two forums held at the *Premier Telecard Magazine* Phone Card Phair: a panel discussion with international industry experts and the meeting of the new U.S. Telecard International Association.

Hanft outlined his company's role in telecards: "Peoples started out treating telecards as a utility product. We will continue to ensure that our cards provide all of the first-rate services that our customers have grown to expect."

Also highlighted by Mr.

Hanft were some new telecard products he believes will achieve a balance between maintaining the utility of the cards and satisfying the consumer desire for qualities that make the cards collectible. One such product is the Chromium

Global Link C² telecards that Peoples introduced at the Phair. C² is Peoples indication of their Collector Card. Chromium is a patented process that gives images the appearance of an etched mirror surface. Said Hanft, "We plan to remain a front-runner in the telecard industry by producing first-rate cards utilizing exotic techniques such as the chromium card." He concluded by saying, "We have numerous cards in process. Telecard consumers should keep their eyes on Peoples."



Editor's Note:

For more background on the history of telecards issued by Peoples Telephone Company, Inc., see Premier Telecard Magazine, Vol. 2, No. 3.

Peoples Telephone Company and Nippon Telegraph & Telephone Announce Joint Venture in U.S.

Jeffrey Hanft used the *Premier Telecard Magazine* Phone Card Phair as the venue to unveil a new telecard that is a joint venture by Peoples Tele-

phone Company, Inc., and Nippon Telegraph & Telephone America (NTT). The card is an offshoot of a highly successful series of 50-unit cards released in Japan by NTT.

That five-card series is called "Hello America," and four of the five cards feature a photograph of a

famous historical site in New York. These include downtown Manhattan, the Empire State Building, Manhattan Island, and the Statue of Liberty. The fifth photo is of Capitol Hill in Washington, D.C.

The first telecard issued in the U.S. "Hello America" series features a photograph of the Brooklyn Bridge. These \$10 cards are being sold in the United States by Peoples and NTT America. NTT is also marketing the cards directly in Japan to tourists and business travelers whose destination is the United States. The telecards may be used to place international calls from the United States, and holders of the card may add time as needed. Each card contains a lot number, a sequential number, and a scratch-off PIN and is packaged in an individual protective envelope. At

press time, Peoples Telephone Company and NTT America were in the process of finalizing the unit or denomination designation on the cards.





Dealt at the Phone Card Phair

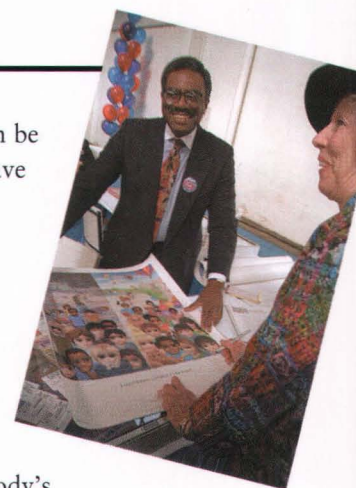
Commemorating the Phone Phair

The Premier Telecard Magazine Phone Card Phair Commemorative Card Set is based on Margaret Keane's work of art *Love Makes a World of Difference*. This set is believed to be the first six-tiled set in the U.S., and the only set in the world that has the phone time supplied by a different telco for each tile. This limited edition of 2,000 sets plus the Phone Phair Commemorative Card was released at the Phair.

Printed by Security Card Systems, each card has \$5 of time. Dynamics® provided time for 5,000 commemorative cards—3,000 distributed to Phair-goers and 2,000 to accompany the tiled album set. A 27" x 30" lithograph of the original painting is included with the set. MT World Card, Prepaid Telecommunications International, GTI Telecom, WorldLink, Topsis Communications, and Pick Inc. supplied the time for the tiled

set. Even though the cards are renewable and can be used in the continental U.S., serious collectors have put these cards away for the future. A signed set and lithograph sold for \$475 at the auction.

Hundreds of visitors met Margaret Keane at the Phair, and many had her autograph their personal set of telecards. *Love Makes a World of Difference* was created for BEST Foundation for a Drug-Free Tomorrow, an affiliated entity of The Conrad N. Hilton Foundation. The focus of the BEST campaign is to "Bring Everybody's Strength Together" to encourage children to stay off drugs, alcohol, and tobacco. The original oil painting was put on display at the Phair.



Advantage Communications Inc. swept the field with the release of eight telecards at the Phair.

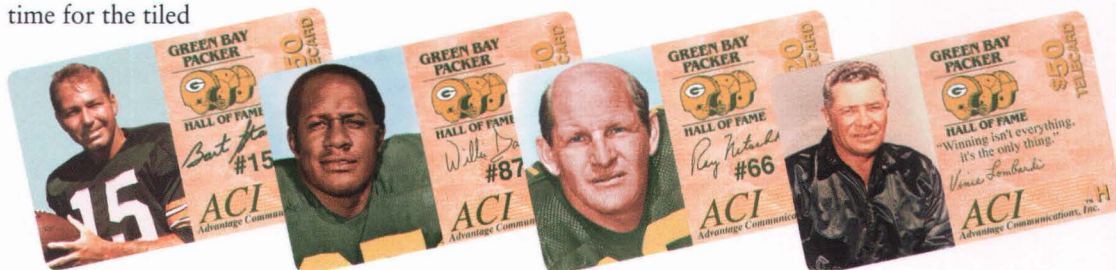
Endangered Species Collage

Collectors, animal lovers, and environmentalists alike were delighted with the endangered species collage that Advantage Communications, Inc., of Memphis, Tennessee, released at the Phair. The card features the first four Endangered Species telecards: "E" Panda, "N" Harp Seal, "D" Humpback Whale, and "A" Macaw. There were 10,000 cards issued in the following denominations: 5,000 of the \$3; 2,800 of the \$7; 1,500 of the \$20; 500 of the \$50; and 200 of the \$100.



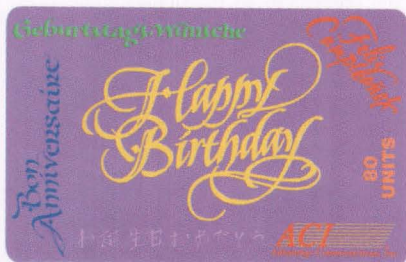
Green Bay Packers Hall of Fame Series

Advantage Communications, Inc., released the first four cards of this series featuring football greats Bart Starr, Willie Davis, Ray Nitschke, and Vince Lombardi at the Premier Telecard Magazine Phone Card Phair. The series will feature ten cards that will spell out "Hall of Fame." There will be 5,000 cards per issue and in the following denominations: 2,500 of \$3; 1,500 of \$7; 700 of \$20; and 300 of \$50.



Birthday Card

There were 5,000 of these cards released at the Phone Card Phair by Advantage Communications, Inc. These non-serialized cards were sold in units rather than dollar amounts. There were 2,000 of the 12-unit cards, 2,000 of the 28-unit cards, and 1,000 of the 80-unit cards issued.



NASA 25th Anniversary

The 25th anniversary of man's landing on the moon is commemorated by this release of two cards by Advantage Communications, Inc. One card has a man

standing on the moon, and the other card shows photographs of the space shuttle.

There were 5,000 of each card issued as follows: 2,500 of \$3; 1,500 of \$7; 700 of \$20; and 300 of \$50.

These cards are serialized.



San Francisco Victorians

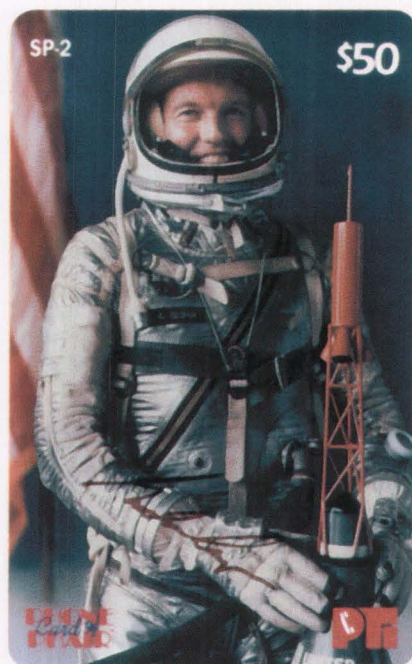
Quaint San Francisco Victorian townhouses under the Golden Gate Bridge adorned the front of the TravelTel's Phone Card Phair 1994. With a face value of \$10, this 20-unit card was an ideal souvenir to bring back from San Francisco. TravelTel issued 3,000 of these cards. These rechargeable cards have an international range and can be used to place calls both in and out of the United States.



April 1994

Gordon Cooper

Thanks to Prepaid Telecommunication International (PTi), young and old alike were fascinated by the visit of U.S. astronaut Gordon Cooper to the Premier Telecard Magazine Phone Card Phair. An autographed telecard of Mr. Cooper in his NASA space suit was released to Phair-goers. The card is \$50, and there were only 500 cards issued. These cards have an international calling range to 240 countries. The cards are sequentially numbered and are not renewable. Visitors to the Phair had an opportunity to have a photograph taken with Mr. Cooper amid photographs and posters of the NASA program. (See ad page iii, opposite "In this Issue...")



Beauty, Beatles and Brooklyn

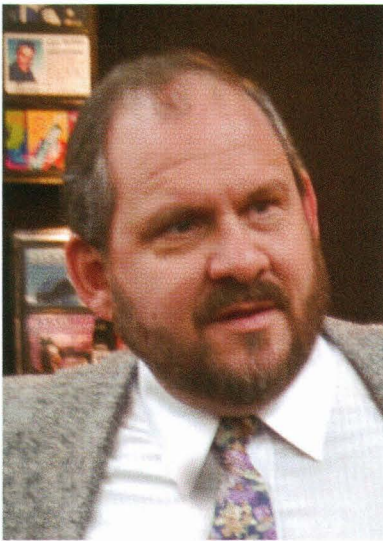
Peoples Telephone Company dazzled the Phair with three new releases: Playboy Beauty and Technology, Beatles Monterey '67, and NTT "Hello America" Brooklyn Bridge. The unveiling of the Playboy card included the excitement and glamour of Playmate Echo Johnson who autographed the sealed card envelopes.



Univox International Cards

Phone Phair San Francisco 1994 cards were released by Univox: San Francisco Golden Gate Bridge, San Francisco at Night, Flags Across the World, and Flags Across Europe. All four telecards are issued in quantities of 3,000 each. These cards are sequentially numbered, renewable, and available in \$12, \$15, and \$30 face value, with 1,000 of each denomination. The Flags Across the World telecard was given to guests at the Premier Telecard Magazine banquet on Saturday night.





Larry Brilliant, president of Brilliant Color Cards

**Brilliant
Brilliant
Brilliant
Brilliant**



**Brilliant
Brilliant**

Brilliant Minds at Work

by Leslie Gainer

Larry Brilliant was astounded when he literally stumbled on a convention for coin and telecard collectors in Singapore in early 1991. His area of expertise was ancient coins. He began to feel as if his avocation was obsolete once he discovered that collectors at the convention were indifferent to coins and engaging in a "feeding frenzy" over the telecards. Now, three years later, Brilliant and his brother Barry are one of the top manufacturers of telecards in the United States.

Larry is a man of many talents and developed an interest in ancient coins while living in India from 1970 to 1980. He is a medical doctor and served as a diplomat for the World Health Organization while in India. His mission was to eradicate smallpox.

Brilliant traveled extensively throughout the country in his quest to vaccinate individuals and prevent the proliferation of the disease. He discovered countless rare and unusual coins during his travels and became an avid collector. He also acquired an extensive historic understanding of coins and their meanings to modern and ancient societies. This knowledge was translated into a series of articles which were published in India.

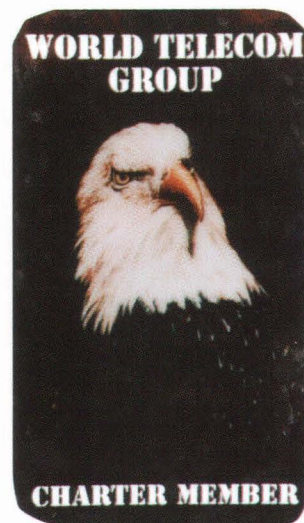
After a great deal of reflection, Brilliant decided to auction his collection. He was advised that Singapore was the ideal auction venue and that hundreds of collectors and dealers would attend the auction. The auction date was set for January 15, 1991. Unfortunately, the Persian Gulf War erupted, international travel became worrisome, and only twenty-five people showed up. After it was over, Brilliant walked next door and came upon an enormous coin and telecard show. Ten thousand people were there. The vast majority of the collectors were fixated on telecards. He was bewildered because he had never heard of telecards.

