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PREMIER TELECARD

\$6

AUGUST 1995

volume 3

number 4

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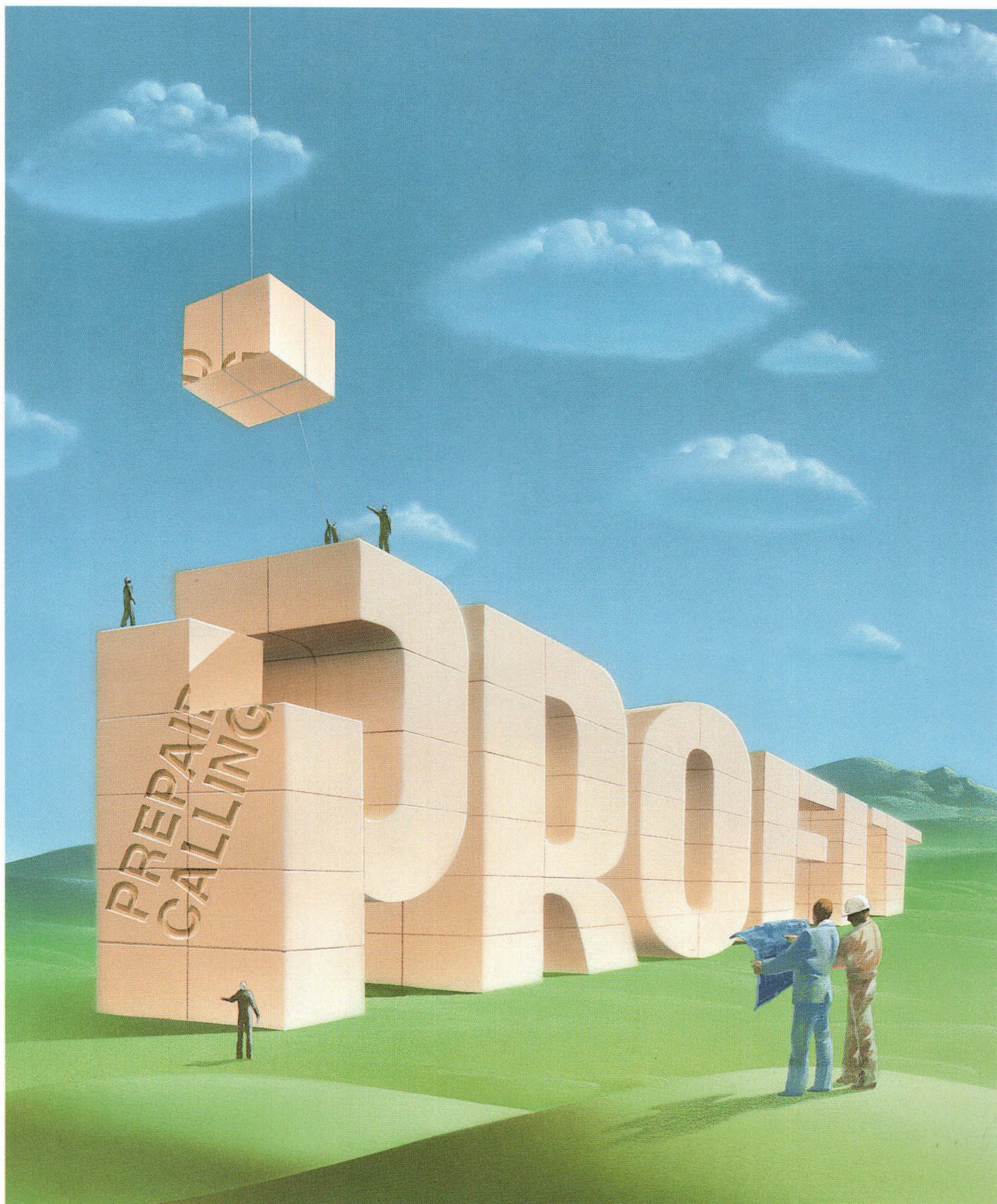
Setting The Standard

LIBERTY
THE PREPAID CALLING CARD

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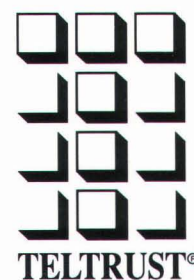
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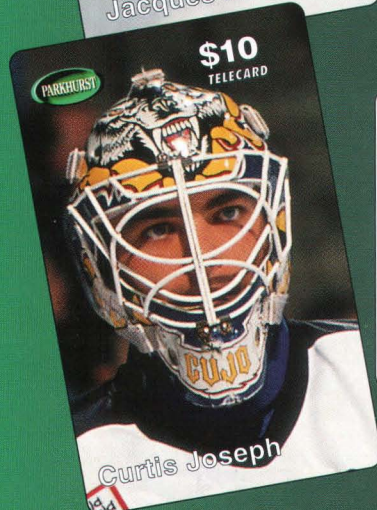
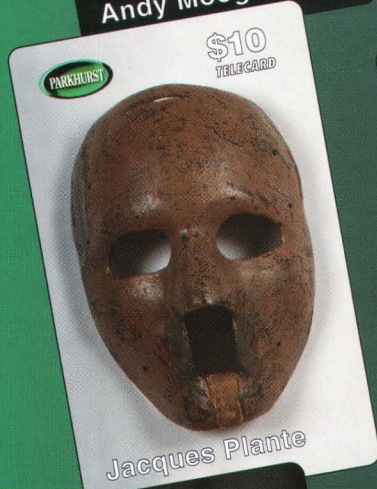
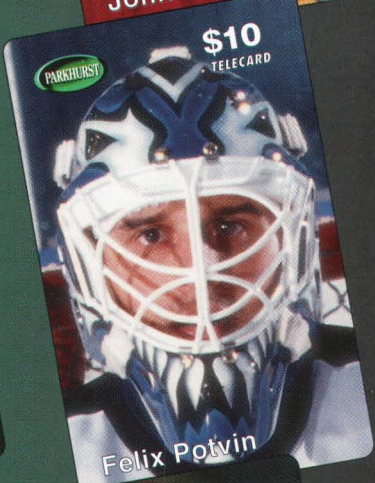
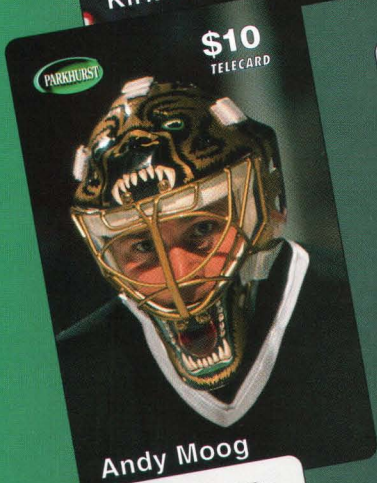
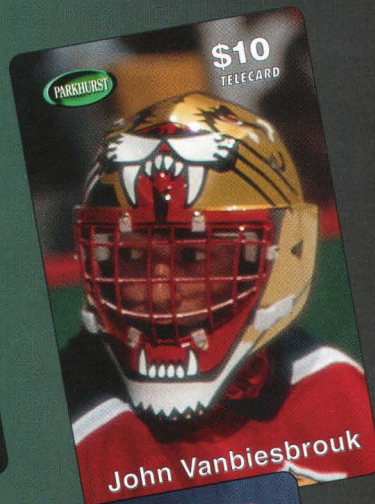
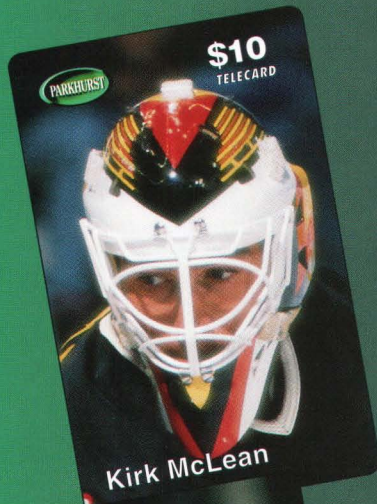
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4. To make another call: Press ## (pound key twice).
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2500 of 2500

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In this Issue...

It's My Call	6
TeleBasics - Qwest for the Very Basics	8 & 9
The Thunderous Voice of Bell Atlantic	10
Setting the Standard	12 & 13
TeleCards for a Cause - Florida's Future	14
International TeleScene - Use of the Prepaid Phonecard	16
Minneapolis Company Inks Picasso	17
Hi Mum, Send Pick Ax	17
A "Crack" Idea	18
Tic Tac Tel Talk	20
The Card Makers	22 & 23
TeleFold	24 & 25
Can't Beat the Real Thing	26, 27 & 28
Cards in Play in the U.S.A.	30, 31, 32, 33 & 34
Tele-News Flash	35
TeleSIZZLE	35
SourceVivid and The CO.	36 & 37
TeleSports - Real Lifesavers	38
The Racing Spirit	39
Tele-News Flash	39
Constructive Response	41
TeleTechnology - Interactive Trivia Shootout	42
All Talk to Italk	43
Classified Ads	44
Ad Finder	44
Subscription Form	45
A Question	45



It's My Call...

We're Two and We're New!

So, what do you think of the new cover? For many of us here it feels a lot like discarding a comfortable old flannel shirt in favor of a starched new Oxford — we love the shirt, it's just a little awkward.

Change is inevitable, right? You can be sure it is, and our new cover

focus on the U.S. prepaid phonecard industry, and the burgeoning ranks of telecard collectors, *Premier Telecard* is also responsible for a number of other notable firsts...

— First company to combine eight different telcos and issuers to produce a unique set of eight first issue phonecards celebrating the arrival of telecards in the U.S.A. and the first issue of *Premier Telecard Magazine*. (July 1993.)

phonecards from various companies, an album, Dr. Felton's book, and several issues of *Premier Telecard Magazine*.

— First to publish a prepaid calling card calendar, the Telecard Classics 1995 Phonecard Calendar.

Premier Telecard remains a pioneering influence in the phonecard industry and continues in that spirit with this issue. With the new cover design comes a new direction. *Premier Telecard*, which began as "The Collector's Network" will

Phonecards from 25 different issuers will be evaluated...

Next time you're in a Barnes & Noble Superstore look for us.

is only the beginning. Special thanks go out to J.P. Sartori for his expertise in putting together our new eye-catching look. It was our desire to create a logo that would command the attention of the first time reader. With Mr. Sartori's help, we think we have succeeded and hope you agree.

Next time you're in a Barnes & Noble Superstore look for us. We should be there, jumping into your hands. If you don't see *Premier Telecard* make sure you talk to the store manager so he/she can be sure to keep a full stock next time around. It is time to reach the general public — ready accessibility at Barnes & Noble is one giant step in that direction.

Before I fill you in on *Premier Telecard's* new direction, I'd like to offer up a self-serving note of congratulations. (Hooray for us!) *Premier Telecard* first hit the market back in July 1993. With this issue we enter our unprecedented third year of publication. The first magazine to


— First to launch phonecards on a nationally recognized platform, the Phone Card Phair in San Francisco, March 1994. With over 3,000 attendees and 113 exhibitors, this remains the most successful U.S. phonecard show to date, the event all others are measured against.

— First U.S. magazine to contract with an internationally recognized artist to advance a tiled set of 6 phonecards along with a lithograph of the original artwork. The 6 "Keane Eyes" cards together formed a representation of the happy children depicted in Margaret Keane's *Love Makes a World of Difference*. (March 1994.)

— First U.S. company to publish a telecard collector's primer. Dr. Gary S. Felton's *The World of Phonecards*, originally published in June 1994, continues to enjoy great success as a concise educational tool for beginning phonecard collectors.

— First to introduce a collector's starter package including over 12

now serve an even broader customer base. We aim to inform the novice phonecard user and collector with regular features such as TeleBasics and TeleSIZZLE; the experienced collector will continue to be able to turn to us for all the up-to-date U.S. phonecard information they have come to expect; corporate America will find in our pages all they need to know to hook up with responsible phonecard providers; and industry insiders will be kept up to date on their peers.

Starting in October look to *Premier Telecard* for concise telecard evaluations. This feature will come as welcome news to responsible issuers and Telcos — it will make others pay a little closer attention to the quality of their service. Phonecards from 25 different issuers will be evaluated in a broad range of categories, from connect time to overall cost-efficiency. We will add new names to the list every issue so be on your toes, issuers. The user needs to know which cards can be relied on and which are just someone else's money-maker. 

Good reading!



IMPRESSIVE CONNECTIONS

SmarTel prepaid calling card programs provide unique and exciting new promotional vehicles. Connect with your customers by providing free long distance calling and take advantage of this unique opportunity to broadcast customized messages. Share the gift of communication and make a lasting impression with each call.

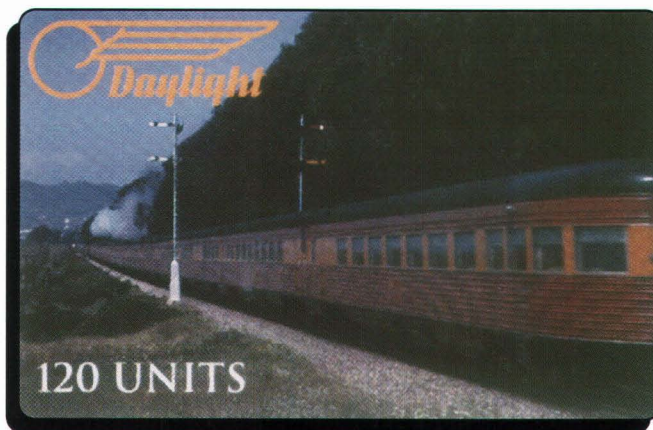
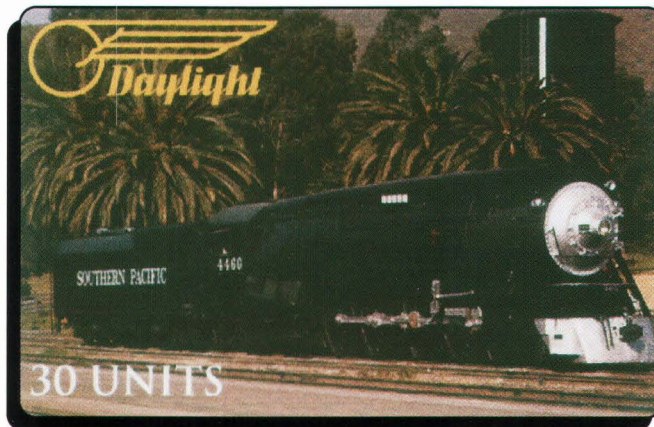
SmarTel-promotional programs people are sure to talk about.

