

This PDF File is brought to you for Free by



We are the world's largest dealers in
USA phone cards for collectors

Visit <http://CollectorMagic.com>

THE UNITED STATES' 1ST PREPAID CALLING CARD MAGAZINE

PREMIER TELECARD TM



\$4.95

EDITION

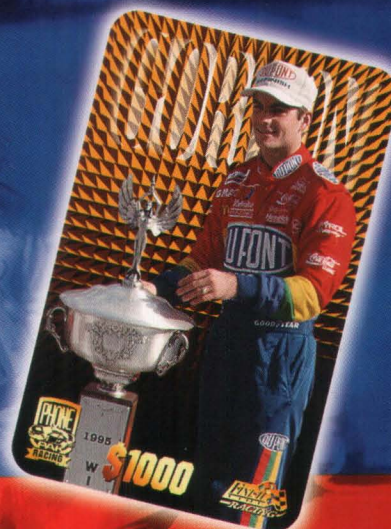
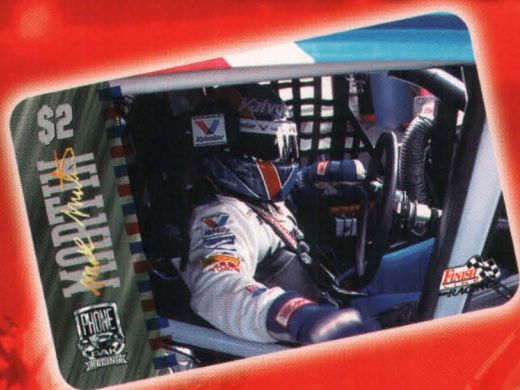
FEB • MAR '96

volume 4

number 1

<http://www.premier-tele.com>

**FROM THE FINISH LINE...
...TO THE TELEPHONE LINE!**



**FINISH LINE OFFERS
A NEW DIMENSION
IN PHONE CARDS!**

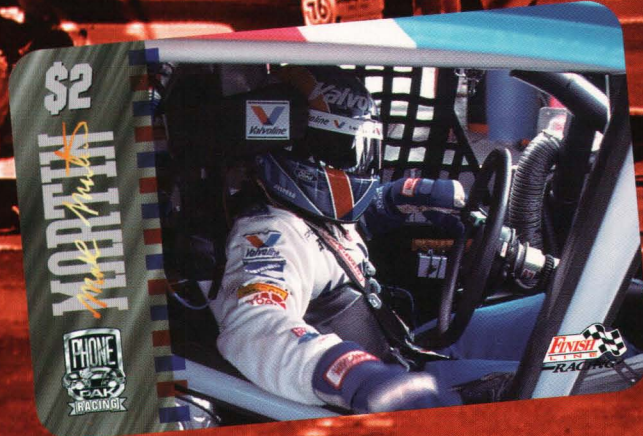
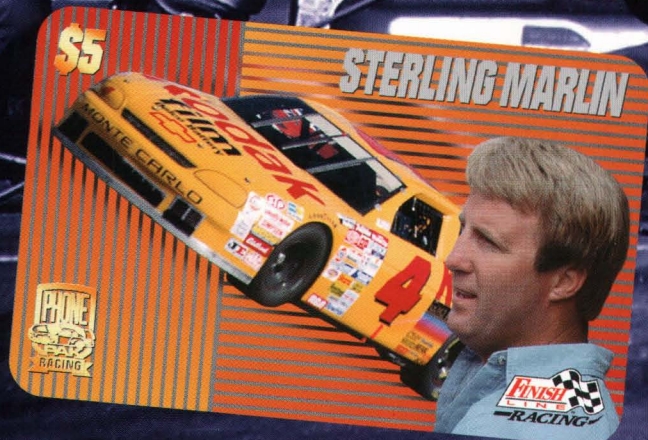
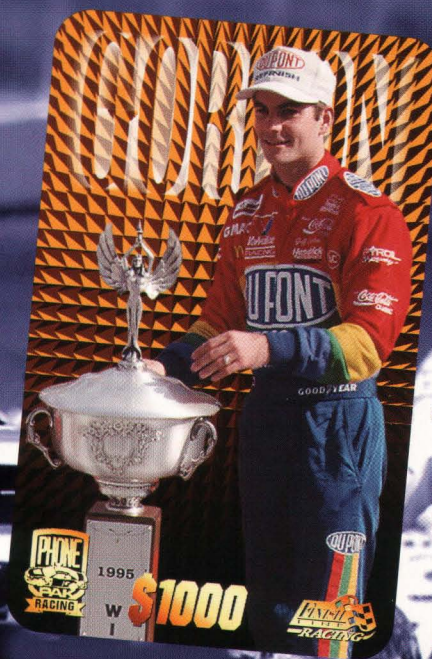
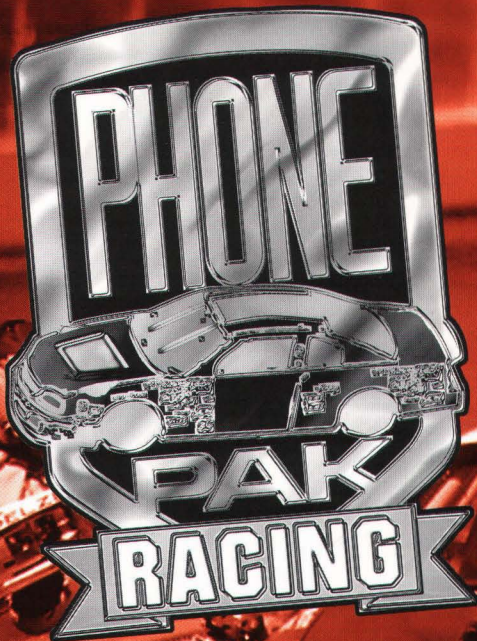


0 74470 88172 8

**FINISH LINE
PHONE PACKS**

(Story on page 12)

Coming March 4th
Premiers' Cyberspace Phonecard Mall
<http://www.premier-tele.com>



FROM THE FINISH LINE TO THE TELEPHONE LINE!

FINISH LINE, THE LEADING NAME IN RACING COLLECTIBLES BRINGS YOU THE CARDS OF THE FUTURE

An ultra high quality series of 134 different prepaid phone cards featuring the superstars of Nascar Winston Cup racing. Each phone card features dynamic designs, great photography, laser foil technology, and a special protective coating.

Each PhonePak™ contains three prepaid phone cards with long distance values ranging from \$2 to \$1,000 allowing convenient easy-to-use long distance calling from any touch tone phone.

There are \$2, \$5, \$10, \$100, and 100 different \$1,000 phone cards randomly inserted, plus one Silver Signature Series phone cards per pack!

"COLLECT THE FUTURE"

FOR DEALER INFORMATION CALL 1-800-676-3226

Cards and specifications subject to change.

1996 FINISH LINE PHONEPAKS™!

GUARANTEED \$6 IN CALLING VALUE PER PHONEPAK™ - OVER \$1,900 IN CALLING VALUE PER CASE!!!

LOOK FOR 100 DIFFERENT \$1,000 PHONE CARDS!

SHIPPING JANUARY '96



© 1995 FINISH LINE COLLECTIBLES, INC.



WE GET PEOPLE TALKING™

Revolutionizing the prepaid phone card industry since the beginning. Industry pioneer. Award winning interactive features. Exclusive marketing partnerships. Platinum Service Guarantee... just a few of SmarTel's industry leading services that are ready to work for you. Now that's something to talk about!

Call and join the revolution. 1 800-SMARTEL
Look for SmarTel on the Internet @ <http://www.smartel.com>



Phone Cards and Interactive Communications



PREMIER TELECARD Magazine

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

CALIFORNIA DIVISION EDITORIAL/EXECUTIVE OFFICE

Post Office Box 2297
Paso Robles, California 93447
Phone (805) 547-8500
Fax (805) 237-2530

PUBLISHER

Bill Jordan

EDITORIAL

Michael Phillips
Assistant Editor

ADVERTISING MARKETING COMPANY

The Service Bureau
M. "Quincy" Gold
800-451-0268
Fax: 905-770-4409

CONTRIBUTING WRITERS

Dan Busby
Gary Felton
Gerard Power
John Read

ART DIRECTOR

Candace Wright

PRINT PRODUCTION

Kathleen Cannon

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

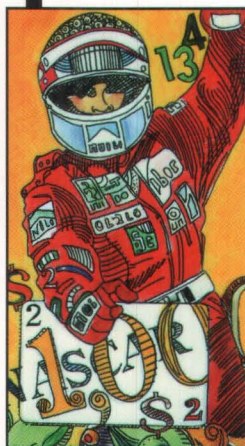
NEWSSTAND PRICE AND SUBSCRIPTION RATES

\$4.95 PER SINGLE COPY. U.S. Domestic rates, \$24.95 for 1 year. International rates - \$60 for 1 year. All subscription rates include shipping & handling. All remittances to be in U.S. funds drawn on a U.S. affiliate bank.

