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February 1994 - Volume 2 Number 2

Premier
Telecard[™]
The Collectors Network

Magazine

The
1st American
Telecard Magazine

\$7.50



Marilyn!

U.S.
Edition



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Coin



collectors look on the back
for a mint mark.



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the back for
a watermark.



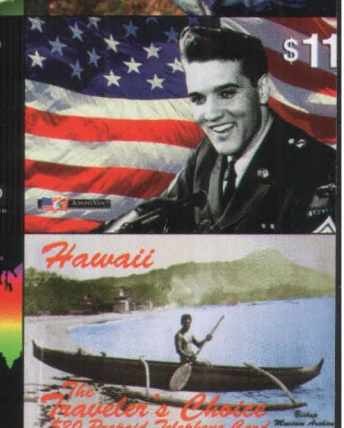
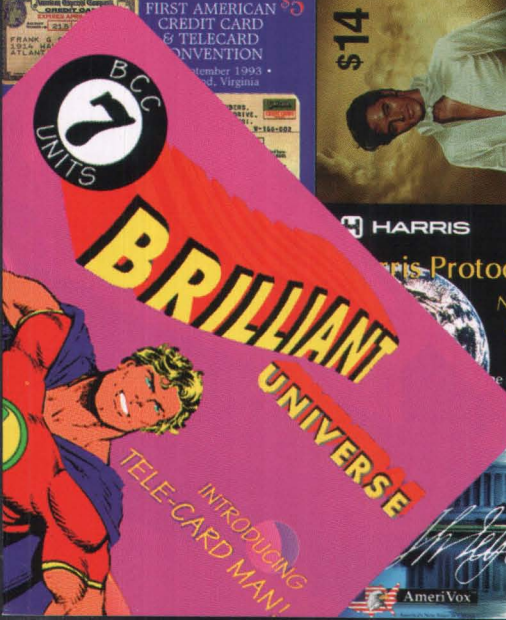
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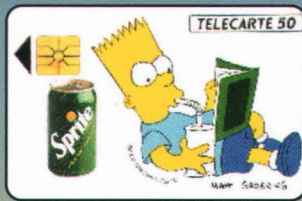
*It's Time to Fall in Love
with Collecting...All Over Again!*

TELEPHONE CARDS

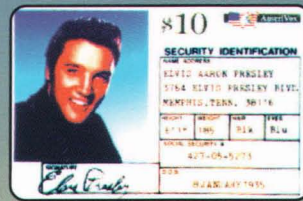
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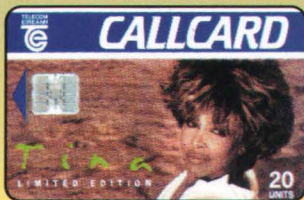
GREAT BRITAIN
Bill Clinton.....\$15.00



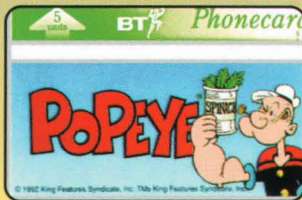
FRANCE
Mickey Mouse.....\$24.00



GREAT BRITAIN
Harley Davidson.....\$35.00



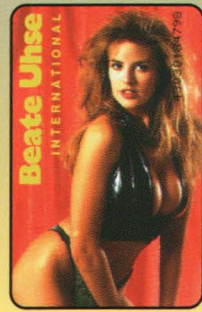
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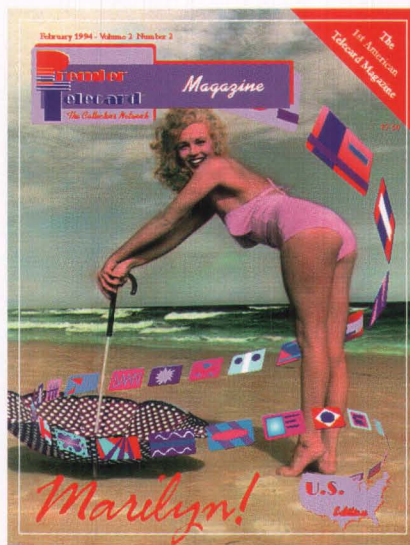
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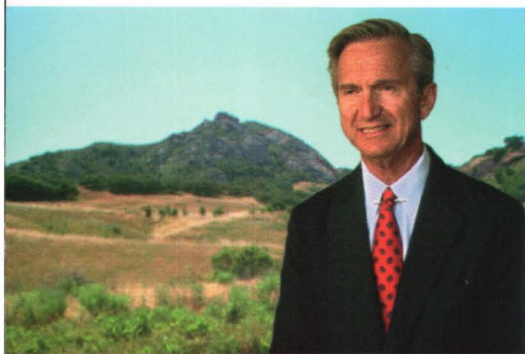
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About the Cover...



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

De Diénes photo ©1994 Andre De Diénes Estate, Edward Weston Fine Art, All Rights Reserved, Marilyn Monroe Weston Editions



It's My Call...


Premier Telecard Magazine has grown to 48 pages since we began in July 1993 with 24 pages. Accordingly, we now have enough space to begin including editorials and articles from other countries. Witness the excellent article by Leslie R. Shaw of Hong Kong on "Tips and Hints For New Collectors" and another by W. Ray Dobson on collecting New Zealand cards. Watch for another article from Mr. Dobson on the subject of Australian phone card collecting as well. An increasing cosmopolitan

opening in several states and, clearly, the American consumer is interested. Prepaid phone cards offer savings, safety and convenience, values dear to the heart of the American public.

Collectors may find another unexpected benefit from all this intense competition for certain images. Because of the many different licensing agreements employed by marketing agencies, the collector may enjoy a variety of sources for those favored images or subjects, each making its own

immediately following the Phone Phair feature pages. Several telcos have already dispatched executives to San Luis Obispo where they have inspected the venue and made arrangements for hospitality and housing suites. One group anticipates having 100 of their distributors in attendance. A campaign is beginning locally to publicize the Phair and attract local attendance from potential new collectors. Send your announcements about the Phair to Sandra English.

We are pleased to have some earlier contributing writers back in our pages again. Larry Brilliant makes one of his scintillating appearances, and David Michael Eastis shares the fun of his recent Japan/Europe trip illustrated with his own photographs. John Guthrie returns to our pages with an exciting article about his collaboration on a new promotion of Marilyn Monroe cards. And we introduce several new writers to these pages as well.

Thanks to all of you readers for your encouraging words, challenging questions and constructive criticisms. We hope to meet a great many of you, personally, in March at the Phair. 

"Collectors may find another unexpected benefit from all this intense competition..."

flavor is appropriate for us since our Phone Card Phair is attracting attendance from all over the world, and more domestic issuers are offering international calls as part of their regular services.

Meanwhile, back in America, the prepaid phone card industry is becoming one of the few really hot spots in the domestic economy. New issuing companies, expanding rapidly, are racing to obtain rights to famous faces and subjects. New card releases are appearing on a weekly basis. Phone card stores are

unique statement. One example of this diversity is the Marilyn Monroe image where at least two different photographers claimed the rights to pictures they took under separate licensing deals. Many of these photos have never previously appeared in print.

As the time draws nearer for the *Premier Telecard Magazine* Phone Card Phair on March 4-6, 1994, a flow of information about that event seems to ask for space of its own in the magazine. Look for those announcements on page 10,

Marilyn Monroe

The Lost Photos Telecard Series

The first Marilyn Monroe limited-edition phonecards in the world are scheduled for release by Laser Radio Corporation. Four cards will be issued in February. These four Marilyn Collector Phonecards will be the first of four different series editions slated for release. Each of these first four cards will be issued in quantities of 26,000. The importance of this release is substantial and will be marked by national television coverage on CBS from New York and QVC Home Shopping Network. The issuance of the Marilyn Collector Phonecards will mark a new milestone in American public awareness of phonecard collecting.

The Marilyn Collector Phonecards feature original

photographs by two different photographers. The "Lost Photos" cards contain reproductions of negatives which had remained secretly buried in the Los Angeles backyard of Hungarian-born fashion and art photographer Andre de Diénes. Shortly after Monroe's death, de Diénes buried a box of nearly 1,000 negatives of photographs he had taken of the actress during their 16-year-relationship. The box was not found until after de Diénes' death. The first issue of Marilyn Collector Phonecards also contain images by leading photographer Laszlo Willinger. Future editions will include never-before-seen photos and other collectors' items, including Marilyn's USO tour military ID badge.


A specific description of each Marilyn Collector Phonecard is found in the inset accompanying this article. Each card will be standard credit card size and made of 30 ml plastic. A serial number will appear on each card, along with a foil-covered PIN code. They will be renewable at 35¢/minute. Every card will include a certificate of authenticity. This is the first series in a multiple series planned by the group which collaborated to make this project a reality.

With the release of the Marilyn Collector Phonecard, Laser Radio is simultaneously launching a global telecommunications and marketing network. Known as the Marilyn Network, this cooperative joint venture includes: Laser Radio/GO!PHONE, a 17-year-old telecom company based in Wyoming; The Marilyn Monroe Weston Editions/Edward Weston Fine Art, the exclusive licensing

authority based in California; and Marilyn International Ltd., the exclusive marketing agency for Monroe/Weston, based in New York. The telecom carrier for these first four phonecards will be NOS Communications, Inc., a leading U.S. inter-exchange carrier. As the Marilyn Network expands internationally—carrier commitments have already been made for China and Japan, et cetera—the phonecards will use fiber and switches of multiple carriers. Thus in 1994 Marilyn Collectors will be able to make good use of Marilyn Network enhanced services. The network services will include United States government agency-licensed technology never before used on a commercial telephone system.

Early subscribers who purchase the \$69.95 set by March 10th will receive a one-year subscription to the quarterly Marilyn Network News and become a Marilyn Network charter member. The "News" will feature avant-garde articles and photos of Marilyn Monroe as well as specials on books, posters, jewelry and other gifts and genuinely collectible premiums.

According to John Guthrie of Laser Radio, "Everything for the Marilyn Collector is strictly first class and cutting-edge. Our backgrounds are in fine art and the state-of-the-art in telecom theory and facility. Our commitment is to the memory of Marilyn and to the people who become part of the Marilyn Network. And we demonstrate our commitment by donating as

much as 10% of proceeds to charities, hospitals and educational/cultural institutions worldwide in a tribute to a woman who, herself, was exploited throughout her life... and even beyond. If Marilyn Monroe taught us anything, it's the importance of giving something back. We like to think that she's up there, smiling on us all." 



MARILYN CARDS	DENOMINATION	PRICE	QUANTITY	RANGE	PHOTOGRAPHER
Made in America	\$10 / 20 minutes	\$15	26,000	U.S.	de Diénes
Classic Marilyn	\$12 / 24 minutes	\$18	26,000	U.S.	de Diénes
Sea to Shining Sea	\$15 / 30 minutes	\$22	26,000	U.S.	de Diénes
Close Up	\$20 / 40 minutes	\$30	26,000	U.S.	Willinger

Total Set Price of \$69.95 includes the display album and four quarterly issues of Marilyn Network News & Marilyn Collector Charter Membership offering future cards at pre-subscription discount prices plus other premium offers. Set price increases to \$89.95 after March 10, 1994.

The New Zealand Report



New Zealanders have embraced the use of telecards. A new outpost of collectors has emerged in the five years since telecards were first issued by Telecom New Zealand.

Telecom New Zealand introduced its first series of telecards in 1989. The 5-card trial series was released for use at two military bases near Christchurch in Southern New Zealand. The focal point of the cards was artwork of the Christchurch Central Post Office. The 5-card series was issued in denominations of \$2.00, \$5.00, \$10.00, \$20.00 and \$50.00. Collecting was not foremost in the minds of purchasers when this first set of cards was issued. However, sales were brisk enough to encourage Telecom New Zealand to continue to issue new series.

The trial cards were followed by two different satellite series. A 4-card first issue set debuted in 1989, followed by a 5-card standard issue set in 1990.



Sports played a large role in introducing telecards to the athletic public. In 1990, a 5-card series was issued to commemorate the Commonwealth Games held in Auckland. The series was sold at the Games. The cards created quite a bit of interest among the crowd that attended.

A 5-card Christmas Series was released at the end of 1990. This set included denominations of \$20.00, \$10.00, and three cards at \$5.00. A \$2.00 complimentary card was provided as a perquisite for purchasers who made the investment in this series.

Telecom New Zealand kicked off 1991 with their second Standard Issue Series which was called "The Landscapes." An advertising campaign was mounted using the slogan: "For People Who Enjoy The Great Outdoors." This 4-card set included a \$50.00 card.

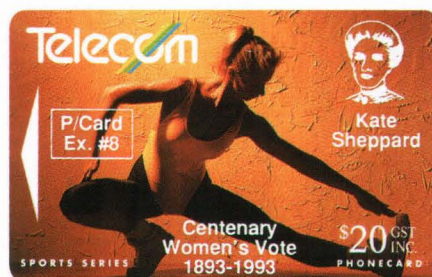
1991 was a banner year for the issuance of new Telecom New Zealand telecards. A 4-card 1991 Animal Series was a hit with collectors. Telecom New Zealand has made extensive use of the zebra, polar bear, chimp and meerkat cards in its advertising. As a result, these cards are in hot demand among collectors and dealers. The \$20.00 meerkat is particularly sought after. The 1991 Christmas Series 4-card set was released as a fitting way to con-

clude a very active year of telecard issuing.

Two new series featuring sports themes were issued in 1992. The 5-card Summer Sports Series was followed by the 4-card Winter Sports Series. The Summer Sports Series was also a part of the inauguration of "Collector Issue" packaging. The series came housed in attractive packs inscribed with the title "Collector Issue."

The 1992 Summer Sports Series comes in denominations of \$10.00, \$20.00, and \$50.00, as well as two different \$5.00 cards. However, a hiccup occurred with the \$5.00 cricket card. One

lucky purchaser received \$80.00 worth of calls, but in most instances, the cards just didn't work at all. Telecom New Zealand recalled the Cricket cards, but not



before collectors had scooped up most of the cards hoping to make a windfall profit. The early birds got the worm! The cards now sell for \$15.00 to \$20.00 each.

The hedgehogs were set loose in 1992. This was a series of 4 cards featuring the antics of Burton Silver's hedgehog comic strip. The



hedgehog 1992 Cartoon Series comes in denominations of \$20.00, \$10.00 and two \$5.00 cards.

The great outdoors was the topic of the 1992 Antarctic Series. This 4-card set was produced for use at Scott Base in Antarctica. The set comes in denominations of two \$50.00 and two \$20.00 cards.

The Maori Legend Series appeared in late 1992. Dr. Steve Hiscocks of

International Telephone Cards wrote that these cards are, "to my eyes, some of the most strikingly beautiful cards that

have appeared anywhere." The Maori Legend Series 4-card set comes in denominations of \$20.00, \$10.00 and two \$5.00 cards.