Brilliant recalls: "I was stunned. I wondered why people would fly all the way from Japan to collect plastic cards. Here I had a collection of precious ancient coins with great historical significance, and these people were circling like piranhas over little pieces of plastic. In disgust, I

found myself muttering 'This is what's wrong with humanity. The obsession with hi-tech is destroying any sense of the importance of history.'" He adds, "But after a while, I calmed down and started to analyze what I was seeing and ask questions. It didn't take a rocket scientist to see that the potential for growth as collectors' hobby was spectacular. I even purchased a telecard catalog published by Steve Hiscocks. At that point, I didn't know if I was being open-minded or a hypocrite, because by the end of the day I had purchased some telecards. I guess at a minimum, I was recovering from the sting of my own failed auction and was willing to open my mind to other collectibles."

Brilliant returned to California and his teaching position at the University of California at Berkeley School of Public Health. He also invested in the business card printing firm that his brother Barry owned and operated. Larry was working at the firm one night when he received a phone call that would alter the course of his life. Larry Huff of AmeriVox, which was then known as the World

Telecom Group (WTG), said that his company planned to release their first telecard in America. He asked if Brilliant would manufacture it. Larry explained that he and his brother manufactured paper, not plastic, cards and provided some referrals to plastic card manufacturers.



He also mentioned that collectors would probably be very interested in the WTG cards. Huff was stunned, having had no idea that the cards were considered a collectible. Larry Brilliant loaned Huff the Hiscocks catalog and wished him well.

Several weeks later, Huff called again. He was very appreciative of Larry's professionalism and the way he had graciously shared information. Huff wanted Brilliant to manufacture WTG's cards, and he persisted until Larry and Barry Brilliant agreed to take the job.

Unwittingly, the Brilliant brothers had entered a telecard manufacturing business that would grow in leaps and bounds in a mere three years. The first card produced was the "Eagle" card for AmeriVox. It was a laminated card with rounded edges. Bear in mind that Brilliant was a business card manufacturer. The company did not have sophisticated laminating and cutting equipment on hand for plastic cards. Larry recalls with a laugh, "Toenail clippers were used to round the edges of the first set of cards that we produced for AmeriVox."

It took a while for other telcos to get on the scene and gear up to issue telecards. However, within one year, the phone calls started rolling in, and Brilliant Color Cards was riding the wave of an entirely new product line. Their next telecard customers were Advantage Communications, Inc.; Quest; Global; and North American Telephone.

Today, Brilliant Color Cards prints entirely on plastic using state-of-the-art equipment. Every telecard printed uses digital photoprinting instead of ink, with a resolution of 4,000 dots per inch. They have even replaced the toenail clippers with die cutters.


Larry has softened his initial harsh evaluation of telecards and

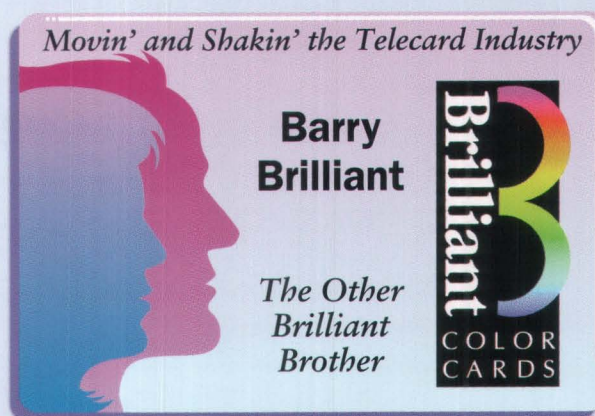
their collectors. He explains: "In ancient times, the coin was a prepaid ticket to obtain transportation and purchase paper and ink for communication. Today we use telecards as currency. For example, in Japan a telecard may be used to pay for telephone calls, to send faxes, to check out library books and videos. Telecards serve us in the twentieth century the way coins served ancient Romans and Greeks. The technology of telecards is part of the new information 'super-highway.'"

He reflected on the *Premier Telecard Magazine* Phone Card Phair. "The Phone Card Phair was the premiere of telecards in the U.S. It was also the first time in the history of the industry and hobby that so many unacquainted

people had the opportunity to meet and exchange information, cards, and ideas. The media, regulators, collectors, dealers, telcos, and manufacturers all gathered in one hall to create our own information super-highway focused entirely on telecards."

Brilliant added, "The only thing that I have ever been an expert on is smallpox. The world of telecards is still new to me in many ways. I have a lot to learn, and in that respect, it's a bit like translating Tibetan coins—it will take time."

Brilliant concluded, "There is a philosophy in India that the most important purpose in life is not achieving the goal, but enjoying the ride. Barry and I are very fortunate because we became involved in telecards to help someone out. So much has happened since then, but when all is said and done, we're delighting in the 'ride.'" 



The members of Barry Brilliant's union thought he was one of the best at his craft and urged him to start his own convention services business. Barry worked with computers as a hobby and used this experience to design his own color business card. The cards cost nearly \$2.00 each to produce but, in a way, the investment paid off, because his cards were the talk of the International Exhibitors Association trade show in Montreal.

Barry recalls: "Everyone, without fail, loved the cards. The only problem was they wanted me to make business cards; they didn't need my trade show services." He continues, "Shortly after that, I went to Michigan to visit my brother Larry. I remember asking him 'What am I supposed to do? Should I try this whole new business doing cards or go to India to spend some contemplation time with God?' Larry, a believer in spiritual exploration, said without hesitation, 'Unquestionably, you should go to India.' But I didn't. Instead I followed the words of Buckminster Fuller, who suggested that one should look out into the universe, see what's there, and act on it. I started designing color business cards."

Barry employed the expertise he acquired in film-making school. However, the technology was expensive, and he was not satisfied with the quality. He is thankful for the many experts who helped him refine the production techniques. It took about four years, a mortgage on his house, 20 years of his personal savings, and the printing of over two million cards before the business took off. Meanwhile, Barry had asked his brother Larry to join the business.

The team at Brilliant Color Cards is celebrating its fifth anniversary with the release of TeleTone™, a prepaid telecard that generates sound, which in turn connects the call to the 1-800 number. The TeleTone can be used from any telephone in the U.S.

These days Barry focuses his attention on research and development of the next generation of cards and equipment. Larry is more involved in customer service and marketing. Close as brothers and business partners, Barry sums it up: "We both do a little bit of everything."



Dealt at the Phone Card Phair

Longstreet and Staff & High Tide

Phair-goers were excited to hold in their hands the card featured on the cover of the March *Premier Telecard Magazine* Phone Card Phair Souvenir Issue: Longstreet and Staff. This is the first card of the Civil

War Series by MT World Card. The second card of the series, High Tide, was also released at the Phair. The cards feature the artwork of American Civil War artist Mort Künstler. Both cards are a limited edition issue of 999, with sequential numbering, and are priced at \$50 with a denomination of 20 units. They have remote memory and are renewable.



'93 HAWAIIAN OPEN

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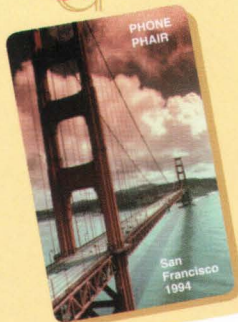
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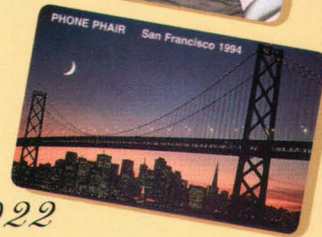


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Brilliant Universe Reverse

For those fortunate enough to have visited the Brilliant booth each day of the Phair and collected all four of the Brilliant Universe family members, the reverse holds a surprise. It fits together revealing a sunburst center surrounded by flamed edges.



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Marilyn Monroe - Premier Issue

WorldLink released three "Premier Issue" foil-stamped Marilyn Monroe signature cards. The cards are licensed by the Estate of Marilyn Monroe and display the trademarked signature of Marilyn Monroe. The cards are available in denominations of \$10, \$20 and \$30, with only 500 of each design and denomination issued. There were some disappointed buyers as all \$10 cards had been sold by the second day of the Phair.

A special feature of the cards is that the voice prompts have been recorded by a Marilyn fan and impersonator, Vynette Anthony. Ms. Anthony, of Paris, France, performs her act in clubs throughout the United States and Europe.

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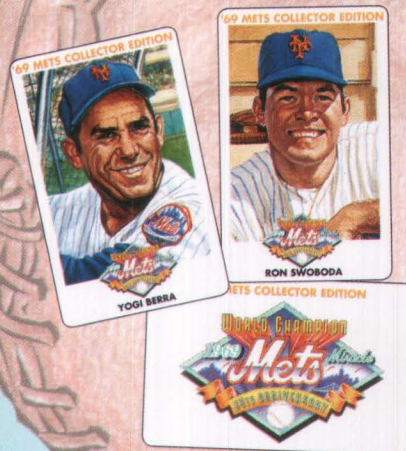


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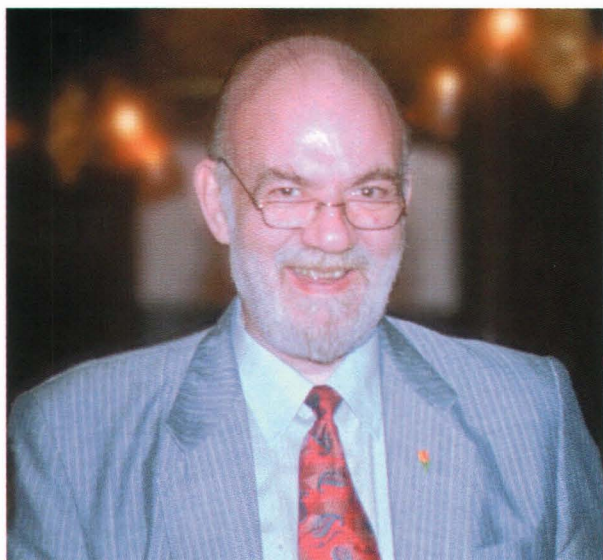
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by Leslie Gainer

Dr. Steve Hiscocks is editor of *International Telephone Cards*, a bi-monthly magazine published in Great Britain. He is considered one of the eminent scholars in the world of telecards, a world he entered quite by accident.

Steve Hiscocks spent his college years in Washington, D.C., where his father served as a scientific attaché at the British Embassy. After graduating from American University with degrees in chemistry and geology, he obtained a doctorate in metallurgy from Oxford University in England. Dr. Hiscocks worked as a research scientist and administrator for twenty years before discovering telecards.

Dr. Hiscocks first became aware of telecards in the mid-1980s. He explains: "In my previous incarnation I was a civil servant who represented the U.K. on committees in Brussels and Paris. I have always been a collector. I have the instinct. While in those cities I began to notice all the telecards and began collecting them. This was around 1986, when you could go for a short walk in the evening after your meetings and come back with fifty or sixty cards. Those days are long past."

Dr. Hiscocks explained how his involvement in the hobby expanded. "By accident really. It started out as an article for a philatelic journal. When I began my research, I found, to my astonishment, that telecards were being issued in over sixty countries. I published the world catalog in 1988, the first book of any sort on telephone cards. After that, Stanley Gibbons published my next two catalogs—the world catalog of 1990 and the British Isles catalog of 1991." In 1990 Dr. Hiscocks was approached by Telecom Australia and asked to join them as a full-time consultant on telecards. So ended his days as a civil

Dr. Steve Hiscocks – Editor, Collector, and Cataloguer

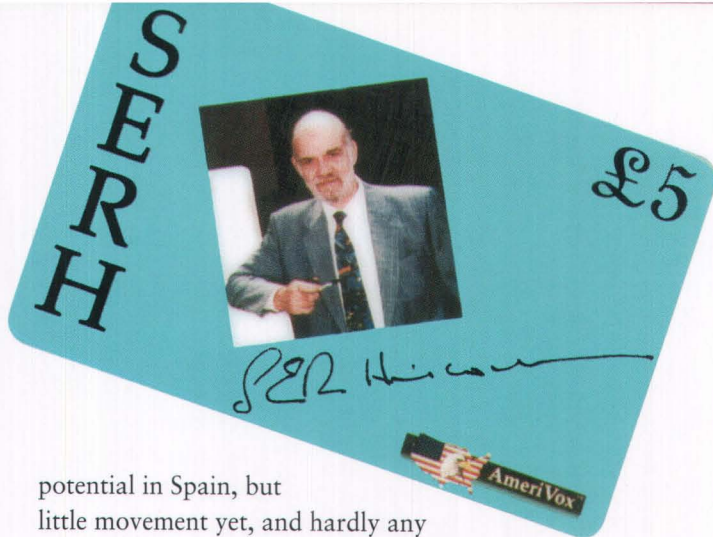
servant, and he entered the exciting and ever-changing international society of telecards. Telecom Australia had several objectives in mind for Dr. Hiscocks to spearhead. One was to start a telecard collectors' club in Australia. The second, even larger, task was to design and publish an international telecard journal. The first objective was fairly straightforward and relatively easy to accomplish. The other was a more daunting job and Telecom Australia decided to opt out of the project. Dr. Hiscocks had dedicated so much time to the project that he decided to move forward with his partner, Paul Hailes. The first issue of *International Telephone Cards* debuted in March 1992.