Premier Telecard Magazine is a registered trademark. All brand or product names are trademarks or registered trademarks of their respective companies, and those appearing in this magazine are used with no intent of trademark infringement. Specific information on trademarks is available upon written request.

Entire contents ©1996. All rights reserved. Unauthorized reproduction, in any manner, is prohibited.

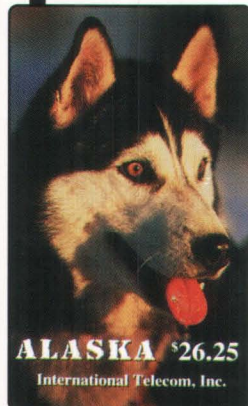
Printed in the U.S.A.



P. 12 & 13
Finish Line



P. 18 & 19
Walgreens



ALASKA \$26.25
International Telecom, Inc.

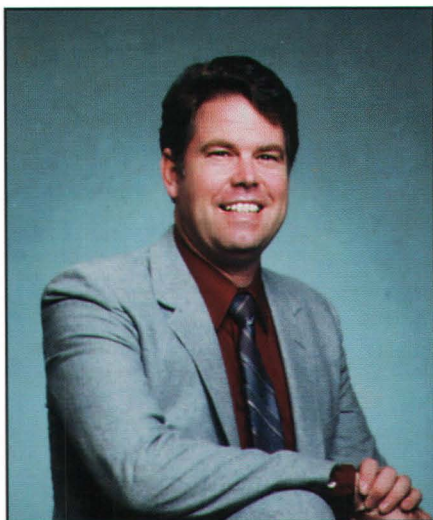
P. 31
Cards in Play



P. 38, 39 & 40
Scoreboard-Classic

In this Issue...

It's My Call	6
TeleBasics: Service with a Smile	8
Tales from the Back Side	10 & 11
Finish Line PhonePaks	12 & 13
TeleCards for a Cause: Prepaid Hugs	14
TeleCards for a Cause: Special Olympics ...	14
American Express Teams with Post Office ..	16
Walgreens PHONECARD Plus	18 & 19
Aerotel Patent	20
A Phonecard Portrait of Olan Mills.	22
TeleNews Flash.	23
TeleFold	24 & 25
Fiesta Bowl Phonecards Call the Play	27
Who Is Raoul Wallenberg?	28
Cards In Play in the USA .. 30, 31, 32, 33, 34 & 35	
TeleSports: 7-Eleven NFL Cards	36
Scoreboard/Classic Hits	38, 39 & 40
TeleNews Page	41
TeleTechnology: TAK's New Peelers	42
Printing Mistakes	44
Ad-Finder	45
One World Communications	46



It's My Call...

Phonecards are one of those little conveniences that life in our times now includes. Whether it's the light bulb, air conditioning, videotape or calculators, modern technology has blessed the industrialized masses with simple things no one could have imagined only a few generations ago. With each new product, we counted ourselves richer than before, better equipped to face new challenges and just lucky to live in such innovative times.

This issue of Premier Telecard magazine includes a testament to those little conveniences...a convenience store, in fact, full of Twentieth Century innovations and now featuring their first phonecard. Walgreens' new PHONECARD Plus couldn't have existed when they opened their first corner drug store nearly 100 years ago,

stirred the same pot that boiled over in recent years concerning a national identity card. But the First Class Phonecard now on sale in test market Post Offices around the country is nothing like that at all.

We did get a letter from a reader who felt the USPS/American Express card represented unfair competition. Robert Lavoie is a small businessman who markets phonecards on his own...and you know what a competitive market that is. Lavoie felt that the Post Office basically had no business competing with other telecommunications providers whose mail they might also be handling. In a business that includes both corporate giants and small entrepreneurs, it's important to be responsive to everybody and listen to all sides of a debate, which is why we've published an excerpt from Lavoie's letter.

Premier just keeps growing! This issue marks a milestone for this publication, as we become the largest paid-

with an international magazine distributor to circulate our humble publication at 20,000 outlets world-wide, which might just make us the largest telecard magazine in the world!

As part of our mission to educate the public about phonecards, PTM is also inaugurating our Premier Cyberspace Mall website on March 4 and 5. If you've got a computer modem and a telephone line, you can soon access all the expert information, discussions and merchants in the phonecard business that you normally find in this magazine...only more of it. The concept is planned to provide a total source for both phonecard collectors and merchants. Other plans for the website (our address is <http://www.premier-tele.com>) include forums on collecting, taxation and regulation, marketing and other subjects with experts like Dr. Gary Felton, international writer Max Erlichman and sports-collectible expert Dan Busby. The site is also hyper-linked to other websites with a common theme, and includes access to phonecard merchants, vendors, manufacturers, retailers and dealers. More than just a "home page", with plans for as many as 200 resident participants (sign up for one of our turn-key packages now!) Premier's Cyberspace Mall is a way for you to network with other phonecard professionals, with new information posted daily that you can download onto your own system with specials and give-aways every week. We're very proud of our new presence on the net. Visit our site and watch us grow. **PT**

Premier just keeps growing! This issue marks a milestone for this publication.

along with the videotapes and calculators, but like a lot of retailers Walgreens recognized the sales potential in phonecards. 125,000 phonecards later, this retail giant is helping create consumer awareness of phonecards in general for the entire prepaid phonecard industry.

Also getting into telecommunications recently and featured in this issue is the US Postal Service, which is test-marketing phonecards created in conjunction with American Express. Even though the USPS is not strictly a government agency, talk of future applications for a card that would access government services and information has

circulation phonecard magazine in the nation, at least for a while. With magazines going to over 2,100 Walgreen's drug stores, 1,000 newsstands, Barnes & Noble, Doubleday and B. Dalton bookstores and large corporations like IBM, Premier has taken the lead in circulation numbers among America's top phonecard periodicals. Add to that the honor of baseball great Pete Rose's signature on copies of PTM going out to viewers of RIM Corporation's first-ever phonecard "info-mercial", as well as subscribers in all 50 states, Canada and 23 foreign countries.

PTM is also currently in negotiations

ATECH INTERNATIONAL TELECOM, INC.

Atech International Telecom offers the lowest long distance rates in the Industry - both Domestic and International.

Simple, straight-forward flat rates with no restrictions, Atech's "DimeTime™" gives your business or residence optimal savings, anytime, anywhere, nationwide, with 6 second incremental billing. *It just doesn't get any easier than that.*

There isn't another long distance carrier in the business that can make these claims. The only surprise you'll get from Atech is a huge savings on your phone bill.

They Said It Couldn't Be Done!



**Call To or From All 50 States For Just One Flat
Rate Price Per Minute • 24 Hours A Day!**

**Residential or Commercial
Prime Time DAYTIME...ANYTIME!**

**THE ONLY ALL 50 STATES. 6 SECOND BILLED "DimeTime™" MINUTE
LONG DISTANCE PLAN IN AMERICA!**

To ensure the highest call quality, your calls are carried on *MCI's International Fiber Optic Network!

- **MCI Proof Positive guarantee!**
- **No Added Expensive DAY TIME Rates!**
- **6 Second Billing increments!**
- **FREE MCI Switch-Back Guarantee!**
- **Even Lower Intrastate Rates!**
- **Standard 1+ Direct Dial Calling!**
- **Save Up To 50% On International Calls!**
- **No Need For Secret Codes Or Stickers!**
- **No Minimum Usage Requirement!**
- **Low 800 Service**
- **Low Cost Per Minute Coast To Coast Calling Card!**
- **Lock In Guaranteed Rates For One Year!**



**Exclusive Area Code Master Distributorships Available On A First Come Basis!
Independent Telecom Agents And Brokers Wanted In All Area Codes!**

**CALL: (510) 933-2800
FAX: (510) 933-2997**

Service With A Smile: Why You Need a Service Bureau (Part 1)

By Gerard Power

If you've ever dialed a 900-number psychic, sports, stock market or weather information line, you've been touched by the modern service bureau. As a telecommunications phenomena, these companies have made

can be programmed to act in a number of different ways. They can play pre-recorded messages, respond to caller's touch-tone inputs, record caller information or comments, collect data through touch-tone responses and/or

Service bureaus can offer telecard providers a number of desirable advantages

millions for entrepreneurs who provide instant audio programming at the rate of as much as \$3 a minute. As the modern equivalent of the town gossip, such services exist in the realm of technological wonders, advertised in every newspaper classified section in the nation and billed to the user through the local phone company.

A prepaid phonecard linked to a service bureau works like any standard remote prepaid telecard. The consumer buys the plastic card for \$5, \$10 or more. A 1-800 toll-free number printed on the back of the card connects the user to the telephone time provider system (or the service bureau). A voice-prompt will ask you to input your Personal Identification Number (or PIN), also printed on the card. You will then be able to either dial your destination number or access information provided by the service bureau, following the voice-prompts and using any touch-tone telephone. Not all prepaid phonecards use service bureaus for information services, but those that do have an extra service they can sell. The following is offered as a primer on the subject.

WHAT DOES A SERVICE BUREAU DO?

Put simply, service bureaus answer calls for their clients using a switch and a number of interactive voice response units (IVRUs). These IVRUs

transfer calls to other telephone numbers for live agent consultation.