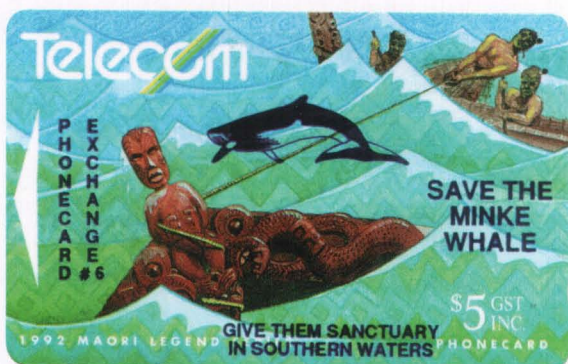
A tribute to endangered species was the subject of the 1993 4-card set entitled "World Wide Fund for Nature New Zealand." The set was first released as a Standard Issue. A fifth card was added when the cards were released as a Collector Set. The 5-card set comes in denominations of \$50.00, \$20.00, \$10.00 and two \$5.00 cards. A WWF Panda logo is featured in the upper right-hand corner of each card.

1993 was also the Year of the Woman. New Zealand has the

proud distinction of being the first country in the world to extend women the right to vote and to be elected to Parliament. This landmark event occurred in 1893. New

Zealanders celebrated the Centenary with the issuance of the 1993 Women's Suffrage Series. The 4-card set comes in denominations of \$20.00 (Kate Sheppard), \$10.00 (Te Puea Herangi), \$5.00 (Maud Basham, MBE), and another \$5.00 card (Mabel Howard).

Telecom New Zealand has encouraged commercial firms and organizations to issue telecards for



advertising purposes. These have been dubbed "AdCards," and a large number have appeared in a very short time. They are generally issued in \$5.00 denominations in a quantity of 10,000. They are rarely used for calling. Mint AdCards are more likely to be preserved unused for collector sets. "Mint" is a term that means unused. The 5-card Shell sports series is an example of an AdCard release. Each Shell card comes in a \$5.00 denomination.



In keeping with the "do-it-yourself" tradition

inherited from their pioneer forebearers, many New Zealand collectors have taken to issuing their own telecards by overprinting the Standard Issues. They use either used or mint cards as the base and have produced some excellent cards. These overprints are not recognized by any authority but are fun to produce. A catalog which tracks these unofficial cards is in production and will be published soon.

Although the population in New Zealand is limited to 3 million people, the hobby of telecard collecting is now well established, and there is a dedicated core of avid collectors. While New Zealand cards are, of course, most in demand, many of these hobbyists are now looking overseas for cards to add luster to their collections.

Editor's Note:

Many thanks to W. Ray Dobson of Christchurch, New Zealand, who contributed to this article.

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Phair Highlights...

- Active trading and selling of phone cards
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- Introduction of new phone card releases
- Live Auction of phone cards with proceeds to charity
- Formation of new American Phone Card Association
- Top industry leaders as keynote & closing speakers

Bourse Displays...

- Telcos
- Magazines/Industry Publications
- Equipment & Card Manufacturers
- Collectors
- Dealers



Phair Event Schedule...

FRIDAY, MARCH 4

Fort Mason Center - Herbst Pavilion

- 2 to 4:30 p.m. Exhibit & Display Set-Up
- 5 to 6 p.m. Official Welcome & Preview of Exhibits (*trade only*)
- 5 to 7 p.m. Cocktail Reception sponsored by Peoples Telephone Company, Inc.
- 6 to 9 p.m. Exhibits Officially Open
- 7 p.m. Playmates unveil new Playboy Phone Card series

Sheraton at Fisherman's Wharf

- 10 p.m. Playboy Party (*by invitation only*)

SATURDAY, MARCH 5

Fort Mason Center - Herbst Pavilion

- 9 a.m. to 6 p.m. Exhibits Open
- 9 a.m. to 6 p.m. Silent Auction of donated cards and sets (*proceeds to charity*)
- 12 to 1 p.m. Live Charity Auction of phone cards and sets contributed by worldwide donors (*all proceeds to charity*)
Playmates to sell & autograph Playboy Phone Cards
Designated Charity - **WORLD WILDLIFE FUND**

Sheraton at Fisherman's Wharf

- 6 to 8 p.m. Hospitality suites hosted by Peoples Telephone Company, Inc.; Playboy Phone Cards; and Advantage Communications, Inc./RYDER
- 8 p.m. Banquet Dinner (*limited seating - by reservation only*)
Keynote Speaker - Dr. Steve Hiscocks, editor, *International Telephone Cards*, London, England



Banquet Reservations - \$50 per person.
Includes commemorative phone cards from ACI, PTC and Univox, and a drawing for low serial number ACI Panda Cards and signed Playboy Phone Card sets.
Dinner proceeds to help fund charter for new American Phone Card Association.

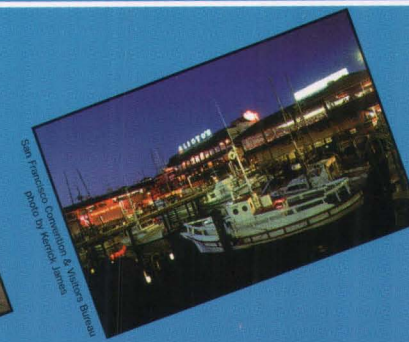
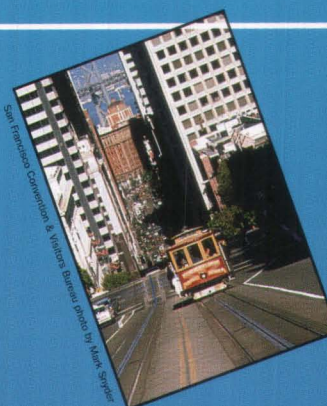
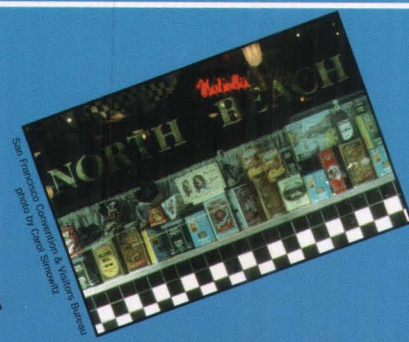
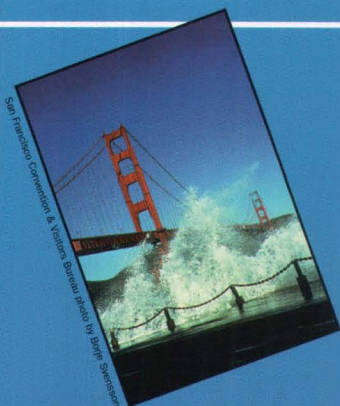
SUNDAY, MARCH 6

Fort Mason Center - Herbst Pavilion

- 10 a.m. to 4 p.m. Exhibits Open
- 1 to 2 p.m. Panel Discussion with international industry experts
- 2 to 3 p.m. Election of officers for new American Phone Card Association

Sheraton at Fisherman's Wharf

- 6 to 8:00 p.m. Farewell party with cocktails and hors d'oeuvres



March 4 – 6, 1994, San Francisco, California

Premier Telecard Magazine, with readers from around the world, is the first and only magazine in the United States devoted exclusively to reporting on the prepaid phone card industry and the burgeoning ranks of telecard collectors.

Premier Telecard Magazine, along with corporate sponsors Peoples Telephone Company, Inc., and Advantage Communications, Inc., is hosting the Phone Card Phair at the Fort Mason Center, San Francisco. As the first international gathering in the United States focusing on the entire prepaid

phone card industry and collectors, the Phone Card Phair is a combination of business and social events that promises to be a first-class event for the guests who attend.

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\$25.00 - Weekend Phair Bourse Pass

Weekend Phair Bourse Pass provides access to:

Friday, March 4 - Cocktail Reception & Exhibit Preview

Saturday, March 5 - Exhibits, Auctions & Hospitality Suites

Sunday, March 6 - Exhibits & Panel Discussion

Banquet Dinner/Keynote Speaker

\$50.00 - per person - Saturday evening

Includes commemorative phone cards from both Peoples Telephone Co., Inc. and Univox, plus drawing for signed Playboy Phone Card sets. Dinner proceeds to help fund charter for new American Phone Card Association

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Questions regarding change of venue from San Luis Obispo to San Francisco?

Phone Devri Pall
(805) 547-8500



Register early to assure your reservations!



Phone Card Phair Announcements

by Sandra English

The Phone Card Phair is just one month away. Most of the booths have been reserved, and participants will be arriving from England, Germany, New Zealand and South Africa to name a few

far-away countries. *Here is some late-breaking news of note:*

Western-Style Dinner/Golf Tournament

Reserve now! We must provide the dinner and tournament venue organizers with reservations 3 weeks before the Phone Card Phair begins. Please reserve now to hold your spaces for these events. For reservations and more information call Sandra English at *Premier Telecard Magazine* (805) 542-9346.

Ideas for New Association?

In our November 1993 issue, we mentioned the formation of a new USA collectors association by our own industry to provide guidelines for self-regulation. A panel discussion will be held on Sunday morning, March 6, with participation by phone card experts from around the world. If you have questions for that panel discussion or ideas regarding the association, submit them to *Premier Telecard Magazine* so we can publish them in upcoming issues. Should there be TWO associations... one for dealers and collectors, and another one to address the particular interests of the telcos and card manufacturers?

Luis Vigdor of PM Cards/Powell Associates will chair a meeting for this discussion. In his opinion, there should be only one association with differing branches to answer the separate needs of telcos and collectors. It should be educational in purpose like the American Numismatic Association, rather than regulatory which opens up all sorts of questions regarding authority and discrimination plus opening up the group to the scrutiny of governmental agencies. What are your opinions?

Telecard Auction

The World Wildlife Fund has been designated as the beneficiary of the proceeds to be donated from the two Phone Card Phair Telecard Auctions.

One auction will be a silent auction in which 50%

As the excitement grows over the Phone Phair, March 4-6, 1994, we are frequently asked the question, "Who's coming to the show?"

We are pleased to report that reservations are being confirmed by a growing list of telephone companies, card printers and vendors. We have listed some of the early registrants for your information.

Telephone Companies

Laser Radio
International Telecom
Global WATS
North American Telephone
Quest Telecommunications/Liberty
World Direct
World Telecom Group/AmeriVox
Advantage Communications
Global Telecom Network
World Call 2000
MT WorldCard Communications
People's Telephone
Globalcom 2000
Interactive Services, Inc.
Cardcaller Canada
Michigan Bell
NYNEX
GTI Telecom
Metromedia

Collectors/Dealers

First Phoncard
W.S. Lackey
Phoncards USA
Helmut Loibl & Greg Loibl
Bo De Vries


Roger Streit
Keep The Change!
U.S. Telecard Service
Worldwide Telecom
PM Cards/Powell Associates
Mike Feltault
Philip Flanagan
Credit Card Collectors Association
Stampfinders, Inc.
Telecard USA
Telemark Communications

Equipment Manufacturers, Card Manufacturers, Publishers, Vendors

Opal Manufacturing
Brilliant Color Cards
NBS Moore
Security Card System
Collector's Advantage
International Telephone Card
Magazine
Collectors Products Corp./Snap-It
Products
Premier Telecard Magazine
Public Communication Magazine
Rembrandt

of the proceeds will go to the World Wildlife Fund. The second auction will be held on the second day of the Phair. This will be a fast-moving and exciting open auction conducted by Ron Gillio, well known as the conductor of charity auctions for the Long Beach Coin Show. *Premier Telecard Magazine* is donating 100% of the proceeds from the second auction to the World Wildlife Fund. Mr. Gillio says he can auction off 150 items an hour. So... collectors, dealers and telcos from around the world ...please send donated items to Sandra English or John Taylor at *Premier Telecard Magazine*, and designate them for charity. The donated cards or sets will be displayed for all to see prior to the auctions.

Time is running out!

Have you firmed up your booth space or room reservations? 

U.S. Patent Surfaces in the Telecard Industry

by Leslie Gainer

The telecard industry is still quite young in the United States. Despite this, at least one U.S. entrepreneur has successfully completed the race to obtain a patent on a system which monitors individual telecard calls as they occur and can immediately report key information about the call to the owner of the card. This type of system is known as "real time" reporting. Examples of information available through use of this real time system include: PIN code of caller, origin of call, destination of call, time and day of call, duration of call. This system is particularly helpful for corporations where there is a need to issue and control the use of employee telecards.

Telecommunications executive Marvin E. Marshall established Validation, Inc. (VDI) in September of 1991 to handle the sale of licensing rights to telcos who wished to use the Marshall Long Distance Service Software. He also developed a hardware configuration to work in tandem with the software. On November 26, 1991 he was awarded the patent for the Marshall system.

Marshall was temporarily sidelined from marketing his product due to a serious illness. Now on the road to physical recovery, Marshall has resumed efforts to enroll telcos in the Marshall system.

Marshall explains, "Unfortunately, in the past large telephone companies that have invested so much capital in equipment had been able to dominate the market." He added, "However, there are hundreds of small, independent long distance telephone companies that could convert to credit monitoring on a per call basis if the technology to do so were available." This is precisely the market that VDI hopes to capture. Marshall has designed the system to meet the need. He believes that the cost of his system makes it affordable to smaller entrepreneurs who would like to enter the telecommunications business.

Data Provided Through Use of Marshall System

- | | |
|---------------------------------------|--|
| • Caller Identification | • Time and Day of Call |
| • Caller PIN Code | • Duration in Minutes and/or Seconds |
| • Origination Number (85+% available) | • Charge of Call |
| • Origination City | • Distance in Miles between Origin and Destination of Call |
| • Origination State | • Remaining Time Available |
| • Number Called | • Account Code |
| • City Called | |
| • State Called | |


Marshall is targeting three categories of businesses as potential buyers of his product: (1) businesses that wish to operate their own telecard-driven telephone system. VDI will set up a complete system that includes hardware, software and calling cards; (2) businesses that currently operate using telecards, and which have the desire to obtain the salient information about calls as they are being made; (3) businesses that are currently providing real time information which is gathered from a system located outside of the switching equipment. This last category of business is being asked to pay a licensing fee to Validation, Inc. for use of the real time system patented by Marshall. Marshall believes that many companies are currently using systems that fall within his patent. He is in the process of contacting those companies to discuss licensing fees for existing systems that are covered by the Marshall patent.