Dr. Hiscocks is still busy cataloging telecards in addition to meeting the demands of publishing the magazine. He discusses the challenge of issuing world catalogs:

"The main problem is keeping the catalog up-to-date when new cards are being issued weekly." He adds: "I am working on one now and expect to have released it in time for the Phone Card Fair in March of 1994. It is one of a series of smaller catalogs entitled *Telephone Cards of the World*, Parts I, II, III, IV and perhaps more. The first section on the U.K. and Ireland appeared in May 1993. Chris Garibaldi and I have collaborated on North America, the Caribbean, and the Atlantic. Next I plan to publish the Scandinavian countries, then the Far East, and continue from there."

Dr. Hiscocks comments on collectors worldwide: "The hobby is still growing in the U.K., Germany, Far East, and especially the U.S.A., which will probably overtake Germany as the dominant force in a year or so. Scandinavia is taking off rapidly. There is the






potential in Spain, but little movement yet, and hardly any mass movement in South America—but that could change. Italy has already exploded and may become even stronger if S.I.P. (Italian Telecom) changes its policy and decides to help collectors. The recession has caused Japanese investments to subside. This trend has had little impact worldwide since the Japanese tend to limit their collecting to Japanese cards. I also suspect that it has leveled off in France as the 'get rich quick' boys have moved on to other things. This is good. What is left are the real collectors, and the hobby is stronger for that."

Dr. Hiscocks has kept a keen eye on the growth of telecards in the U.S. "Certainly there is an explosion of interest in the U.S.A. at the moment. At first there was a strong tendency of issuers to use photos, which don't reproduce particularly well. They were also rather dark at times. I think this was done to project a sense of seriousness and respectability. Some U.S. issuers seemed to be a little insecure about whether their cards would be taken seriously. The U.S. cards are cheering up considerably and display much more original artwork. This is a trend to be encouraged." He also believes that the trend toward using licensed figures for telecards greatly enhances their collectibility. He cited the Elvis Presley, Marilyn Monroe, and Marvel Comics series as examples.

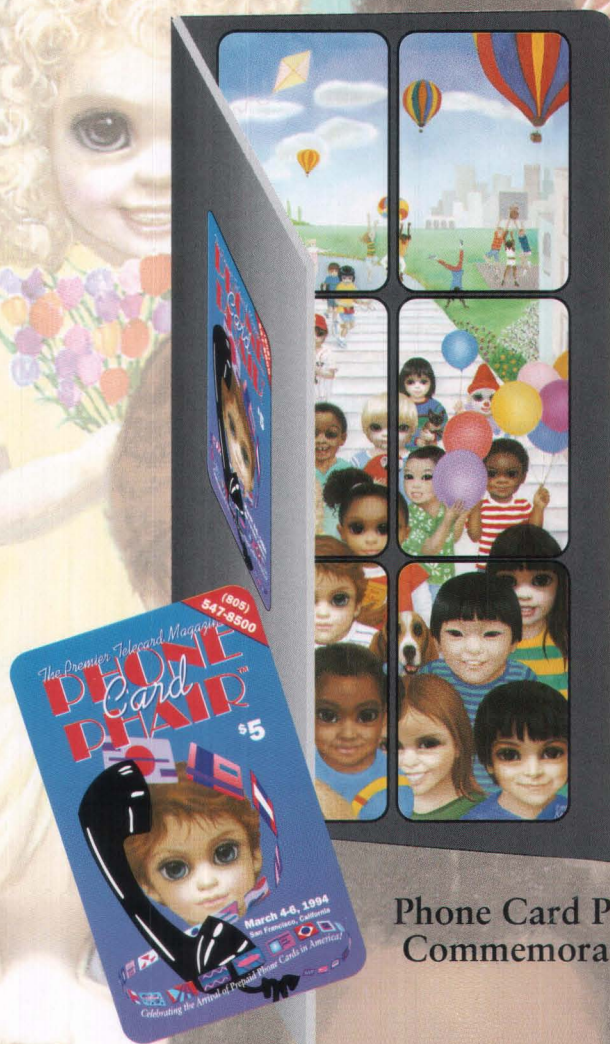
Dr. Hiscocks projects that the U.S. market "is likely to be very successful and popular." He adds a friendly warning: "There will be difficult patches ahead. There are some small companies out there with questionable credentials and little technical expertise. As a result, some cards being issued are of dubious pedigree. This proliferation is not good for the hobby. However, in the end it will be a matter of survival of the fittest."

When asked to explain his fascination with telecards, Dr. Hiscocks replied: "You cannot really explain it any more than you can explain why you love someone. If you are a collector, what you collect depends on what takes your fancy at a critical moment."

Dr. Hiscocks' wife and family look at his vocation somewhat differently. A friend recounts: "Two of Steve's three sons are avidly *not* collectors. His wife commented that until recently, her view of telecards was that they make great doorstops when you have a big enough pile." The fascination with telecards is clearly not a family affair. 

April 1994

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A Banquet "Aphair"

The *Premier Telecard Magazine* Phone Card Phair banquet was, without a doubt, "an aphair to remember." Banquet tickets were gone before the Phair began.

John Taylor, editor of *Premier Telecard Magazine*, quoted the philosopher Schopenhauer: "Every new idea goes through three stages. First it is ridiculed, then it is violently opposed, finally it is accepted as self-evident." We are beginning to see the first small waves of acceptance of telecards by the U.S. public, said Mr. Taylor, adding that before long that will become a tidal wave of interest.

Mr. Taylor linked the first *Premier Telecard Magazine* Phone Card Phair to another history-making event: "Welcome to the Woodstock of phone cards in the U.S.A. I predict that within a few years people will say of this Phair, as they do of that other legendary happening, 'it was a seminal event.'"

He introduced the other corporate sponsors of the Phair: Advantage Communications, Inc. (ACI), Peoples Telephone Company (PTC), and Brilliant Color Cards (BCC).

Kevin Pirolo, ACI president, graciously acknowledged the contributions of industry pioneers. He praised Towru Ikeda and David Eastis of AmeriVox, without whose persistence and perseverance the industry would never have gotten so far so quickly.

Jeffrey Hanft, CEO of Peoples Telephone Company, generated excitement with a telecard giveaway. Calling the Phair "a tremendous success," he confided that when he left Miami he doubted there would be three people attending!

Mr. Taylor introduced Phair sponsor Larry Brilliant, who thanked *Premier Telecard Magazine* for its efforts. He recalled the days when he fraternized with the dreamers who founded Apple, Lotus, and Microsoft. From kids with bright ideas to grownups forging a new industry: their road is the one we too

travel. His talk closed with a warning:

The computer field became fragmented and allowed disharmony and acrimony to enter in. The telecard community must work to prevent that from happening.

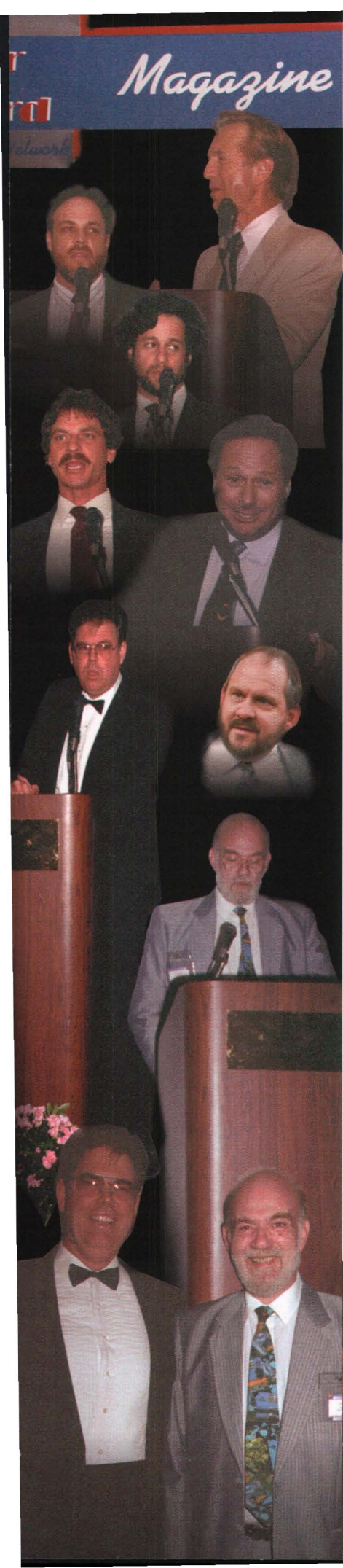
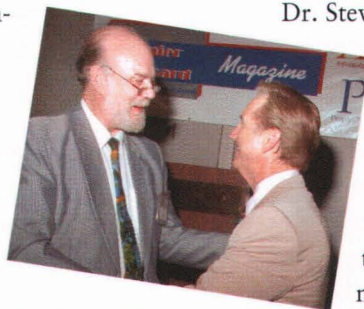
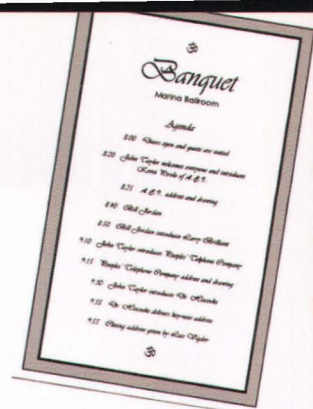
Bill Jordan, publisher of *Premier Telecard Magazine*, said, "We are a small company. Fourteen of our staff are in San Francisco. They have worked tirelessly to make this event the best it could be."

The featured guest speaker was Dr. Steve Hiscocks, editor of

International Telephone Cards, a bimonthly magazine published in Great Britain. He commended the growth of the U.S. market, noting that the first remote memory cards were produced in 1987 by

Peoples Telephone Company. He is also impressed by Ameritech's magnetic and remote memory cards and praised the new TeleTone™ telecard produced by Brilliant Color Cards.

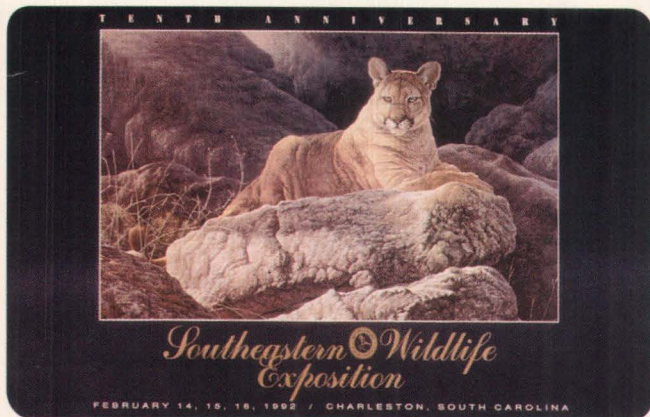
Mr. Taylor's concluding remarks pointed out how far the U.S. movement has come in so short a time and prophesied that "Within a few short months it will be common for people to turn to each other in conversation and inquire, 'You do have a telecard, don't you?'"



Fine Art Collector Series

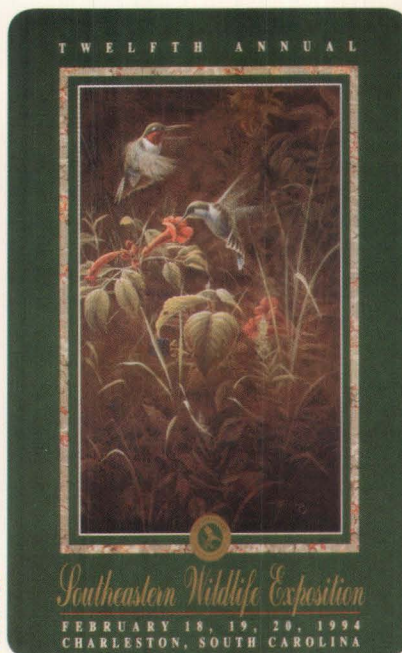
Southeastern Wildlife Conservation Collection

A total of nine prints will be available over the next 12 months. Part of all sales go to the Southeastern Wildlife Exposition for wildlife protection and other conservation efforts.