WHY DO SERVICE BUREAUS EXIST?

With the dawning of the information age, demand was created for easier access to a wide array of information. Most forms of media, like TV and radio, are designed to reach the masses and therefore only general information can be dispersed through them. Not everyone owns a computer, but almost everyone has access to a telephone.

By calling a telephone number, people can request very specific information of particular interest to them. The information was available and the demand for it existed but information providers were unable to handle the volume of requests themselves. Instead, they required a facility that could answer numerous calls simultaneously. So the first service bureaus were established.

THE ADVANTAGES OF USING A SERVICE BUREAU

Service bureaus can offer telecard providers a number of desirable advantages:

1. Service bureaus will have a number of turnkey programs that a prepaid card provider could use to enhance his phonecard package. This

is where the prepaid telecard industry marries with the information industry.

Information providers are delighted with this new medium, because charge-backs are eliminated and the ten per cent collection and billing charge is bypassed. Telecards are a completely virgin territory for the information provider, however. Simple advertisements in newspapers will not put telecards in their callers' hands.

Therefore information providers need telecard manufacturers, marketers and distributors.

The service bureau is the facilitator, introducing these two industries and helping them work together. The service bureau already has the information providers, and has access to the switching equipment to handle calls for the telecard providers. Using a service bureau, telecard providers can offer his customers premium information without having to create any new information sources.

The telecard consumer, after entering a PIN, chooses from a menu: "To make a long-distance call, press 1. For financial information, press 2. For sports picks, press 3."

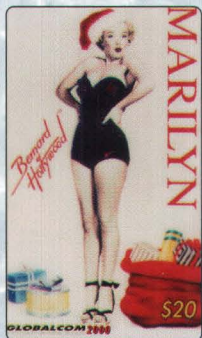
These turnkey programs can range from psychic lines to datelines to movie review lines. The per minute fee would be greater than for making a long distance call, but the costs would be less since only one transport fee (carrying the caller to the IVRU) would apply. The information provider would be paid a per minute fee for providing the information services.

2. Because answering calls for clients is the primary business of service bureaus, they are in a unique position to offer the latest and best technologies to aid your entry into the prepaid phonecard market. ISDN, fax services, debiting software, on-line credit card authorization, fraud control and phonecard ordering are just some of the technologies any professional bureau can offer.

3. Most service bureaus maintain 24-hour technical assistance, leaving you free to concentrate on marketing and distributing the cards, while the service bureau insures that the calling card functions properly and that your consumers are technically satisfied with your product.

(Part 2 of this article will appear in the next issue of Premier Telecard Magazine)

Gerard Power is the Telecard Division Manager at IdealDial, a service bureau in Denver, Colorado. **PT**



MARILYN IN CHRISTMAS - Made front cover of a Germany catalog.



7-11 card - First time in America a national retail store put their logo on a card.



First round phonecard ever produced in the world.



Frontera - First card in the world to offer calling to a targeted foreign country. Frontera card called the Mexican Frontier.



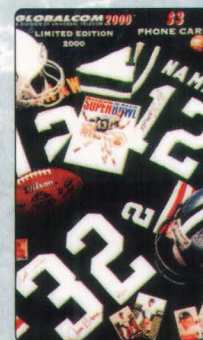
Mona - Museum of Neon Art Card.



MARILYN IN RED - Made front cover of a England catalog.



**The fastest growing phonecard company back in 1993?
Then all the cards went bad,
and the company went
out of business?**



NFL card - fund raiser for kids of the earthquake relief fund.



YOU ARE HERE - Celebrating the First phonecard fair in America.



VOYAGER - First phonecard with actual photos from the Voyager spacecraft.



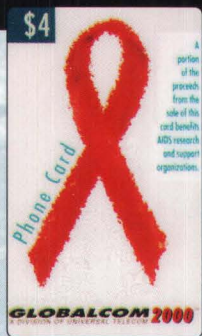
THE GREEN EARTH - Globalcom 2000 Generic card.



UNITEL - First phonecard in America custom designed to be sold in airports.



LOW RIDER - First phonecard in America with a magazine cover on it.



AIDS card - raised money for aids organizations.

**Did you know that two of the previous owners of GlobalCom 2000, Bruce and Don, have offered to replace all the old GlobalCom 2000 cards that went bad with their new companies phone cards? To receive your replacement of One World Communications phone card:
Fax your list and denominations wanted to (602) 752-7653. For information about the lowest international call back rates in the world**

call: OWC (602) 752-7625



PHOENIX

Tales From the Back Side

by Dr. Gary S. Felton

When we consider the realm of phonecards, universally and relatively consistently we view and examine them from the standpoint of what appears on their front side. In addition to this prevailing focal point for viewing cards, we commonly find that there are two types of back sides. One type is blank (usually black) or contains such minimal information as company name, country of origin, recessed and barely readable control numbers, administrative numbers, etc. There tends to be little emphasis placed on and thus little attention paid to such back side data except by a limited percentage of sophisticated and serious collectors.

The second type of back side generally reflects extensive information and/or colorful artwork or both. In some cases this back side may be so elaborate that with the exception of the location of the chip, optical stripe or magnetic stripe, the front side and back side of the card are almost indistinguishable.

In the United States, our prevailing policy far and away is to manufac-



ture phonecards with a noticeably strong artistic front side and a more bland, language/information-based back side. For example, we primarily tend to see a customer service phone number, a PIN listing, some card manufacturing information such as issue number, administration number or serial number. There are understandable reasons that we would expect to see such information on American cards, since almost all of them are remote memory cards and do not interact with phones directly.

In countries where there are direct interactions between phonecard and phone (that is, in most countries), the user instructions are on the public phones themselves, providing information at the "work" site. In such countries over the years enough people have become familiar with phonecard use not to need this kind of information or guidance, even if the back sides of cards in their country are blank and could easily provide the information.

In America the idea and use of phonecards still are new, so users need more direction. The back side of the card is the logical place to do so. In the United States people generally have their card with them when they use it. It would not work to provide general instructions and directions on public phones because each phonecard company's information is different. In addition, since remote memory phonecards can be used with any phone, it would be impossible to provide all phones with relevant information. The solu-

How to Place a Call

For Domestic Calls:

1. Dial the Access Number below
2. Enter the Card Number below
3. Dial Area Code + Number

For International Calls:

1. Dial the Access Number below
2. Enter the Card Number below
3. Dial 000 + Country Code + City Code + Number

Como Llamar

Para Llamadas Domesticas:

1. Marque el numero de acceso.
2. Marque el numero de la tarjeta.
3. Marque el codigo del area y el numero.

Para Llamadas Internacionales:

1. Marque el numero de acceso.
2. Marque el numero de la tarjeta.
3. Marque 000 + el codigo de pais + el codigo de la ciudad + el numero.

Numero de Acceso: 1-800-443-7911

Access Number:

Serial Number:

Numero de Tarjeta:

Card Number:

NETWORK SERVICES PROVIDED BY: MCI
Services provided by PUBLIC PHONE/ COMINEX
For Customer Service Call 1-800-266-4639



Carson City King

P.O. Box 360-122 J 718-531-0490

Brooklyn, NY 11236-0122

Hours: Mon.-Fri. 10am-6pm

Fantastic Business Opportunity

\$ Earn Extra Money \$

This is it! Earn money today and for the rest of your life. Telephone credit cards are the wave of the future. Easy, fast and simple. Get in early, don't miss out!

Call Today: 718-531-0490

Amerivox Telephone Cards

BRAND NEW



3 Show Cards
Only \$49

Other Cards Available.

THE KING IS SELLING

Carson City Dollars in original Government Holders with box and card. Don't be fooled by other ads. These coins come in original government plastic holders; they are not raw coins.

1878-CC.....	95.00
1879-CC.....	POR
1880-CC.....	130.00
1881-CC.....	160.00
1882-CC.....	60.00
1883-CC.....	55.00
1884-CC.....	55.00
1885-CC.....	190.00
1890-CC.....	425.00
1891-CC.....	400.00



TERMS: • 15 day return privilege • Postage and insurance \$5 on all orders • NY residents add sales tax • Check or Money must accompany orders.



Prices subject to change



1. Press
1-800-236-6432
from any touch
tone telephone

\$5.00
Prepaid
Calling
Card

2. Press
NICE TELECOM
PIN Number

For the latest NICE card news and services, use
U.S. FAX - HOTLINE: (914) 289-0200

NICE TELECOM™

DO NOT INSERT CARD
IN TELEPHONE

Customer Service
1 800 207-0300

No Refund Made in U.S.A.
© 1993 NICE TELECOM

A New York State
Telephone Company

O*b1*9/93*6334/60880

tion: keep it on the phonecard.

Given that such back side graphics and print formats tend to be non artistic and therefore minimally appealing, it might be of value and interest to take a closer look at this reversal of field. Perhaps if we aggregate enough back sides of phonecards, we may learn something completely different from what we customarily see or rarely look at on an individualized basis, opening more for us to think about as we explore telegery, the hobby of collecting phonecards.