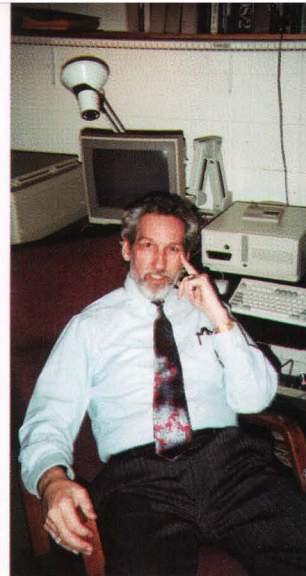
How the System Works

A phone call follows its usual route, but is "intercepted" by the Marshall system prior to reaching its destination. This is done by utilizing four personal computers at a remote location. Computer #1 contains the Dialogic system which provides programmed voice interaction with the caller and hooks up with the server computer (computer #2) to verify the PIN code and the time that is available on the card. Computer #3 conducts checks for other information about the call. Computer #4 tells the switch whether the call is valid. The switch relays this information

to the long distance telco and the call is activated towards its final destination. The phone call continues along its course as the Marshall system begins to document the salient features of the call. At this point, Computer #1 is free to handle the next incoming call. The steps carried out by the computers are performed using the Marshall software. The existing telco system is not adversely affected by the operation of the Marshall system. VDI can transmit any or all of the information to its client from that moment on. The client may request the information by corresponding with the computer system via the Marshall software.

Companies that contract with VDI to set up a complete telecard communications system benefit from the flexibility the system offers. The VDI software allows the licensee to completely administer his or her own telecard program. For example, once a company receives its card, it may activate and deactivate one or more cards at a time, reset the value of unsold cards, and set up special parameters such as restricted calling areas, etc.

Marvin Marshall is one of the visionary and fortunate front-runners to have obtained a patent in this burgeoning field of telecommunications. *Premier Telecard Magazine* looks forward to bringing you further reports on innovative technology developed in the telecard industry. 



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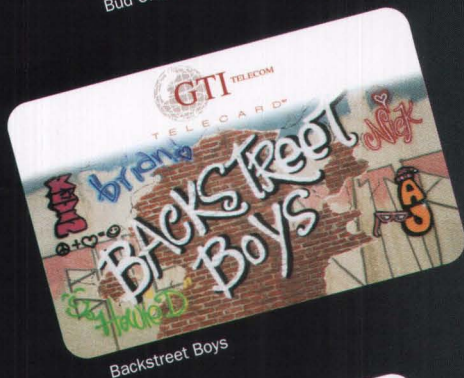
Bud One Airship™



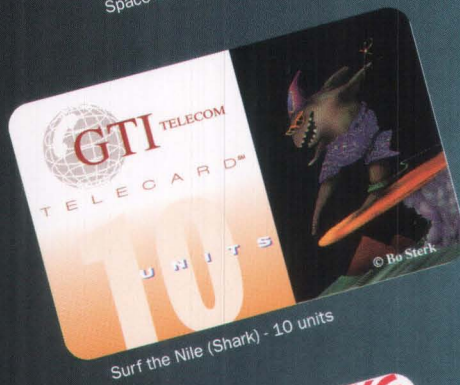
Space Shuttle - 20 units



Florida Attraction - 15 units



Backstreet Boys



Surf the Nile (Shark) - 10 units



Orlando International Airport - 30 units



WLOQ



GTI Soccer - 120 units



Medieval Times - 40 units



Dog Gone Artist - 20 units



Rad Bad Duck - 30 units



Crock Rock - 40 units

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Dummy Cards

by Greg Loibl


Many times when a card is being issued or printed in certain denominations to fulfill the order of a particular phone company, the printers produce dummy cards to go along with the order. These dummy cards are different than the normal issued cards, and they are considered very rare to the serious phonecard collector. Many times issues of over 100,000 cards or more are printed. Even though these issues may be large, the amount of the dummy cards printed are very small. These special types of cards are mainly

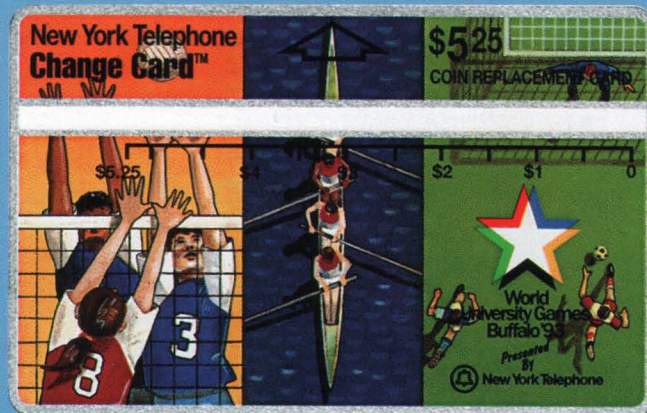
made available for the printers' and for the phone companies' purposes. Therefore, these cards are not made to be purchased and are considered very rare for collecting purposes.

Dummy cards are used by New York Telephone as an educational tool and mostly for promotional reasons. They are used as sample cards for internal purposes and do not contain any real monetary value. For example, as New York Telephone may want to establish a contract with another company to promote the changecard phone system, they may use such a dummy changecard. This will allow the unfamiliarized audience to receive a dummy card as a demonstration sample for what the card looks and feels like. There-

fore, there is no real reason for these cards to have a value for usage on the changecard phones.

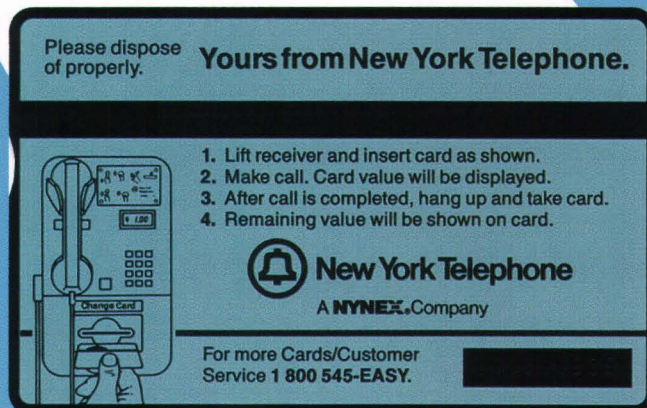
A dummy changecard may look the same on the front side, but it is slightly different on the reverse side. The difference is the serial number located in the black box at the lower right corner. A regular change card will contain a serial number in the box. This number usually contains 3 numbers, followed by a letter and then 5 numbers. However, a dummy card will contain no serial number in this black box.

Landis and Gyr has produced many dummy cards for the different issues ordered by New York Telephone. Hence, New York Telephone usually receives about 50 to 100 of these cards for each issue ordered. Therefore, one can now understand why these cards are rarities for collectors to obtain and may command a high price on today's market. 



Oops!

In Greg Loibl's article on page 10 of the November issue, we referred to the Democratic National Convention \$1 complimentary card, but failed to show it. Here's that card... keep your eyes open for this limited edition!



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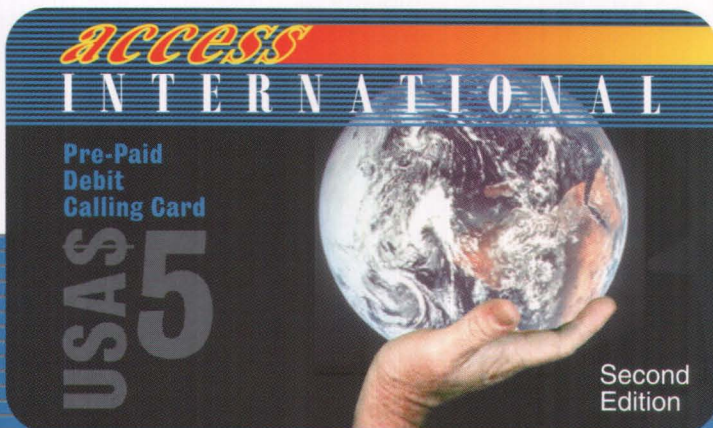
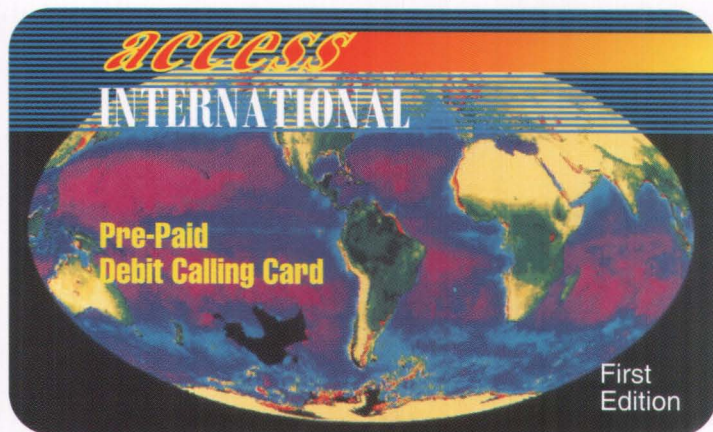


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Windows to the World



Photos by David M. Eastis

by David M. Eastis

Spanning the globe, meeting with telecard collectors in Japan, England, Germany, France and Belgium during July and August was an extremely enlightening and exciting adventure. These countries are the phone card collecting forerunners in the world and have much to offer the fledgling U.S. market. As Steve Hiscocks has said, "Usually, we Europeans think of the USA as the trend setter, in collecting as well as in everything else, but this time the Americans have come to the party late!" Even so, all eyes are focused sharply on the U.S. market.

Japan, with one million phone card collectors, is the leading country per capita and overall in this hobby. Nippon Telephone and Telegraph issued its first cards in 1983. During its first three years, NTT produced 100 million cards and, during the next six months, to

show how interest exploded, it issued another 100 million cards! This same growth is certain to hit the U.S. during the next 18 months. Of the 25 billion

telecards released since their inception in 1976 in Rome, 24 billion of these cards were "Made in Japan!"

Japan is a card-operated society.

Prepaid cards are used to check out books at the library, to rent videos, to buy metro tickets and, of course, for phone calls. NTT phones are ubiquitous and are designed in various colors, green and purple being the most prevalent. Phone card advertising appears on trains, busses and many public places. Art museums and other organizations such as a group promoting George Lucas R2-D2 cards have booths set up to sell their cards. Even movie theaters sell cards depicting a film that is playing at the time.

Michael Ehrhart, Editor of *Telefonkarten Journal* (TKJ) in Germany, points out that there are about 200,000 telecard collectors in Germany, and the number is growing. Some investors in Germany are speculating by buying phone cards because, unlike stocks, there is a "floor," and the value cannot ever go below the face card

denomination.

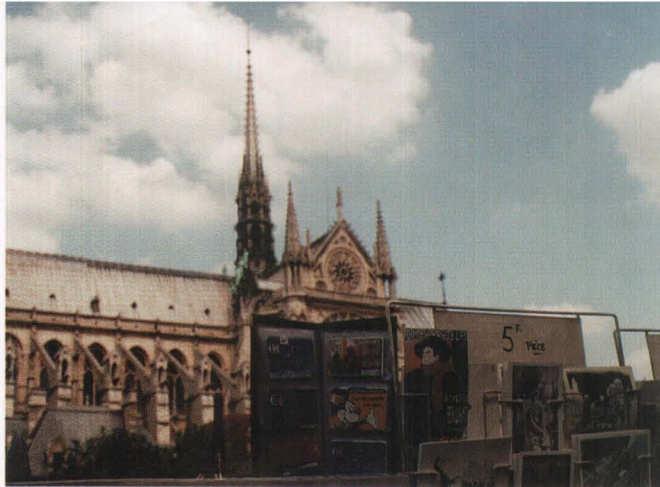
Even cards produced by a company which goes out of business may retain their worth or even increase in value. Steve Hiscocks, who is also an expert on telephone stamps, says that even stamps from the earlier companies

which only lasted a couple of years are valuable because they are of historical significance.

Jan Von Rossum of Brussels, an avid collector of world-wide cards since 1982, said that only a couple years ago, he and a few friends would drive around

all weekend long collecting used phone cards from phone booths. Jan said that these days barely any cards can be found because the level of awareness about collecting cards is so high. I became attuned to spotting discarded phone cards during my travels, especially in Japan where beautiful used






cards were left behind. In Japan, in general, people do not collect anything used. Collectors primarily want new cards.

Telephone cards are much more than mere pieces of plastic. There are investors and collectors. The latter group understand that there is something much more important happening when people collect phone cards and it is common to collectors in



other hobbies as well. Even 10-year-old baseball card collectors understand the excitement of trading cards, something I have found as a common trait among telecard collectors. People are proud to show their collections, and they delight in giving cards to others in exchange for trades. Collecting phone cards is fun, challenging and provides as opportunity to meet and get to know others with a common interest around the world. John Taylor, Editor of *Premier Telecard Magazine*, reports a strong interest in U.S. phone cards internationally with new subscribers coming in from all over the world. Phone cards are windows to the world, a reflection of people and their history, art, movements, politics and sports. These cards



bring people together who share a common interest and help them to understand each others' culture. It is a constant joy to be a part of this exciting hobby which is brand new to the United States. Never before in modern times have we been able to create a major hobby like this. With some of the projects that are being released by U.S. companies, the hobby will spread rapidly to include several million Americans over the next few years. Happy telephone card collecting! 

David Michael Eastis is Vice President, Collector's Division of World Telecom Group in Mountain View, California.

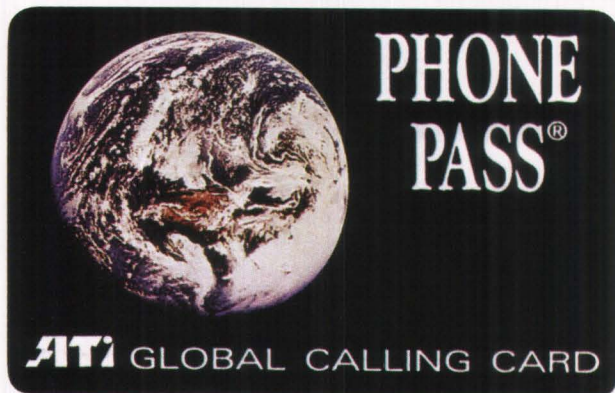
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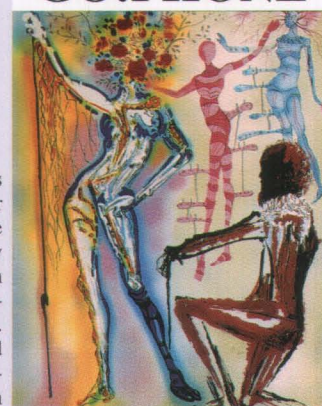
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GO!PHONE™ The NEWS!

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Gifts from Down Under Drawing

Premier Telecard Magazine wants to share with their readers a gift they received from the Australian Phonecard Collectors Club, our friends from Down Under. We were delighted to receive several sets of these attractive used Australian phonecards with instructions to distribute them as we wished.

Premier Telecard Magazine is announcing at this time a drawing to be held on March 1, 1994. Our publisher, Bill Jordan, will pull five entries from a barrel. And these five people will receive a set of each of the five Australian used phonecards.