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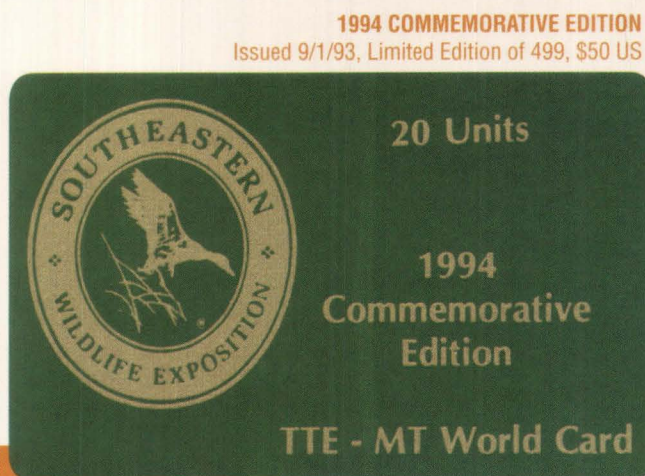
Kids for Conservation



1992 Poster Competition Southeastern Wildlife Exposition
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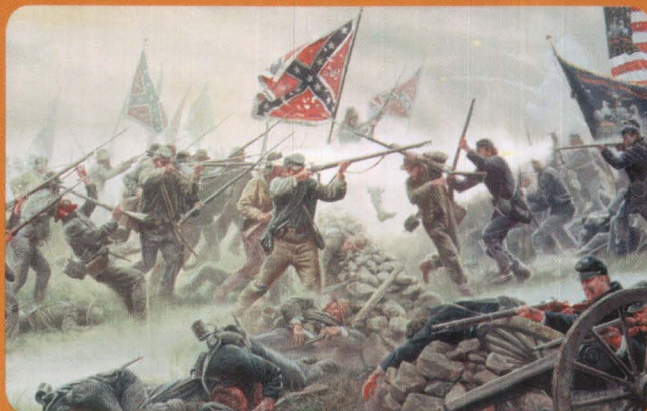
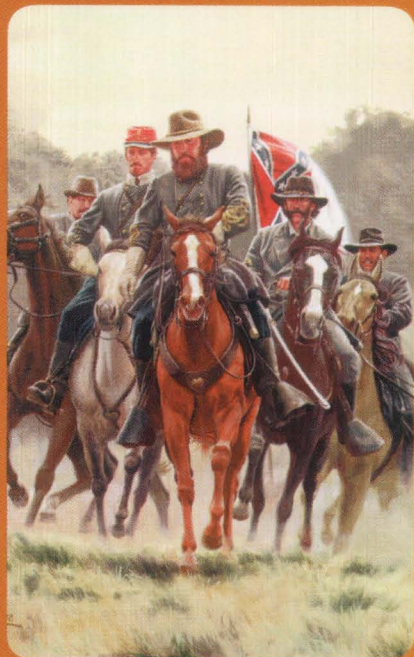
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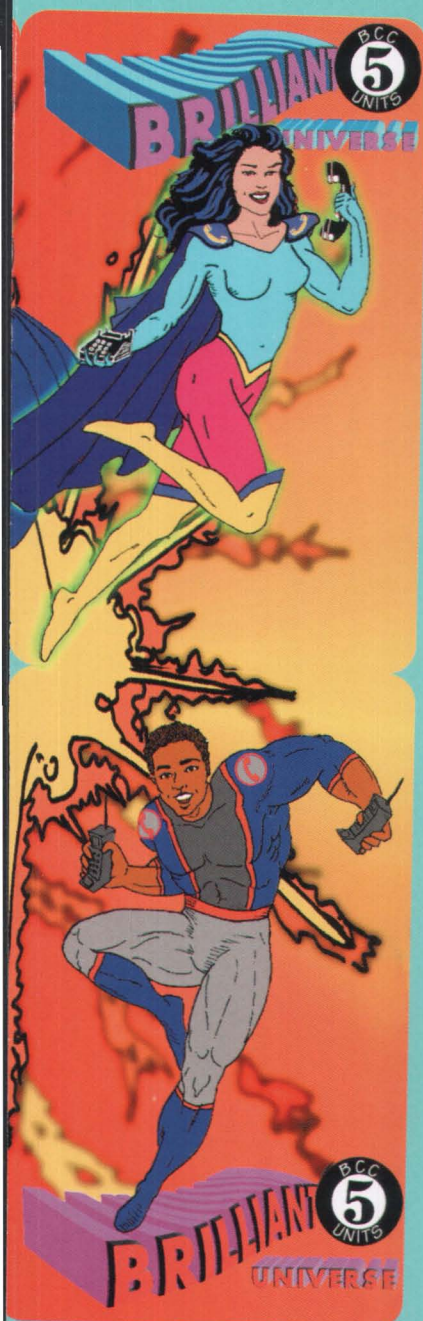


Brilliant Universe

Premier Cards

April
1994

Card Phair Creative Cards



4



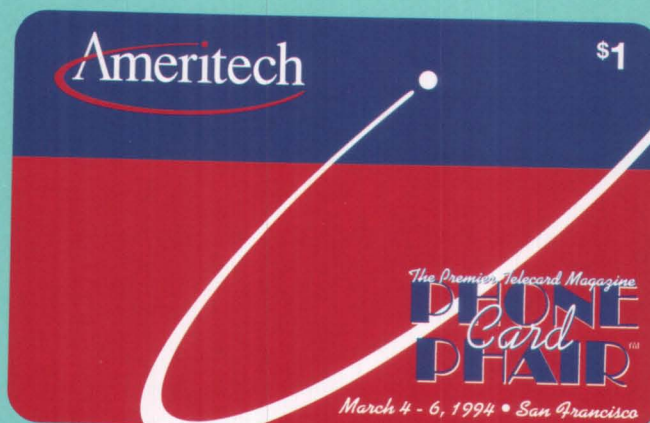
Phone Card Phair

5



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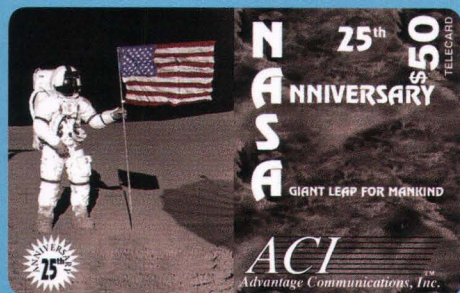
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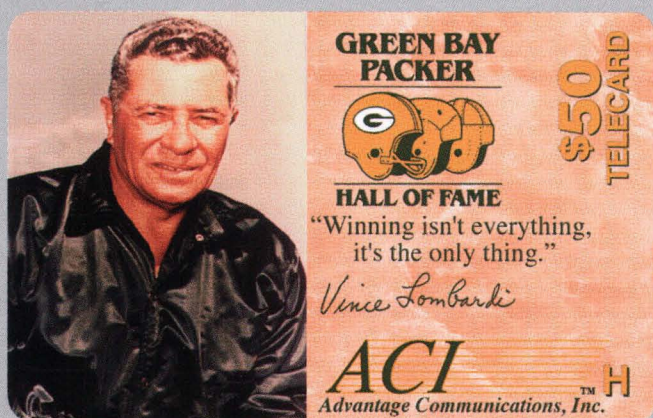


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Auction Benefits World Wildlife Fund

Of all the excitement generated at *Premier Telecard Magazine's* Phone Card Phair in San Francisco, March 4-6, nothing was more exciting than the auction of limited edition and rare telecards and fine art that took place on Sunday to benefit the World Wildlife Fund. The atmosphere was absolutely electric as celebrities from the art world were introduced and unique items were put on the block for

anyone savvy enough to take advantage of the opportunity. World-renowned painter Margaret Keane, famous for her depiction of wide-eyed children; Susan Bernard, daughter of the renowned Hollywood photographer Bruno Bernard; fine arts dealer Edward Weston, who holds the licensing rights on many of the Marilyn Monroe photos—these were a few of the people that attendees of the auction had the chance to meet in person!

The following is a partial list of items that were offered for purchase and amounts paid.

| Donator | Description | Issue | Cards | High Bid |
|--------------------------------|--|------------------|-------|----------|
| Advantage Communications Inc. | Endangered Species Series signed by ACI president, Kevin Pirollo; & World Wildlife T-Shirt | \$3 denomination | 4 | \$85 |
| Advantage Communications, Inc. | Stealth Bomber Proof | 1 of 10 | 1 | \$90 |
| Advantage Communications, Inc. | Toyota Proof | 1 of 10 | 1 | \$75 |
| Ameritech | Complimentary Phair Card and Sweatshirt | 1/5000 | 1 | \$200 |
| Ameritech | Chronology Card Set and Case | | 5 | \$2,000 |
| AmeriVox | Elvis Presley Album Set of Cards w/Disc | 1492/3777 | 1 | \$300 |
| AmeriVox | Eagle Charter Card | 1 of 1500 | 1 | \$1,100 |
| Brilliant | SuperCards: Telecard Man, Woman & Family | | 3 | \$1,050 |
| GlobalCom 2000 | AIDS Card | 17,140,141/1000 | 3 | \$160 |
| GlobalCom 2000 | Chronological Set and Case | | set | \$260 |
| GlobalCom 2000 | Print of Marilyn in Heart | | | \$175 |
| GlobalCom 2000 | Tibet Sacred Art Card, Litho, and Post Card | prototype | 1 | \$60 |
| Keep the Change! | Grand Opening Card | 4 of 1500 | 4 | \$550 |
| Liberty | Framed Hologram Cards | | 1 set | \$300 |
| North American Telephone | Prototype | 100 | 7 | \$100 |
| Peoples Telephone | NTT Brooklyn Bridge/Japanese | 100/1000 | 1 | \$110 |
| Peoples Telephone | Inaugural Beauty & Technology Limited Edition Set | 200/5000 | 9 | \$350 |
| Premier Telecard Magazine | Phone Phair Commemorative Card Set and Keane signature lithograph poster | 1 of 2000 | 7 | \$475 |
| Snap-It | 100 ea. Telephone Card Holders | | | \$65 |

Prior to paying the auctioneer and the expenses concomitant to the auction, over \$9,000 was raised, net proceeds of which will be given to the World Wildlife Fund, the beneficiary of the auction. Needless to say, we at *Premier Telecard Magazine* are ecstatic over the results of this auction. For those who are kicking themselves for not having attended, stay tuned... we are determined that the next auction will be even bigger and better than our first.

Ameritech Presents New Prepaid Phone Card

by Nancy Blackburn

When Ameritech—the regional Bell operating company serving five of America's Midwestern states—restructured its organization last year, it was with an eye toward better serving its customers. Ameritech Pay Phone Services, one of eleven business units that grew out of this restructuring, is doing just that

with the recent introduction of the **coin\$aver** card, a new prepaid telephone card.

The card was made available first in Chicago and surrounding suburbs on February 14. It was scheduled to be introduced in Michigan on February 28, Ohio on March 7, Indiana and Wisconsin on March 14, and the remaining areas of Illinois on March 28.

The **coin\$aver** card, however, is not Ameritech's first entry into the prepaid phone card arena.

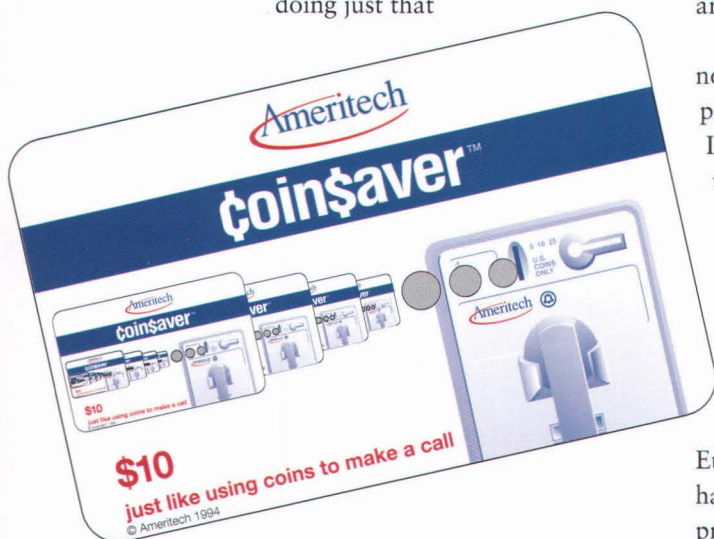
In 1988, Michigan Bell tested a debit card on the University of Michigan campus. After the trial, which used a set-based technology, the company concluded the debit card was ahead of its time in the United States market. But times change. Now that Europe, Asia, and South America have successfully introduced prepaid telephone cards, Ameritech

feels the United States is ready to accept this alternative to coins in its pay phones.

The **coin\$aver** card is a truly unique alternative. Ameritech has become the first regional Bell operating company to introduce a remote memory phone card. The remote memory technology is being used so the card will be instantly accepted at all 240,000 Ameritech pay phones. However, as an extra feature, the card also

contains a magnetic strip that allows it to be used at some specially modified pay phones that can

"read" the information contained on the card, thus eliminating the need to dial the access or account number. The introductory series of Ameritech **coin\$aver** comes in denominations of \$2, \$5, and \$10, with a total of 50,000 cards being issued.



Ameritech Introduces the **coin\$aver** Card—The Newest Customer Convenience

- **What is Ameritech **coin\$aver**?**

The **coin\$aver** is a prepaid telephone card that allows customers to make telephone calls from any Ameritech pay phone without using coins. The card is available in \$2, \$5, and \$10 denominations.

- **Where can customers use the **coin\$aver** card?**

By the end of the first quarter of this year, the **coin\$aver** card can be used from any of Ameritech's 240,000 pay phone in Illinois, Indiana, Michigan, Ohio, and Wisconsin. Card users can call anywhere in the United States, Canada, and many other countries.