With these considerations in mind, I have looked at more than 1,500 different American phonecards to extract a meaningful sampling of what this back side imagery might be like when assembled as a gallery. The

cards basically are black and white in format. Although the general scan of them is mildly interesting, essentially it conveys how bland the backs of most American phonecards really are.

What is of particular interest here is that phonecards don't need to present such a bland back side. Given that manufacturers have demonstrated that color and graphically more inter-

TO ORDER CARDS/CUSTOMER SERVICE: 1-800-234-2944

Ameritech coin\$aver™ Service

Calls only can be made from Ameritech Touch Tone™ pay phones:

1. ENTER 1-800-844-9644 and wait for the tone.
2. Enter your Ameritech account number.
3. Local or Long Distance Calls: ENTER 1+ AREA CODE + PHONE NUMBER. If prompted, ENTER 3-DIGIT CARRIER CODE.
4. International Calls: ENTER 001 + COUNTRY CODE + CITY CODE + LOCAL NUMBER.
5. To make another call, don't hang up. ENTER #, FOLLOW STEPS 3 & 4.
6. To speed dial use Ameritech card reader phones.

No refunds for lost or stolen cards.

esting approaches indeed are possible on the reverse field of our cards, why not give more thought to adding this touch of feeling and stimulus to more of them? It costs only a slight amount more and the minor expense is certainly worth it if we can heighten the attraction value and offer much more color to these artistically oriented American collectibles. **PT**

HOW TO USE AmeriVox™ \$250
FROM ANY TOUCH TONE PHONE

1. Dial from any touch tone phone
1.800.699.6599
(In California only 1.800.655.6599)

Enter your personal code:
777.777.777

For Customer Service: 1.800.827.6299

"WAKE UP SLEEPY HEADS"

James Rizzi - 1st American Phone Card -
Limited Edition of 1,000

Colorful & Spirited, artist James Rizzi's work displays his fascination with contemporary urban themes. His whimsical 3-D constructions have earned Rizzi worldwide fame and an international following.
(Joke Snake Gallery 164 Mercer St., NYC 10012)

Serial # **0777** Ad # **777777**

© 1993 Telecard Group, Inc. MCMC/CTA
All Rights Reserved. Associates, NY, NY

How to Place a Call

For Domestic Calls:

1. Dial the Access Number below
2. Enter the Card Number below
3. Dial Area Code + Number

For International Calls:

1. Dial the Access Number below
2. Enter the Card Number below
3. Dial 001 + Country Code + City Code + Number

Numero de Acceso: **1(800) 530-3802**

Access Number: **1(800) 530-3802**

Numero de Tarjeta: **1(800) 530-3141**

Card Number: **1(800) 530-3141**

Serial Number: **1(800) 530-3141**

TO INCREASE THE VALUE OF THIS CARD
OR FOR CUSTOMER SERVICE CALL
1(800) 530-3141

TELECOM

© 1993 Telecard Group, Inc. MCMC/CTA
All Rights Reserved. Associates, NY, NY

Four Color Fronts & Four Color Backs

BREAK ON THROUGH TO THE OTHER SIDE

MARK ONE

DIGITAL OFFSET
A Division of Raelyn Printing, Inc.

CALL NOW! (214) 490-4300 OR FAX FOR QUOTE (214) 404-0780

EASLEY COMMUNICATION SERVICES
PREPAID PHONE CARD

Galaxy Limousine Vans Town Bus Class
Out of This World TRANSPORTATION!
(918) 000-0000 Fax (918) 000-0000

Sports Tech SERVICES, INC.
YOUR PARTNER IN FITNESS FACILITY MAINTENANCE

HOW TO USE

1. From any Touch Tone Phone, dial: 1-800-000-0000
2. Upon request, enter PIN#: XXX XXX XXXX
3. For domestic calls, enter area code + Telephone Number

This Thank You Card entitles you to recharge at great savings on long distance.
How to Recharge
Dial 1-800-000-0000

Merry Christmas
The from

1995 STATE FAIR OF TEXAS
"A Family Tradition"
SEPT. 29 OCT. 22
Riding High!

OFFICIAL STATE FAIR PHONE CARD
Limited Edition
1995

INTERNATIONAL MINISTRIES
JOHN 17:21
June 20, 21 & 22 - 1995
INT'L CHARISMATIC BIBLE MINISTRIES
PREPAID PHONE CARD

Finish Line PhonePaks take the Checkered Flag

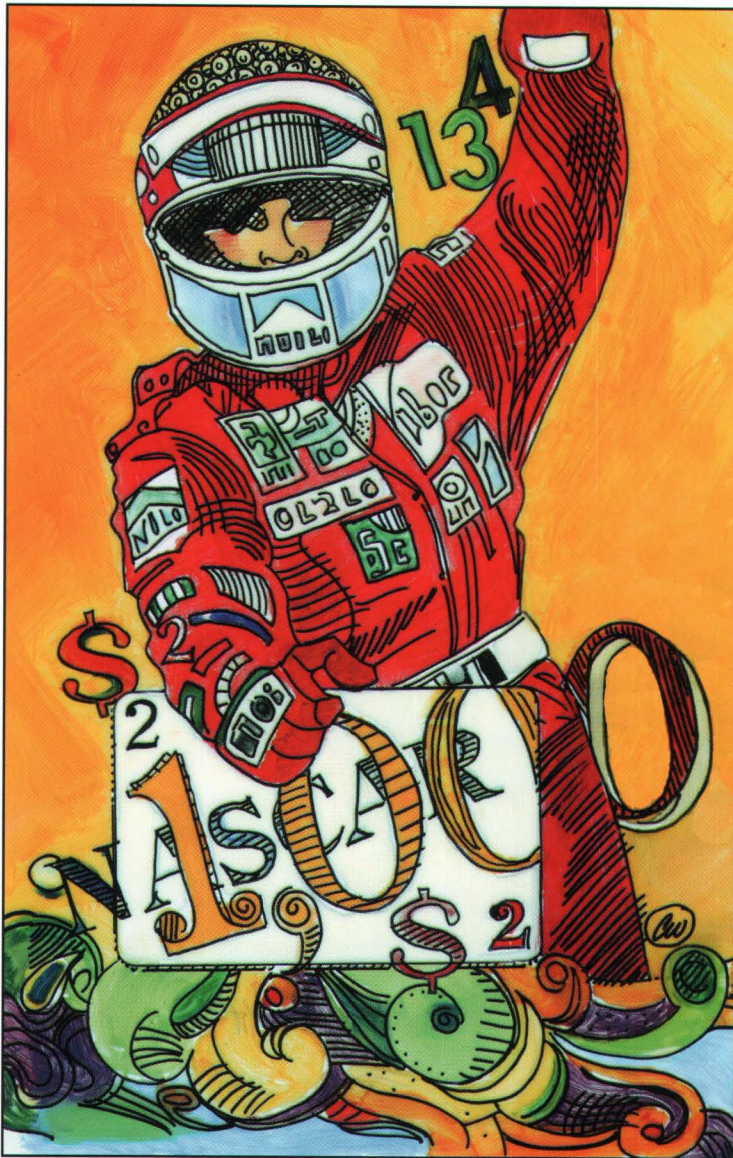


Illustration by Candace Wright

With the release of Finish Line's PhonePaks collectible phonecards in January, collectors will be able to purchase foil packs of phone cards for the first time, just like they would buy trading cards. Finish Line guarantees collectors will find a minimum of \$6 value in every pack, while scores of collectors will walk away with phonecards worth \$1,000. By combining prepaid phonecards with NASCAR auto racing in a trading card package, Finish Line hopes to revolutionize phonecard trading.

"I knew someone was going to offer packs of phonecards in the same way trading cards have been sold for years, and we're just excited to be the first," said Art West, president of Finish Line. "We believe racing fans will love these valuable, collectible cards and we also feel the trading card hobby market will readily relate to this new way of purchasing phonecards."

Each PhonePak contains three working, high quality phonecards featuring photographs of top drivers on the NASCAR Winston Cup circuit. Each card carries a minimum of \$2 in phone time, and one \$2 card in every pack offers a silver facsimile signature of the driver as part of a parallel set. The cards are packaged and sold in the same convenient manner as collectible trading cards.

Higher dollar denominations are randomly inserted in the packs. Collectors will find \$5, \$10, \$50, \$100 and more \$1,000 phone cards than any manufacturer has previously distributed in collectible packs. An unbelievable 100 cards with \$1,000 worth of phone time will be randomly inserted in the new PhonePaks. In all, 25 drivers will be showcased on the higher dollar value cards. With only 800 numbered and audited cases produced, the odds of finding a \$1,000 card are one in 1,920 packs.

"We have the best NASCAR drivers from the Winston Cup series with dynamic photos and real value you can use just like cash," said West. "Where else can you buy a pack of collectible cards and know in advance that you are guaranteed at least a \$6 value, plus it's future value as a collectible, in return?"

The series features 134 different cards picturing the biggest names in NASCAR. The Silver Signature inserts, seeded one per pack, mirror the base cards.