Qwest for the Very Basics

A Brief Telecard Primer

A “phonecard” or “telecard” is a prepaid telephone calling card that can be used to make long distance phone calls. It is not a credit card, but a debit card, meaning the calling time on the card has already been paid for. A phonecard is similar to an Automatic Teller Machine (ATM) debit card. When you use a phonecard it is like drawing money out of your bank account with an ATM card. The money is already yours, the card merely accesses it. You will never be billed for using a prepaid phonecard. To put it as simply as possible: If you have a phonecard in your hand with a face value of \$5, you have \$5 worth of phone calls you can place without any further charge.

How many minutes of phone time that \$5 is good for depends on who is providing the services on your card. This has nothing to do with what phone you are calling from, or which long distance company you use at home — a phonecard is entirely self-contained. How much phone time equals \$5 is determined by the company who agreed to provide the phone time on the card you are holding. Often the face value of a phone-



card is expressed in units. This can be a little confusing as a “unit” can be worth anywhere from 2 minutes to only 1/2 a minute domestic calling time. Units are often a more convenient way for a company to divide its time because of varying costs for international as opposed to domestic calls. The Qwest Communications phonecard I have in front of me is good for 30 units of phone time. If I make a phone call within the U.S., each unit is worth one minute. If I call Europe, each unit is worth 1/3 of one minute of phone time.

A prepaid telephone calling card is not connected in any way to your phone bill. If you are given a phonecard, you are given phone time. If you purchase a phonecard, you purchase phone time. There is no possible way for you to use more phone time than is represented on the phone card. The only exception is if you choose to call the telephone company who provided the time on the card to renew or “recharge” your phonecard. Most, but not all, phonecards manufactured in the U.S. can be recharged with a major credit card. This would be similar to depositing more money in your bank account for you to access later with your ATM card.

A prepaid calling card is alternately referred to as a telecard or a phonecard. “Telecard” and “phonecard.” are often prefaced with the word “prepaid.” More often, especially within the phonecard industry itself, “prepaid” is assumed. This creates some confusion for the average consumer who is accustomed to using phone company credit cards. You will know if your card is a credit card or a prepaid phonecard by any combination of a number of factors — namely, a credit card will most often include your home or business phone number as part of the account number; the word “bill” or “billing” will likely appear somewhere in the instructions on the back of a credit card, and there will be no dollar amount or “unit” amount printed anywhere on the credit card as there is on a phonecard. If you ever receive a phonecard as a gift, you can be sure it is a prepaid phonecard, or else someone is being very generous with their credit.

Most phonecards in the U.S. are “remote memory” cards. Unlike your ATM card which interacts directly with the ATM machine, your phonecard interacts remotely with a computer that has all the account information from your card and thousands of others stored in its memory. This means the phone time is accessed via an 800 number on the back of the card rather than through direct interaction with the telephone. Some companies’ phonecards do interact directly with telephones in certain parts of this country using a magnetic strip similar to the one on the back of your ATM card. In the U.S., in order for a phonecard to interact with a pay-phone, the phone must be built specifically for that one company’s phonecard. In Great Britain, to mention one of a great number of countries who have been at this much longer than the U.S., virtually all phonecard calling is done with direct telephone interaction from any public phone in the country.

Let me talk you through a phonecard call using the card I mentioned earlier. The card we are using is a 30 unit Qwest Communications Rail Series “Daylight” Telecard. The back of the card tells us it was

issued by a company called SP Telecom. Through a little study we learn that SP Telecom recently purchased Qwest Communications, a full-service telecommunications company, and took its name. SP Telecom was founded in 1988 as a subsidiary of Southern Pacific Rail Company, the nation’s fifth largest railroad. The company got its start building fiber

optic systems along Southern Pacific right-of-way, and today has completed two of the toughest fiber optic construction projects undertaken in recent years — crossing the Rockies and the Sierras. Although the company’s new name is Qwest, its construc-

tion division will now be called SP Construction Services.

A Denver-based company, Qwest designs and constructs fiber optic networks; manages its own


nationwide long distance network; offers long distance services to commercial users; and is a premier “carrier’s carrier,” providing network transmission facilities to other long distance companies.

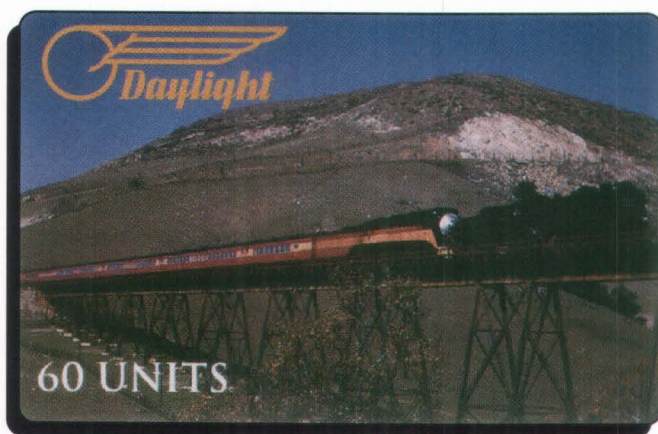
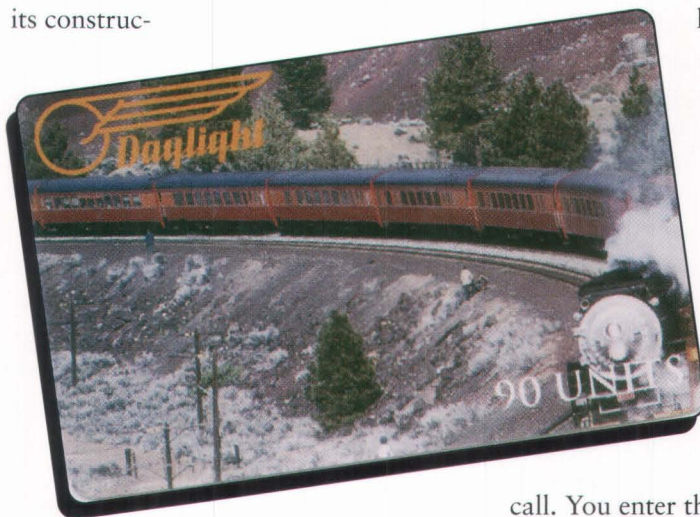
Now let me talk you through that call. First, punch in the access number from the back of the card, in this case 1-(800) 858-6124. A

recorded operator welcomes you to “the Qwest Communications Prepaid Calling Card Network,” then asks you to enter your card number. You enter the account number (or “code” as it says on the back of the card — you have already scratched off a black patch on the back of the card to reveal the number) then hear a short sequence of tones. The recorded operator asks you to enter the number you wish to

call. You enter the area code and number you are calling. (Some phonecard companies ask you to dial 1 before the area code. In this case it is not necessary. Full instructions will usually be included on the back of the card or in the recorded instructions. On the back of the Qwest Railway card it says to merely dial the area code and number so that is what you do.) The operator then thanks you and tells you how much time you have remaining on the call — in this case a full complement of 30 minutes.

The next time you use the card the operator will inform you once again how much time is left. If you are in the middle of a call and running out of phone time, the operator will come on and let you know where you stand. And there’s no need to be embarrassed, you’re the only one who can hear.

It is an easy concept to learn and an even easier process to utilize. And it sure beats a pocketful of change. 



The Thunderous Voice of Bell Atlantic

Introducing the James Earl Jones phonecard

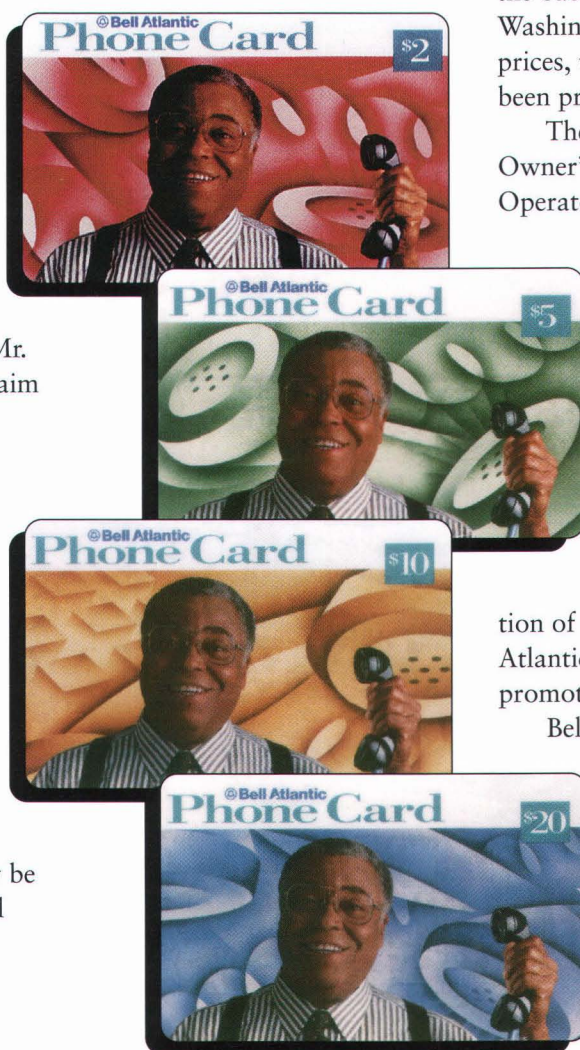
One of the "biggest" and most recognizable voices in the world, the voice behind Mufasa in Disney's *The Lion King*, and Darth Vader in the *Star Wars* series, is now online thanking callers for using Bell Atlantic IQ phonecards. The thunderous voice belongs to James Earl Jones, the accomplished actor whose likeness adorns the latest series of phonecards from Bell Atlantic. Not just a voice, Mr. Jones has also received acclaim for his work in a myriad of movies, including *Field of Dreams*, *Conan the Barbarian*, *The Hunt For Red October*, and *The Great White Hope*.

Jones recently signed a new advertising "exclusivity" contract with Bell Atlantic. The contract allows Jones to continue to work in the movies and on television, but guarantees that he will only be seen in commercials for Bell Atlantic.

Bell Atlantic CEO Ray Smith made the official announcement, saying "Frankly, I don't think we could have made a better choice of spokesperson. I believe our slogan 'The Heart of Communication' is embodied in James Earl Jones, a courageous man who converted the most difficult challenge in his life — speech — into an awesome and powerful facility." As a young child, Jones

had serious speech difficulties that he has since overcome.

For the past year Mr. Jones has been the first voice customers hear when they call Bell Atlantic's Directory Assistance. "Welcome to Bell



Atlantic," Jones booms before customers are transferred to an operator. Now customers using their Bell Atlantic phonecards will also hear Mr. Jones' inimitable voice after they present their calling card number.

One hundred thousand individually numbered James Earl Jones phonecards were

produced. The design features a background similar to the "Premier" Bell Atlantic phonecard. There are no plans to reproduce this phonecard, although Mr. Jones may be involved in future cards promoting other Bell Atlantic products and services, or in promotions with Bell Atlantic phonecard distributors or partners.

The James Earl Jones phonecard is the third card from Bell Atlantic. The Premier Card-1994 Version depicted a telephone headset in a colorful array of \$2, \$5, \$10, and \$20 denominations. A second printing, titled the Premier Card-1995 Version has been completed. This set includes new dialing instructions on the backs of the cards. And, to accommodate a Washington, D.C. request to illustrate local calling prices, the Premier Card-Washington Version has also been produced.

The second card produced by Bell Atlantic, "The Owner's Meeting," was provided for the Public & Operator Services 1995 annual meeting. Of the 5,000 numbered cards printed, 1,500 were presented to employees. The remaining 3,500 were sold within 48 hours to collectors.

The "First 100" of the James Earl Jones cards will be extremely difficult to obtain. Each of these cards was uniquely serialized and autographed by Mr. Jones. Ten of these autographed cards will be sold in connection with a Bell Atlantic / National Communications Consultants, Inc. fundraiser to be announced at a later date. A portion of the remaining 90 cards were given to Bell Atlantic employees and the rest will be used in future promotional activities.

Bell Atlantic Corporation, based in Philadelphia, is the parent of companies that provide a full array of local exchange telecommunications services in New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, and Washington, D.C. The corporation is at the forefront of developing a variety of new products, including video, entertainment and information services.

BELL ATLANTIC JAMES EARL JONES PHONECARDS

COLOR	DENOMINATION	QUANTITY
"The First 100"\$2100
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Lime Green/Washington\$25,000
Lime Green\$520,000
Lemon Yellow\$1025,000
Blueberry Blue\$2025,000

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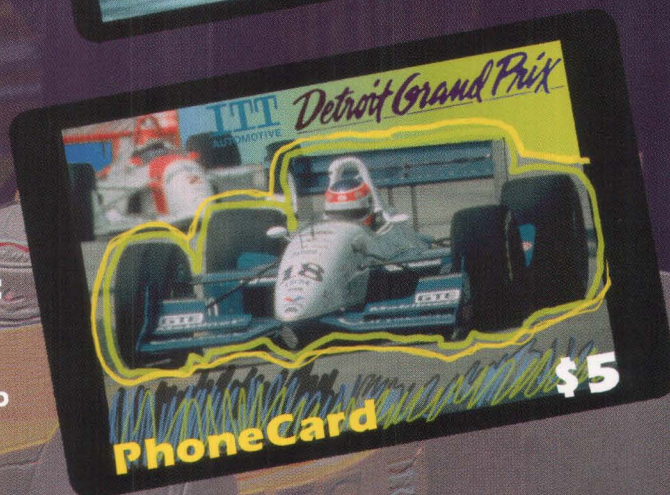
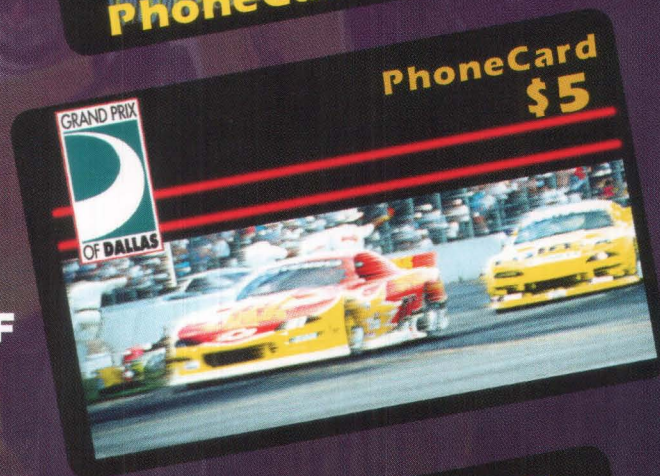
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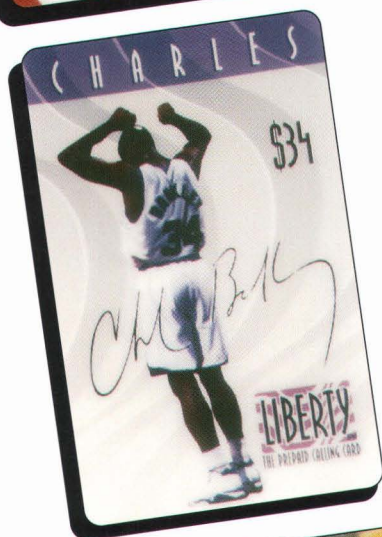
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Setting the Standard



Quest Telecom and the Liberty "WAVE"

In the collector's arena, the Liberty "wave" is a sign of a high-quality, collectible phonecard, but many collectors do not know about the company behind the wave — Quest Telecom.