- **Who sells the **coin\$aver** card?**

The card will be available at convenience stores, grocery stores, drug stores, gas stations, truck stops, airport gift shops, hotels, and restaurants in the Ameritech service area. Businesses selling the card will display a window

decal and a counter card with an information sheet to acquaint prospective customers with the mechanics of using the card. The **coin\$aver** card also can be purchased with a Visa® or MasterCard® by calling a 24-hour toll-free customer service number.

- **How does the **coin\$aver** card work?**

Instructions are printed on the back of each card, and easy-to-use voice prompts in English and Spanish give step-by-step instructions. The system automatically keeps track of how much money is left on the card and will tell the user the amount before each call is made.

- **Who will use the **coin\$aver** card?**

The **coin\$aver** will be used by people on the go, including commuters, students, and travelers. The collectors' market has also expressed a great interest in Ameritech's new prepaid phone card.



Lena B. (left) and Karen Vessely, (right) president of Ameritech Pay Phone Services

Lena B.'s Design

Lena B., shown here with Karen Vessely, President of Ameritech Pay Phone Services, designed the artwork that appeared on the 1993 Ameritech Holiday Edition Debit Card, available to Ameritech employees during an internal trial. Lena, now eighteen years old, created her design when she was fifteen and a student at Lawrence Hall Youth Services.

As part of their on-going community service efforts, Ameritech looked for a not-for-profit agency to provide artwork for the Holiday Edition Debit Card. Lawrence Hall Youth Services of Chicago, Illinois, is a welfare agency that each year serves more than 1,500 abused, neglected, disadvantaged, and educationally-handicapped infants, children, and adolescents. Lawrence Hall's mission is "making a difference to last a lifetime" by helping children and their families overcome problems and develop the self-worth, knowledge, and skills they need to live independent and productive lives. To reach this goal, Lawrence Hall provides individualized residential treatment in a nurturing home environment, special education, independent living, employment training and placement, family counseling, and foster-care programs.

Ameritech Pay Phone Services worked with Lawrence Hall and Lena to acquire the rights to use her artwork as the phone card design. They paired it with an existing greeting card that was produced in the Lawrence Hall print shop. The greeting card and the \$5 phone card were used by Ameritech employees to send as holiday greetings this past season.



A Brief History of Ameritech Cards

In 1988 Michigan Bell, an Ameritech company, conducted the nation's first public trial of a telephone debit card. This helped lay the groundwork for its newly created **coin\$aver** card.



In late 1993, Ameritech conducted an employee trial to test its new, improved telephone debit card. Results showed there is strong consumer demand for this convenient, easy-to-use coin alternative.



This \$5 debit card, accompanied by a matching holiday greeting card, was designed by a not-for-profit welfare agency serving disadvantaged infants, children and adolescents. Ameritech employees and officers purchased sets to use as holiday gifts and to add to their own growing collections.



On February 14, 1994, Ameritech introduced the **coin\$aver** card to the marketplace. It is the first remote memory debit card produced by a regional Bell company and is instantly usable at all 240,000 Ameritech pay phones. The **coin\$aver** card also has a magnetic strip that can be used at select specially equipped Ameritech pay phones.



This complimentary \$1 **coin\$aver** card* was specially designed for the first U.S. Phone Card Phair. Only 5,000 of these promotional cards have been produced.

*Complimentary Phone Phair cards and associated usage paid for by Custom Plastic Card Co.

AT&T "Private" TeleTickets

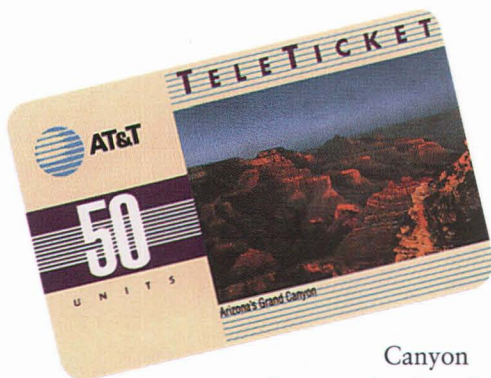
The Mystery Slowly Unravels

AT&T has issued several series of TeleTickets, popular telecards for overseas travelers visiting the United States. Foreign travelers are able to come to the United States and use a TeleTicket to place local and international calls. Automated operator services are available in nine different languages and provide an array of services to TeleTicket owners.

Another more obscure form of telecards comes in the form of private TeleTickets issued for use either by U.S. visitors or residents, depending on the particular card. These cards are not available through AT&T's normal sales channels, and at present AT&T is not forthcoming in providing details on the private TeleTickets that have been issued. This article is an attempt to begin unraveling the mystery of the private TeleTickets produced by AT&T.

AT&T Advisory Council TeleTicket

AT&T probably issued the first private TeleTicket in April 1992 to executives at the AT&T Advisory Council Meeting in Phoenix, Arizona. The face of the TeleTicket has a photograph of the Grand



Canyon and a reproduction of the AT&T Advisory Council logo. Our best estimate is that between 250 and 500 telecards were distributed as "freebies." This card is tough to get, even though most of them are in the U.S., because they are either tightly held by collectors or may not have been saved by many of the executives who received them.

Universal Studio's "ET" TeleTicket

The first TeleTicket produced for an entity other than AT&T was the special "ET" TeleTicket, distributed in May 1992 at a conference for travel agents held in San Francisco. Such conferences are typically called "Pow Wows," and the envelopes containing the ET cards carried out the theme, using the greeting "AT&T Welcomes You To Pow Wow." Universal Studios and AT&T were joint sponsors of the TeleTicket.

The Pow Wow ET TeleTicket has a five-digit control number on the front and no bar code on the reverse. The control number activates the card. A bar code scanner relays information to a

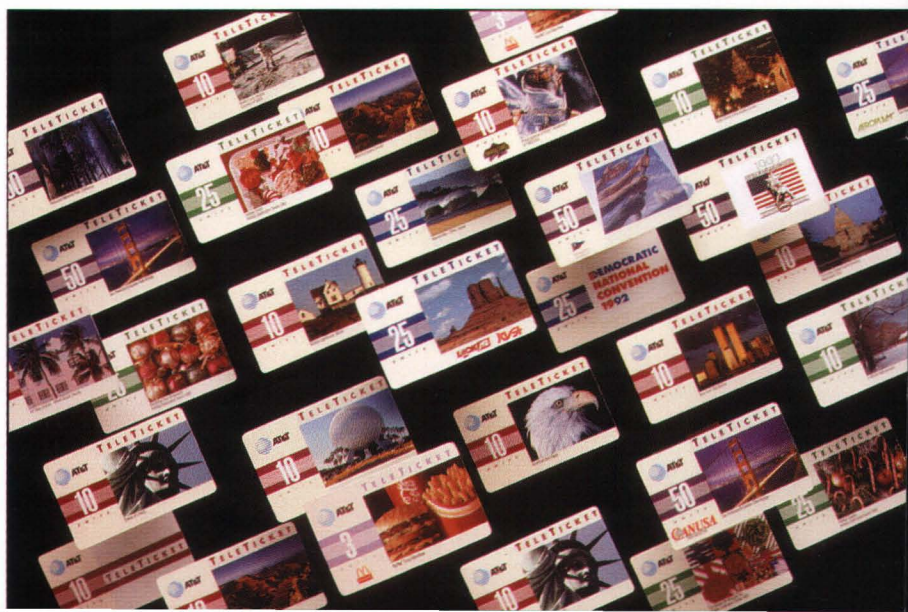
master computer and the TeleTicket multi-lingual "Help" facility. The PIN code on the card is activated by the computer.

There are rumors that another set of three cards exists that has the words "Pow Wow" printed on the obverse. Speculation surrounds the cards, and there are unconfirmed reports that they may be manufacturers' samples, trials, or specimens. We are guessing that these cards, if they exist, preceded the Pow Wow ET TeleTicket. The design may have been changed before the final card was selected for the Pow Wow meeting.

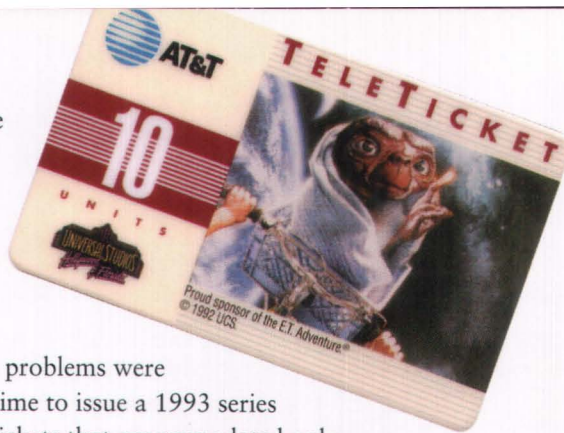
An ET card was given to some of the multilingual staff at the AT&T Help facility to introduce them to the TeleTickets that consumers would begin using. This card has the designation "POET xxxxx" on the reverse and looks just like the regular ET card but lacks the bar code placed on all cards produced after April 19, 1992. None of these introductory cards has a control number.

The original ET TeleTicket was issued in June 1992 in four languages. This was the first card sold rather than given away as part of a promotion. The reverse side of the card carries the designation "POET" and a series of numbers above the bar code similar to most of the AT&T 1992 series of regular issue cards. The bar code contains the control number, the denomination, and the type of card. The PIN code is printed on the card but hidden by a protective envelope. The control number can always be viewed from the outside of the envelope which protects the PIN from unauthorized view. The control number is used to load the PIN into the section of the telephone computer system that tracks the time available to the user.

In late 1992, the ET cards were withdrawn from the market while the lawyers from Universal Studios and AT&T discussed contractual problems and the correct way to assess sales tax. Meanwhile AT&T changed the nomenclature over the bar code on all its cards and converted to using a designator representing



the language group the card serves. "EN," for example, stands for English.



The legal problems were resolved in time to issue a 1993 series of ET TeleTickets that accommodated only English-speaking customers. The "POET xxxxx" designation above the bar code was changed to "EN."


The 1993 ET TeleTicket was sold only at Universal Studios in Orlando, Florida. Telecard enthusiasts had to pay the steep entrance fee to get into the theme park. After that, each person was limited to a daily purchase of five cards. Like the 1992 cards, this series was issued in denominations of ten, twenty-five, and fifty units. The promotion ended in September 1993.

There are only two types of general issue ET TeleTickets. Apart from those, the rest are promotional or possibly trial cards. Total mintage of the entire 1992-3 ET Series, exclusive of the Pow Wow cards, was about 17,000, divided as follows: 10,000 of the ten-unit, 5,000 of the twenty-five-unit, and 2,000 of the fifty-unit. These TeleTickets are difficult to find, and few collectors have seen them. We are interested in receiving any information readers can offer about these cards.

On January 1, 1994, public and distributor sales of TeleTickets ceased. PINs and services will be usable for another year. AT&T has formally announced details of a stripped-down prepaid remote debit card geared to compete on the domestic market with the smaller companies that have entered the market in the last two years.

Help!

The data on AT&T telecards is incomplete and may not be totally accurate since AT&T goes to great lengths to protect the mintage figures of the public AT&T cards. They do not announce the existence of private issues. The information presented in this article and the listing of private TeleTickets to follow in our May issue has been compiled by piecing together the knowledge of leading dealers and collectors who have been gracious enough to share their experience with us.

We urge you to continue the search and to write us so we can document your finds. Please forward any information to us (Steve Eyer and Karl Traut) c/o *Premier Telecard Magazine* as we plan to supplement this article to keep readers up to date. Please include your address and phone number. We welcome your contributions that we can use to expand our coverage of AT&T private TeleTickets. 

Editor's Note:

Many thanks to Steve Eyer and Karl Traut, avid telecard collectors, who contributed this article. These two sleuths resume their intrepid search for TeleTicket trivia in our May issue.