Entry is simple. Along with your name and address, we want your comments about your interest in telecards, how or why you collect, suggestions from old or new collectors and, of course, praise about *Premier Telecard Magazine*. You can send this on a post card, letter, handwritten or typed. Even if you do not win the drawing, we will read your comments and may even publish some of your good suggestions or comments.

Mail your entry to:

Premier Telecard Magazine
Gifts From Down Under Drawing
P. O. Box 3451
San Luis Obispo, CA 93403

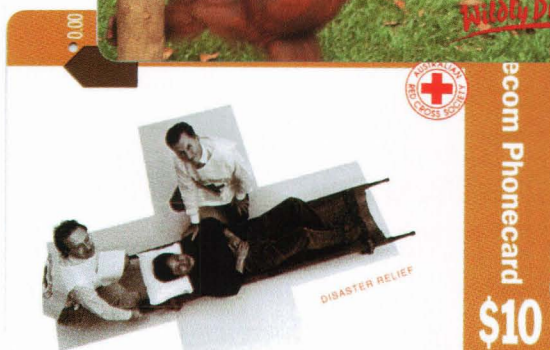
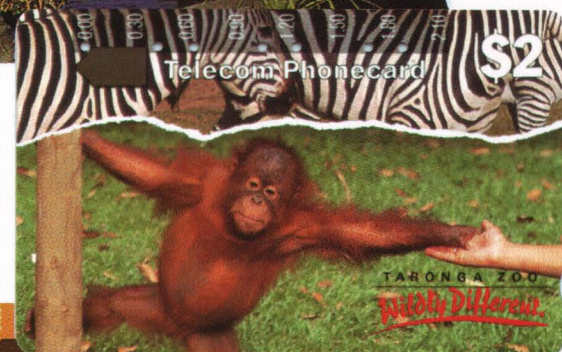
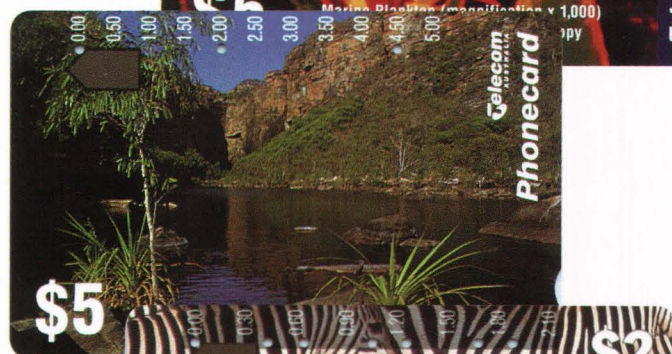
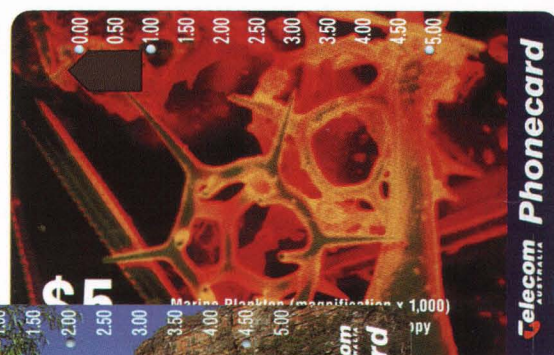
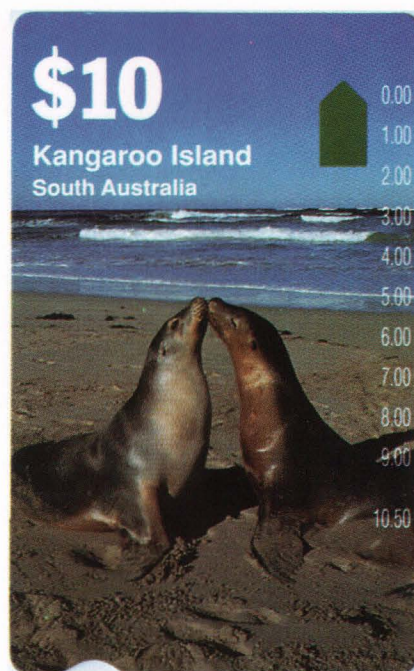
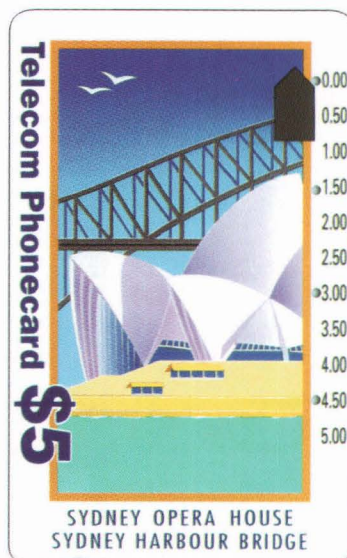
Now, a bit more about our friends Down Under. J. B. Byrne, publicity officer for the Australian Phonecard Collectors Club, tells us the club was formed on the 22nd of January 1991 in Adelaide, South Australia by eight collectors. In three years, membership has grown to 235 members and is still growing.

On November 27, 1993, the club held its first Phonecard Fair and released a limited edition club card. The front is in color and depicts two seals on the South Australian Kangaroo Island and is in a denomination of \$10.00. As a unique feature, the actual fair date is printed similar to phonecard ID coding: A2711-93 on the reverse. The card numbering is in red. The remainder of the reverse is in black and white and incorporates the club logo and relevant fair information. The Australian locals have nicknamed this the *Kissing Seals* card. Production has been limited to 3,000 cards.

Collectors interested in buying the cards may order them through the club directly for \$3.00 plus postage:

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Australian Phonecard
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South Australia

As collectors, we are delighted with the increasingly cosmopolitan aspect of telecards.



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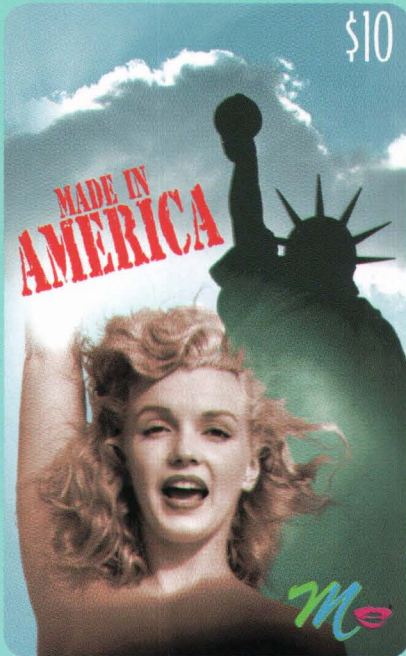
A few of the original 499 test cards issued
still remain and are being sold at \$50 ea.



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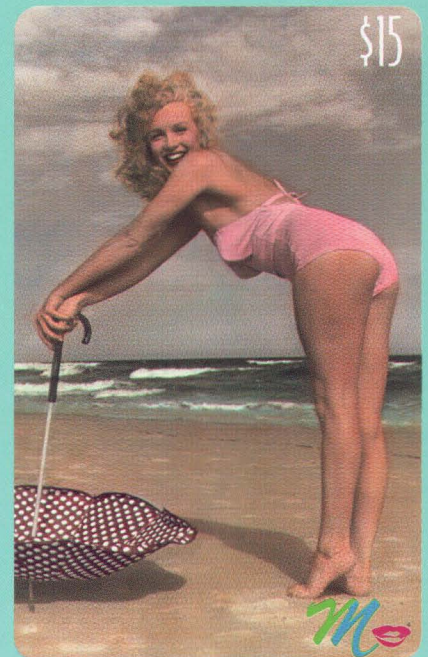
Made in America

1



Classic Marilyn

2



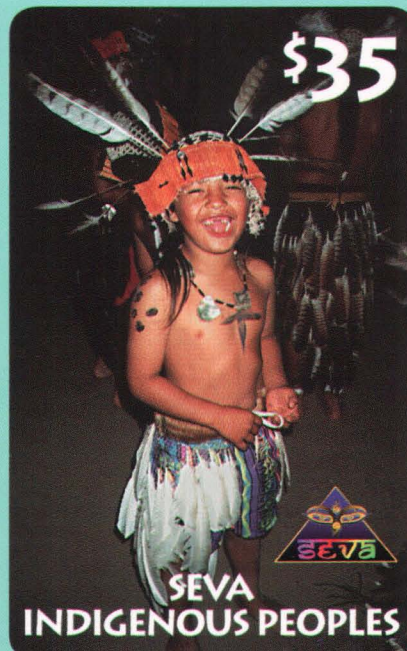
Sea to Shining Sea

3



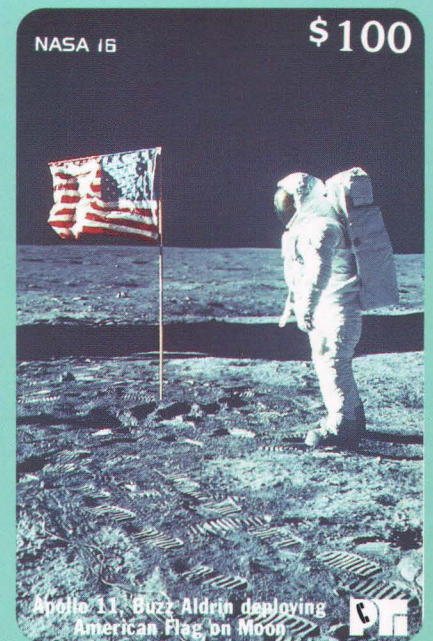
USA to Mexico

4



Indigenous Peoples

5



Man on the Moon

6

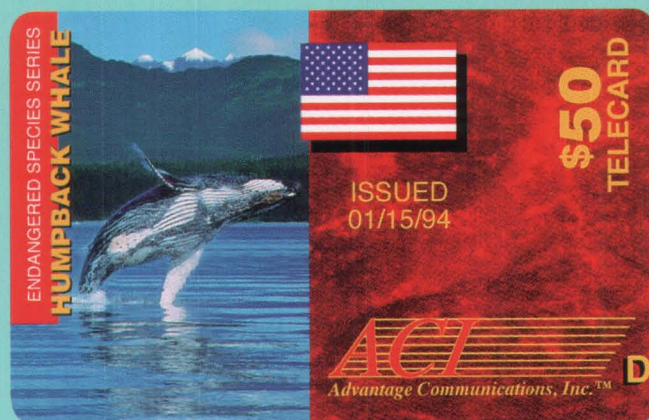
Premier Cards

February
1994



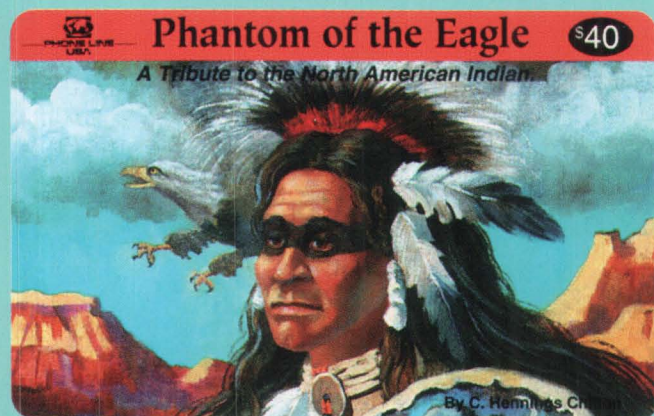
United Nations

7



Humpback Whale

8



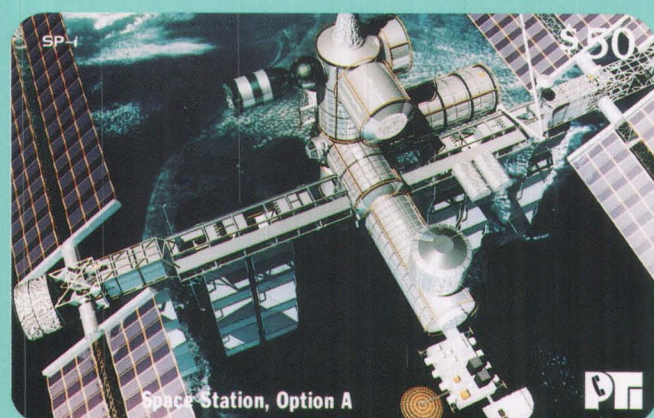
Phantom of the Eagle

9



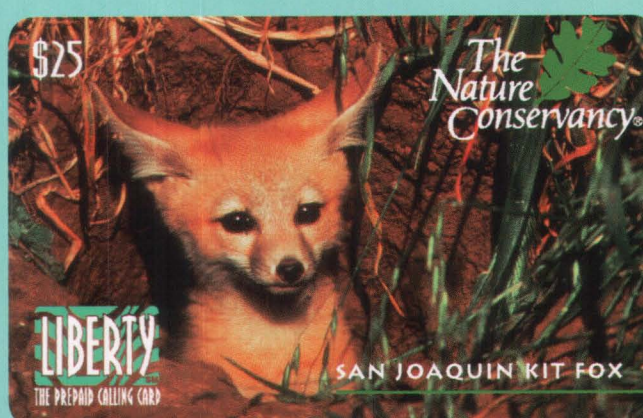
Northern Lights

10



Space Station

11



Kit Fox

12

The Advantage is Yours™ with these ACI initial releases...