"Finish Line PhonePaks truly marry the phonecard and trading card hobbies," West said. "Phone card and trading card buyers alike can now purchase packs looking for those highly collectible insert phone cards with real value."

West added that his company was excited to see the ground swell of support for the new product, and that he was looking forward to sell-

ing out the series. "We're going to do everything we can to support those dealers who are coming on board to get PhonePaks into the marketplace and support NASCAR, the fastest growing spectator sport," he said.

West says a strong advertising campaign is in the works to support the campaign. "We know we have a great product and both hobbies are anticipating the arrival of PhonePaks into the market," he added. "We feel PhonePaks are the wave of the future and we appreciate the support of dealers who feel the same way."

Among the phonecard industry distributors to carry the new product are Univox (one of the largest in the country) and Keep The Change! Also carrying the product early on were Base Line Sports in Virginia, Diamond Distributors and Southern Hobby, with many more to follow. Finish Line vice-president Lary West said his company's long-standing licensing agreement with individual NASCAR drivers has created a marketing niche with a strong collector base and good distribution. "We really don't want to reinvent the wheel," he said, "we just want to add another spoke to it."

He pointed out that Finish Line's photographers have been working for a year to get the thrilling color photographs of top NASCAR drivers like Jeff Gordon, who holds the Winston Cup title. The Winston Cup circuit will start the racing season again soon with the running of the Daytona 500 this month, kicking off more PhonePak collecting.

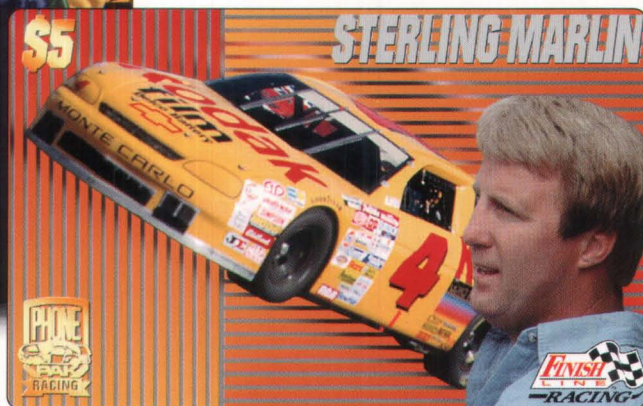
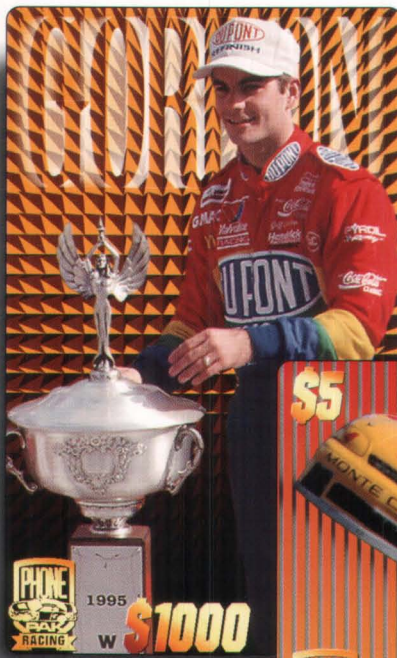
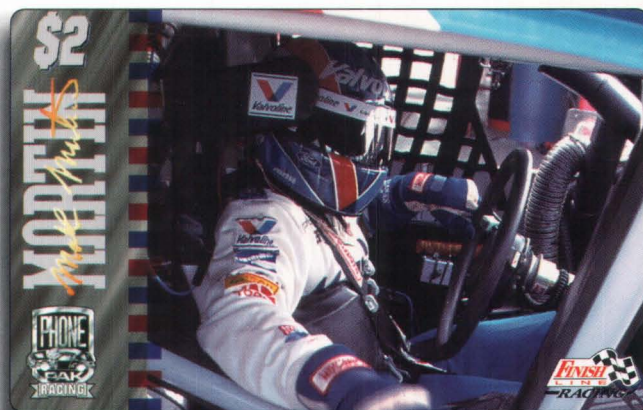
The PhonePak concept was trade-marked and a patent applied for last year. Lary said that dealers could count on the value of the cards, which are more collectible because they have cash value as a phonecard and because they are serialized. "They're as collectible as trading cards and as valuable as coins," he said.

With over half a million cards to distribute, Finish Line had to adapt collating techniques used for packaging cardboard trading cards to suit the more valuable phonecards. Because each case has a guaranteed value with higher value

cards inserted, the packaging job was complicated. "It was a mathematical nightmare, but we were ready for it," Lary said. "It's really quite a feat compared to our cardboard cards."

He said that Finish Line was planning another NASCAR series next year, and that sales of this year's PhonePak series have been unexpectedly high, with calls coming in from private collectors around the country because dealers aren't ready for the rush. Educating dealers about the superior collectibility of phonecards over cardboard trading cards is part of the process, he said.

"It's booming," Lary concluded. "We're very pleased with this product. It's a good little feature." PT



Prepaid Hugs for the Homeless

For homeless runaway teens, a simple long-distance phone call can be the difference between reconciliation with their families and another desperate night on the streets. Who better to connect these fragile teens with their anxious families than World-x-Change Communications, one of the fastest growing long distance companies in the world?

The company is distributing 100,000 prepaid calling cards to homeless teens and adults through such organizations as Comic Relief, Covenant House, Operation Safe Place, YMCA and local police departments around the country, adding up to 1 million minutes of calling time to give these kids the opportunity to call home. The cards were issued over the 1995 holiday season.

"This could be the most important phone call anyone can make," said Sister Mary Rose McGeady of Covenant House. "In many cases,

the families of runaway children have no idea whether their child is even alive. One single



phone call from their runaway child can become the greatest gift they can receive. World-x-Change has found a terrific way to use their expertise to benefit society."

Groups like Covenant House provide temporary shelter, counseling, vocational training, medical attention, clothing and food to homeless teens in major U.S. cities. The World-x-Change cards are easy to use and provide 10 minutes of long-distance telephone



time. In addition to cards distributed by charitable organizations, the company has given cards to police departments around the country so that officers can distribute them to homeless teens, families and adults they meet on patrol.

"Let's face it," said World-x-Change communications president Edward Soren, "there are problems in our society that cannot be improved until all of us get involved. Corporations bear a large share of that responsibility, and we're just happy to have an opportunity to help in a way that is relevant to our business."

World-x-Change Communications is based in San Diego, California, and operates a global long distance network through its family of affiliates. **PT**

A Special Card for Special Athletes

For the developmentally disabled, Special Olympics events are a chance to overcome crippled limbs and experience the thrill and physical challenge of track and field competition. Everyone's a winner, no matter how difficult it is to coax their minds and bodies to perform in area's that other athletes execute with such grace. Now, thanks to AtCall, Inc. of Arlington, Virginia, there's a prepaid phonecard available to raise funds for Special Olympics International.

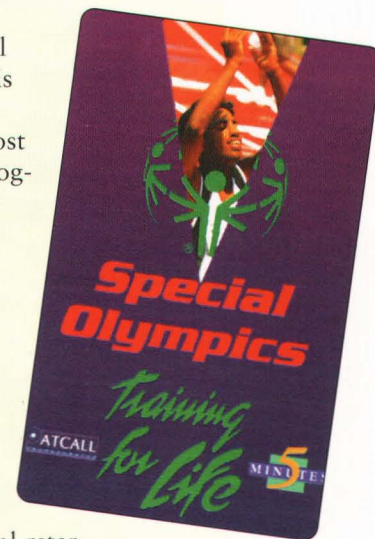
AtCall announced late last year that it would donate 5,000 specially

designed phonecards to help the well-known charity raise money during the holidays. Cards with 5 minutes of phone time were given away to the first 5,000 customers who made a \$5 donation to Special Olympics. 30,000 donation cards were made available at retail outlets during the holiday shopping season, giving shoppers the chance to commit either \$1, \$3 or \$5 to Special Olympics. Shoppers must mail in their donation sheet along with a register receipt to receive the telecard, which is rechargeable by credit card with 25 percent of the amount of the recharge also going directly to Special Olympics International.

Proctor and Gamble distributed the donation cards through its sales force and will match total donations up to \$700,000. The campaign was rolled out in thousands of retail outlets, a great example of phonecard industry fundraising working with other industries for a good cause.

Special Olympics is one of the world's most widely recognized and respected charities. Operating in more than 140 countries, Special Olympics provides people with mental retardation the opportunity to compete in Olympic-style sporting events.