April 1994

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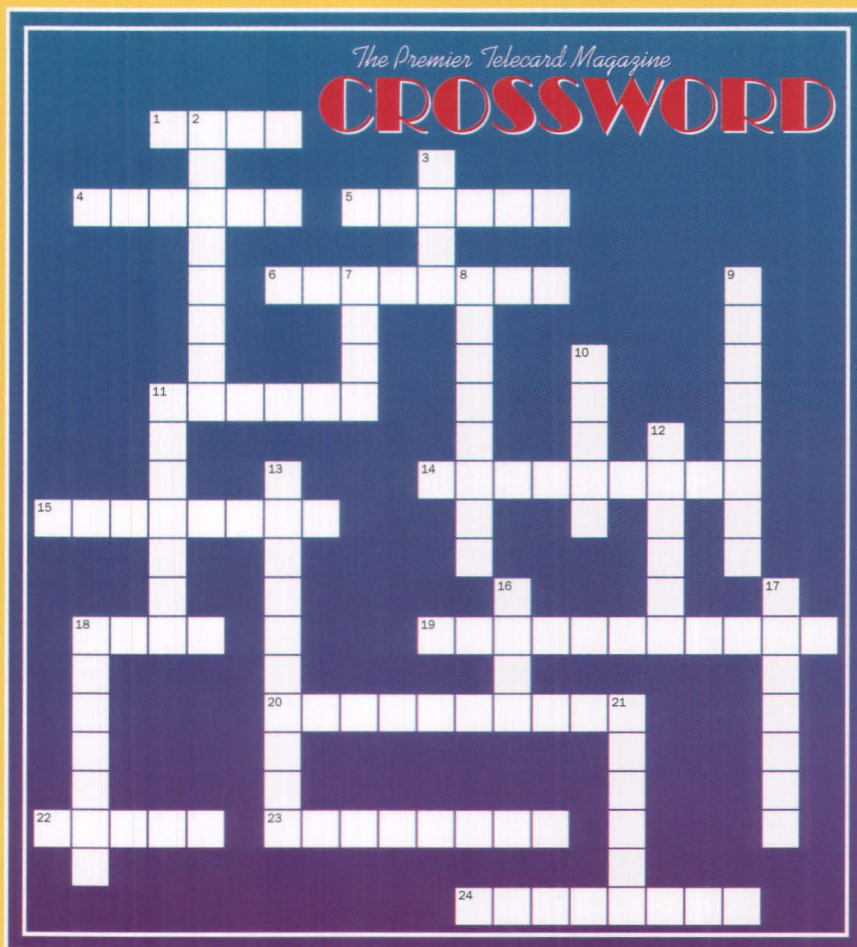
Test Your TeleKnowledge™

ACROSS

- 1 Quest issued telecards for this University which is located in which state? (vol.2 no.2)
- 4 The Globalcom 2000 "_____ Me" telecard works worldwide with options for voice mail, weather and stock reports (vol.2 no.2)
- 5 The Cricket telecard does not promote insects, it advertises what topic? (vol.2 no.2)
- 6 This 1993 Telecom New Zealand 4-card set celebrating women's rights is called the "Women's _____ Series" (vol.2 no.2)
- 11 This starlet is the subject of "The Lost Photos" telecard series (vol.2 no.2)
- 14 Telecom New Zealand issued a 4-card set in 1989, and a 5-card set in 1990 about this object in orbit (vol.2 no.2)
- 15 The work of this Hungarian fashion and art photographer was used for "The Lost Photos Series" (vol.2 no.2)
- 18 "_____" is a term for an unused telecard (vol.2 no.2)
- 19 Nippon Telephone & Telegraph produced _____ telecards in 3 years and another _____ million during the next 6 months (vol.2 no.2)
- 20 This 4-card 1991 set called "_____" was advertised using the slogan: "For People Who Enjoy the Great Outdoors" (vol.2 no.2)
- 22 In this country, telecards may be also be used to check out library books and rent videos (vol.2 no.2)
- 23 Name of system with voice interaction to verify PIN and time remaining on telecard (vol.2 no.2)
- 24 Holder of patent for system which can report key details about telecard calls as they occur (vol.2 no.2)

DOWN

- 2 This vehicle is touring the U.S. to introduce college students to telecards and Keep the Change! (vol.2 no.2)
- 3 The Hedgehog comic strip telecard series was released in 1993 and includes how many cards? (vol.2 no.2)
- 7 The Shell Sports Series was issued in New Zealand and includes how many cards? (vol.2 no.2)
- 8 In 1990, Telecom New Zealand issued a 5-card series to commemorate the Commonwealth Games held in _____. (vol.2 no.2)
- 9 The GlobalCom 2000 "_____" card allows calls to be placed from the U.S. to Mexico (vol.2 no.2)
- 10 The "_____ Wildlife Fund" received 100% of live auction proceeds from the Premier Telecard Magazine Phone Card Phair (vol.2 no.2)
- 11 A 4-card set of "_____ Collector Phonecards" are set for release in February of 1994 (vol.2 no.2)
- 12 _____ Telephone & Telegraph issued its first telecards in 1983 (vol.2 no.2)
- 13 "Ad Cards" are a popular advertising device issued by which telecom? (vol.2 no.2)
- 16 Non-profit foundation that released 5 telecards in November of 1993 to raise funds for its humanitarian programs (vol.2 no.2)
- 17 This European country has 200,000 telecard collectors and the number is growing (vol.2 no.2)
- 18 This \$20 telecard from the Telecom New Zealand 4-card Animal Series is in great demand (vol.2 no.2)
- 21 The telecommunications equipment which connects the caller with his/her long distance carrier (vol.2 no.2)



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A Lovely Light - The Lost Marilyn Photos

by Annette Amir

It has become commonplace to say we live on in the memories of others even after our death. In fact, there is a Native American belief that we are not really *dead* until the last person dies whose memory still holds an image of us. If such is the case, then Marilyn Monroe has many years of "living" ahead of her.

The real life fairy tale of pretty little Norma Jeane Dougherty (nee Baker), who metamorphosed into Hollywood glamour queen Marilyn Monroe, now occupies a secure place in American folklore, with the same ability to capture the imagination as Davy Crockett, Bonnie Parker, or Elvis Presley. Like theirs, Marilyn's legend is uniquely American.

In order to better understand this legend, we need to know the names of a few of the players. One is Andre de Diénes, who was a sensitive and gifted portrait photographer of Hungarian descent. Norma Jeane was 19 and just beginning her modeling career when she was sent to Diénes' studio to pose nude. The photographer fell instantly in love with his provocatively pretty young subject, several years his junior, and for him she became the love of his life. For Norma Jeane, Andre was indeed a father figure and, more than that, a true friend. Not only did he refuse to allow her to pose nude in that session with him, he remained a loyal benefactor and made a vow he never broke: that his photos of her would not be published for thirty years. He

didn't want her to think he was using her for his own advantage.

By the time of Marilyn's death in 1962, those photos numbered in the thousands, and many of them had only been seen by Diénes and Marilyn herself. For unknown reasons, Diénes buried this private collection in his back yard, a burial destined to be only the first of three.

Twenty years after Marilyn's death, Diénes decided to assemble the quintessential photographic exhibition of his idol. Then, for mysterious reasons, he apparently changed his mind and re-buried the photographs, where they remained for another decade, until the photographer himself had passed away and the collection was discovered.

At this point fine arts publisher and dealer Edward Weston enters the picture. For a quarter of a century, Weston, also a consultant and appraiser, has run his gallery and warehouse in Northridge, California, from which his clerks take orders for shipments to other galleries around the world. Anyone fortunate enough to visit his operation might just get a mini-course in art appreciation from Ed himself, whose passion for art became his profession.

Reams of paper would be required to cite in full Weston's myriad accomplishments. He was an early pioneer in TV programming. He made forays into the technology of graphics, where he was instrumental in breakthroughs to reduce "graininess" and yield truer color. And his 13-program PBS series "How To Paint," featuring actress and artist Elke Sommer, was a popular success. Weston's collection already included an extensive library of Marilyn photos when Shirley de Diénes, Andre's widow, approached Ed and offered to have him handle her late husband's entire private collection, which included exclusive licensing rights.

For Weston that agreement represented a sort of closure, because a decade earlier Diénes had penned the following dedication in a copy of his book *Marilyn: Mon Amour*: "Dear Edward Weston: If only you knew what my life was like! Love you for your interest in me...."

Enter now that most ancient player in the melodrama of life—Natural Disaster—in the form of Los

Angeles' January 1994 earthquake. The devastation of that quake affected lives and property in greater Los Angeles and those glorious photos acquired by Ed Weston were buried—for a third time—in the rubble. Even as this is being written, a crew is hard at work picking up the pieces at Weston's Fine Art Gallery.

But the photos, like the legend of Marilyn Monroe herself, have survived. Many of the so-called "lost" photos are lost no more, and if Edward Weston has his way, a unique experience is in the offing for all who long for another glimpse of the most sought-after photographic subject in the world—Marilyn Monroe.

In February of this year Laser Radio, a 17-year-old Wyoming-based telecom company, released the first in a series of prepaid phone cards featuring exquisite pictures of Marilyn—a bit of "Maril-obilia" that can be held in the palm of the hand, protected in the wallet. The set of four cards is a limited edition, issued in quantities of 26,000 worldwide, and will be followed by another three sets of four cards each. "Made in America" has a face value of \$10, provides 20 minutes of phone time, and costs \$15. "Classic Marilyn" has a face value of \$12 for 24 minutes and costs \$18. "Sea to Shining Sea" has a face value of \$15 for 30 minutes and costs \$22. And "Close Up" has a face value of \$20 for 40 minutes and costs \$30. The complete set can be purchased for \$69.95. In addition are two cards of special interest,

"The Lost Fragrance," which embeds within the plastic of the card Marilyn's favorite scent, and a card referred to as the "Stealth Card," which is made from the same carbon used in the stealth bomber. These dazzlingly beautiful telecards bring to mind some words written of Marilyn: "She had a luminous quality...a combination of wistfulness, radiance, yearning...that set her apart." It is certain that no Marilyn-lover alive will want to be without this entire 16-card series.

Attendees of *Premier Telecard Magazine's* Phone Card Phair, March 4-6 in San Francisco, at Fort Mason Center's Herbst Pavilion, saw the Marilyn cards on display, thanks to a joint venture that included Laser Radio/Go! Phone, the Marilyn Monroe Weston Editions/Edward Weston Fine Art, and New York-based Marilynk International Ltd.

Are there spirits too large to be confined, even by death? Perhaps. If so, the spirit of that vulnerable young girl with the breathy voice, whose "candle burned out long before her legend ever did," will go on touching people's hearts. For each of us whose grasp exceeds our reach, who strain to catch that elusive gold ring on the merry-go-round, Marilyn is a symbol of hope. She lived her life much like the lines of Edna St. Vincent Millay's famous poem:

My candle burns at both ends

It will not last the night

But ah, my foes,

And oh, my friends

It gives a lovely light!

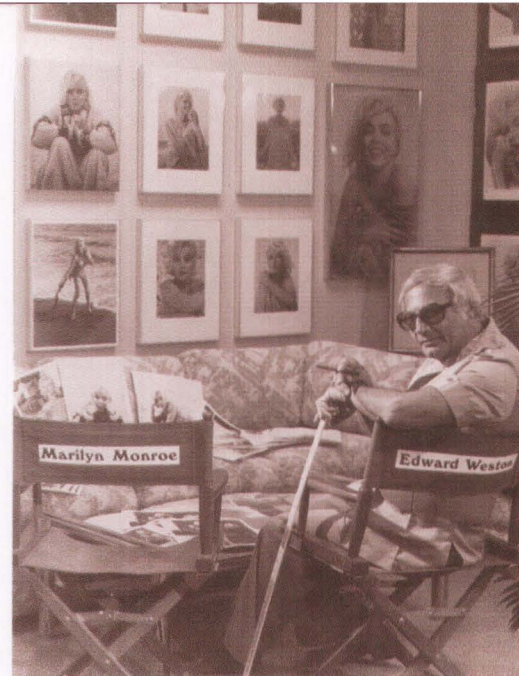
Edward Weston...

Haven't We Heard That Name Before?

"What do you do?" is a question Americans hear posed from the time they enter the work force, and their answers are usually simple: "I'm a lawyer..." "I fix computers..." "I manage an auto parts store," and so forth. For Edward Weston, however, the question "What do you do?" elicits a tale of many cities, many avenues of endeavor, and prodigious accomplishment.

Armed with a degree in English and drama from New York University, Ed Weston quickly found a niche in radio, where he moved from positions as announcer, news editor, and producer right up the ladder to general manager of an Ohio station. From there it was only natural he would segue into the world of TV, as he did in the '50s. His efforts at WCPO-TV in Cincinnati won that station the Alfred Sloan Award of the National Safety Council three times. As a TV producer, Weston's productions have ranged from his enormously popular "Life Is Worth Living" series, featuring the late Bishop Fulton J. Sheen, to the PBS 13-program "How to Paint," showcasing actress and painter Elke Sommer.

For these and various other forays of Ed Weston's, his name, while probably not a household word, is well-known from the east coast to the west and is frequently seen in such publications as the *Los*




Angeles Times, Variety, and Life Magazine, among others.

Nowadays when one reads about Ed Weston, chances are it is in connection with Marilyn Monroe. No, the two were not "an item," as they say in Hollywood, but it was Ed who purchased the "lost photographs" of Monroe and the exclusive licensing rights to them, from Shirley de Diénes, widow of photographer Andre de Diénes.

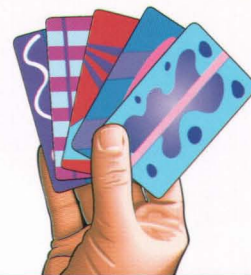
Through Ed's affiliation with Laser Radio and Marilynk International Ltd., it will now be possible for all of us to carry a little bit of icon Marilyn Monroe in our pockets, in the form of Laser Radio's prepaid telephone cards. These cards brilliantly capture the essence of a woman who, like Nefertiti, Helen of Troy, Garbo,

and a few others, is synonymous with the feminine mystique. Thanks, Ed Weston, for making it possible!