Quest Telecom — a specialized telecommunications carrier since 1986 — entered the prepaid phonecard industry during its initial rise in 1993. Quest was one of the original developers of prepaid calling systems in the United States. Richard Dewitt, president and CEO of Quest, took a look at the telecommunications industry and decided that the product of the future was the prepaid phonecard.

A former lawyer, Dewitt built Quest's products on the taxation and tariff issues that would later become so important in this industry. Dewitt's foresight allowed Quest to "get the jump" on the competition by beginning the long process of authorization and certifying well in advance of other prepaid calling providers. Quest Telecom is authorized as an international resale carrier with the FCC. Quest has also developed systems to collect and pay the taxes associated with telecommunications products, such as prepaid phonecards.

Quest's first prepaid phonecards were printed in-house using a Datacard machine. These cards, printed one at a time, include some of the rarest collector phonecards in America. Some of these, including the original Liberty logo card, the APCC 1993 Silver and Gold cards, the NACS Denver card, and the Harris Protocall test cards, are sold by phonecard dealers at up to 540 times their face value. Quest's first professionally printed card "Get

Out Of Jail" has been valued at more than \$300. This \$5 card, used by Quest as a giveaway card at a correctional industry trade show, is a collectors' favorite.

Late in 1993, Quest released five new cards, Vincent, Liberty Wave, Seurat, Degas and College/Career (See *Premier Telecard Magazine*, September 1993, p. 7.) which soon became popular among collectors. These cards, discontinued by the company, are only available through select phonecard dealers. At that time, Quest also produced the company's first private cards. Promotional and fundraising cards were produced for organizations and customers such as East Carolina University, The Pro Football Hall of Fame, and the Children's Home Society of Florida.

In 1994, Quest expanded their corporate facilities, and brought on an in-house graphic designer, J.P. Sartori. This artist quickly developed a distinctive design style that is echoed in all of Quest's cards. Quest and Sartori continued to produce both private and public card offerings. Sartori's designs, most incorporating the "wave," have become the cornerstone of Quest's success in the collector market. In 1995, Sartori introduced his first "signature card" — Sartori Porcelain Me. Based on an original charcoal drawing by the artist, Porcelain Me has proven to be a big hit with collectors. It's stark, black and white image contrasts with Quest's usual vibrant colors.

Quest Telecom has designed cards for many different market segments and uses, including cards for collectors, premium giveaways, fund-raisers, and utility cards.


These private cards have proven to be extremely hard to find for the average collector. In many cases, they are only available from the company that issued them. Among Quest's latest releases are cards used by the Mother's Day/Father's Day Council to raise

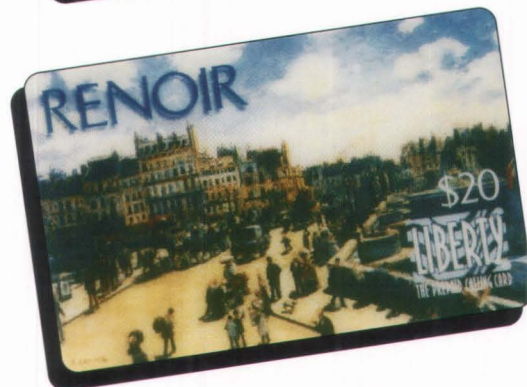
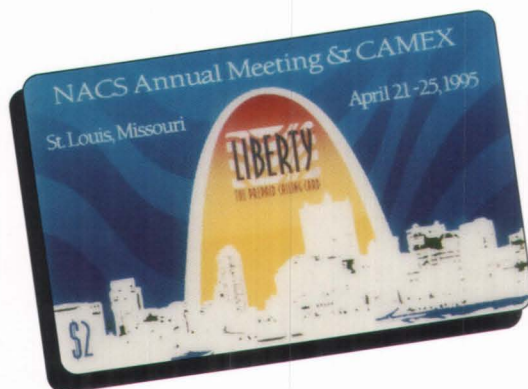
funds for children's charities.

Quest's public cards are much better known. Cards such as Van Gogh II, the African Card, Atlanta Skyline '94, Funky Faces I, Liberty Spectrum, "Make A Call," and Hidden Liberty show off Quest's strengths — clear, vivid colors and modern designs. These cards are available directly from Quest Telecom. Out of print and hard to find cards can be purchased from phonecard dealers across the country.


Two Quest collectors' series issued in 1994, "People and Places — Kathmandu," and the "Sir Charles," (Charles Barkley) sets of cards are very popular and have steadily increased in value since their release. Quest also issues cards with an ongoing "Fine Art" theme. The work of painters such as Van Gogh, Seurat, Degas and Renoir has been developed into some of the most beautiful Quest prepaid phonecards. This theme group will continue to grow with art releases planned for 1995 and 1996. Also, "People and Places" will unveil new destinations in the future.

Quest Telecom has adopted a new slogan: "Setting the Standard." This slogan demonstrates Quest's decision to continue to make their cards the standard for comparison in the phonecard industry. By setting high standards for their own products, Quest can be sure their phonecards exhibit the features and qualities that provide the most value for their customers. By making sure that all taxation and tariff issues are resolved, Quest Telecom can assure their customers of the validity and integrity of each phonecard purchased.

Quest continues to solidify its place at the top of America's phonecard industry. Late in 1995, Quest will unveil new cards designed specifically for the collector's market. Watch the back cover of *Premier Telecard Magazine* for their arrival! 

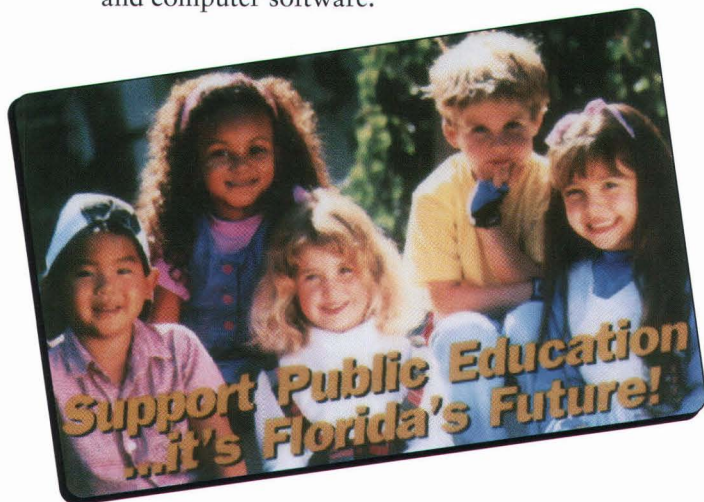


BEHIND THE WAVE

Quest has always been a leader in the technology of prepaid phonecards. The company owns and operates a state-of-the-art switching system including four Harris 2020 switches maintained at three separate points across the U.S. Quest acted as the beta test site for the Harris Protocall debit software that is used by many industry providers, and developed proprietary software to manage inventory, activation, and customer service. Quest's cards offer many features, such as speed dialing, restrictive calling, and information services. Quest will continue to expand their capabilities in the future. New technologies on the horizon include magnetic stripe cards, ATM, fax on demand, and more. 

Florida's Future

Teresa Logan created the FEA/United prepaid telephone card specifically to advance technology efforts in Florida's classrooms. All proceeds from the sale of the phonecard go directly to the Foundation for Educational Achievement. The money collected will help fund technology purchases for Florida's students and will also be used to provide teachers with the latest instructional technology tools and information, including computers and computer software.



"For a mere \$10, phonecard collectors can help improve public education and make a sound investment at the same time," said Ms. Logan, who has taken temporary leave from teaching to work for the Foundation for Educational Achievement. In the short time she has worked on this project, Logan has become a phonecard believer. "A lot of people told me not to do this, but I didn't listen. I love phonecards," she said. "The appeal of this card is great, as its limited-edition status offers a greater chance for value appreciation."

With only 2,500 printed, Logan is confident these numbered cards will be a hit with collectors. The fully-colored plastic cards depict a multiethnic group of smiling children fixed above the caption "Support Public Education... it's Florida's Future." Logan designed the card and its message

with the help of Florida Education Association/United Art director, Danny Capps who laid the card out.

Each phonecard is good for 20 minutes of national and international long-distance calling and comes complete with a unique authorization number, calling instructions and six language options on the back. The card also includes a 24-hour customer service number.


The venture represents a landmark collaboration between the Florida Education Association/United and North American Telephone-TPA, Inc. FEA/United, Florida's oldest statewide teachers union, represents more than 72,000 of the state's teachers and school-related personnel.

Based in Tampa, Florida, North American Telephone is licensed by the Federal Communications Commission and the Public Service Commission to provide long distance



service. "The staff at NAT all became part of our team and gave us support throughout the entire process," said Logan. "I had numerous questions and 'bugged' NAT often for answers to which they were always patient to satisfy."

FEA/United President Pat Tornillo said, "The potential of this venture is immense, as it represents a collective commitment by FEA/United and North American Telephone-TPA, Inc., to ensure that Florida's teachers are technologically equipped to face the challenges of the 21st century."

For more information on FEA/United, the Foundation for Educational Achievement, or the FEA/United phonecard, call (904) 224-1161. 



Use of the Prepaid Phonecard Internationally (Part 1)

by Max Erlichman

It might be interesting and educational to take a look at the U.S. prepaid phonecard today, approximately three years after its first introduction in this country. Why has the advance of the prepaid phonecard been so disappointing and discouraging? Which are the factors hindering and thwarting the acceptance of the phonecard as a common, simple tool to place phone calls outside the home? Looking overseas, where the prepaid phonecard has been an acceptable, convenient tool for almost two decades, might give us an idea what we should be aiming for, or give us at least a hint what we should consider doing, or not doing. We should also look to see if there are some basic underlying reasons explaining the difference in the rate of acceptance of the prepaid phonecard in the U.S. compared to overseas.

The reasons for introducing the phonecard overseas were many. They of course differ from country to country, and these countries' success factors range from very successful to not so successful. In this country completely different factors determine the phonecard's progress or the lack thereof. Knowing these factors could clarify and explain why the phonecard is laboring to grab a foothold and become accepted as a universal, convenient means of placing phone calls in the U.S.

In Europe, until quite recently the telephone companies were state-owned monopolies. In fact, as of this date, the German telephone company still is a monopoly. Admittedly, the decision to privatize the Deutsche Bundespost (or, as it is now called, Deutsche Telekom) has been made, and some time within the next 18 months it should be brought to mar-

ket. It is expected to bring the state the sum of \$10 billion. (This liquidity allows it to buy an equity in SPRINT). The monopoly of NTT, the Japanese telephone company was lifted some time ago. Not having any competition facilitates the introduction and marketing of a phonecard immeasurably.


With the exception of the U.S., in practically all other countries one single entity runs the telephone and telegraph operations, i.e. the PTT, (Post, Telephone & Telegraph), or as they are now called, the "Telecom or Telekom." In various countries, the PTT also collects the state-imposed radio and TV "listening/viewing" fees. Owners of TV's and radios, car radios included, must pay a given amount if they wish to use a radio and/or TV. If you wonder why, let it be known that the air around us, through which radio, TV and telephone waves are transmitted (in Europe at least) belongs to the STATE.

Whatever disadvantages accompany a monopoly, in the case of the prepaid phonecard, being a monopoly is a distinct advantage. A PTT decides to produce a prepaid phonecard. A standard denomination is established. Then the face or the "motive" is determined. And that's it. Marketing or sales presents no

problem and requires no effort whatsoever. The phonecards are sold in Post Offices, on newspaper stands, in agencies etc. so the card is easy enough to obtain.

The rates are determined by the calling distance. Each time slice is given a "click." One click (sometimes the clicks can be heard while using the phone) represents a given length of time. A local call might require one click for a given time slice. A call to a phone 100 miles away might require 4 clicks and an international call might need 15 clicks, all for the same length of time. This compelled the phonecard to be denominated in currency and not in time or units. A discount is an added incentive and is quite attractive, considering that people make phone calls anyway. Denominations are such as 12 German Marks or 50 Danish Krone, 10 Dutch Guilder, etc. and the discount is given as say, a 5% reduction over normal phone booth rates.

Part 2 of this article will review the difficulties facing the U.S. prepaid phonecard and what, if anything, can be done to better this situation.

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



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Hi Mum, Send Pick Ax

This BT Telecard was made for use in HM (Her Majesty's, that is) prisons only. This rather plain utilitarian 20 unit phonecard came free with the June issue of Dr. Steve Hiscocks' *International Telephone Cards Magazine* (ITC) out of England. The time on this card was used up in two calls (by one prisoner we assume) as indicated by the black vertical lines imprinted on the white strip near the top of the card. Wonder what he was in for? 




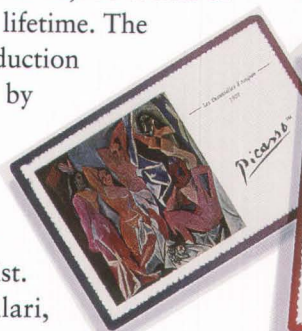
Minneapolis Company Inks Picasso

Minneapolis based Provident Worldwide Communications, Inc. in association with TeleEditions, Inc. has been selected to reproduce, market and distribute the art of Pablo Picasso on prepaid telephone calling cards throughout the United States, Canada and Mexico.

Picasso, the late Master who has been described as the "most important artist of the 20th century," created over 60,000 works of art during his lifetime. The Picasso reproduction rights secured by Provident are authorized by Spadem and the estate of the late artist.

Kevin Pollari, President of Provident, stated that "Provident is honored to have been selected to reproduce and market the great works of Picasso. Our position in the prepaid phonecard marketplace and reputation for quality artwork reproduction were critical factors in the decision. Now, as we enter the collectibles market, we will actively seek marketing partners."