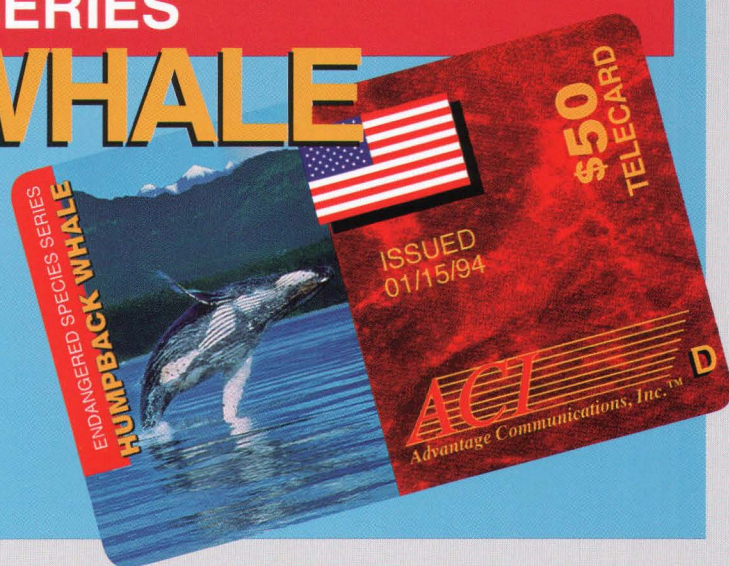
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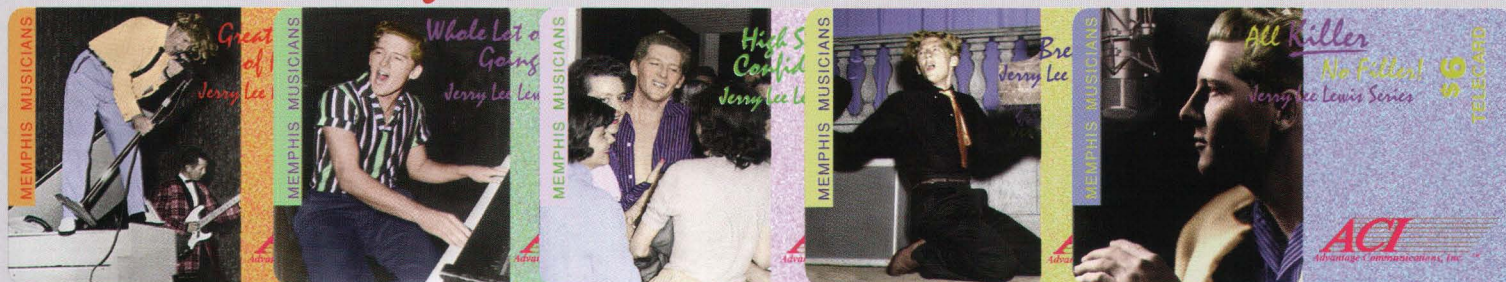
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What Do Telephone Companies Think About Prepaid Phone Cards?

by Larry Brilliant

There are many telephone-related "big shows." The latest was the UNICOM/APCC show in Washington, D.C., this past November. Over 5,000 telephone company executives attended this combined show at which hundreds of phone companies, manufacturers and suppliers had exhibits.

One major interest in the industry, and perhaps the hottest topic at the show, was telephone debit cards. Our booth, at which we displayed cards we printed for AmeriVox, ACI, Quest, FCN, Globalcom 2000, Fone-Up, WorldCard, North American Telephone, Advance, TSI, TSA and other issuers, was so crowded the fire marshal warned us twice about obstructing traffic. The accompanying photograph shows Garnet Rich of Opal Manufacturing and myself introducing *Premier Telecard Magazine* and Brilliant Universe's second promotional telecard, "Debit-Card Woman!" to many telephone company execu-



Photo provided by Garnet Rich

tives at our booth. Debit-Card Woman follows the success of Telecard Man which we issued at the First International Credit Card Collectors Convention in Virginia. Once again, Brilliant Color Cards issued both regular-sized and giant-sized cards of Debit-Card Woman. We will be issuing a special "Giant" Brilliant family telephone card at the *Premier Telecard Magazine* Phone Card Phair in March, 1994.

I was invited to speak at one of the APCC sessions on the future of the telephone industry. The two major questions I was asked to talk about were, how big is the telephone card market (really!) and how real is collector interest? Readers of this magazine will have no problem guessing what I said about collector interest, but you may be interested in my "Guess-timate" of the size of the U.S. phonecard market.

This table has different implications for phone companies and for

collectors. For example, pay phone owners feel that they must sell pre-paid phone cards out of self-defense because users of debit cards can place phone calls from pay phones with no revenue going to the pay phone owner. Likewise, the exploding growth in numbers of new issuers means that collectors, catalogers and magazine editors will have to cope with an alphabet soup of issuers. Some of these issuers are real telephone companies who own their own switches and information highways. Some are companies who own pay phones or the rights to phone call traffic from amusement parks, airports, or universities. Some are resellers or marketing organizations, large and small.

In most countries, like Japan and much of Europe, only the government PTT (Postal, Telephone, Telegraph) issues telephone cards. Here in the U.S., with our "Wild West" enterprise, there are over 1,900 telephone companies. How will the collecting public react to so many issuers? I think such diversity of issuers may advance the art and techniques of phone cards. But it could be a bumpy ride because there are so many different types of issuers, some of whom have not thought out issues like taxes, channels of distribution, card design, and most importantly... how to protect users and collectors of cards from potential problems.

In my talk, I called upon the telephone industry to offer some self-regulation to insure the collecting and

telephoning public that their cards will be safe both for use and for collecting. There are many outstanding companies and people in the prepaid telephone card industry. The early pioneers have set a high standard of quality and excellence. I'm hopeful that the newcomers will follow their example.

	Number of Issuers	Number of Cards	Size of Market in Dollars
1991	<5	<100,000	<\$500,000
1992	<15	<1 Million	\$5-10 Million
1993	>200	>15 Million	\$50-75 Million
1994	>500	50-100 Million	>\$500 Million



Cards in Play in the U.S.A.

Los Angeles, California

Globalcom 2000 is a new telecommunications company in Los Angeles, California, which has made a dramatic entrance into the prepaid calling card business. Bruce Perlowin, Marketing Director, calls these cards "The Billboards of Tomorrow." Globalcom 2000 is providing cards for an impressive number of sizable



national companies, according to Mr. Perlowin. A card created for 7-Eleven stores features their logo and the access number 1-800-RING 711. Retail distributors will be offered prepaid calling cards on consignment, which opens up the possibility of large-scale distribution in a very short time.

Mr. Perlowin announced a Bernard of Hollywood's "Marilyn Series," beginning with two cards in December and 50 more over the next two years featuring images of Marilyn Monroe. Their "Frontera" card calls from anywhere in the

U.S. to the first two bands in Mexico for 75 cents per minute. Their "Follow Me" card is used anywhere in the world with special features such as conference calls, voice mail, speed dialing, fax back,

sports, weather and stock reports. This card is rechargeable.

Globalcom 2000 announces their official launch and Grand Opening on March 11, 12, and 13, 1994, in Los Angeles. The occasion will be marked with a reception, press conference, meetings and banquets. Everyone is invited to join in the celebration. For information, call Globalcom 2000 at (800) 410-4242. Look for Globalcom 2000 at the *Premier Telecard Magazine Phone Fair '94*, San Luis Obispo, California, March 4-6, 1994, in the Atrium, Booths 85 & 86.



Dallas, Texas

AMCALL announces their new U.S.A. to Mexico phone card featuring very reasonable rates for calls into that country. The card rates are banded so that the longer the distance of the call, the higher the rate. The rate ranges between 80¢ and \$2.40 per minute. This compares to a flat rate of \$2.40/

minute offered with the AT&T TeleTickets and \$3.00/minute with the Western Union Phone Card.

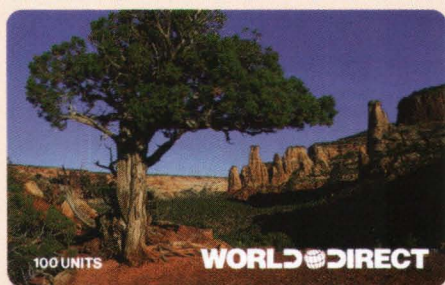
For its Mexico callers, AMCALL has divided the United States into two mileage bands and Mexico into three mileage bands for the purpose of setting rates. U.S. Band One covers up to 22 miles inland and covers all the major border cities such as San Diego, El Paso and Brownsville. U.S. Band Two reaches up to 3,000 miles from the Mexican border into the United States.

The Mexico banding system is different in that it bands by areas, but these areas are determined more or less by their distance from the U.S. border. Rates range from 2 units for Band One to 6 units for Bands 2 and 3. For ordering information see AMCALL's ad on page 40.



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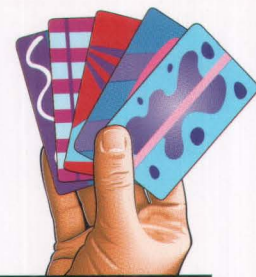


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Cards in Play in the U.S.A.



New York

Premier United Nations Collectible

AmeriVox has joined with the Global Communication Centers in a project of the Communications Coordination Committee for the United Nations. The GCC-CCC/UN will issue the first in a series of telecards to raise funds for an international public education program to promote world peace.

The "Premier United Nations Collectible" was released in December of 1993. AmeriVox representatives have the exclusive right to purchase these cards. Each AmeriVox representative is entitled to purchase five cards for a total of



\$106.00, which includes shipping and handling. They must purchase all five in order to participate in the offer. They may subsequently resell the cards at whatever price the market will bear.

A total of 1,000 consecutively numbered cards were produced. They are available in \$10.00

denominations. Each card comes in a transparent sleeve which is attached to a 5" x 7" AmeriVox envelope containing an AmeriVox telecard. The AmeriVox telecard reveals the pin code that can be used to activate the phone time. This packaging allows the owner of the GCC-CCC/UN card to use the phone time without jeopardizing the integrity of the sealed GCC-CCC/UN card. The card is renewable. Calls may be placed within the United States (including Alaska and Hawaii), Puerto Rico and the Virgin Islands.

George M. Levy is the AmeriVox Managing Director who is spearheading this project. He anticipates that a new card will be issued every couple of months, each time benefiting a committee of the GCC-CCC/UN.

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Cards in Play in the U.S.A.

Twelve Western States

Pay Less TALK 'N TOSS™

Cards Introduced

Pay Less Drugs has entered the telecard market by introducing a 3-card series. The Pay Less Drugs TALK 'N TOSS telecards were issued on November 15, 1993, in over 560 stores spanning twelve states throughout the Western U.S.

Pay Less Drugs had initiated a test series in Portland, Oregon, for six weeks, beginning on Labor Day in 1993. The cards were made available in three different denominations: \$10.00, \$30.00 and \$50.00. Pay Less issued approximately 10,000 of each denomination. Satisfied with the response, they revised the artwork on the second series and released approxi-

mately 50,000 of each of the denominations to stores in Alaska, Hawaii, Washington, Oregon, California, Nevada, Arizona, Utah, Colorado, Wyoming, Idaho and Montana.

The Pay Less Drugs TALK 'N TOSS telecards are standard credit card size and made from a hard paper with a glaze coating on the front. They are sequentially numbered and contain bar codes on the protective envelope, which is sealed. Each card contains a pin code. After the first call, the holder of the TALK 'N TOSS card has 120 days to use the remaining time. The user of the card has up to one year to claim a refund for the time left, or have a credit transferred to a new card. This

Pay Less
Drug Stores



Prepaid Phone Card


1-800-977-2777

811-132-834


policy is a safeguard established to avoid cluttering the system with cards that are dormant.

Pay Less Drug Talk 'N Toss™

Card	Denomination	Price per Minute in Continental U.S.	Calling Range
White	\$10.00 / 30 min.	33.3¢	U.S. / Canada
Silver	\$30.00 / 100 min.	30.0¢	U.S. / Canada
Black	\$50.00 / 200 min.	25.0¢	U.S. / Canada



Hawaii
Paradise Calls



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Fax: 201 -783- 1524

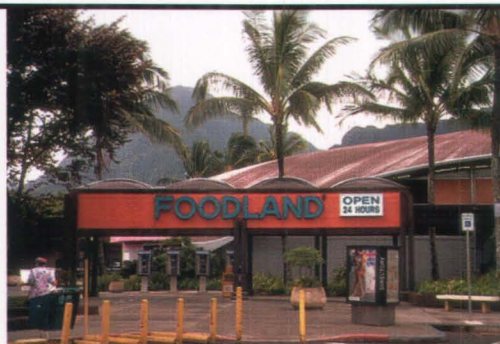
Cards in Play in the U.S.A.



Hawaiian Islands

Foodland Supermarkets unveiled its TALK 'N TOSS telecards on Sunday, October 24, 1993. A total of 400 free cards were given to customers at four different Foodland locations throughout the day. The telecards retail at \$9.99. They may be purchased at any of the 29 Foodland stores located on Hawaii, Maui, Kauai and Oahu.

Foodland issued 5,000 cards. "We're excited to be the first supermarket company to bring TALK 'N TOSS to the islands and to offer the newest customer convenience to Hawaii residents," said Jenai Wall of Foodland. The prepaid telecards are being



promoted based on their low long distance flat rate and the ability to use them to bypass costly hotel and calling card surcharges. Each \$9.99 telecard provides 30 minutes of calls to any location within the U.S.

The Foodland telecard is 10 ml. thick, standard credit card size, and made of stiff laminated mat.

The envelope which protects the card contains a bar code and serial number. A nine digit pin code is printed on each card. The telecards are not intended to be renewable in keeping with their name "TALK 'N TOSS." The goal of Foodland is to encourage customers to return often to purchase additional cards.

After the first call, the holder of the TALK 'N TOSS card has 120 days to use the remaining time. The user of the card has up to one year to claim a refund for the time left or have a credit transferred to a new card. This policy is a safeguard established to avoid cluttering the system with cards that are dormant.


Telecard collectors located outside of the Hawaiian Islands may contact Shirley Teruya Kuma, Director of Corporate Communications at Foodland Supermarket, Ltd. in order to obtain the cards.

Cards in Play continues on page 40

Alaska

ARCTIC VISIONS

Available directly from the manufacturer, this exquisite limited 5,000 edition set can be yours at face value!



ALASKA International Telecom, Inc.


▲ Dog Mushing / Mt. McKinley
▲ Eskimo Hunter / Spring Sea Ice
▼ Northern Lights



ALASKA International Telecom, Inc.



ALASKA International Telecom, Inc.



ALASKA International Telecom, Inc.

FREE Complimentary card w/purchase of Arctic Visions 3 card set at full retail value.

▲ Bald Eagle. 6,000 cards

Yes! I WANT THESE BEAUTIFUL COLLECTOR'S CARDS AT MANUFACTURER PRICES!

CARD	QTY	PRICE EA.	TOTAL
Dog Mushing	_____	\$10.50	_____
Northern Lights	_____	\$26.25	_____
Eskimo Hunter	_____	\$52.50	_____
Arctic Visions Set	_____	\$89.25	_____
Shipping & Handling			_____
(U.S. add \$3.00, Outside U.S. add \$6.00)			_____
TOTAL (IN U.S. DOLLARS)			_____

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Seva Phone Cards

Celebrating 15 Years of International Community Service

by Leslie Gainer

The Seva Foundation is a non-profit organization that promotes health and community development projects in disadvantaged communities in the United States

and around the world. The Foundation celebrated its 15-year anniversary in 1993. As a part of the celebration, Seva has expanded its fundraising base by introducing a set of five telecards for sale

to the general public. Telcos have donated phone time so that 100% of the proceeds from the sale of the cards can go directly to the Seva Foundation. Brilliant Color Cards has also joined the philanthropic effort by manufacturing and donating the telecards.