As for what Edward Weston will do next, that is anyone's guess. As an "entrepreneur's entrepreneur," Ed himself probably cannot answer that one. It is a sure bet, though, that as with anything Ed Weston touches, it is sure to make media history. 



Cards in Play in the U.S.A.



San Rafael, California

MT World Card has joined with Coca-Cola and Southeastern Wildlife Exposition (SEWE) to present the First Conservation Coca-Cola series presenting the Kids for Conservation drawings as miniature fine art collectibles. Six of these posters have been chosen for release and will feature the Coca-Cola nomenclature, artist's name, and year. The first card features the artwork of student Sandra Sapinosa of South Carolina. There will be 5,000 cards issued at \$75 each; each card will have a jacket and letter of description.

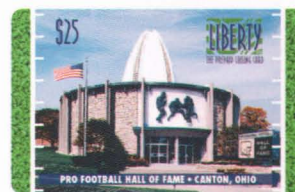


SEWE's goal is to encourage respect for wildlife and the natural world. Each year the Coca-Cola Bottling Company Consolidated and SEWE sponsor a

"Kids for Conservation" poster contest among elementary school students in the Carolinas. As well as cash awards to winning students, the artwork is published as "Poster of the Year." The posters are sold through SEWE and SEWE Bay Gallery in Charleston, South Carolina. All proceeds from the sales of the posters are donated to "Project Wild" science project.

Atlanta, Georgia

Football enthusiasts attending the National Football League Experience, one of the Super Bowl activities held in January 1994, were introduced to the first prepaid telephone card of The Pro Football Hall of Fame series. Presented by Quest Communications, Inc., the card is produced for and distributed directly through the Pro Football Hall of Fame. The cards are in denominations of \$10 and \$25, and there were 550 of each denomination printed. The back side has a bar code and scratch-off PIN. The cards have an international and continental U.S. range. The front of the card portrays the Hall of Fame building in Canton, Ohio. Football fans will find the season is not over as The Hall of Fame plans to release additional cards in the future.



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Cards in Play in the U.S.A.

San Francisco, California

Pacific Digital Communication (PDC) has been going around in "circles." Now collectors can get a "round" with TeleToken, claimed to be the only round prepaid calling card. PDC is issuing the First Commemorative Edition TeleTokens set in three denominations. There be 4,000 of the \$10 Silver Tokens, 850 of the \$20 Gold Tokens, and only 200 of the \$5 White Tokens. The TeleToken, designed for collectors and corporate marketing directors, is reloadable and can be used



overseas as well as in the United States. Unlike stamps, telecards can be produced in different and interesting shapes and sizes. If PDC has its way, the round TeleToken will shape the future of American

prepaid calling cards. To quote Scott Hirsch, president of PDC, "Why think square?"

Los Angeles, California

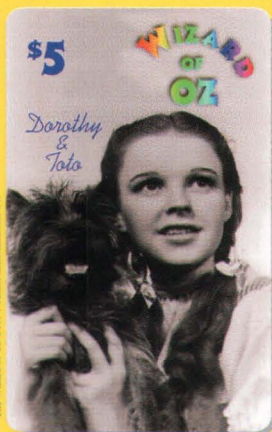
GLOBALCOM 2000 of Los Angeles issued the fourth in their Bernard of Hollywood's Marilyn series on February 14, 1994. The Marilyn Valentine's card



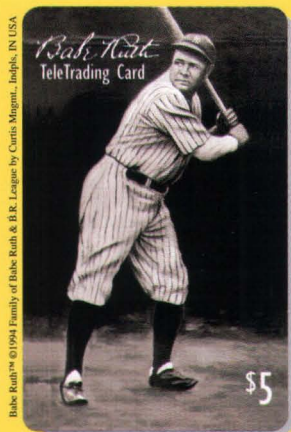
has a black background with a young and lovely Marilyn featured within a heart-shaped red and white lace frame. The card is available in denominations of \$3, \$10, \$20, and \$30 and is manufactured by Brilliant Color Cards with an issue of 30,000.

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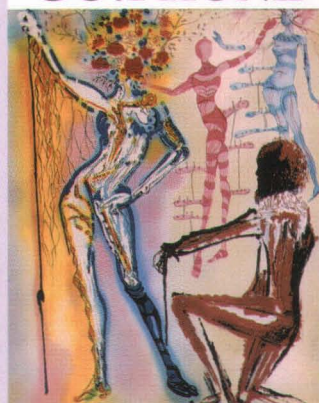
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Sales of the GO!PHONE "T-REX" card help fund the Rock River, Wyo Museum; located near the dinosaur graveyard at Como Bluff. All of GO!PHONE's cards help organizations that need help. Because what GO!s around... GO!s a long way to a better world!

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Cards in Play in the U.S.A.



New York, New York Attention New York Mets Fans

Global Telecommunications Solutions, Inc., (GTS), of New York has joined with Long Island Gasoline Retailers Association (LIGRA) to issue the first major league set of baseball phone cards. This set of collectible promotional cards is entitled the "Miracle of 1969 New York Mets."

The promotion will commemorate the twenty-fifth anniversary of the Mets' 1969 World Championship season. The series will consist of artwork by renowned sports

artist Ron Lewis, and up to thirty-two different cards will be issued to feature each member of that memorable team that included Yogi Berra, Ron Swoboda, Nolan Ryan, and Gil Hodges. There are two versions licensed by Major League Baseball. One consists of 2,000 sets of "Miracle of '69 NY Mets" cards that are individually packed in sealed envelopes, each with five minutes of free long distance phone service anywhere in the United States. Another 1,000 complete sets of



thirty-two cards have three minutes of domestic time and will be distributed by Logofon through sports card and hobby stores. (For further information, please see ad on page 15.)

The 2,000-set version of thirty-two telecards is part of the LIGRA promotion that will kick off on May 1, 1994, and will involve about 1,100 independent service stations and auto repair shops in Brooklyn, Queens, Nassau, and Suffolk Counties. Individual cards will be given to customers as premiums in conjunction with purchases of various products and services, including gasoline sales, oil changes, and service work. To find a participating establishment, MaryAnn Ragona, executive director and chief administrative officer of LIGRA, notes, "Customers should look for the sign of the professional—the LIGRA logo, which looks like a yellow sun—in the window of the location, as well as for promotional displays."

Mets fans may want to stand and cheer!

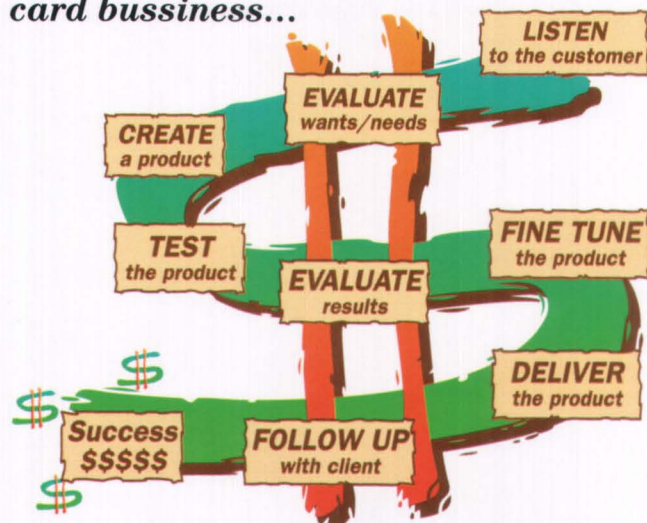


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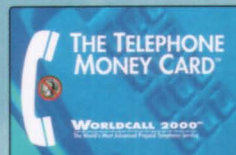
Face Values



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\$100 Penguin
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New York Telephone Card Spotlight

The Spirit of Service

by Greg Loibl

Every time collectors or customers purchase any type of phone card, they are purchasing a piece of history which can date back to the time Alexander Graham Bell invented the telephone. The telephone is very important when summoning aid in times of emergency. Nowhere is the spirit of service more evident than in telecommunications. Because emergencies cannot be predicted, phone service must be extremely reliable all the time. This dedication to serving the public has become deeply ingrained in all telephone people. Today, the Change Card used by many New Yorkers provides a much faster method of telephone service to the public. This card makes it easier to use public phones since it does away with the change needed to operate the phone. Now this new system of calling can benefit everyone, especially in an unpredictable time of emergency.

To commemorate the telephone company's dedication to serving the public, New York Telephone decided to release a new card that has a printing of 80,000 units. If you look back at the various styles of low-issue cards produced by New York Telephone, most of them represent a certain New York theme or an event that took place in the Empire State. But now, this latest Change Card, *The Spirit of Service*, represents a different style of card, one that is similar to the German chip card called an "A Card," which the German Postal System produces to advertise their own company or a service they provide.

New York Telephone's *The Spirit of Service* is dedicated to the non-profit organization Telephone Pioneers of America. Similar to an advertisement card, it is used by the telephone company to inform their customers about that organization, which was established by the many phone companies throughout the United States and Canada. Telephone Pioneers of America was founded in 1910 for phone company employees. Its main purpose was to provide philanthropic service to its community and also to establish a social atmosphere for the many Bell employees. One member described it as "a magical place of kindness and commitment, a very human place of love, sweat, and tears. The world of Telephone Pioneers of America... has probably provided more service to the less fortunate than any comparable organization in the world."

Over the past 83 years, this community of telephone employees grew to establish 101 local chapters spread over 12 different regions throughout the U.S. and Canada. Today the Pioneers consist of about 850,000 members, all of whom are bound together by the Pioneer triangle. Each side of the equilateral triangle represents a particular quality: loyalty, fellowship or service. The left side, service, is well symbolized by *The Spirit of Service*.

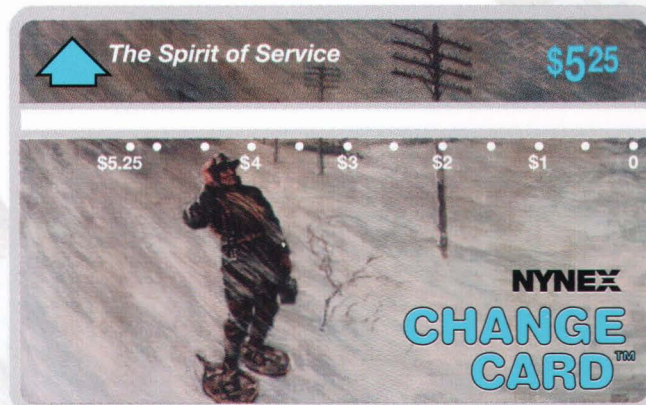
This famous illustration portrays Angus A. Macdonald showing his outstanding dedication to the phone system. He is depicted standing in the blizzard of 1888 as he was patrolling the phone lines. Back then nearly all telephone lines

Telephone
Pioneers
of America
ANSWERING THE CALL OF THOSE IN NEED

were above ground. They were suspended above city streets on poles reaching ninety feet high and crowded with as many as 300 wires. The potential for a major service disaster was huge. During this blizzard along the New York-Boston-Maine route, lineman Macdonald became part of the rich tradition of telephone lore. He and other crew members walked the route, day and night, through the howling storm, to keep the vital communications link open. This famous painting by artist Frank Merritt has come to symbolize the service ethic and dedication to duty of telephone workers everywhere.

On the back of the Change Card is a brief description of the famous picture. Unlike New York Telephone's other change cards, this one does not contain the original directions on the back of the card.

When you acquire *The Spirit of Service*, you will be adding a piece of telephone history to your phone card collection.



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This card, available in Chinese bookstores, travel agencies, and grocery stores in Southern California, is purchased mainly by Asian students. Students mail these cards to their parents in the Orient so the parents can call their children in the United States.



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Obsession with Numbers

by Jimmy Chang - Malaysia

Numbers have always been of great significance to Asians, particularly the Chinese. This fascination with numbers and, to a lesser extent, with letters has been noted by phone card collectors. A special edition with matching serial numbers can command twice as much money as a similar set with different serial numbers.

On the upper end of the reverse side of Malaysian Phone cards is a white bar displaying a code of letters and numbers. It starts with one or two numbers followed by four letters and then another six numbers. The first one or two

numbers indicate different production batches. These can start with any number, for example, 7 or 12. If there is more than one number for the series, the next number does not necessarily follow in sequence; however, later batches always have bigger numbers.

The first letter is an M, obviously for Malaysia, which is followed by another three letters. If the designs come in a set, the letters are used to differentiate them. For example, if there are three designs, the letters might be "SAA," "SAB," and "SAC." The earlier letters are always used for lower-price denominations. The last six numbers comprise the card number, which will be different on each card. Singapore cards have somewhat similar serial letters and numbers.