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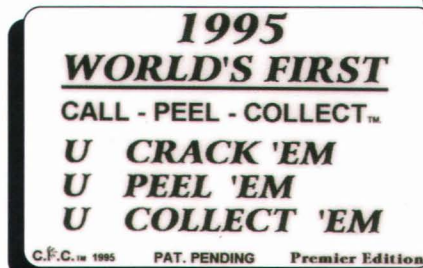
A "Crack" Idea

By Sean McElhiney

Leonard Helicher of Brooklyn, New York, a trading-card collector, card-flipping aficionado, coin collector, and coin dealer, has taken it upon himself to offer something truly new and innovative to the world of pre-paid calling cards: the four-sided phonecard.

In the process of creating the new Call-Peel-Collect telecard, this inventor "extrordinaire" created a simple solution

thumb and forefinger then bending it until the plastic seal "cracks." The adhesive plastic sheeting used to seal the cards is easily removed and discarded, leaving a



to the problem of concealing account numbers on the backs of telecards. Most phonecards are either packed in envelopes to conceal account numbers, or the account numbers are hidden behind scratch-off material. Helicher's new telecards are actually two cards in one, sealed back to back to keep the account number hidden. Not only does this ingenious idea solve the number protection problem, it also provides two extra surfaces for the phonecard issuer. Call-Peel-Collect telecards offer a whole new sales angle for promotional phonecard providers.

Presented in a wallet as one phonecard, the user simply has to "crack" the card, then peel off the backing to reveal the access and account numbers inside. Cracking the card means simply holding it by the edges between



phonecard and an extra promotional or informational card.

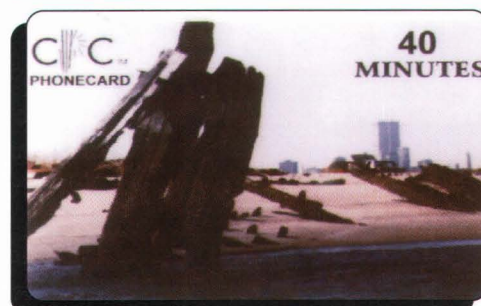
It is easy to envision coupons, advertisements, and a variety of informational charts, lists, and graphics filling this second card. The "ad card" can then be stored in the second clear-coated side of the wallet for easy access and readability. The possibilities are endless. "We can even seal a third card or a coupon inside the two for still more surface space," Helicher said.

The first series of cards issued to introduce Call-Peel-Collect is the 3-card "Serenity" set. The Serenity cards feature photographs taken by Helicher on some of his many excursions off the coast of New York City. "I'm an avid jet-skier," the up-beat Brooklynite said. "I spend a lot of time skiing out to these small islands near


the city where there are a number of sunken boats." The islands, Helicher relates, are "too small to be charted, but they offer a serene escape from city life and hold a treasure of material for great photographs."

The Serenity set consists of three cards with 20, 40, and 80 minutes of phone time provided by B & J Telecard, Inc. Network Services. The 20-minute card features a photograph of a sunken boat at "ultra low tide." The 40-minute card features a photograph Helicher calls "The year 2525," and the 80 minute card features a photograph of a pair of sunken boats in winter. The prototype set featured on this page was limited to a printing of 660. This highly-desirable set can be identified by a mistake on the backing card: Etc. is printed as Ect., an error since corrected. Total production of the Serenity phonecard set will be limited to 2,000.

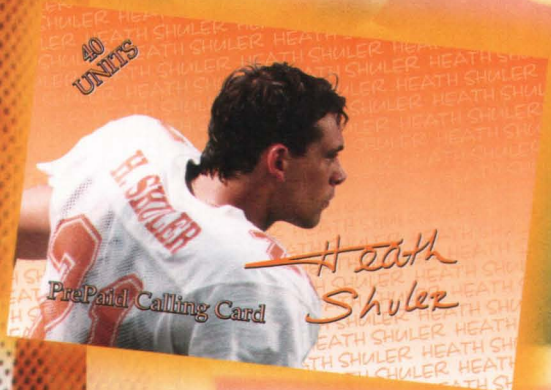
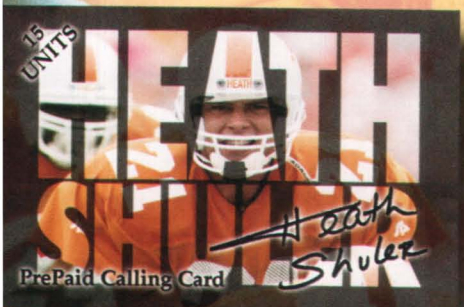
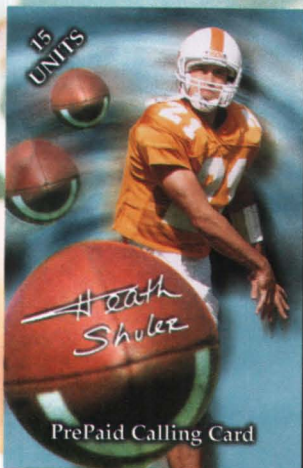
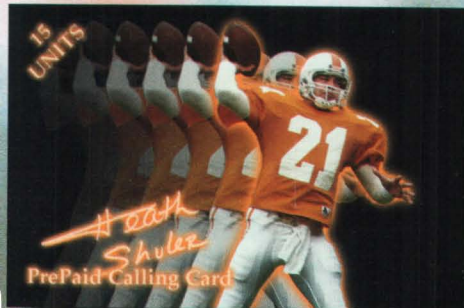
Mr. Helicher, who is working directly with B & J Collectibles, is currently in the process of setting up a base of manufacturers he will use to provide customized cards for his growing list of clients. A bold, "easy-read" type face created by Helicher is also featured on the back of each Call-Peel-Collect phonecard. "It's about time somebody offered a type style that can be read by older phonecard users," he said. The "easy-read" type takes eye-strain out of the



process of dialing a phone number.

In the future, this busy inventor also has plans to introduce an anti-counterfeiting device. "That's just one more of a list of innovations I'm working on," Helicher said. "I'm always thinking." 

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Tic Tac Tel Talk

Here is a great example of the type of high profile promotion that is solidifying the phonecard industry in the consciousness of the American consumer today.


The Tic Tac Telephone Instant Win Game offers consumers the chance to instantly win the Grand Prize of up to a year and a half of free phone calls, or to be one of 10,000 winners of Tic Tac phonecards good for 15 minutes of free U.S. long distance calling time. In this promotion, which started in May 1995, Tic Tac buyers can get more than just a mouthful of flavor and fresh breath, they also have the opportunity to win one of the hottest collectibles of the 1990's.

"Talking — up close to others in social situations — is what the Tic Tac brand facilitates," commented Andrea Kelly, senior brand manager for Tic Tac. "Our Telephone Instant Win Game uses the latest communications technology to give consumers a chance to be social with each other over a great distance at no cost." Each 15-minute-calling-time winner gets three, 5-minute phonecards with network services provided by GTS, Inc. The grand prize winner gets 300 minutes of long distance calling time per month for 18 months.

Thirty-five million Tic Tac packs feature the promotional peel-off label. These labels immediately notify the 10,001 instant



winners of their good fortune. A specially created television commercial featuring Tic

Tac's recognizable spokesperson, Kelly Harmon, aired nationally in May and July on highly rated network shows such as "Oprah," "Good Morning America," and "Full House." The promotion is also being highlighted in-store by using Time, Inc.'s Media One Lights in over 5,700 supermarkets. At the same time, high-impact floorstands and shelf talkers have appeared in stores across the U.S. 

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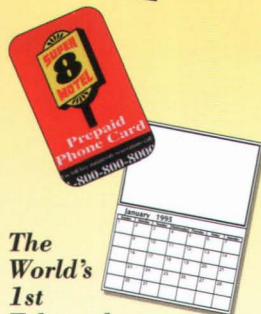
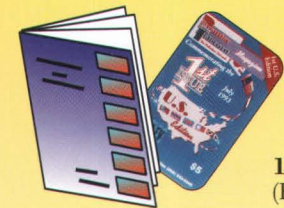
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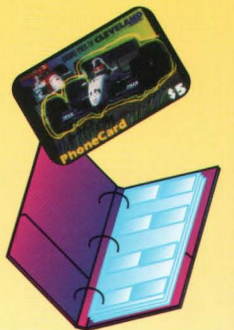
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The Card Makers

An Inside Look at an Unsung Industry Segment

by Sean McElhiney

If you hand a telecard to someone who is not familiar with the phonecard industry and ask them who manufactured it, chances are they will name the card issuer. If you give them a second chance they might name the Telco who provided the phone time. The third time around they will likely give you any other name they can find on the card, including corporate sponsors, co-issuers, artists, designers and subjects. Often the manufacturer just is not there.

The simple identities behind a phonecard can be confusing to the industry outsider. Unless the manufacturer is directly identified on a card, they are usually the one involved party that goes unnoticed. Surprisingly, those "in the know" are often as much in the dark. A single phonecard can be printed by one company then farmed out to another manufacturer to be sealed and cut. Often a third company will be responsible for "pinning" the card and covering the PIN numbers with scratch-off material, a high-security process. Ask a phonecard pro who the manufacturer of such a card is and they too will be stumped.

Let us shed some light on this often overlooked, critically important segment of the phonecard industry.

UV Color, Inc. of Roseville, Minnesota, is identified as the manufacturer of Provident Worldwide Communications' new line of Picasso telecards (see page 17). On other cards manufactured by UV they are



Dan Frederickson of UV Color and Kevin Pollari, President of Provident, with press sheet of Picasso phonecards.

strictly in the background. In fact, 30% of their business comes from other printers, both large and small who take advantage of their service.

UV specializes in high-quality, multicolor printing on plastics with Ultraviolet (UV) inks, coatings and curing. UV President Dan Frederickson developed the concept for his company after visiting the Graph Expo in Chicago in 1985. At that show Frederickson encountered an Australian company using modified offset presses to put ink on vinyl. After five visits to Australia over an 18 month period in which he learned everything he could about the process, Frederickson founded his own company. For the past eight years he has been an industry leader in perfecting the process of

using UV links, coatings and curings on plastic substrates.

Like most phonecard manufacturers, UV does not just make phonecards. Their product line includes colorful static clings, back-lit transparencies, Animated Coins, trading cards printed on foil, vinyl binders, clear vinyl packaging and shelf wags.

With four presses onboard they can cover the smallest job to the largest.

They utilize a single color 6" x 8" Texel which is capable of running phonecards 4-up. This press is ideally suited for extremely small quantity runs. A Six Color plus Coater 20" x 28" Komori runs cards up to .020" in thickness. Their Six Color plus Coater 28" x 40" Man Roland and Seven Color plus Coater 28" x 40" Man Roland can both print

up to .040" thick. All four of these presses are UV equipped.



A non-holographic reproduction of a Caulastics holographic foil card.

Caulastics of Daly City, California is another leading phonecard manufacturer. They are a worldwide supplier of credit, ATM and prepaid calling cards. Since opening its card division in 1973, this company has produced millions of cards annually for the financial and membership marketplaces. Mike Caulley, a Vice President with Caulastics said, "we start-

ed manufacturing phonecards after attending Premier Telecard's Phone Card Phair in San Francisco. We would have started sooner if we knew about the industry."


Caulastics has an in-house art department and a separate graphics department; the company's entire printing operation is geared for producing high-quality graphics on plastic. "If it can be printed on paper, we can print it on plastic," Caulley said. One of Caulastics' latest innovations is the Holographic foil card. In this case Caulastics designs the cards, Crown Roll Leaf, Inc. of Paterson, New Jersey prints the design on holographic foil, then Caulastics completes the production process — another case of a joint manufacturing effort. These extremely appealing cards are expensive to manufacture, but well worth the price to clients looking for a high-impact phonecard.

Other Caulastics' innovations include the Green Card, an environmentally sound card manufactured from recycled plastic, and the development of a "photorealistic printing" process. Using random dot placement instead of fixed placement of varying-sized dots, the photorealistic process yields an image that is exceptionally detailed and vibrant.

"Short runs" and "fast turn-around" are the buzz words at Colorfast Marketing Systems, Inc. of Chatsworth, California. "We turn jobs very quickly," boasted Mike Elk, President of Colorfast. Colorfast's impressive client list includes such industry leaders as USA Card and LDDS. A well-known series of Marilyn Monroe telecards and a highly successful Hard Rock Cafe card are among the myriad of manufacturing jobs on Colorfast's resume.

Colorfast has been printing busi-

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A UV-manufactured card — could you tell by looking?

ness cards, postcards, and a full line of promotional products for 9 years. They have been in the phonecard industry for the last year and a half and have come to be admired for their consistent high quality. Colorfast's team of professional artists, printers and lab technicians work together to bring their clients the best in full color custom photographic material.

One of the most important aspects of printing and manufacturing telecards is the inclusion of PIN numbers and a scratch-off coating to cover them. It is critical that these numbers remain secret for the protection of the issuer, the phone time provider, and the end user. In the wrong hands, these numbers (worth thousands of dollars) are very easily lost or stolen. UV Color, for one, has implemented a very strict security policy to ensure their clients that not a single minute of phone time gets into the wrong hands. Here is part of their impressive list of precautionary measures:

— All UV employees sign Confidentiality Agreements. They all

understand that they will be immediately terminated if they are ever caught with prepaid phonecards or trading cards outside of UV Color's manufacturing facility.

— All doors are access controlled with a Honeywell security system.

— Cameras are installed in the Pin and Scratch room and over the rear entrances.

— The front entrance requires a sign in/out of all guests. No unescorted visitors are allowed past the front office.

— All active prepaid phonecards remain in the Pinning room until ready



A Colorfast show card — no question who manufactured this one.

for shipment. The door to the Pinning room is locked after hours.

— Jobs shipped are sent via Federal Express with insurance or via truck with a sealed trailer.


— Pinning disks are stored in a locked safe within the Pinning room.

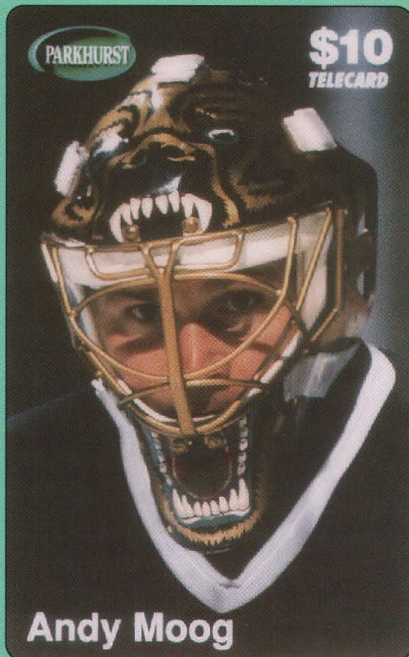
— All Pressroom, Die-cutting and Pinning waste is destroyed.