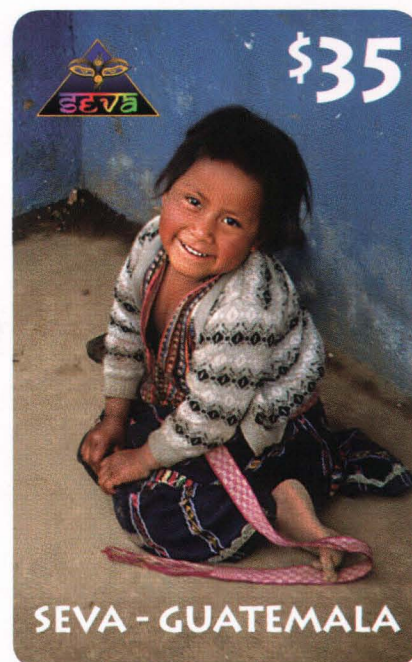
The individual cards in the five-card set depict the people Seva works with and serves in India, Nepal and Guatemala. The set also

includes an "Indigenous Peoples" card, and a card with the Seva logo sporting the slogan: "SEVA - 15 Years of Service." Each card includes 100 minutes of phone time usable in the continental U.S. The cards are not renewable. The Seva cards may be purchased individually or in sets. Production was limited to 250 of each card. All cards contain a serial number and

scratch-off PIN. The price is \$35.00 per card when purchased directly from the Seva Foundation. The Seva Foundation is based in San Rafael, California.

The Seva telecards were first issued in November of 1993. The cards are featured in the Seva "Gifts of Service" catalogue which was sent to a mailing list of 60,000 in the United States and Canada. They are also being sold by Keep the Change! The Phone Card Store in Winter Haven, Florida. The Seva Foundation has been contacted by numerous telecard dealers who have been purchasing the Seva cards.

Tyche Hendricks, Development Associate for the Seva Foundation, is thrilled by the response to the cards. "These phone cards provide a wonderful opportunity for people to support our mission to help relieve suffering and fund resources for (our clients) to take charge of their lives," commented Ms. Hendricks. "Seva is grateful for the generous donation of phone time received from Advantage Communications, AmeriVox, Global Telecommunications Solutions, Global 2000, Telecommunication Service Center,



Teltrust Communications, TriCom International Corp., Quest Telecommunications, and World Card Communications."

The Seva Foundation will definitely consider issuing a new series if the first continues its rise

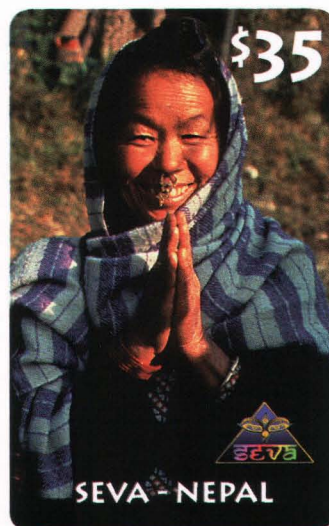
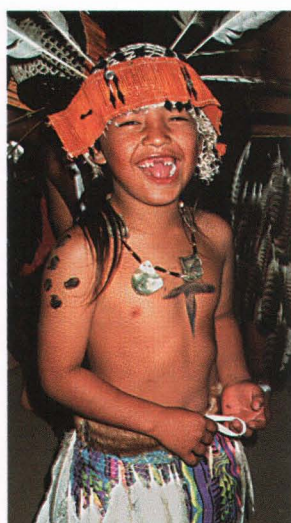
to popularity. According to Ms. Hendricks, the Seva Phone Card "is the biggest selling item in the catalogue this year."

Seva's Legacy

Inspired by the successful eradication of smallpox, a small group of physicians, professors, spiritual teachers

and friends gathered in December of 1978 to establish the Seva Foundation. Their goal was to transform their deep concern for suffering in the world into useful action and service. This commitment has led to the implementation of successful projects worldwide.

The Seva Foundation has worked with Native Americans in



Pine Ridge, South Dakota, to open a health care center. Seva helped to fund the center and train Native American workers so that they may successfully operate the center on their own.


In Massachusetts, Seva sponsors "The Learning Tree," a G.E.D. assistance program for high school drop-outs returning to school. After successful completion of the G.E.D., eligible students are given scholarships so that they can go on to obtain a college degree.

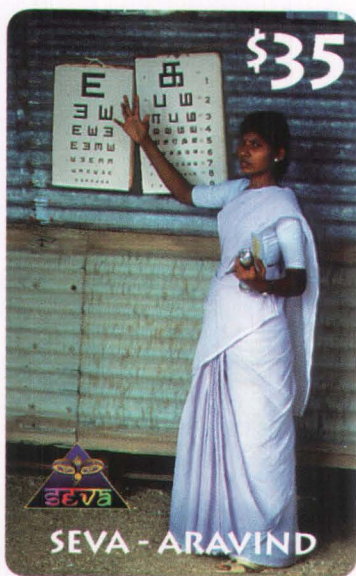
A program in California provides chef training to residents of homeless shelters. Upon completion of the training, the graduates receive job placement assistance.

Seva is very active in countries throughout the world. The incidence of premature blindness is 20 times greater in Nepal and India than in the United States. In the course of the last 15 years, the Seva Foundation has provided over 30,000 cataract operations and participated in the construction of a state-of-the-art eye hospital in the Lumbini zone of Nepal. They have also managed to lower the cost of the surgery to \$30, as compared to \$2,000 which is the standard cost in the U.S.

The Seva Foundation is one of thousands of non-profit groups which

rely on the generous donations of its supporters in order to sustain and enhance its programs. Contributions to non-profits have not been keeping pace with need, therefore groups like the Seva Foundation have had to become creative fundraisers in order to

exist and thrive. Seva took a cutting-edge approach and caught the rising wave of U.S.-based companies that have discovered telecards as a new approach to raise money and provide a useful service to the buyer and collector. 




I See... a great company with the best selection of telecards at the lowest price and they specialize in large quantities! I'll send for their pricelist and contact them for some fresh ideas!

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WHOLESALE & RETAIL TELEPHONE CARDS

Phone Card Phair or BUST!

Photos by Tom Colasacco



by Nancy Blackburn

Telegram, telephone, Telebago? Say that again? What's a Telebago? Avid phone card collectors are keeping their eyes peeled for the Keep the Change! THE PHONE CARD STORE's 39-foot customized Winnebago that left Orlando, Florida, on December 20th, 1993, on a six-month road trip across the United States.

Piloted by Eric Hardow and navigated by Tom Colasacco, the Telebago left Orlando and is headed across country to the west coast of California for the *Premier Telecard Magazine's* Phone Card Phair in San Luis Obispo, California, March 4-6, 1994. Hundreds of international collectors and industry representatives will be on hand for business and social events.

The Telebago tour is the dream of Keep the Change! vice president John Bridges who dreamed of a "gigantic Winnebago touring all the college campuses to promote pre-paid phone cards." Pilot Eric Hardow has spent most of his professional life in telecommunications. Tom Colasacco, navigator, is owner of the City Lights Photography. The talents of both men will be put to use doing a photography documentary of Telebago Tour '94.

The crew will be giving out free collectible phone cards and Keep


the Change! "Top 10" T-shirts to the first few people who spot the Telebago. Call (407) 629-CARD for its current location.

Scott duPont and John Bridges of Orlando, Florida, are renowned among telecard enthusiasts for opening Keep the Change! THE PHONE CARD STORE, the United States' first store devoted solely to selling prepaid phone cards. It opened on November 15, 1993 and is located in the Winter Park Mall, north of downtown Orlando, Florida. Within weeks, a second store was opened at Church Street Station in downtown Orlando. A third store should be open soon.

These stores are stocked with hundreds of new issue phone cards: ACI, AmCall, AmeriVox, AT&T, GTS, Liberty, North American Telephone, N.Y. Telephone and Traveltel, to name just a few telecoms represented. Customers will be happy to find the latest copies of the *Premier Telecard Magazine* and *International Telephone Cards (ITC) Magazine* there.

Of special interest to telecard collectors is the "duPont Collection," a showcase of cards that are rare first issue cards. New customers will appreciate the knowledgeable sales representatives who will show first-time users how pre-paid cards work.

A unique feature at Keep the Change! that is quickly becoming a trade barometer is the "TOP Ten Best Seller List." Not only is it fun, but it also generates tremendous interest and inquiries from old, new and future customers. At the end of each week, all cards sold are tallied up and posted on the large billboard on the wall. This way the customers themselves determine the TOP 10 for the week.

So collectors fortunate enough to be close to Florida, stop in and take a look at Keep the Change! THE PHONE CARD STORE. For the rest of you, keep on the lookout for the Telebago Tour '94! 



Tom Colasacco and Eric Hardow along side the Keep the Change! Telebago.

Test Your TeleKnowledge™

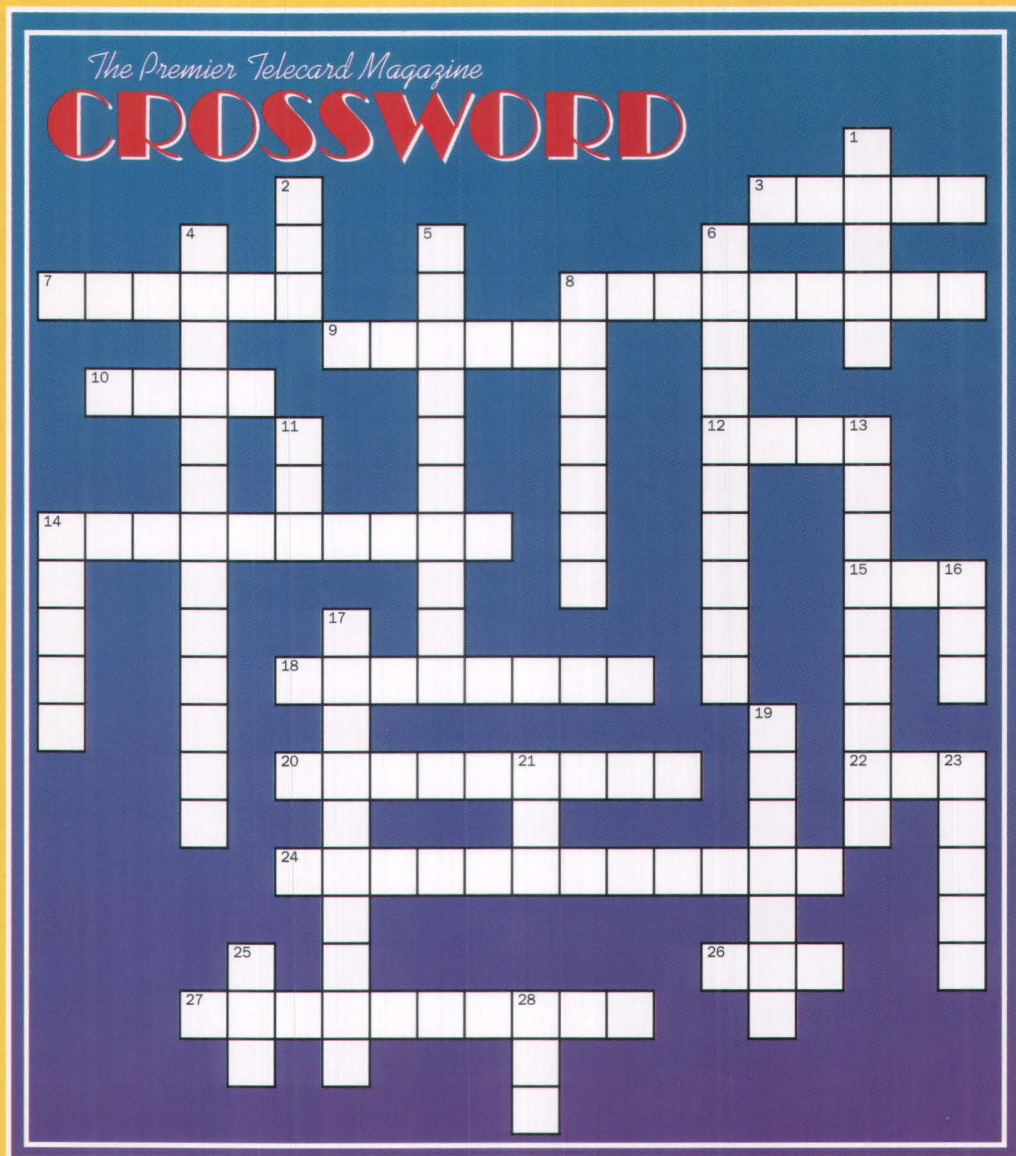
The first in a series of fun and educational telecard crossword puzzles. We invite you to write us with suggestions for clues and answers.

ACROSS

- 3 This telecard set included a 12" vinyl picture disc (vol.1 no.3)
- 7 Issuer of "A Northwest Legacy" series (vol.1 no.3)
- 8 Famous restaurnt chain that issued free telecard with food purchase (vol.1 no.2)
- 9 A convention or exhibition where items are bought and sold (vol.1 no.2)
- 10 Another name for telecard is debit _____. (vol.1 no.2)
- 12 Term to indicate phone time on a telecard (vol.1 no.1)
- 14 50 unit card featuring Statue of Liberty (vol.1 no.2)
- 15 Issuer of "Anywhere Telecards" (vol.1 no.2)
- 18 Telco involved in issuing precious metal card (vol.1 no.2)
- 20 Manufacturer of telecards (vol.1 no.2)
- 22 Safeguard against telecard theft (vol.1 no.2)
- 24 Well-known French card and equipment manufacturer (vol.1 no.2)
- 26 Issuer of dual function subway token/telecard (vol.1 no.1)
- 27 Well-known manufacturer of optical cards (vol.1 no.2)

DOWN

- 1 Site of spa telecard (vol.1 no.2)
- 2 Acronym for many Euopean telephone companies (vol.1 no.2)



- 4 Subject of telecard with slogan "All Killer, No Filler!" (vol.1 no.2)
- 5 Popularly known as the "cookie card" (vol.1 no.2)
- 6 One of nine different languages that TeleTickets have been issued in (vol.1 no.3)
- 8 Exclusive collector club in England (vol.1 no.2)
- 11 Company that produces the "Phone Pass" (vol.1 no.3)
- 13 Card also known as "Land of Four Seasons" (vol.1 no.1)
- 14 Issuer of telecards (vol.1 no.2)
- 16 This company's slogan is "Cards from the Great Land" (vol.1 no.3)
- 17 Stored memory cards (vol.1 no.2)
- 19 Issuer of impressionist painting telecard series (vol.1 no.2)
- 21 Issuer of American Bowl Series football cards (vol.1 no.2)
- 23 Issuer of telecards for '92 Demorcatic and Republican conventions (vol.1 no.3)
- 25 This company installed telecard vending machines in the Southeast U.S. (vol.1 no.3)
- 28 Issuer of "Dinero Express" card (vol.1 no.1)

TeleKnowledge Crossword Answers on Page 35



Tips and Hints For New Collectors

by Leslie R. Shaw

Now that you have decided to collect telephone cards or, more likely, have drifted into collecting them, allow me to offer a few suggestions, tips, hints and so forth which, if not necessarily useful, I hope some of you at least will find interesting.