AtCall, Inc. (a member of the Indigo Light group) is a full-service telecommunications provider offering a wide range of services including residential and commercial long distance, prepaid calling cards, Internet access, and World Wide Web publishing. **PT**



Collect The **Historical Issues** From Premier Telecard Magazine



☐ July 1993



☐ September 1993



☐ November 1993



☐ January 1994



☐ February 1994



☐ March 1994



☐ April 1994

SOLD OUT



☐ May 1994



☐ June 1994



☐ July/Aug 1994

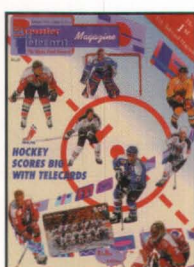


☐ Sept/Oct 1994

SOLD OUT



☐ Nov/Dec 1994



☐ Jan/Feb 1995



☐ March/April 1995

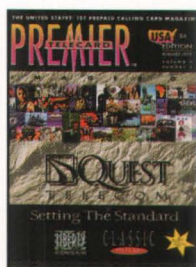


☐ April 1995
Special Edition

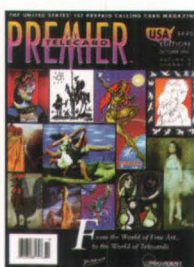


☐ June/July 1995

SOLD OUT



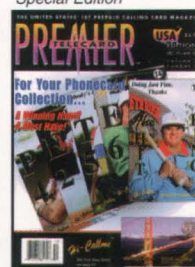
☐ Aug/Sept 1995



☐ Oct/Nov 1995



☐ October 1995
Special Edition



☐ Dec '95/Jan '96



☐ December 1995
Special Edition



February 1996

**AVAILABLE AT
NEWS STANDS
NOW!**

Mail today to: Premier Telecard Magazine
P.O. Box 2297 Paso Robles, CA 93447

Ph: (805) 547-8500
Fax: (805) 237-2530

Collect America's first prepaid phonecard magazine, Premier Telecard! Get Elvis, Marilyn, Michael Jordan and more on cards featured in historical issues starting with July, '93. Just check the above boxes for the issues you want and mail us a photocopy of this page along with your check for \$2.95 for each magazine. U.S. rates for shipping and handling are: 1-2 issues- \$2, 3-5 issues- \$1.50, 6-9 issues-\$1, 10 or more issues-no charge.

**Order
Now!**

Name _____
Address _____
City/State/Zip _____
Phone () _____
of copies _____
Plus S/H _____
Total Enclosed \$ _____

American Express teams with Post Office for Ambitious Phonecards

The U.S. Postal Service (USPS) has joined forces with credit card giant American Express to create the first venture in prepaid telecards for both organizations. 80,000 of the new First Class Phonecards were initially rolled out in test markets in seven cities last November as the first part of an 18-month agreement between the two groups. Almost a million cards will be printed in all, including 25,000 copies of the \$100 "Space Shuttle" card and other cards depicting carousel horses, Christmas scenes and an American flag.

For the Postal Service, the cards are the first step toward a future multi-application card that can be used to access such government services as survivor benefits, social services, passport information or even to register your child for school. For now, the USPS is satisfied with a joint-venture prepaid telecard with several added-value features, including speed-dial, replaceability and activity reports.

For lost or stolen cards, the First Class Phonecard is replaceable by calling a toll-free number. The lost card is canceled immediately, and the remaining time is made available to the customer with a new access code. Customers can also request a usage record of all phone calls made on their card, making record-keeping easy for business travelers or the budget-conscious.

Other features include a multi-lingual, 24-hour customer service line, as well as the ability to recharge the card by phone with any major credit card.

"We view this as an opportunity to bring our customers added value while they visit our post offices," said Wallace Kido of the USPS. Media relations representative Mark Saunders added that phone cards are commonly sold in post offices in Europe, and that foreign travelers looking for telecards in U.S. post offices are often disappointed.

Collectors will be interested in the stamp art on the new cards according to Saunders, who noted that the cards will be unique for that reason. 100,000 of the \$5 Christmas card will be among the first printing run, as well as 100,000 \$10 and 125,000 \$20 Christmas cards. 200,000 each of the \$5, \$10 and \$20 carousel horse cards are also among the first printing, with 25,000 of the \$50 American flag card and 25,000 of the popular \$100 Space Shuttle card.

Phone time on the cards is carried by a switch platform installed by Communications Product Development, Inc. of Vancouver, Washington and located in Salt Lake City, Utah. Test-market post offices in Columbus, Ohio, Miami, Florida, Albuquerque, N.M., San Antonio and Austin, Texas, Providence, R.I.,



Salt lake City, Utah and San Diego, Calif. will sell the cards, representing less than 2 per cent of the USPS' huge market.

The USPS operates independently of taxpayer support and is supported solely by rate-payer revenue, including the sale of stamps, other postal products and now the First Class Phonecard as well. American Express

is a diversified worldwide travel and financial services company, regarded as a leader in credit cards and stored value products.

"We are excited about the opportunity to provide customers with a valuable product for their contemporary lifestyles," said Carl Lehmann of American Express' stored value group. "This marks the entry into a dynamic new industry by two organizations with long histories of service to the public. We are confident that together we can offer consumers a superior and valuable product." **PT**

Prepaid Entrepreneur Questions US Post Office Cards

Not everybody is in love with the idea of a US Postal Service prepaid phonecard. One Rhode Island businessman who sells phonecards figures the USPS is unfairly monopolizing a market subsidized by the government. Reader Robert Lavoie raises the following questions in this excerpt from his recent letter:

"The whole idea raises a variety of important questions. Isn't it unfair competition for smaller phone card companies and the retailers who sell their cards? Isn't this a conflict of interest? Most of my material and cards are handled by the US Postal Service; in theory, the competition will be controlling my mail..."

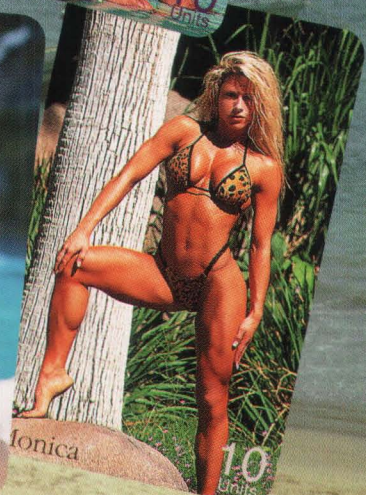
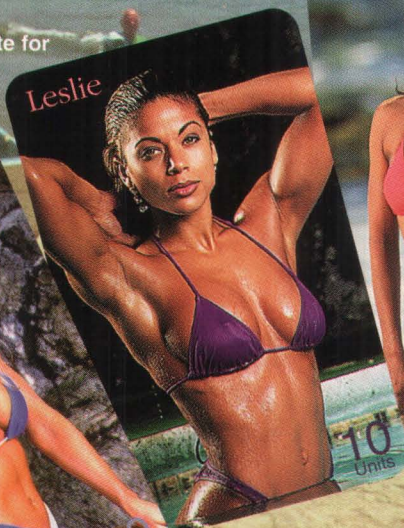
"We're open to talking with anybody in the phonecard industry," responded USPS spokesperson Mark Saunders. He added that the USPS/American Express deal helps solidify the market for everyone. "There's room for everyone," he said. **PT**

Call anytime, anywhere...

with the best deal in prepaid
long distance phone cards! Use
these cards to call anywhere in
the world at some of the lowest
long distance
rates possible!

Each Fitness Phone Card™ features a beautiful fitness model or fitness celebrity, and comes complete with 10 minutes* of prepaid long distance calling time. You can add long distance call time to these cards, whenever you want, at the low rate of only .25 a minute*! Not only will you carry pictures of the most beautiful women in the world on a credit card sized card in your wallet, but you can make long distance calls to anywhere in the world at some of the best long distance rates possible. Use these cards as you travel. Don't get stuck paying high long distance charges again! Buy one or buy all 10 cards for additional savings.

* 1 unit equals 1 minute for
calls within the USA,
international rates
may vary.



\$4.95

While They Last!

**Call 1 800 247-8330
to order your
cards today!**

Fitness Phone Cards™ are produced by SoftWood Inc., Phoenix, AZ. Resumes and inquiries accepted from models, photographers, and distributors. Phone cards in this ad contain photographs by ImageMaster Photography, San Diego, CA. Network services provided by LDDS Communications. Copyright © 1995 SoftWood, Inc. All rights reserved.

Walgreens Offers Fast, Focused and Friendly Finances, too

Issuing a line of prepaid phonecards isn't unusual for a company like Walgreens. Nearing 100 years as America's corner drugstore, Walgreens' phenomenal growth and popularity have made their first venture into the huge prepaid telecommunications market the logical choice for a company that knows how to reach American consumers in a big way.

Big and bigger best describes Walgreens' record-setting sales and earnings numbers last year, the 21st consecutive year the company has posted a new financial high mark. With \$10.4 billion in sales for 1995, a whopping 12.6 percent increase over the previous year, Walgreens remains the leader in the U.S. chain drugstore industry. Net earnings for last year did even better, rising 13.8 percent to \$320,800,000, a new high for a company that just keeps growing.

"We're very happy with last year's results," said company chairman Charles R. Walgreen III, "and I expect 1996 will be another fine year for the Walgreen company."

Walgreen president L. Daniel Jorndt noted that the company's robust growth in prescription drug sales contributed to the overall high numbers. The retailer captured 8 percent of the nation's total prescription drug sales in 1995, filling 170 million prescriptions. Sales advances in pharmacy were nearly 20 percent greater than in fiscal '94.