— Overages are destroyed or saved depending on the client's requirements.

— "Live" samples are never given out. Inactive cards are used as samples only with client authorization.

— PIN numbers are covered with a foil stamp, secure scratch-off.

There is more behind a phonecard than meets the eye. Next time you pick one up, take note of the manufacturer—if you can. 



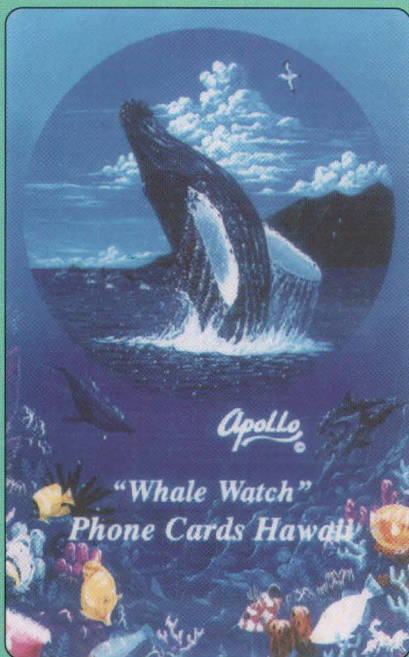
Andy Moog - Parkhurst - RM



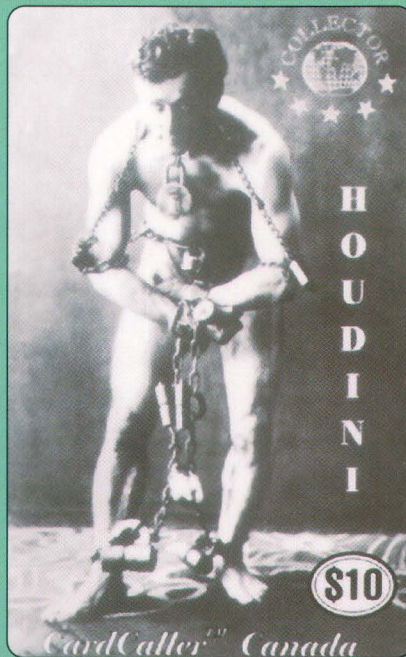
Picasso, Nocturnal Landscape
Provident Worldwide Communications - RM



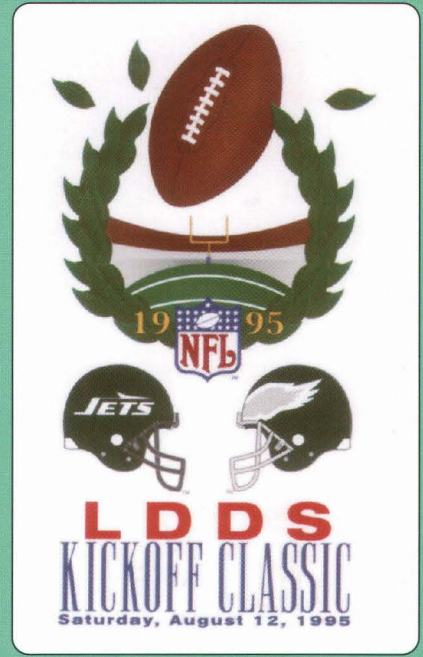
Premier Telecard 1st Edition - Liberty/Quest - RM, R



"Whale Watch" - Phone Cards Hawaii - RM



Houdini - CardCaller Canada - RM



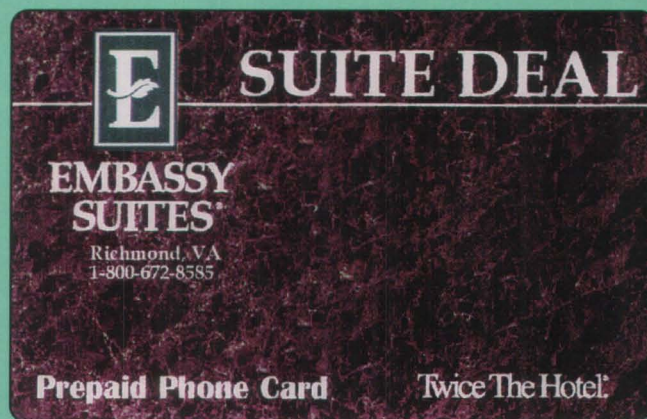
Kickoff Classic - LDDS - RM

emier Cards

August
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Tic Tac - GTS - RM



Embassy Suites - Provident - RM



Spreed Sample - Sprint - RM



Talk Time - Financial Services, U.S.A. - RM, R



Gold Spike - Qwest Communications - RM



Africa - Liberty/Qwest - RM, R

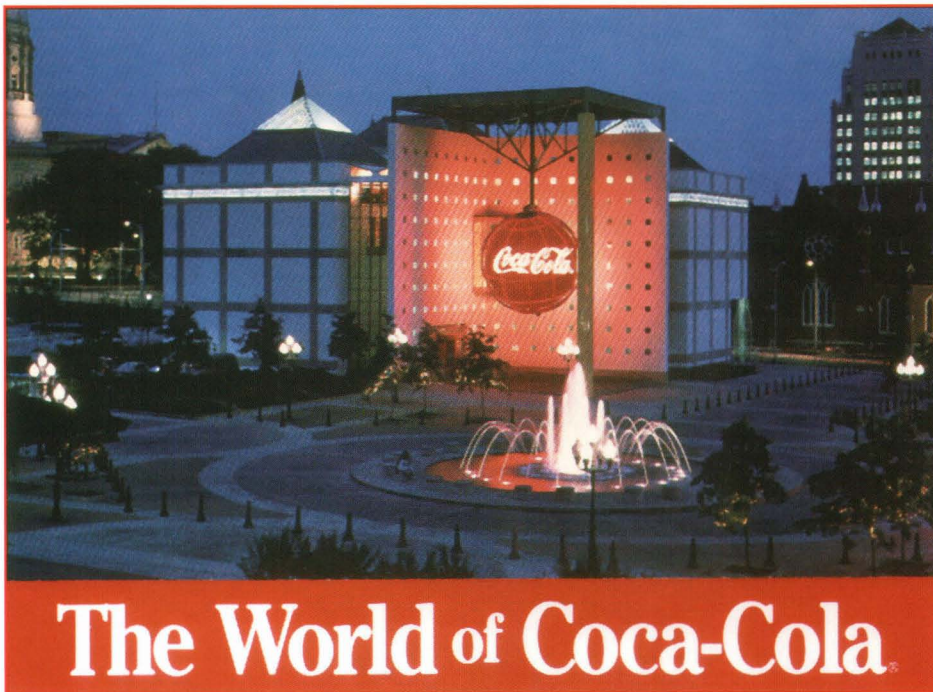
What do I entitle an article about the world's most recognizable, successfully advertised brand name product? Do I try to create a catchy, eye-grabbing headline? Well, maybe, but I know full well the headline will pale in comparison with the many famous phrases the product has inspired. "The Pause That Refreshes," "It's the Real Thing," "Things Go Better With Coke," "Have a Coke and a Smile," "Just for the Taste of It," "Coke is It!" and "Can't Beat the Feeling," are only a handful of Coca-Cola's many renowned slogans. (I am willing to wager you can think of more with a modicum of effort.)



So I decide to bow humbly before this giant and use one of these phrases, verbatim, as a title. It's an easy way out (I know), but using an established slogan (I tell myself) is a great way to show respect for Coca-Cola (I've given up) and Coke's many creative advertising writers, past and present. I settle in, content with this plagiaristic plan, and try to choose just the right slogan. That's when it dawns on me that almost all of Coke's slogans have become so well known, they're virtual cliches. Not that they're trite, it's just that they're so well known any use of them outside

of Coke's control borders on overuse. This is horrible news for an editor, part of whose job it is to avoid cliches, and great news for Coke. Any business would kill for one slogan that sticks in the minds of consumers all over the world, let alone one, after another, after another, after another, ad infinitum. True, as an editor I would kill for a headline that does the same thing, but it would have to be mine. Woe is me. Defeated, sans title, I proceed to write.

The U.S. telecard industry is dominated by American images. This may be one result of the early desire to establish the phonecard as a viable American venture. American flags, eagles, U.S. stamps, U.S. coins, city skylines, national monuments, NASA, baseball, foot-



ball, basketball, Elvis Presley and Marilyn Monroe all make regular appearances on hot-selling telecards. The idea is to find a uniquely American image recognizable all over the world. To this end, what could be better than the most familiar trademark in the world and the world's best-selling soft drink? Just about any item produced with the Coca-Cola trademark becomes a collector's item instantly. Many different variations of Coca-Cola phonecards are among the best-selling collector cards in the world today, popular with phonecard collectors as well as the thousands of Coca-Cola collectors in the U.S. and around the world.

The latest phonecards featuring the Coca-Cola logo have been released through

The World of Coca-Cola Pavilion in downtown Atlanta, Georgia. The World of Coca-Cola has been the city's most popular indoor attraction since opening in August 1990. Nearly five million visitors from around the world have experienced this one-of-a-kind pavilion, showcasing Coca-Cola. The pavilion contains the world's largest collection of Coca-Cola memorabilia, plus numerous interactive displays, theaters, and of course, a soda fountain that is unmatched anywhere!

The World of Coca-Cola, an operating unit of the Company's marketing department, entered the prepaid telecard market in April 1995. All other Coca-Cola cards previously produced in the United States were created as premiums or for specific promotions and were not available for purchase in the open market. Now the World of Coca-Cola has teamed up with The ScoreBoard, Inc. to produce cards exclusively for the pavilion.

Coca-Cola telecards have been popular within the Company's international system for many years. The first Coca-Cola card was produced in Japan in 1985. Since then, hundreds of cards bearing the familiar Coca-Cola trademark have been produced and have become highly valuable. Most are produced in very limited quantities for promotional use or for customers of the company.

Since The World of Coca-Cola Premier Edition card (2,500 issued) was released in April 1995, second edition (5,000 issued) and third edition (2,500 issued) cards have been introduced. The second and third edition cards were produced for a promotion and an event; this

will also be the focus of The World of Coca-Cola cards in the future. The cards are available at the pavilion, but are not expected to last long. At this time, only 2,500 cards will be produced for future retail editions through the pavilion.

All cards are individually numbered and come in a beautiful, customized package. These cards, and future Coca-Cola phonecards, are

THE WORLD OF COCA-COLA® COLLECTION

SECOND EDITION

COCA-COLA TELEPHONE CARD

"COCA-COLA RED HOT SUMMER™ '95"



LIMITED EDITION OF 5000
JUNE 1995

sure to become instant hits in the Coca-Cola and telecard collecting worlds.

The World of Coca-Cola Premier Edition telephone card was produced to commemorate the Coca-Cola Collectors' Club "Springtime in Atlanta" convention, April 13-15, 1995. Each card contains 10 minutes of calling time provided by Sprint, and expires on December 31, 1996.

This card features a full color photo of The World of Coca-Cola pavilion and is presented in a laminated, individually numbered folder. The Premier Edition card, originally priced at \$10, sold out in three days.

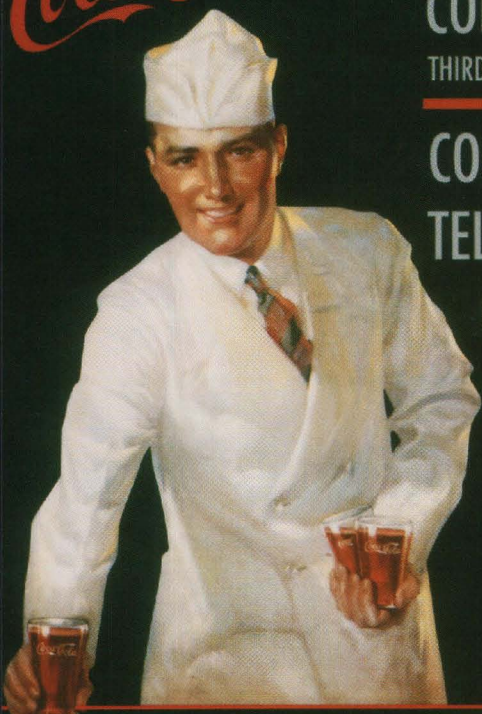
The Second Edition telephone card was produced to commemorate the 1995 summer promotion "Coca-Cola Red Hot Summer '95." This

Coca-Cola

THE WORLD OF COCA-COLA COLLECTION

THIRD EDITION

COCA-COLA TELEPHONE CARD



NATIONAL CONVENTION OF SODA JERKS

card, issued in June 1995, features customized artwork from the promotion featuring the Coca-Cola contour bottle, the sun icon with sunglasses drinking a Coke, "The World of Coca-Cola," and "The Hottest Spot in Atlanta." Like the Premier Edition telecard, the Second Edition contains 10 minutes of Sprint phone time. It expires in July 1996.

The World of Coca-Cola Third Edition telephone card was also released in June 1995. It was produced to commemorate America's first National Convention of Soda Jerks, held in Omaha, Nebraska, June 14-18, 1995. This phonecard features "The National Association of Soda Jerks" logo and 10 minutes of phone time provided by Sprint.

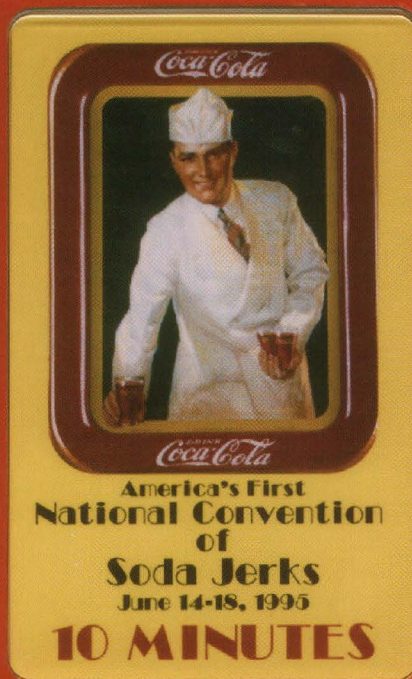
The Second and Third Edition cards are packaged in full-color,

specially designed laminated collector's cases denoting the edition. At the present time, all cards issued by the World of Coca-Cola will only be available through the Pavilion in Atlanta.