What to Collect

Most new collectors start by collecting *everything* that they can get their hands on but soon realize that (a) there are far too many companies and countries issuing cards nowadays to ever hope to obtain *all* cards available, and (b) this method of collecting can be *very expensive* – particularly if you choose to collect mint cards. At about this time, most collectors decide to specialize. Here the choice is almost limitless with something to interest even the most esoteric collector. The first and probably most basic choice is whether to collect mint (unused) or used cards. Both have good points and bad points; mint cards may be in better condition but are usually more expensive. Used cards may be cheaper but show signs of wear or damage. Most people end up with a combination of mint and used cards.

Collections can be built on a variety of bases and the following are a few suggestions:

a. All cards from one particular country - your own country would be a good starting point, although you may have a problem if you live in Japan where an estimated 25,000 different telephone cards have been issued, plus the Orange railway and subway cards, the *fumi* post office cards, various games cards and, now I hear, cards for paying toll charges on the countries highways!

b. One card from each country or issuing company in the world;

c. Cards from a particular region: Europe, Asia Pacific Rim, West Indies. This method of collecting adds the variety of cards from several countries that a one-country collection does not have;

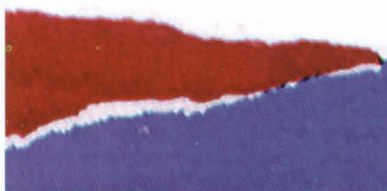
d. Cards from one manufacturer like Landis & Gyr, Autelca or any of the other companies making the cards;

e. Test or service cards and complimentary cards – test cards are used by engineers from the telephone companies to test systems and installations, and service cards are given by the telephone companies to their employees to use on official business. Complimentary cards are

again given to the telephone company employees to be handed out as advertising material to customers and clients. All three of these types of cards are difficult to obtain and are usually quite expensive as they are not available to the general public;

f. Private issue cards – these are cards commissioned by private individuals or companies for advertising purposes or for use as business cards. They are usually printed in small numbers and are not available to the general public and, again, are expensive to obtain;

g. Errors, trial cards and first issues – errors, as the name suggest, are cards which have a printing error on them; trial cards are cards issued by companies to test new installations or to test market reaction to the use of the cards, and first issues are the cards first issued for general public use once a system has been accepted and installed. Both these cards are usually special or commemorative printings and are available in relatively small numbers. They tend to appreciate in value considerably as they are generally only available for a short period of time and, in the case of the trial cards, may only be in use in small or restricted areas. An example of the trial cards are those used in New Zealand. A set of five, with a face value of NZ\$87 was issued in



1989 and was only used on two military bases. Mint sets in the presentation wallets are now changing hands at anything up to NZ\$3000!

h. Themes or topics – here the choice is almost limitless with cards being available depicting almost anything you care to name! A few of the more popular themes are cars, planes, animals, cats, dogs, sport, golf, boats and ships, flowers, horses, snowmen, computers... the list goes on!

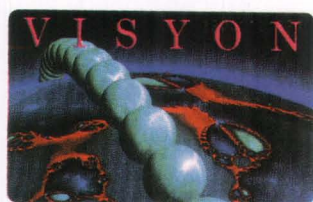
As you can see, there is almost no limit to the choice of what to collect. Now, where do you get your cards from?

How to Collect

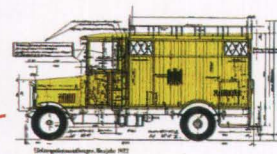
Having decided what to collect, the next question is where to get your cards. They can be picked up from telephone booths, exchanged among collector friends or collectors from other countries or bought from dealers.

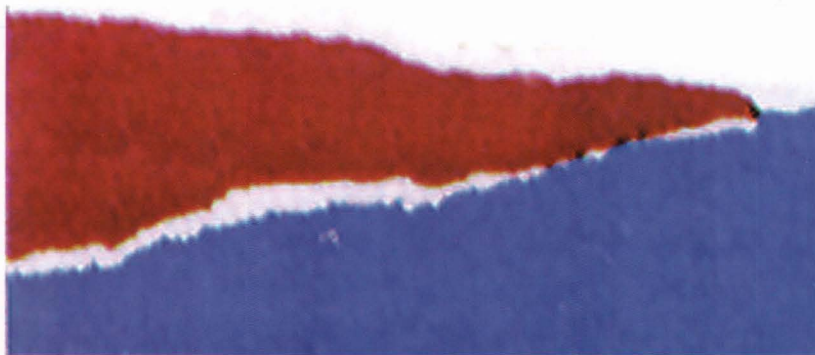
When cards were first issued in Hong Kong five or six years ago, it was easy to walk around telephone kiosks in various parts of town and pick up used cards which people had left. At that time few people were interested in collecting telephone cards and even fewer interested in dealing in them! Nowadays, it is almost impossible to find cards laying around. As soon as someone finishes with the card and leaves it on top of the telephone set, someone else comes along and picks it up! So, unless you are there at the right time, this method of obtaining cards is nowhere near as fruitful as it was a few years ago!

Cards shown are from the private collections of Gary S. Felton and Ilka Fick.



„SAXONIA“ Baupfer 1839
Erste deutsche Fernsehbahn





Cards can be exchanged with other collectors either in your own country or overseas. It may take some time to find another collector with the same interests as yourself with whom you can exchange cards, but the wait may well be worth it as, in addition to obtaining some new phone cards, you may well obtain some new friends! It is important to establish right at the beginning before you exchange any cards, how you are going to operate the exchange. A few important points are:

- a. How will the exchange be carried out? One for one, two for one?
- b. Will any rarer or harder to get cards be included? If so, what is the basis for exchange for these cards?
- c. Will common or definitive cards be included?
- d. What is your preference for cards? Do you want cards on a particular theme or from a particular country or, conversely, do you not want cards on a particular theme or from a particular country?
- e) What will you do if either of you is not happy with the exchange? Exchanges should be fair to both people, and one person should not try to make a profit at the expense of the other.

Most of these points are common sense and courtesy, but not many people think about them. I regularly receive unsolicited packets of cards with the request to "send me some cards from your country." Most of the time when I send back cards, I never hear from

them again. Does this mean that they are happy with the exchange or that they are not happy?

Cards can be bought from dealers and, as with everything else, there are good and bad dealers. Take some time to find a dealer you are comfortable doing business with. Talk to other collectors and get their opinions, but do not rely totally on them as they may be looking for something different in a dealer than you are. When you think you have found a dealer you are happy with, request a price list and check it against other dealers' prices. Check the method of payment and their policy on returning cards you are not satisfied with. Does the dealer send replacement cards immediately without argument or is he/she reluctant to replace cards? Is your credit card charged immediately or are your cheques cashed immediately when your order is received. Good dealers should only charge your card or cash your cheque when they have posted your order. After all, why should they have both your money *and* your cards? All this checking may sound like a lot of trouble but a little research now may save you a lot of trouble later on.

When cards are issued in sets, always collect or build up the complete set. A set of cards is usually worth more than the total of the individual cards in the set. There will probably be a 'key' card in most sets. This is the card which is most difficult to obtain

and is usually, but not always, the highest denomination card in the set. *Always* get the key card!

One final comment on obtaining used cards: Always obtain the finest quality available to you. It is pointless buying or exchanging damaged cards as they are of little or low value. *Always* get the best you can afford!

Storage

Now that you have all these cards, you will want to store and display them properly and, inevitably, there are several things you should be aware of here, the most important of which is the material used.


The most popular way of storing and displaying cards seems to be in plastic sleeves which are then kept in a file or folder. It is *very important* to ensure that the plastic used to make these sleeves *does not* contain a solvent or plasticizer (which are used to give flexibility). Over a period of time, the solvent or plasticizer migrates or leaches out of the plastic and into any object inside the sleeve. The solvent can cause damage to both the cards themselves and to the dyes used for printing the cards. If you want an example of what can happen, look at old colour photographs which have been stored in albums with flexible plastic windows. The following points will help you recognize if a plastic sleeve contains solvent or plasticizer:

- a. The sleeves will most probably be flexible;
- b. The sides of the sleeve may be stuck together;
- c. Over time, the plastic will become brittle as the plasticizer leaches out.

Several companies are now producing albums and plastic leaves for the storage and display of telephone cards but *check carefully* that the plastic used does not contain the dreaded solvent or plasticizer. Business card holders are not considered suitable for storage as the plastics used in their construction most probably will contain a solvent or plasticizer.

A food chemist in New Zealand has suggested that the best materials to use for long-term storage are tissue paper and aluminum foil. Wrap the cards first in good quality tissue paper and then in aluminum foil.

Paper based albums are probably the most suitable for both storage and display providing that they do not have flexible plastic windows which contain solvent or plasticizer. I do not know whether there is any risk in ordinary paper or cardboard in these albums as opposed to acid-free products, but common sense suggests that if albums made with acid-free cardboard and paper are available, they should be used in preference to other albums.

I hope these hints and tips are of some use to some people, and I wish you all happy collecting! 

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RATES: \$1.25 per "word" (5 letters including spaces = one word). Minimum 25 words. Double the word count for large type headings. All ads must be paid in advance. **April Issue Deadline:** February 10th. **APRIL ISSUE RELEASE DATE:** March 20, 1994. **SEND CHECK OR MONEY ORDER WITH YOUR AD COPY TO:** Post Office Box 3451, San Luis Obispo, CA 93403 - FAX (805) 542-9358.

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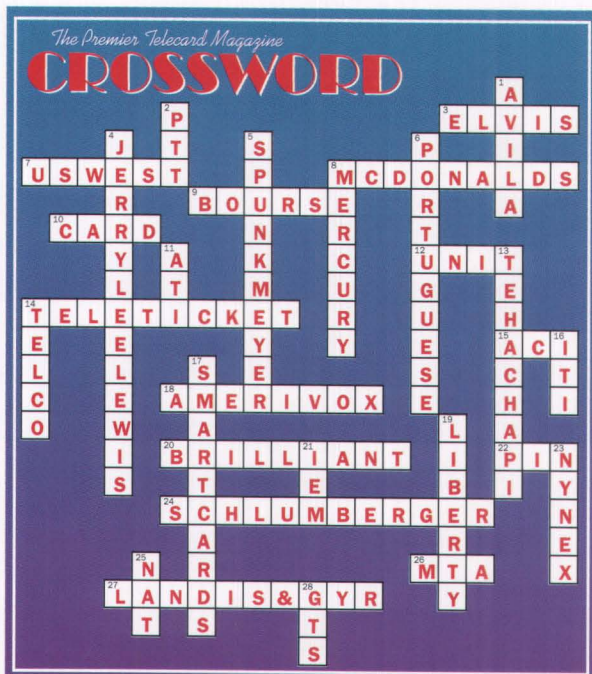
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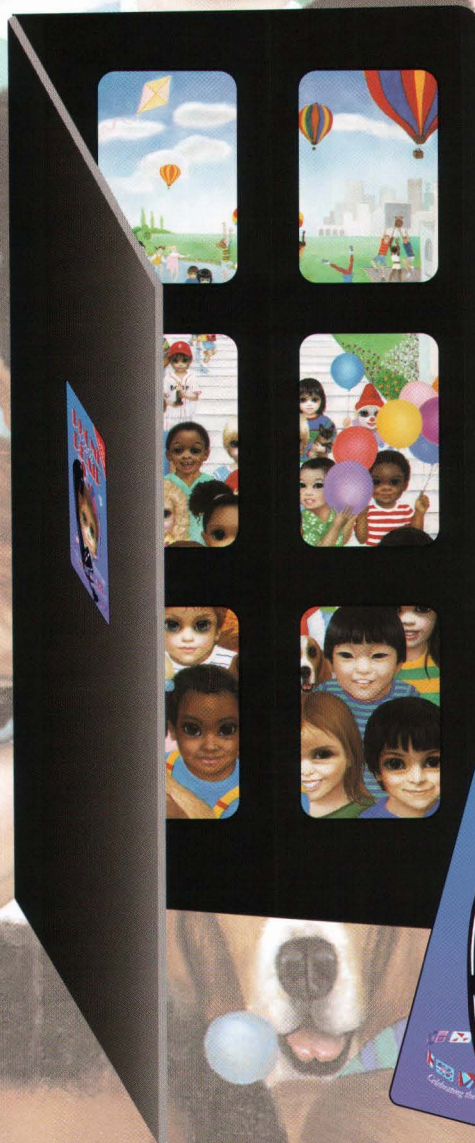


Give us some background information about this card and the name of the company that produced it... and it's yours!

Limited to the first 10 responses.

Take A Child With You . . .

Like wide-eyed children, we anticipate the phenomenal Phone Card Phair being held on March 4th, 5th, and 6th, 1994, in San Francisco, California.



Commemorative
Card



In celebration of our first convention in the U.S., a commemorative album has been created for attendees to take home. This collectible package highlights a painting by the world-renowned artist Margaret Keane, creator of the "wide-eyed children" paintings so popular in the late '60s and early '70s.

The painting entitled "*Love Makes a World of Difference*" comes as a tiled set of six cards and is the very first of the "Keane Eyes" paintings to be issued in the form of telecards. Additionally, every card in this six-card series will have its own unique and progressive serial number. The package also includes a separate card, courtesy of *Premier Telecard Magazine*, which commemorates the

Phone Card Phair as well as the six-card series and has a special place on the front cover of the album itself.

Since only 2,000 sets will make up this limited-edition series, an official Certificate of Issuance will come with each album set.

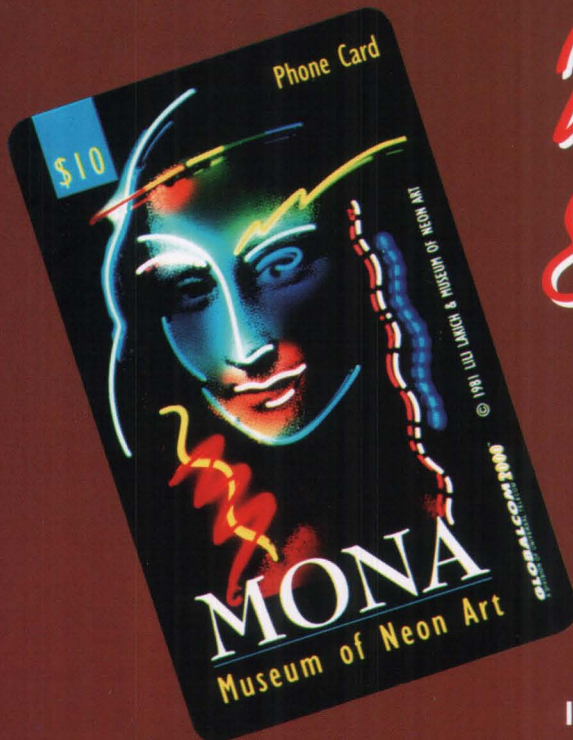
The entire package is specially priced for the Phone Card Phair at only \$99.00 and, at no further cost, includes a 27" x 30" lithograph of the original painting, "*Love Makes a World of Difference*," on which the series is based. This special offer is only available through March 6, 1994.