In Malaysia, phone cards are produced by two companies: Syarikat Telekom Malaysia Bhd (STMB) and Uniphone Sdn Bhd

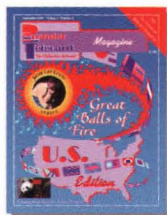
(USB). The number craze was started by USB's first collector set depicting "Lat" cartoons. The first number is 7, followed by M. The next four letters are from SAA to SAD for each of the four designs. The last six numbers are identical for the set. The next collector set by USB, depicting Malaysian birds, also offers similar serial numbers to collectors. However, for unknown reasons, the \$5 card starts with 10M, while the \$10, \$20, and \$50 cards start with 9M. This imperfection irked serious collectors. When such a thing occurs, there is a scramble by collectors of all the sets to find matching numbers. To date, sets that have been matched are the 1990 Petronas Gas set (two pieces) and the 1991 Petronas Sprinta and Primas set (two pieces). The latest is the third collector set from USB, commemorating the Chinese New



About Early Issues...



With our first issue of Premier Telecard Magazine, we are honored to introduce the second in a series of limited edition AmeriVox cards by World Telecom Group. This global eagle design by American artist Dana Nyson heralds a special issuance of 11,111 \$10 cards. Collectors please note that the AmeriVox logo on these cards is a newer version than the one appearing on their premier limited edition of January 17, 1993.



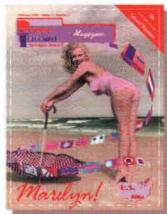
With our second issue of Premier Telecard Magazine, we are taking a ride on a comet. Propelling us forward into orbit is Advantage Communications Inc. with their first new releases. Their thrust is twofold: the Memphis Musicians collection starting with the five card Jerry Lee Lewis Series, which is being released simultaneously with our September issue. And the other is the Endangered Species Series starting with the plight of the Panda released on July 26, 1993.



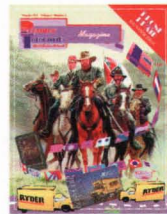
From a nostalgic place in time and space that we call memory, come the riveting eyes and languid gaze of "The King" ... Elvis. A young man, serving his country in a divided Germany, smiles across the flag of freedom. And "Lady Liberty" casts an approving light upon a growing, collective friendship in a united world.



Our Holiday edition reviews a number of outstanding cards in a mini-catalog format, whose advertisers make up the sparkling trail of cards and logos across our expanding telecard universe.



On the beach in a bathing suit, on the stage in diamonds and furs, or with the troops in a revealing dress, Marilyn had something everybody wanted. Her charisma charmed men and women alike with a compelling elixir of magnetism and vulnerability. Trapped within her fame like a genie in a bottle, Norma Jean's candle burned out too soon. Now the legend is reborn in the discovery of some striking photo images and made accessible to millions on popular, prepaid phone cards.



Through the singular vision and artistry of a gifted artist, we marvel at the riveting images of a great civil war, whose scars disfigured the social and political life of this country for over 100 years. Even now, the memories of those events haunt us. The survivors of that bloodiest of all civil wars, finally, created a united nation... strong, resilient, free and independent. The essential mobility of the American family is nowhere better exemplified than in the image of a rental truck, ubiquitous, low in cost and instantly recognizable from its color and logo. Ryder shifts into the prepaid phone card market with an attractive new card issue, geared as an incentive to drive up rentals.

The early issues of Premier Telecard Magazine chronicle an unfolding U.S. telecard scene. Read about that developing history from the beginning in July 1993 to the most recent events, including the first Phone Card Phair in San Francisco in March 1994. Each issue has something for all collectors, from the novice to the expert. Find out about special editions and get the human interest stories behind the cards. Catch the exciting fever of this phenomenal hobby. Order your Premier Telecard Magazine private collection today and get the rest of the story.

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Year. The first number, "18," was cleverly selected because in Chinese dialect 18 means "sure to prosper."

The first set from STMB with identical numbering that was available to collectors was five pieces with Malaysian scenery, starting with 5M. The face value is \$3, \$5, \$10, \$20, and \$50. These designs were produced earlier under 1M, 3M, and 4M; it was not possible to match them as they had been sold as individual cards and dispersed all over the country. Then came the 6M series with the same designs. The serial numbers start with 6M, STD to 6M, STH, followed by numbers. This set was followed by two \$10 cards with the design of a cute young girl making a phone call and the words "Bring a little cheer to someone dear" in English and Bahasa (Malaysia's official language). By coincidence, the series also starts with 6M and is followed by STB to STC. As the sets came out quite close to each other, some collectors were able to match them from 6MSTB to 6MSTH; they became highly sought-after by serious collectors.

Collectors were ecstatic to find yet another coincidence. They discovered that a much earlier single card, International Stamp and Coin 31st Anniversary, actually starts with 6MSTA. However, there were only 3,000 cards printed, and they have sold out. Some sets were pieced together by collectors from 6MSTB to 6MSTH; these have become highly-prized among Malaysian collectors, because fewer than thirty sets were known to be successfully matched. They have been made even more valuable by the fact that STMB has now changed over to a new type of card with different coding systems. 



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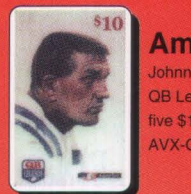
RCI
 Pronto Card \$5
 RCI-PRO-5



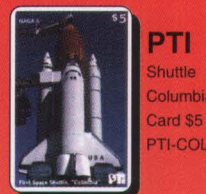
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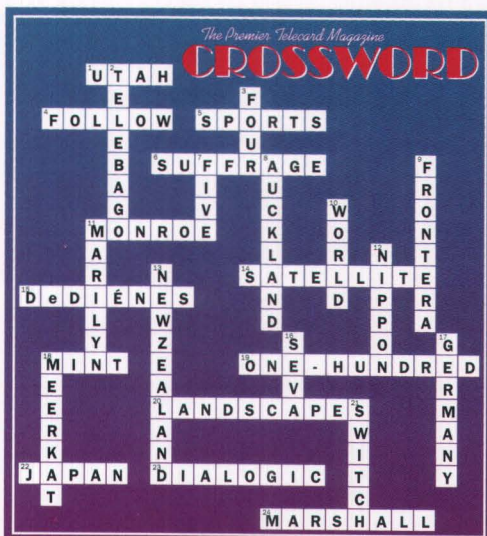
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The ads will be run on a space available basis in the June, July and August issues.

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- #5 Phone Card Phair - Peoples Telephone Co., Inc. RM, R
- #6 You Are Here—Welcome the The 1994 San Francisco Phone Card Phair - Globalcom 2000 RM, R
- #7 Complimentary \$1 Coinsaver™ - Ameritech - 5,000 RM, R

Telecard Glossary

| | |
|----------------|--|
| IXC | Interexchange Carrier |
| LEC | Local Exchange Carrier |
| OSP | Operator Services Provider |
| PIN | Personal Identification Number |
| PTT | Postal, Telegraph, & Telephone |
| bourse | A convention, exhibition etc. where the sale of special items such as rare coins, stocks, securities, and commodities are regularly bought and sold. |
| telco | Industry term for a telephone company |
| obverse | The front side, i.e. the face of a telecard as opposed to the back or reverse side. |



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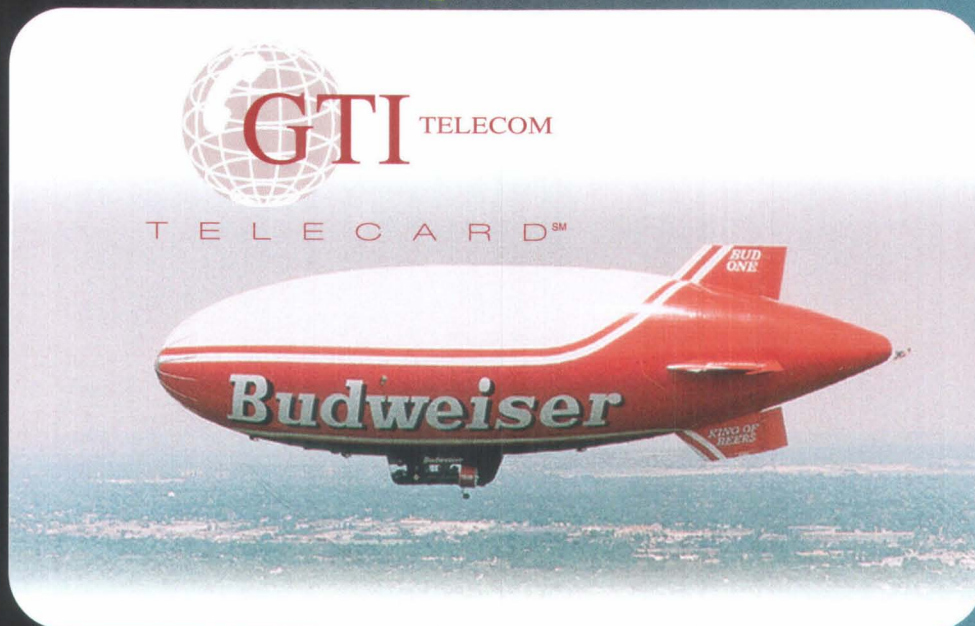
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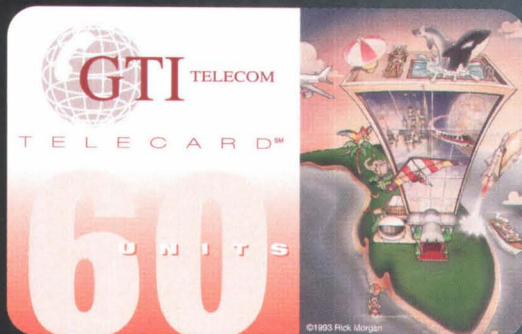
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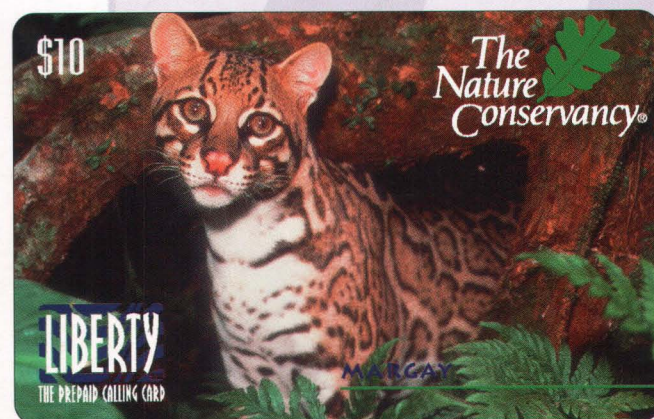
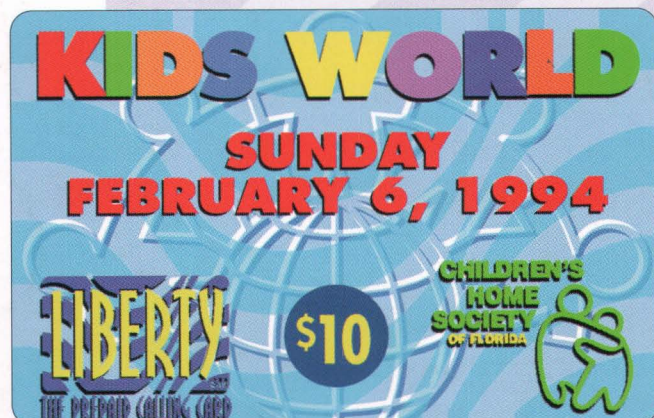
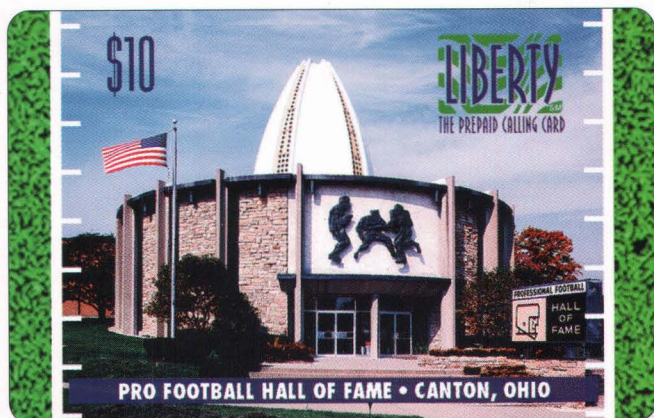
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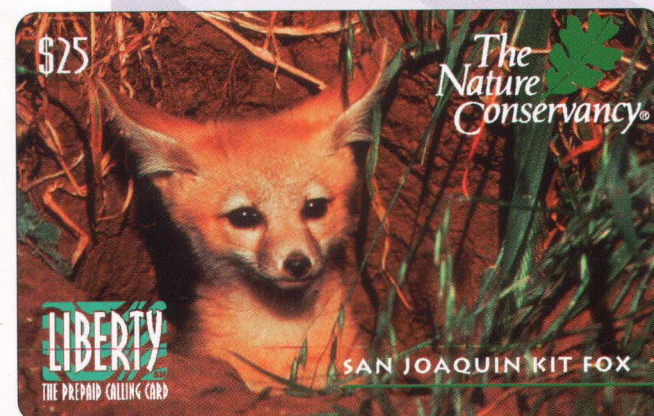
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