All this talk about highly desirable, limited edition Coca-Cola phonecards makes one stop and wonder what would happen if

Coca-Cola were to mass produce a user phone debit card. What if Coca-Cola, The ScoreBoard, Inc., and Sprint teamed up to produce one or two million phonecards for John and Jane Doe? Imagine the impact this would have on the profile of the American phonecard industry. The highly-recognizable Coca-Cola logo is definitely a hot item with collectors, but why not take it one step further? Why not put a Coca-Cola phonecard in the hands of a million people who have never used or heard of phonecards before? This, more than collector fodder, is what the


THE WORLD OF COCA-COLA COLLECTORS' SERIES



LIMITED EDITION OF 2500

phonecard industry needs to become the dominating, recognizable, communications industry it promises to be. *What if?*

Somewhere in the process of reading press releases, talking to big shots, and perusing Coca-Cola company literature, I came across the Coke slogan for the 90's. I'd heard it before, but it hadn't stuck with me yet. It's a play on an early Coke slogan, "It's the Real Thing," but even though the decade is already half over, it isn't overtly recognizable in its own right. I studied it a bit. It says exactly what I've been trying to say. It expresses my fear of trying to outdo some of the world's greatest advertising writers, it gives credit where credit is due, it takes me off the hook, and it subtly admits defeat for me. I have a title (and a victory by default).

Now I'm thirsty. 

Can't Beat the Real Thing

by Sean McElhiney

OPERATORS ARE STANDING BY ...

You can develop new markets instantly with this
original promotional motherlode
just by using 'em.

Promotional TelCards and TelCode Phone Stickers.

by 'Quincy' Gold

Fast on the heels of VersaCards/VersaCoups™ (*Premier Telecard Magazine*, April '95, pgs. 39 & 40. Get it!), one of the most innovative, information carrying phonecards ever seen, comes TelCards and TelCode phone stickers. It's almost good-bye to 'phonecard' production costs as we know them. Here are two hot new items you can buy for instant test-marketing and resale, or stock in multiple sheet form to turn out measured promotional quantities 'in-house', through your own printer. Businesses and individuals that wish to promote and advertise product or service to consumers via the new medium of prepaid 'phonecards', now have a marvelous and uniquely time and cost efficient approach. Calling time and instructions are provided either on an 8.5" x 12", three-up vertically imaged and perforated, micropunched TelCard with its self-contained carrier. Or, try the TelCode pressure sensitive removable phone stickers, by sheet or strip. The TelCards come with a single tear away voucher and room for a promotional message, or triple tear away promo coupons. The TelCode phone stickers may be affixed to virtually any item for promotions, giveaways, value added redemption, students in residence, travelers, etc. and can be placed on cash receipts, business cards, photos, products, packaging and anything else you may imagine. The list goes on. The sticker, with its calling information becomes a part of the item or even becomes the item itself. There are 16 stickers to a 5.5" x 12.5" sheet, 8 per column, individually perf'd for easy division & separation and each has an edge-tab for a hassle-free lift from the backer. Time is allotted at 5 minutes per sticker, 80 minutes to a sheet, #20 (at retail) for 16 5-minute stickers. Each item has an individual PIN and the toll free '800' number is accessible from the US and

Canada. Minimum time on a TelCard is 10 minutes at 33¢ per minute = \$3.33 X 3 cards on a sheet for \$10. The quantity X the number of minutes X the cost per minute X the # of sheets is your cost. Distributor pricing is available.

OPTIONALLY, BOTH TELCARDS AND STICKERS MAY BE CUSTOMIZED BUSINESS-WISE OR PERSONALLY.

TelCard and TelCode phone sticker information and order forms may be retrieved by Fax on Demand at (905) 770-4559, Ext. #999, Doc. #1234 or can be ordered by telephone through the number listed below. Both prepaid calling items make long distance telephone calling simple from a user standpoint and highly profitable for distributors. Charged with a pre-determined amount of time, time used is automatically deducted from the total time allotted, and a warning message lets you know when there's a minute left. PIN's may be re-charged with additional time using VISA and MC through customer service.

Fast. Easy. Convenient. Make the call. Try some. Your order will be mailed 1st class within 24 hrs.

**TelCards/TelCodes at 1-800-240-5381
(for customer service & credit card orders)
or**

**(905) 770-4559 ext. #999 & doc. #1234
from your faxphone for fax order form.**

'Quincy' is the sales and marketing director of PlatForms Plus®, a TalkMedia Communications International affiliate and full service phone card brokerage firm, detailing phone cards from card design to distribution. He may be reached at (905) 770-6721



Cards in Play in the U.S.A.

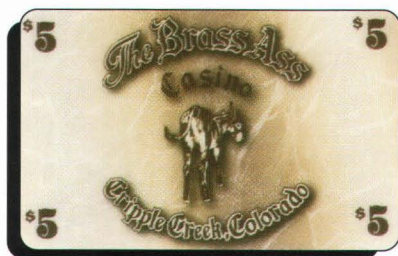
First Things First

In 1890 gold was discovered in the granite canyons of Cripple Creek, Colorado. Over the years, more gold was found in this one town than in the California and Alaska gold rushes combined. At its peak, there were 582 operating gold mines in Cripple Creek.

During its boom, Cripple Creek had many historic firsts, including the first street car, first traffic light, and first fully lighted business sign. It was also the location of the first May Company store. The store was housed in a building which boasted the first elevator west of Chicago. In fact, the store was fully electrified, which led to another Cripple Creek first — the first city to use electricity as its exclusive source of power.

Cripple Creek's heyday was short-lived, however. Most miners were called to fight in World War I and only a fraction of them

returned at the war's end. In 1922 the May Company closed its doors, and the population of this once bustling city dwindled to less than



1,000. The building which once housed the grand department store stood vacant for many years and fell into great disrepair.

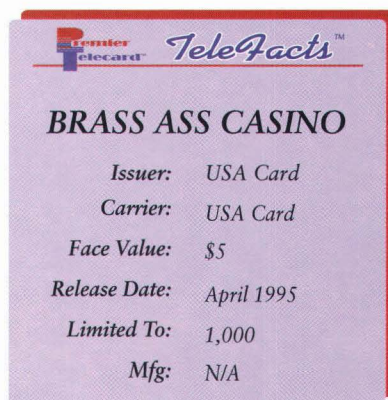
Enter Denver entrepreneur George L. King who bought the building in 1968 and completely refurbished it. King reopened a retail store on the site in 1970; the "Wick and Candle Shops" flourished for a number of years. The store was later renamed "The Brass Ass of Cripple Creek" in tribute to the donkey

herds that roam the streets of the town. King nearly went to jail for including the word "Ass" in his business name but was able to persuade a judge to let the name stand by showing him that the word "ass" appears 23 times in the Bible while the word "donkey" does not appear once.

"The Brass Ass of Cripple Creek" came to include "The Brass Ass Casino" when Colorado voters passed the gaming initiative allowing limited stake gambling. "The Brass Ass Casino" was the first granted the new Colorado gambling license, putting Cripple Creek back in the "firsts" business. Why stop there?

The issuance of the "Brass Ass Casino" phonecard

is yet another first for Cripple Creek: the first phonecard issued to a Colorado casino. Issued by USACard Corporation, this card features the historic "Brass Ass" logo.



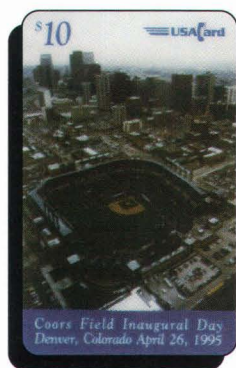
Baseball is Back ... With Phonecards

An aerial photograph of Coors Field in Denver, the brand new home of the Colorado Rockies,

graces a new phonecard set released by USACard Corporation. The photographs were taken during the April 26, strike-delayed opening day game in which the Rockies beat the New York Mets 13-11. The first-ever game at Coors field ended when Dante Bichette hit a dramatic three-run homerun in the bottom of the 14th inning to win it for the hometown heroes. It

turned out to be an extra-long game to reward fans for enduring an extra-long, strike-lengthened off-season.

Issued in denominations of \$5, \$10, and \$20, buyers of complete sets will also receive a complimentary card. The \$10 issue "Inaugural Day April 26, 1995" and the \$5 "Wish You Were Here" card each have a mintage of 1,000 cards. The \$20 "Field of Dreams" card and the \$1 Complimentary card are limited to only 500 each.



An Accidental Sellout

The officers and staff of the Central States Numismatic Society Convention were supposed to get a complimentary official phonecard at the April 26-28 event in Milwaukee. However, the demand from the crowds in line was so intense that the staff sold their own cards without realizing what had happened until it was too late! A true "sell out" had occurred.

Fortunately, USACard Corporation was able to take care of the Society's officers and convention staff from the small company library normally reserved for publicity and exhibits.

The \$5 USACard issue continues their series of official phonecards for major coin & collectibles conventions. Earlier shows commemorated on USACard phonecards include the Chicago International Coin Fair in March 1995, and the Long Beach Coin and Collectible Exposition in February 1995. Each of these show cards, including the Central States sellout, have a mintage of 1,000 and are good for \$5 in long distance calling.

Cards in Play in the U.S.A.



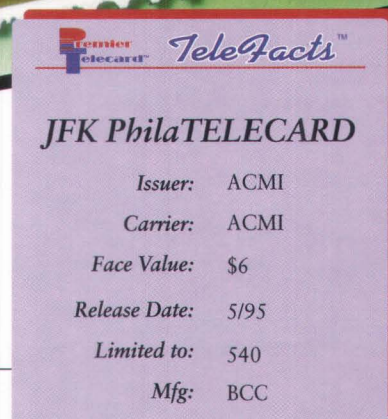
Invasion of the Philatelists and Numismatists

Stamps "in" Cards

Jeremy Baher of First PhoneCard in London, England has invaded the U.S. with a stamp phonecard. This is not just a phonecard with a picture of a stamp on it or a phonecard in the shape of a stamp, it is actually a phonecard with a real postage stamp sealed inside. Baher approached an American phonecard company with his idea because the U.S. is the only major user of remote memory phonecards, the ideal vehicle for a phonecard with a stamp laminated inside.

ACMI has taken out a Patent Pending on this new combination card called a PhilaTELECARD. The first PhilaTELECARD issue featured five U.S. stamps on stamp collecting, the second series were U.S. stamps with an Olympic theme. Each of these sets featured five \$6 cards and were limited to 2,000 of each.

The card pictured here features an Irish stamp with a portrait of President John Fitzgerald Kennedy. This card was limited to 450 pieces.



COIN CALL Card Coins

The Calling Coin™ is the "World's First Remote Memory Phone Coin." The Calling Coin™ will do anything and everything a conventional phonecard will do, the only difference is that it comes in the friendly and familiar form of a coin.

Introduced by American National Phone Card (a division of The Money Company), The Calling Coin™ is available in three different forms: the general circulation Copper-Nickel Calling Coin, a Special Deluxe Collectors Limited Edition rendered in proof quality of one ounce of pure .999 silver, and the very limited Silver Pattern Strikes Edition made in proof silver. Only 50 numbered pattern strike



pieces are in existence and those lucky enough to get their hands on one also receive one of the first 50 numbered

pieces in the Deluxe Collectors Edition as well as a general circulation coin, all presented in a beautiful silver-lettered Lucite plaque.

The Special Deluxe Collectors Limited Edition is limited to 1,000 pieces (950 were made available for purchase after the first fifty which accompanied the pattern strikes). This unique Proof Silver Coin comes in a special presentation case with a Certificate of Minting that also incorporates considerable information about "The Calling Coin."

Now that you know what the Calling Coin has to offer to collectors, here's some of what it provides to the user:

- Domestic and international long distance service
- 20 Units (10 minutes) of domestic calling time
- Fully rechargeable (at only 40 cents per minute domestic)
- Low international rates
- Voice mail service
- Speed dialing
- Informational services (including weather information, lottery results, precious metals quotes, and more.)

Coins have been one of the most popular themes on American phonecards. With this in mind, when American National sat down to design the Calling Coin™ they decided to "do it backwards." Instead of having the image of a coin on a phonecard, they designed a coin with the image of a phonecard on it! The principle design on the front of each coin is one of American National's own "Made in the U.S.A." phonecards.

American National is confident the new Calling Coin™ will help keep phonecard collecting and coin collecting tied solidly together for a long time to come.



Cards in Play in the U.S.A.

"Note"able Firsts

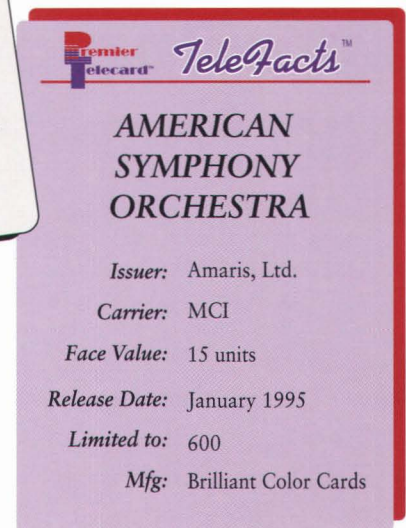
The American Symphony Orchestra was founded by the great Leopold Stokowski. A world-renowned musician and conductor, Stokowski is better known to the American masses as the first person to appear in a movie with a cartoon character. The conductor shared the screen with Mickey Mouse in Walt Disney's classic *Fantasia*.


Today, the American Symphony Orchestra performs mainly at Carnegie Hall and Lincoln Center in New York City. Its many television appearances have included performances with outstanding artists ranging from Luciano Pavarotti

to Sting. When the orchestra accompanied Plácido Domingo and Linda Ronstadt in New York's Central Park, over 300,000 people attended.

This phonecard, the first produced by Amaris, Ltd., of Princeville, Hawaii, is believed to be the first ever made for a major symphony orchestra. The American Symphony Orchestra utilized this card to express its appreciation to its leading corporate and individual supporters. It was also used as a gift to the sponsors of the orchestra's 1994 tour of Japan.

Amaris produces customized compact discs of music for luxury hotels, resorts, airlines and cruises around the world. The



five year old company recently entered the customized phonecard field, acquiring numerous clients intrigued by this new promotional approach. 



For the Unique Collector



"It's In The Cards"












Univox

"It's In The Cards"

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(212) 545-7501 • Fax: (212) 545-7511

- Test Cards
- 1st Edition
- Low Prices
- Unique Images
- Top Companies
- Rarities

Cards in Play in the U.S.A.



And All That Jazz

TCM Associates, Inc. markets their phonecards in beautiful 6 1/2 inch square cardboard presentation folders. The sets shown here represent three of the latest releases from this up-and-coming phonecard provider and dealer.



Little Girls Gossip is a two-card set featuring artwork from Wood River Gallery in Mill Valley, California.



TeleFacts™

Air Force Series II

Issuer: TCM

Carrier: Teleworld

Face Value: \$20 set/\$5 ea.