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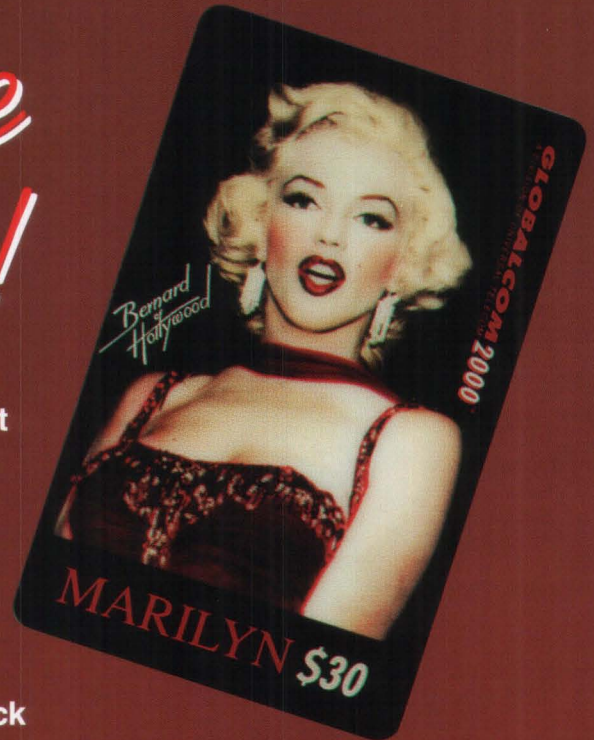


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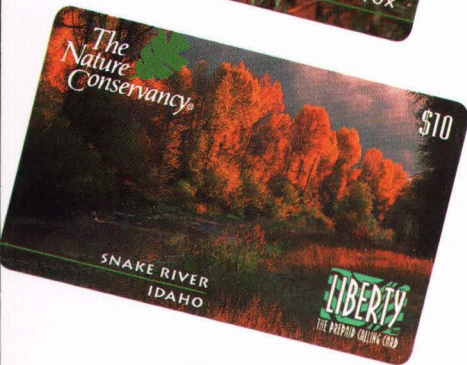
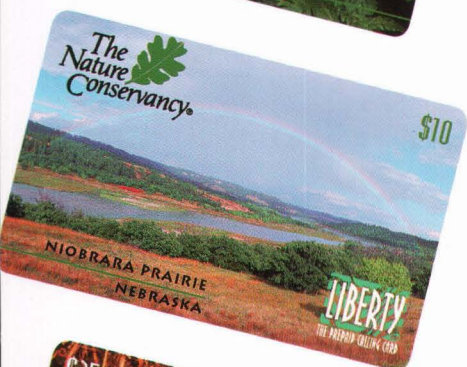
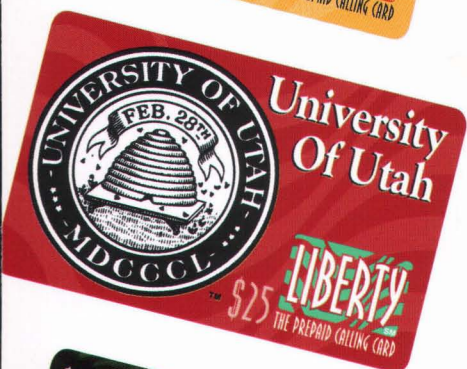
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February 1994

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Premier
Telecard

37




From College Campus to Nature Conservancy

Working together to support the environment and help protect our world, Quest Telecommunications, Inc., is proud to be supporting The Nature Conservancy (TNC) in a new venture presented in this issue of the *Premier Telecard Magazine*.

Quest is well-known as a major player in the college market, having just issued prepaid cards for University of Maryland and University of Utah. Quest also provides Liberty long-distance calling service retail, promotional and fund-raising cards.

The Nature Conservancy is a leading non-profit conservation organization with more than 700,000 members. The mission of TNC is to preserve plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive. To date the Conservancy and its members have been responsible for the protection of more than 7.5 million acres in the 50 United States and Canada. In Latin America and the Caribbean, TNC has assisted partner organizations to preserve millions of acres. While some Conservancy-acquired areas are transferred for management to other public or private

groups, the Conservancy owns more than 1,300 preserves.

In its production of the TNC/ Liberty Card with its beautiful depiction of endangered species and their habitats, Quest joins the effort to improve awareness of the need to protect endangered species and generate revenues to help support their cause. The TNC/ Liberty Card will be offered to TNC members later this spring and directly to the collectors' market by advertising in collectors' magazines. For card information, please see the back page of this *Premier Telecard Magazine* issue. 

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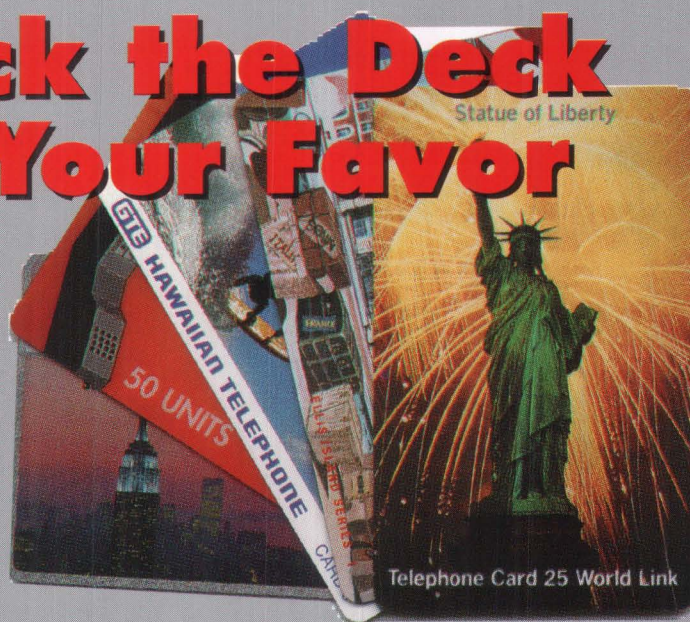
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Cards in Play in the U.S.A.

Atlanta, Georgia

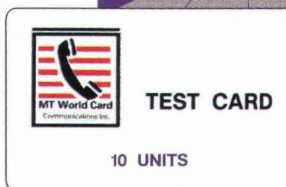
Phone home... on us! Over 700 Holiday Inn hotels in North America offered mature guests—those 50 years old and over—a promotional coupon upon check-in. Between September 9, 1993, and January 16, 1994, these guests received a telephone calling card with a value of 15 minutes worth of free long distance calls anywhere in the continental U.S. The guests could use the card at the hotel or take it with them to use at their convenience in the future.

Executive Vice President of Sales and Marketing of Holiday Inn Worldwide, Ray Lewis, noted, "It is a nice way for us to say thank you to a group of people who have truly been life-long customers. . .these are the people who have supported us for more than 40 years." The paper cards were enclosed in a pull-tab envelope that also offered the guest a 10% discount on restaurant meals. The cards were supplied by ComTel Corporation of Lyndhurst, New Jersey.



San Francisco, California

December 9, 1993 – MT World Card, a long distance telephone provider, announced a joint venture with TTE, a telephone company in the South-east, to market telephone debit cards to the collecting world. The first cards are limited editions of the TTE (499 cards) and MT World Card test cards (499 cards) issued on 9/1/93. Both test cards are priced at \$50.00 each. MT also offers its own 5-card "Football Commemorative" set. (See ad on page 19.) Mike Rubenstein and Tony Carcamo plan an ongoing series of special releases from MT World



Card stressing quality, limited issues and the appeal of supporting worthy causes through telecard collecting.

Chicago, Illinois

Ameritech is back in the Debit Card Business!

Well-known among collectors as the issuer of the Michigan Bell CASH CARD in 1988, Ameritech has returned from its five-year hiatus. In December 1993, Ameritech began an internal technical trial among its employees using a pay phone debit card. The cards are offered in \$2, \$5, \$10 and \$20 denominations and can be used for local and long-distance calls from Ameritech pay phone only.

Ameritech's initial plans call for issuing the new AMERITECH COIN \$AVER CARD on February 14, 1994. The card will be marketed in area codes 312 and 708, which encompass Chicago and the surrounding suburbs. Ameritech's future plans envision making the card available to its 12 million customers throughout its midwest regional areas of Illinois, Wisconsin, Indiana, Ohio and Michigan by mid-94. Ameritech claims to have been the first regional Bell operating company in the U.S. to offer a remote memory debit card in which the intelligence is in a data base and not on the card itself.



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- #1 Made in America - Laser Radio
RM, R (See ad inside back cover)
- #2 Classic Marilyn - Laser Radio
RM R (See ad inside back cover)
- #3 Sea to Shining Sea - Laser Radio
RM R (See ad inside back cover)
- #4 U.S.A. to Mexico - AMCALL
RM, R (See ad page 40 and Cards in Play)
- #5 Indigenous Peoples/Seva - Various Telecos
RM, NR (See article page 28)
- #6 Man on the Moon - Prepaid Telecommunications International
RM, NR
- #7 United Nations - AmeriVox
RM, R (See Cards in Play)
- #8 Humpback Whale - Advantage Communication, Inc.,
Anywhere Telecard
RM, R (See ad page 22)
- #9 Phantom of the Eagle - PhoneLine USA
RM, R
- #10 Northern Lights - International Telecom, Inc., Chip Card
SM, NR (See ad page 27)
- #11 Space Station - Prepaid Telecommunications International
RM, NR
- #12 Kit Fox - Quest Communications, Liberty
RM, R (See ad back cover)



This card, featured in the November 1993 TeleFold, did not include the reference page number for the contact source. For information on this card contact:

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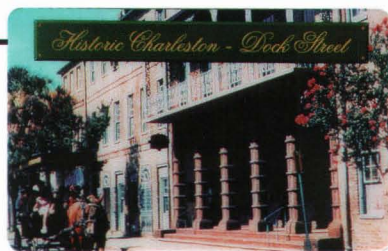


Cards in Play in the U.S.A.

Charleston, South Carolina

The Charleston Trident Convention and Visitor's Bureau has issued the Historic Houses Series of four cards each from Beaufort and Charleston, South Carolina. There are only 200 cards for each of the eight issues. The cards were issued on December 1, 1993, and they are priced at \$50.00 each. Each telecard is mounted on a larger paper card that has a history of the location depicted. They are enclosed in a deep-colored envelope with plastic window and printed in gold script.


In a deep green envelope, one of the Historic Charleston Series presents the Dock Street Theatre with this description... "This

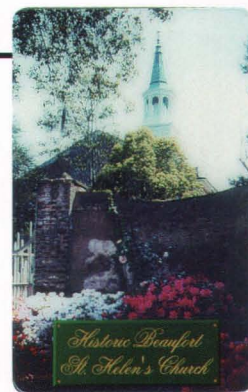


building stands on the site of America's first playhouse, built in 1735. At that time, Queen Street was called Dock Street, and a creek flowed right by the theatre. The present structure dates to 1809, when it was the elegant Planter's Hotel. The hotel fell to ruin after the Civil War. In 1935, it was restored by the City of Charleston as a WPA project. The facade, entrance, and balcony of the Planter's Hotel were retained. The inside was rebuilt to resemble a

London theatre of the 1730s using material from old Charleston houses. In 1937 the theatre re-opened with the same play that had opened the original theatre in 1736 - "The Recruiting Officer."

The Historic Beaufort Series, presented in a deep royal blue envelope, features St. Helena's Episcopal Church with the following inscription... "Built in 1724 sits among flowering azaleas and large oak trees. Constructed of brick, much of which came from England as ships' ballast, the Church was used by Federal troops as a hospital during the Civil War. Uprooted slabs from the graveyards were used for operating tables. Walking among the tombstones, visitors can read the names of many historic figures."

The cards are being issued by MT WorldCard Communications Inc. of San Francisco, CA. 



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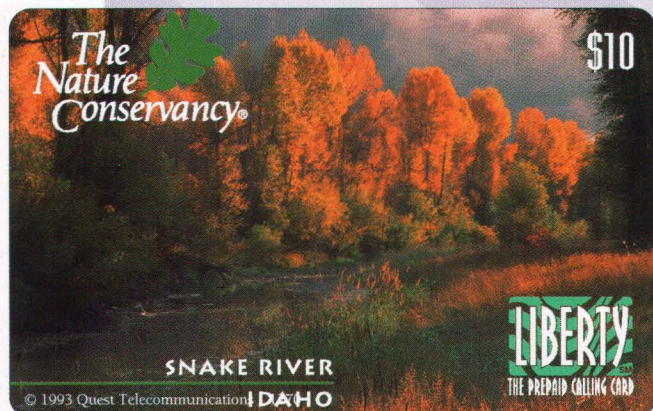
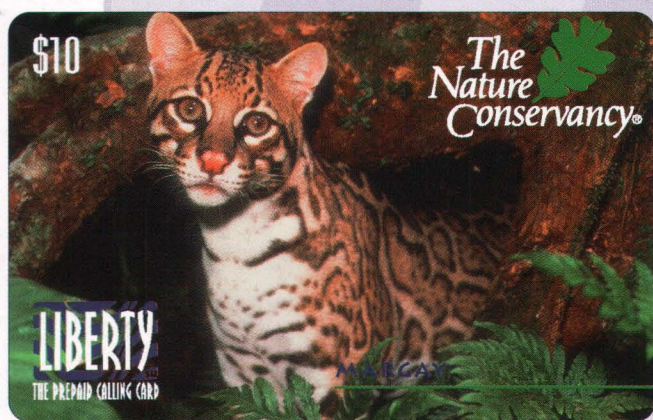
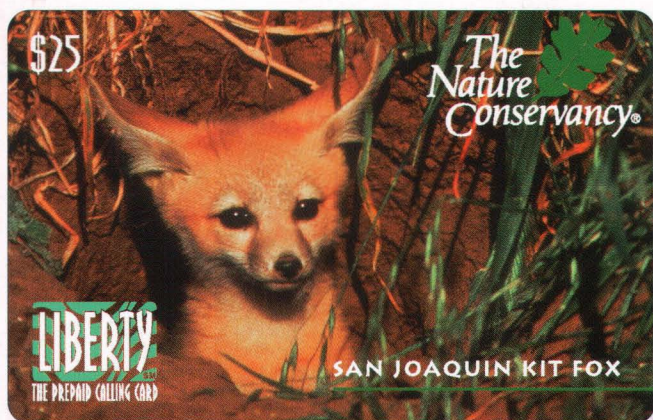


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