To keep pace with the rapid prescription growth, Walgreens pharmacies are highly computerized. Exclusive software allows pharmacists to access patient pro-

files, customer tax and insurance records, as well as other important data. Where state law allows, the new system also permits "prescription transferability", so customers can get prescription refills at different Walgreen stores, even in another state. An even more advanced system, called Intercom Plus, will roll out to stores during 1996-'97.

Pharmacy sales, in fact, now account for 43 per cent of all Walgreens' customer transactions. Their managed care subsidiary, WHP Healthcare Initiatives, Inc., mails prescriptions directly to 1 million patients, with emergency medication delivery and touch tone refills available by phone. You can even get your prescriptions at Walgreens without leaving your car: most new and many remodeled stores have single, double and even triple drive-through pharmacy lanes.

"Walgreens...is the largest and fastest growing retail prescription provider in America," said Jorndt.

Walgreens opened 206 stores in '95, including new markets in Philadelphia, Seattle/Tacoma,

From Pharmacy to Phonecards: Walgreens' New PHONECARD Plus

Walgreens' new PHONECARD Plus rechargeable telecards are introducing customers to the simple convenience of phonecard use, as well as several state-of-the-art time and money saving features. Now available in over 2,000 of their stores, PHONECARD Plus features an international menu, point-of-sale activation, speed-dialing, voice mail and a 20 percent recharge bonus.

John Gleeson, Walgreens' divisional vice president of Marketing Systems and Services, said the new cards were perfect for the company's outlook. "The prepaid phonecard business is expanding in the U.S., as it has in Europe and Asia, and Walgreens wanted to be a part of it. It fits right in to our merchandise mix and our corner drugstore concept. We'd been looking at

phonecards for more than a year...our attitude was crawl, walk, run....let's develop a good card first and add more features later."

Terry Peterson, vice president of Phone Debit Systems, Inc. (PDS)



which handles the card for Walgreens, agreed: "We're excited about several industry firsts that are incorporated in the PHONECARD Plus program," he said. "We are pleased with the initial rollout and



look forward to introducing other industry firsts through Walgreens."

The Walgreens Collector Series #1 shows the stunningly photographed "Skyline of New York with the Statue of Liberty". Collector Series #2 shows the opposite U.S. coast with the "San Francisco Golden Gate Bridge". Both are 30-minute cards which can be upgraded for more time, with voice-prompt instructions in English

Oklahoma City, Richmond, Va., Corpus Christi, Little Rock, Chattanooga and Allentown, Pa. With 215 new locations planned around the nation for 1996, the company expects to continue to grow toward the goal of operating 3,000 drugstores by the turn of the century. The company now serves more than 2 million customers daily. Each Walgreen unit generates an average of \$4.7 million in annual sales, or \$493 per square foot. More than 300 of their current 2,117 stores offer 24-hour service.

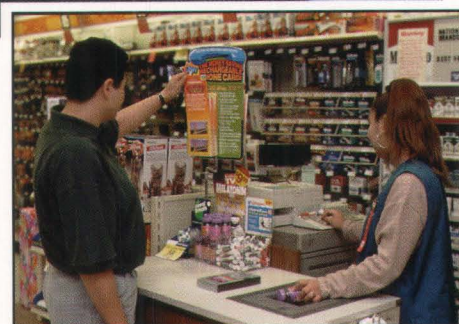
"Expanding Walgreens' market share is especially important in the years ahead because of the rapid growth of managed care prescription sales," Walgreen said.

Expansion includes investing over \$1 billion in new and remodeled stores, technology and distribution centers over the past five years. A growing Walgreens' presence on the West Coast includes a new \$60 million distribution center near Sacramento, California.

All of this contributes to Walgreens' second consecutive year



on Fortune magazine's "Most Admired Corporations" list. In a year when industry analysts are expecting prepaid phonecard sales to top \$1 billion, Walgreens' innovative PHONECARD Plus will utilize their retail marketing powerhouse to cash in on that market as well. **PT**



and Spanish and an international calling menu for calls to foreign countries. 125,000 of the series were recently made available, printed by the Combined Graphics Corporation. Be on the lookout for #3 and #4 of this series.

"Our development of an international menu allows callers to enter the first three digits of the country, and then they're given the country code and unit rate to make the call," said Peterson of PDS. "If they want to call that country they just dial the number. This eliminates the need to enter 011 plus the country code. We can also electronically update foreign rates as they change."

Unlike many phonecard retailers, Walgreens can merchandise the cards in prominent displays, thanks to point-of-sale activation. "Many retailers have a hard time merchandising phonecards because they're a small item worth a lot of money," Gleeson said. "If customers can't see a product, they can't buy it. Our PHONECARD is activated only when the UPC code has been scanned and the card has been swiped through a

credit card machine. It's useless unless those steps are followed."

Peterson added that point-of-sale activation has other advantages.

"Not only does this result in near zero inventory investment," he said, "but it also allows Walgreens to give one phonecard multiple values."

PHONECARD Plus cards can be instantly recharged by cash, check or credit card at any Walgreens store. Six minutes of free bonus time are added to a \$9.99 recharge, turning a 30-minute card into a 36-minute card. Or you can recharge over the phone with your credit card. The new card also offers up to ten "speed dial" memory presets of most frequently called numbers (*1=parents, *2=work, *3=home, etc.), saving time and eliminating dialing errors.

Voice mail is also an option.

"Our voice mail feature is great for people who are just getting a start and don't have an answering machine, or even a telephone," said Walgreens' Gleeson. "The card carrier can give others an 800 number and a PIN number to get into their personal voice mailbox and leave messages."

PHONECARD Plus is also very affordable, Gleeson said, at 33 to 75 percent cheaper than making calls by coin, credit card or collect while away from home. The new card is debited at the same low rate for calls anywhere in the U.S., including Hawaii, Alaska, Puerto Rico, the U.S. Virgin Islands and Canada.

"This card has the potential to do all kinds of things," Gleeson noted. "Since Walgreens controls the opening message, we can communicate with our customers in a new way. We can even provide people with a dial-out for other services we offer, like pharmacy."

"We must thank Walgreens for an outstanding working partnership to develop this phonecard program," concluded Peterson. "The PDS philosophy is to focus on the best retail programs today and not to try and be everything within the phonecard industry. Our programs are designed to work over and over, and bring customers and revenue back to the store." PDS can be reached at 800-550-0343. **PT**

Aerotel Patent Brings High-Priced Card, Lawsuits

By Michael Phillips

When an Israeli inventor's patent action makes an otherwise ordinary phonecard worth thousands of dollars to collectors, dealers notice. When the same company signs a licensing agreement with an established giant like Bell Atlantic under the same 1987 patent, telco executives might notice as well. But when they file a patent infringement action against existing pre-paid phone time operations like National Applied Computer Technologies (NACT) and the broadly successful Hello Card, Inc....well, the whole industry might notice at that point.

"Right now it doesn't mean anything," said Richard Sabia, an agent for owners of 10 very valuable phonecards. "But it will."

What it means is that pre-paid telephone time providers and phonecard issuers who unknowingly rely on the technology patented by Zvi Kamil are confronted with the possibility that their existing systems aren't licensed under the patent. Big or small, successful or marginal, Aerotel lawyers are encouraging anybody who might be using the patented technology to get a copy of the simple patent and check it out for their own protection.

"In no way does Aerotel claim to own the world," said Aerotel attorney Bonnie Klein. "But we are looking to discuss licensing with those people who feel they may be infringing on the patent."

Klein went on to say that there was no way to assess whether a particular system falls within the scope of the patent without looking carefully at that system. Kamil's patent application in 1985 was among the first in the area of enabling prepayment for telephone calls, according to Aerotel, and some companies have already run into problems.

Case in point:
Voicemart's 1994
SmartCall cards.

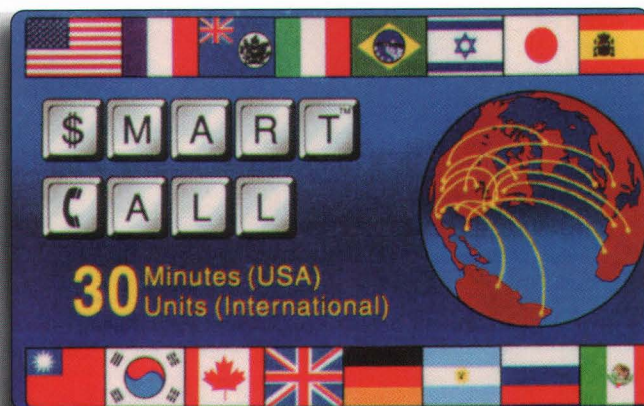
5,000 of these cards were issued in April of that year with the words "SmartCall is licensed under U.S. Patent Number 4706275" imprinted on the back. Unfortunately for Voicemart, the so-called "patent number 275" (also known as the Kamil patent) belonged to Zvi Kamil. Kamil had assigned the patent to Aerotel, which reached an agreement with Voicemart to recall and destroy all the SmartCall cards. When this happened in October of '94, the remaining cards already on the market became very valuable.