Release Date: March 1995

Limited to: 2,000

Mfg: Continental Plastics

These Air Force fighter jet phonecards comprise TCM's second series of Air Force cards. The first series featured a \$5 F-15 Eagle, a \$10 F-117 Stealth, a \$15 F-16 Falcon and a \$20 B-2 Bomber. Air Force Series II, pictured here, is made up of four \$5 cards featuring beautiful in-flight photographs of the KC-135 Stratotanker, the C-5 Galaxy, the T-38 Talon, and the A-10 Thunderbolt II. Vital statistics on all four planes, including speed and range capabilities, are provided on the presentation folder.



The newly released, strikingly beautiful All That Jazz phonecard set from TCM features artwork by Ken Touzet. A \$5 promotional card was also released.

TeleFacts™

Little Girls Gossip

Issuer: TCM

Carrier: Teleworld

Face Value: \$20 set/\$10 ea.

Release Date: March 1995

Limited to: 2,500

Mfg: Continental Plastics

TeleFacts™

New Orleans... All That Jazz

Issuer: TCM

Carrier: Teleworld

Face Value: \$20 set/\$5 promo card

Release Date: April 1995

Limited to: 1,000 (4-card set)
1,500 promo card

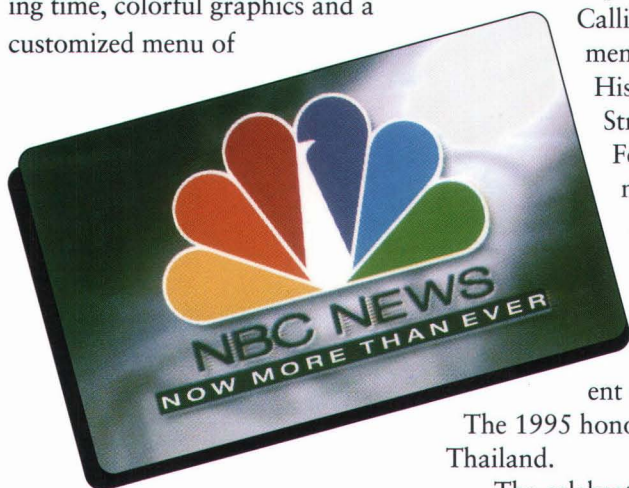
Mfg: Continental Plastics



Cards in Play in the U.S.A.

News Cards

Select Media's PPC Plus phonecard is a state-of-the-art prepaid phonecard that features discounted prepaid long distance calling time, colorful graphics and a customized menu of



interactive marketing activities. This menu includes audience-specific information and promotional services that can be updated instantly. An ever-growing roster of clients is tapping into the potential of PPC Plus as a cutting-edge marketing tool.

NBC News and AP Broadcast Services are among the newest clients to place orders for Select Media's PPC Plus phonecards. The NBC and AP cards were distributed to TV station general managers and promotion executives at the June 1995 PROMAX Conference in Washington, D.C. The NBC News card pictured here is good for 10 minutes of free domestic calls. Network services are provided by Access Telecom, Inc.

Select Media Communications is a television and entertainment marketing company based in New York City.

Memphis in May

Memphis in May International Festival, Inc., in association with ATS Network Communications, Inc. issued a Prepaid Long Distance Calling Card to commemorate the Historical Beale Street Music Festival. The month long Memphis in May celebration in Memphis, Tennessee honors a different country each year.

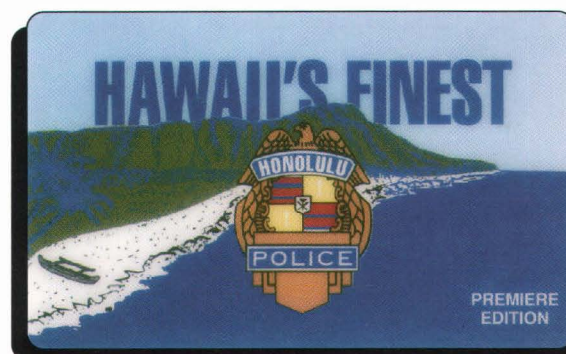
The 1995 honoree was Thailand.

The celebration included four major events: The Beale Street Music Festival, The Thai Ballet, The Memphis in May World Championship BBQ Contest and The Sunset Symphony. Each event took place on weekends in a park located on the Mighty Mississippi River. The Beale Street Music Festival, represented on the



phonecard, took place at Tom Lee Park on May 5, 6 & 7.

This colorful telecard is a reproduction of the commissioned festival poster painted by renowned African-American Artist George Hunt.



Hawaii's Finest

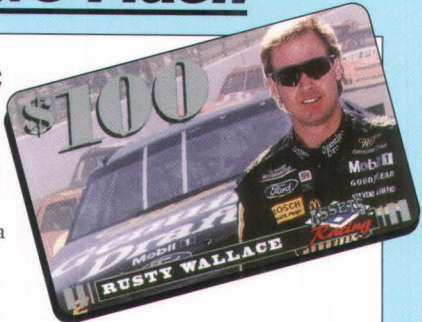
The Hawaii's Finest phonecard was produced for Cards N' Things, a sportscard and collectibles store owned by a retired Honolulu Police Department Lieutenant. The phonecard features a reproduction of the well-known Honolulu Police Department (HPD) shield over the famous Diamond Head background. The HPD badge is recognizable from the broadcast days of the popular television program Hawaii Five-O which featured a group of highly-skilled and dedicated police officers and detectives. The simplicity of the overall design of the card reflects the simple, but breathtaking beauty of Hawaii.



Tele-News Flash

A Classic Finish

In the June issue of *Premier Telecard Magazine* ("Trade You a Stick of Gum for a Phonecard," p. 30) we incorrectly identified the Assets Racing series of trading cards and telecards as "Classic" Assets Racing. This set of cards was actually produced by Finish Line Racing in conjunction with Classic Games, recognized leaders in the NASCAR collectibles industry. The set is referred to simply as Assets Racing. We apologize to Finish Line Racing for failing to include their name and contribution to Assets Racing in the article.

Finish Line Racing has been producing low-mintage, high-quality NASCAR collectible trading cards since 1993. The company expanded its product line to include phonecards late in 1993 and added phonecards to foil packs in 1994 (See *Premier Telecard Magazine*, July/August 1994, p. 22 for more information on Finish Line's entry into the world of phonecards.) Finish Line and Classic now include one phonecard guaranteed in every foil pack of Assets Racing and plan to introduce more NASCAR telecard series in the future. 

Tele Sizzle

Have you ever, cash-in-hand, weighed the pros and cons of paying \$40 for one relatively new Coca-Cola card when you can get 4 very limited cards promoting another, lesser soft drink for the same \$40? Did you consult your crystal ball before investing in that gross of pretty American cards with ducks upon 'em (while ignoring the ugly ol' goose) or did you just "wing it?" Now are you wondering where you went wrong as your duck cards just kind of sit there and your soft drink cards go flat, while your (ex)friend's goose and Coke cards go up and up and up?

Smart buying decisions are not easy to make. The wisest of collectors will ask as many questions possible to help them make a good investment. But, even the most seasoned collector will fail as often as not. There is no surefire way to ensure that the cards you invest in will go up in value. The information in TeleSIZZLE is provided to aid the collector in making wise, up-to-date purchasing decisions. By letting you in on what a handful of dealers are calling their current hottest sellers we are giving you information that can be very useful.

Like anything else though, this column must be treated merely as one part of your search. We do not ask the dealers listed here why a card is sizzling hot or even why they think it is selling so well, we merely ask them to give us their #1 best-seller. Whether a card is selling because there is a great demand for it or because the dealer has a great deal of it on hand is something you must find out for yourself. Good luck, and happy hunting!

HOT CARDS

DEALER

PRICE

Bittle Telecards, (510) 673-9725	
Pacific Bell \$5 Cellular Santa	\$.45
Carson City King (718) 531-0490	
Elvis Presley AmeriVox (4 cards)	\$.100
Collector Showcase, (510) 484-4503	
Pacific Bell Christmas Set (12 cards)	\$.245
First PhoneCard, (England), 44-181 458-1174	
JFK PhilaTelecard	\$.26
Hawaii Police Designs	
McDonald's Ala Koana	\$.25
Kars Unlimited, (904) 441-6910	
Singapore Disney-Kodak (5 cards)	\$.85
Keep the Change!, (407) 629-CARD	
SNET McDonalds	\$.35
Kricke Telecards (Germany), 49-8841-47858	
First German Mickey Mouse	\$.35
North Americards, (206) 641-6057	
US South Communications (2 cards)	\$.35
General Grant & General Lee (40 units ea.)	
Phone Card City, (800) 218-4181	
Azalea Festival McDonalds/Wal Mar	\$.22
PM Powell, (800) 528-8819	
Ameritech remote coinSaver (1st 13 cards)	\$.185
Telecards Hawaii, (808) 373-3345	
Charlotte Mtr. Spdwy (Coke/Red Dog)	\$.15

Not all of the above cards are still available; call individual dealers for information. Prices were current at the time this column was compiled. Individual dealers reserve the right to change prices without notice as the market demands. A listing in TeleSIZZLE does not constitute a dealer endorsement by *Premier Telecard Magazine*.

If you are an established dealer interested in adding your input to TeleSIZZLE please call (805) 547-8500.

HOMISCO VOICENET

DEBIT SWITCHES
WITH A TWIST

Assumptions:

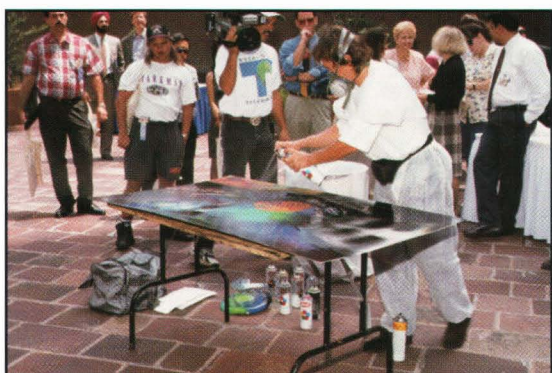
- Switches do call processing
- Features beyond call processing are necessary to be competitive
- Voice processing features are the differentiator for a call processing switch
- Voice processing means
 - Voice Recognition for Dialing
 - Speed Dialing
 - FAX
 - Conference Calling
 - Voice Message
 - Delivery
 - PIN On Demand
 - Real Time Credit
 - Card Validation

Fact:

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Source Vivid and The CO.



Jean Francois, Neal Reifsnyder, Denise Parks, Christal Brown, Devin Brown and James Brown.

The American Tele-Card Expo in San Antonio, Texas (June 1-3) has come and gone. This latest phonecard get-together provided yet another opportunity for industry insiders to say "hello" and "I'll show you mine if you show me yours." As industry gatherings in the U.S. go, this show was as much a success as any other — memorable for some, humdrum for others. But, apart from the ordinary, at least one non-phonecard organization was greatly effected by events at the show.

The COALITION provides recreation and educational activities for children from 6 to 19 years old at 350 sites in and around San Antonio. This organization, known simply as The CO., is part of the City of San Antonio Parks and Recreation Department. Among other programs, The CO. has provided, free of

charge, hands-on trips to rodeos, botanical gardens, and SeaWorld. The CO. also holds regular athletic competitions between CO.-sponsored athletic teams to help build self-confidence, self-worth, and self-esteem. Kenny Houston and John Meads of the Houston Oilers professional football team are among the better known people who have spent time working with CO. members.

James Brown, a CO. recruiter who works with kids in low income, high crime areas of San Antonio says the program has bred many success stories. "Some 'feisty' kids who come into the program actually become peacemakers," Brown said.



"The CO. gives these kids a great atmosphere in which to widen their scope and perspective on the world."

Brown's own teenagers, Christal, 13, and Devin, 16, are actively involved in The CO. "The program is especially good for helping to keep kids off drugs during the summer months when they get bored more easily," Devin said. Christal agrees whole-heartedly with her brother. "It's a good program," she said, "it allows kids to get off the streets because there's always something to do."

The CO., whose wonderful programs are funded in part by the various facilities involved in the outings, seemed the perfect match for Jean Francois, the beneficent artist whose work will be featured on an upcoming series of phonecards from SourceVivid Communications. (See *Premier Telecard*, June 1995, for the full story on SourceVivid and the incredible artwork of Jean Francois.) Francois' paintings are aimed toward helping to wipe out graffiti. The artist works in conjunction with various programs throughout the western U.S. to teach kids that there are constructive alternatives to defacing public property. Francois creates his "Dream Scapes" using nothing more than spray paint and a few rudimentary tools. Part of his message is that the simple tools and talent it takes to make graffiti can be used profitably to create lasting works of art.

Denise Parks, project coordinator for The CO., was on hand at the American Tele-Card Expo to accept a painting by Jean Francois. The painting, an original recreation of Francois' SourceVivid Communications show card, was donated to The CO as part of the artist's continuing "Stop Graffiti" campaign. Francois wowed a crowd of hundreds of expo attendees at a June 1 luncheon by recreating his show card image in less than ten minutes for presentation to The CO.

Those who have seen Francois' work but have not been privileged to see him in action are missing out on a real treat. Until you see the artist at work, it is hard to believe that such richly-detailed paintings can be completed in so short a time-frame. Along with the donated painting, The CO. received a promise that Francois will return for a special mural program this summer to demonstrate his talent and share his message first-hand with CO. members.

More exciting news is in the works as a result of the meeting of SourceVivid Communications and The CO. Denise Parks has agreed to sit as chairperson for a national foundation SourceVivid is in the process of establishing. The foundation (which had not yet been named at the time this article was written) will provide programs similar to those sponsored



by The CO. and GRASP (Gang Related Activity Suppression Program) in Cathedral City, California. Mike Scacco, the GRASP program leader who has worked closely in the past with Jean Francois and SourceVivid, will also be involved in this new national program.

Neal Reifsnyder, the president and founder of SourceVivid, Inc., said Parks and Scacco will help him get his foundation headed in the right direction with their combined

know-how and experience. "We intend to sponsor a city by city promotion of youth and artistic talent," Reifsnyder said. "We anticipate working closely with gang members and kids who are in danger of entering that lifestyle by

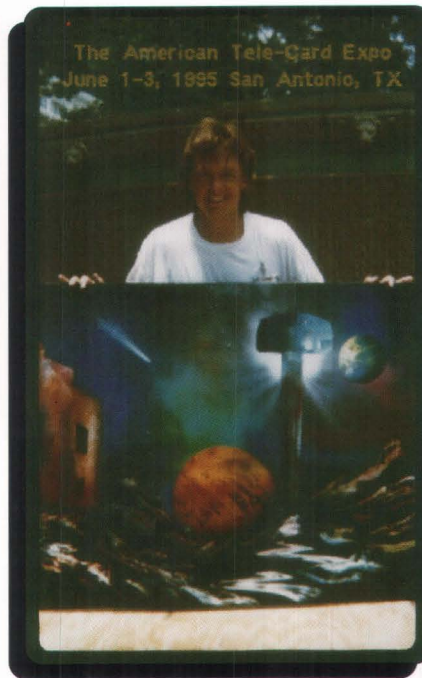



Photo Card of Jean Francois with painting donated to The CO. (Card created by Mike Feltault.)

establishing art contests for these kids to funnel their talents into a constructive arena." The winners of these contests will be awarded artist contracts and scholarships to reputable art schools to further encourage their talents. Any profits realized through this foundation will be spent with integrity and responsibility for the kids' benefit.

SourceVivid will release the first series of Jean Francois Dream Scapes phonecards this September at the Telecard World '95 East show in New York. The San Antonio show card pictured here is an enticing preview of what

is to come from this focused and charitable-minded industry newcomer. 

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Real Lifesavers

Lifesaver Communications, Inc. of Arlington, Virginia is committed to raising money for charity through the sale of its prepaid phonecards. Twenty-five percent of all phonecard sales and recharge revenues are donated to a worthy cause. With its private label clients, Lifesaver donates the 25% to the charity of the client's choice. In the event its client is a charity, Lifesaver donates the 25% directly to that organization.



The Grand Prix Series of phonecards from Lifesaver Communications commemorates three premier race stops on the Indy Car and Trans Am racing tours. One card from the Grand Prix Series is offered to the public at each race event as the official phonecard of the race. The three events represented in the series are the ITT

Automotive Detroit Grand Prix, June 9-11 (Indy Car), the Grand Prix of Cleveland presented by Dairy Mart, July 21-23 (Indy Car), and the Grand Prix of Dallas, September 8-10 (Trans Am). Lifesaver provided 2,000 \$10 phonecards and 1,500 \$5 cards for the ITT



Automotive Detroit Grand Prix. Detroit's Music Hall Center for the Performing Arts was the charity that benefited from the sale of these cards. The Music Hall is a not-for-profit arts center dedicated to preserving and providing theater arts and educational opportunities for the Detroit Metropolitan community. Music Hall provides educational and entertaining theater experiences to more



than 65,000 visitors each year. In addition to donating 25% of its Detroit Grand Prix phonecard revenues, Lifesaver Communications also donated 1,000 additional \$5 Detroit Grand Prix phonecards which were given to attendees of the Music Hall Grand Prix Ball. This gala celebration, held during the Grand Prix weekend, is the organization's primary fundraising event of the year.

Lifesaver is donating 25% percent of the proceeds from the sale of 1,500 \$5

Grand Prix of Cleveland phonecards to two worthy causes: the Diabetes Association and Shoes for Kids. The Diabetes Association has been serving communities like Cleveland for 41 years. Working across a broad spectrum to provide support and information about this devastating disease, the Diabetes Association has had a major impact on those affected by the disease through services such as 24 hour information lines, free blood glucose screenings and funding efforts.

Shoes for Kids, created in 1969, has given thousands of pairs of brand new shoes, socks, knit hats, underwear, mittens and gloves to needy children. Working closely with many schools and school systems, hunger centers, and social service agencies, Shoes for Kids helps insure that children can go to school and have a better chance to learn and succeed.

One-quarter of the proceeds from the 1,500 \$5 phonecards commemorating the upcoming Grand Prix of Dallas will also be donated to a charity. This time the welcome aid goes to the Shelby Heart Fund. Founded by famed racing driver and entrepreneur Carroll Shelby, the Shelby Heart Fund raises money to pay for heart operations for indigent children. The fund gives a child a chance at life by providing financial assistance for the numerous expenses associated with a child's heart care.

Images on Lifesaver Communications' Grand Prix Series of phonecards were created by Greg Presley Design and were exclusively sanctioned by each event. Lifesaver Communications has its own platform which is located at its long distance carrier, IXC, in Dallas, Texas. Lifesaver phonecards allow you to call anywhere in the U.S. and abroad. Phone time is rechargeable at thirty cents per minute, domestic; international rates vary. The Grand Prix Series offers sequentially serial numbered pieces which may be purchased separately or in a 3-card set.

Customized Lifesaver prepaid phonecards were also sold at the Edina Realty LPGA Classic, June 7-11 in Brooklyn Park, Minnesota. The sale of these cards benefited the Fairview Health System's WomanKind Program, which was founded to identify and treat victims of domestic violence.

Lifesaver Communications, Inc. develops and delivers top-quality, cost-effective prepaid phonecard programs that provide marketing benefits to sponsoring organizations while furnishing a steady source of revenue for charities.



The Racing Spirit

"ConQuest has been very selective in promoting prepaid calling cards or any of our other services with corporate or celebrity identities," said Peter Buoniauto, ConQuest's Vice President of Sales and Marketing. "Bobby Rahal best captures the essence of winning and excellence. We chose him because he has that spirit on and off the race track."

Rahal-Hogan Racing, Inc., and ConQuest Long Distance Corp. have teamed up to offer the first prepaid calling card featuring the three-time PPG IndyCar World Series Champion, Bobby Rahal.

"As a racer, I believe in a few principles for success — proven



equipment, a solid team, and hard work," said Rahal. "I see a similar style in ConQuest with their experimental style, entrepreneurial spirit and their 'doing-more-with-less' resourcefulness."

ConQuest has produced 2,500 Bobby Rahal prepaid calling cards. The card sells for \$8.75 and has 25 units of calling time. Each unit equals one minute of long distance calling within the Continental U.S. and can be recharged. International calls require multiple units for each minute of talk.

The limited edition phonecard fea-

tures an action photo of Rahal driving the Miller Genuine Draft Special Indy car, a Mercedes Benz powered 1995 Lola. Voice prompts for the card have been recorded by Rahal, and fans who wish to follow Bobby's progress throughout the season can access recorded updates after each race as a menu option on the card.

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TeleNews Flash

ScoreBoard Scores Baseball Victory

The ScoreBoard, Inc. has entered into license agreements with the Major League Baseball Players Association (MLBPA) and Major League Baseball Properties, Inc. (MLBP) to manufacture, distribute, promote and sell prepaid phonecards in the U.S. featuring players, team logos and uniforms from Major League Baseball. ScoreBoard is only the second company to receive MLBPA and MLBP phonecard licenses (following in the footsteps of GTS/Upper Deck.)

"We are pleased to extend our existing relationship with ScoreBoard to include prepaid telephone cards, a very exciting and rapidly growing product market which should help further raise the visibility of Major League baseball players," said Judy Heeter, Director of Licensing for the Major League Baseball Players Association.

Ken Goldin, Chairman and CEO of ScoreBoard stated, "Prepaid telephone debit cards represent the most significant new collectible market in this decade. Now with licenses from the MLBPA and MLBP and initial shipments slated for the third quarter, ScoreBoard should be able to extend its leadership position in this rapidly growing market. Phonecards are a particularly attractive product line as they combine utility, convenience and collectibility."

The ScoreBoard markets authentic autographed collectibles, NFL trading cards, Classic sports draft pick trading card sets, prepaid telephone calling cards, and other collectible products.



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Constructive Response

Greg Filson, general manager of Reynolds Construction Equipment of Indianapolis, tells us, "It is hard to get customers to complete and return our surveys indicating their satisfaction level with the equipment they have purchased. The survey forms are very important to us and to John Deere. We decided to offer a set of four equipment telecards as an incentive for customers to return these forms."

First TeleCards International, a division of Premiere Communications Group, is proud to introduce a set of telecards featuring the newest John Deere construction equipment. This set of four ten-minute cards (time provided by TelTrust), was produced for Reynolds Construction Equipment and is



limited to 1,000 numbered cards per design. Each card depicts a different line of equipment: the 850B Long Track Dozer, the 650G Dozer, the 690E LC Excavator, and the 310D Backhoe.


Reynolds entered the farm equipment business in 1955 and later expanded into lawn and garden and construction equipment. They are one of the top ten

lawn and grounds-care dealers in North America and one of the largest agriculture and construction equipment dealers in their area, according to company president Gary Reynolds.

Nathan Birky, Premiere Communications Group president, notes that equipment owners are avid collectors of John Deere memorabilia.

John Deere stores are filled with merchandise featuring the Deere logo, from belt buckles, sets of trading cards, to miniature tractors. Prepaid telephone cards that display John

Deere equipment have been added to the retail offerings of Reynolds. Birky says only a limit-

ed number of these cards will be made available to collectors. 

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Interactive Trivia Shootout

"Can You Shoot It Out With The Best?" That's the challenge that is being given by Parkhurst, which is the oldest and one of the most respected names in the world of hockey trading cards, as well as one of the newest entrants into the telecard industry.

Parkhurst bills its new Goalie Series as the world's first interactive sports telecard. The Series consists of seven leading

hockey goalies in a limited edition of 5,000 cards apiece. The telecards are licensed by the National Hockey League Players' Association (NHLPA).

At the heart of the Goalies Series telecards is the ability to access the Hockey Hotline, an audiotex information system featuring Liam

Maguire's Hockey Trivia Shootout. Liam Maguire is recognized as the world's leading expert in hockey trivia and is also an accom-

plished broadcaster and journalist. In 1981, at the tender age of 21, Maguire made his trivia debut on a two hour radio program in Ottawa, Ontario in which he answered an astonishing 143 questions correctly out of 150. Since then, he has made more than 750 appearances displaying his hockey trivia skills on radio and TV programs

and at hockey banquets and dinners. He has done promotional appearances for teams such as the Montreal Canadiens, Toronto Maple Leafs and Ottawa Senators and has worked with nationally-known broadcasters such as Dick Irvin, Don Cherry and Ron MacLean.

"The Hockey Hotline and the Trivia Shootout convert a phonecard into an interactive entertain-

ment card by giving the card's user a challenging and entertaining way to use the card," said Steve Caswell of

Incomnet (Woodland Hills, CA), who implemented the computer and audio-tex systems used by the card and serves as the telecommunications carrier.


Liam Maguire created the Trivia Shootout questions, which are all multiple choice, at moderate, intermediate and expert levels of difficulty, with moderate questions worth 1 point, intermediate worth 2 points and expert worth 3 points.

"To access the Hotline, you dial the telecard system using the 800 number and then enter your pin number as with a regular phone card," said Caswell. "You can make a telephone call at that point or dial a speed number — *01 — to access the Hockey Hotline. When you get to the Hotline, you can get the latest info on the world of hockey or take Liam Maguire's Trivia Shootout.

"The Shootout is controlled by an audiotex computer. The system gives you a series of questions that add up in difficulty to 18 points randomly from a

data base of hundreds of questions. No two players will ever get the same test. Quite frankly, the Trivia Shootout is tough. If you can get 16 total points or

more, you can consider yourself a trivia expert. In fact, we'll send you a certificate to verify it."

To support the audiotex version of Trivia Shootout, which is played using the telecard, Parkhurst has also introduced a computer game version that is played on either a PC under Windows or on a Macintosh. The Goalie Series and the Trivia Shootout are being unveiled at the 16th National Sports Collectors Convention to be held from July 24-30 in St. Louis, MS. 



All Talk to Italk

Schneider Communications, Inc. has introduced the next generation of telemarketing research: Italk. A new market research tool, Italk uses the latest telecommunications technology to obtain quicker survey results at lower costs.

"Italk combines interactive voice response and a prepaid calling card to collect customer responses to a series of questions," said Chris Winkowski, product manager/enhanced services of Schneider, the Green Bay, Wisconsin based provider of business telecommunications services in the Midwest.

With Italk, the survey questionnaire is input into the interactive voice response system. Customers receive a mailer, complete with a prepaid calling card printed on it, which directs them to dial a toll free number. The caller is then prompted to answer each question using the touch tone buttons on their phone.

After the survey is completed, the caller is able to activate his/her phonecard. The interactive voice response system then tabulates the responses and

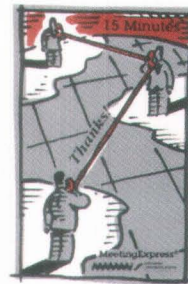
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Schneider inaugurated Italk with this survey of 195 of their own teleconferencing customers. The phonecard is perforated on the mailer

compiles them in a final report.

"Italk lets you conduct market research in a way that is easy for respondents, provides quicker results and costs less," Winkowski added.

Italk is ideal for soliciting

feedback on trade shows or seminars, determining customer satisfaction with a new product or service, surveying readers about a new publication, surveying customers on legislative issues, or learning more about the thoughts of customers or prospects on specific issues.

"Schneider recently inaugurated Italk through a survey of 195 of its teleconferencing customers," Winkowski said. "The response rate was a whopping twenty-eight percent compared to the industry standard of five to eighteen percent."

One apparent reason that participation rates increase so dramatically is that it is easier and takes less time than more traditional telemarketing surveys.

"Successful businesses know their customers and anticipate their future needs," said Dan Fabry, Schneider director of product development. "Italk uses the latest technology to

obtain that information cost-effectively."

Schneider Communications provides telecommunications services to more than 18,000 businesses throughout the upper Midwestern U.S. The company is a wholly-owned subsidiary of Schneider National, the largest full-load trucking company in North America.



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

THE TELECARD TIMES EXPO

'95 will be held at the Travelodge Hotel, JFK International Airport, New York, NY on August 26 & 27. If you would like more information on the Expo call Dave Friedland at (516) 795-2788



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International Telecom	37

Liberty / Quest	48
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Phone Card USA	41
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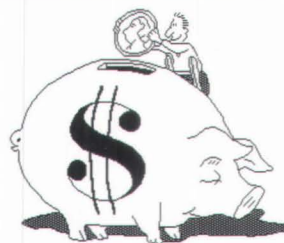


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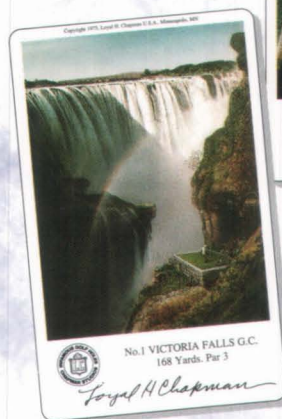
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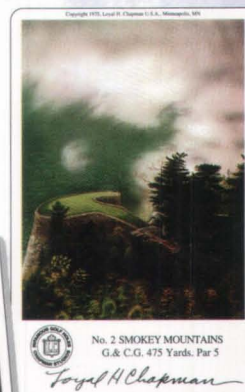
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