As a consultant and agent for the owner of ten original SmartCall cards that were not destroyed, Richard Sabia says his client has received over \$2,000 for one card and is fielding offers for the others. Current bids for individual SmartCall cards have ranged as high as \$4,000. The reason for the high price, he adds, was the Aerotel recall.

"We believe that no other card has ever been recalled from the market for the same reason as these cards," he said. "Ninety-nine per cent of the people out there are not even aware that a patent exists. We really don't know if there are any others out there, but we feel they would have surfaced by now."

According to Klein, Aerotel has made no determination on action against the remaining SmartCall cards. "Our energies are elsewhere," she said.

Elsewhere includes concluding a licensing agreement with Bell Atlantic Network Services over a year ago relating to prepaid calling card products and services. Kamil, who was formerly chief scientist for



Israel's Ministry of Communications, issued a statement saying that "most of the current and contemplated pre-paid calling card applications" (such as Bell Atlantic's) were covered by his patent.

"After all the resources we invested in developing the prepaid calling card product," Kamil said in the statement, "it is reassuring to see that our efforts are finally being recognized and fairly compensated."

Last summer Aerotel filed a complaint against both NACT and Hello Card, Inc., as co-defendants. The Hello Card utilizes NACT switching equipment, and Aerotel felt the NACT technology infringed on their patent. "Once NACT failed to respond to our license offer," said Aerotel president David Rubin, "we were left with no alternative to litigation, which we intend to pursue vigorously. To date, nothing that we have been shown leads us to believe that the Kamil patent is invalid."

According to Klein, Aerotel has made no decisions about action against other companies. She went on to say that although she couldn't talk in generalities about the Kamil patent, some technologies obviously fall under the patent and some do not. She added that the NACT/Hello Card suits should not be taken to imply that "nobody else was infringing, or that everybody else was infringing."

She concluded by recommending again that interested parties contact Aerotel to receive a copy of the patent so they could have their experts or representatives go over it.

Aerotel Ltd. is a privately-held Israeli company concentrating in telecommunications and medical technology, with a subsidiary company (Aerotel, USA) in Burlington, Vermont. **PT**

The Magazine That Started It All In July 1993



*The 1996 edition shown above
with Directory continues the pace.*

This Phonecard was worth \$5 in 1994 today it's value has grown to \$20



HERE'S HOW TO ORDER!

Simply write your name and address and what you want on a piece of paper for any or all of the listed items and enclose with a check, money order or postal money order, no cash please. Mail to: **BJE Graphics & Publishing, Inc.** P.O. Box 2297, Paso Robles, CA 93447. Please add \$2.50 for S&H. California Residents add 7 1/4 % Sales Tax.

Ph: (805) 547-8500 • Fax: (805) 237-2530

The cards shown may or may not be in the actual starter pack.

- **The Premier Collector's Starter Package** - this album includes all the above products plus 8 collector cards, worth \$100 and extra archival storage sleeves, for only **\$49**. (CD96CS)

A Phonecard Portrait of *olan mills*

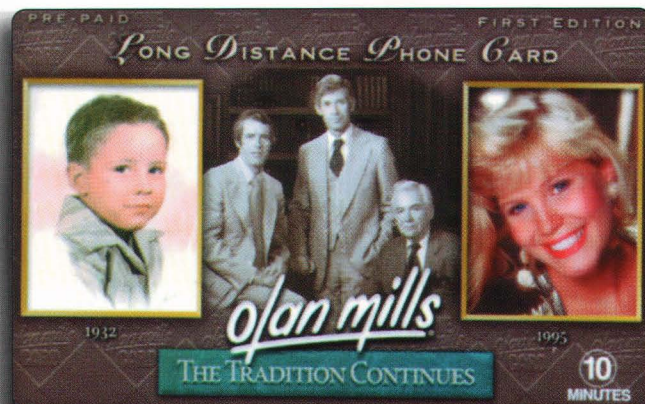
In the common currency of modern family memories, Olan Mills' photographs of generations of American students, church memberships and other special portraits have captured the smiles of millions. As a way to thank customers for their support and encourage new business, this 65 year-old company is now giving away the first Olan Mills prepaid phonecard from ATS Network Communications, Inc.

Pictured on this unique card in the family portrait style are Olan Mills, Sr., who founded the company, and his two sons, C.G. Mills and Olan Mills II (standing), who now runs the company his father started in 1932. On either side of the card are examples of their craft, featuring a

color tinted black-and-white portrait from 1932 and a modern color photograph from 1995.

The company that Olan Mills, Sr. started by going door-to-door taking family portraits and developing them in his home has grown to include five divisions with 930 studios around the U.S. and England, 43 glamour studios, 13 children's studios and facilities for portraits of professional fraternities and sororities at colleges around the country. Still privately held, the Olan Mills of 1996 photographs 5 million school children a year.

From the days when black-and-white portraits were hand-tinted with oil colors to modern color



employees working at two plants by 1940. In 1943 one Olan Mills photographer did 679 sittings in a week. Progress continued during the war years despite shortages, resulting in several processing innovations.

Automated processing and the introduction of color in the '50's and '60's contributed to rapid growth as young Olan Mills II and his brother C.G. began to learn the business. 1964 saw the establishment of the School Portrait Division, and by the mid-'70's new studios were being opened at the rate of one or more a week. It was during this period that Olan Mills Sr. passed away, leaving his sons a thriving and dynamic business that would become known as the nation's family portrait studio.

Richard Restiano, director of creative services for the school division, said Olan Mills will be producing a second prepaid phonecard in the coming months. Some 1,650 of their first card will be distributed early this year, he said. The individually numbered cards are only available through Olan Mills as a promotional gift to schools and churches. Customers receiving one of the cards will also hear a special message thanking them for their support of Olan Mills when they use the 10 minutes of long-distance phone-time on each card. Restiano added that the company was pleased with the promotional value of a prepaid phonecard. "You've got that bounce-back message," he said. "If you're a national brand company it really enhances the value of the card."

To familiarize customers with phonecard use, Olan Mills will also be distributing copies of Premier Telecard Magazine. The new card is manufactured by the Continental Plastic Card Company, with phone-time carried by ATS. **PT**

Olan Mills will be producing a second prepaid phonecard in the coming months

photo processing, Olan Mills continues to make technological advances with the addition of digital, computer-scanned images. Olan Mills can now take traditional film directly to digital computer storage, and has developed special software that allows schools to take class portraits of their students from CD-ROM for a variety of purposes. Known as OMEGA (for Olan Mills Electronic Graphics Application), this software makes class portraits into a multi-application educational and identification tool.

The many stages of growth and development at Olan Mills over 65 years has now led to their first prepaid phonecard, another first for a company familiar with innovation. Starting out with only full prints and porcelain miniatures in the '30's, the company had 250



Tele-News Flash

GTS signs Merger with Global Link

Global Telecommunication Solutions, Inc. (GTS) has signed an agreement with Global Link Teleco Corporation to operate Global Link as a wholly-owned subsidiary of GTS, subject to stockholder approval of the deal. As a producer, marketer and distributor of prepaid phonecards, GTS can only benefit from the acquisition of substantial assets held by Global Link, also a prepaid phonecard provider.

In connection with the merger, GTS will guarantee over \$3 million of Global Link's debt burden, as well as issue common stock in exchange for all of Global Link's outstanding stock. Global Link generates annual revenues of approximately \$11 million. As part of the merger, GTS also announced that Mr. Gary J. Wasserson (Global Link's CEO) will be named co-CEO of GTS. Wasserson will be responsible for GTS' day-to-day operations. GTS' current CEO, Mr. John McCabe, will also remain as co-CEO of GTS, and will be responsible for the company's Canadian operations. **PT**

NOW AVAILABLE PABLO PICASSO!!

WE'LL PUT THE WORLD IN THE PALM OF YOUR HANDS!



AUTHORIZED DISTRIBUTORS OF: ACMI, GEM INT. BELL ATLANTIC, QUEST (LIBERTY), NYNEX, HT TECHNOLOGIES, PROVIDENT & MORE!!!

PROVIDING QUALITY SERVICE WITH COMPETITIVE PRICING!!!

CALL OR WRITE FOR OUR FREE CATALOG CONTAINING OUR LARGE SELECTION OF NEW COLLECTIBLE TELE-CARD PRICES

CLUB INTERNATIONAL MKTG.
P.O. BOX 347 Constantia, NY 13044
Call Toll Free (800) 810-9737
In NY FAX/ Phone (315) 623-9737



IDEALDIAL YOUR FULL SERVICE 800 TELECARD SERVICE

- CPDI PC Based State Of The Art Platform.
- Offering diverse audiotext information services.
- Minutes sold on usage, not in bulk, avoiding slippage/wastage risk.
- On-line recharging to all major credit cards.
- Customized voice messaging, card balance accounting and PIN # decrements.

IdealDial is a state-of-the-art service bureau with clients like USA Today, CNBC and Coors Brewery.

IdealDial is an authorized distributor of AT&T 800/900 services.

CALL 1-800-582-3425 TODAY!!

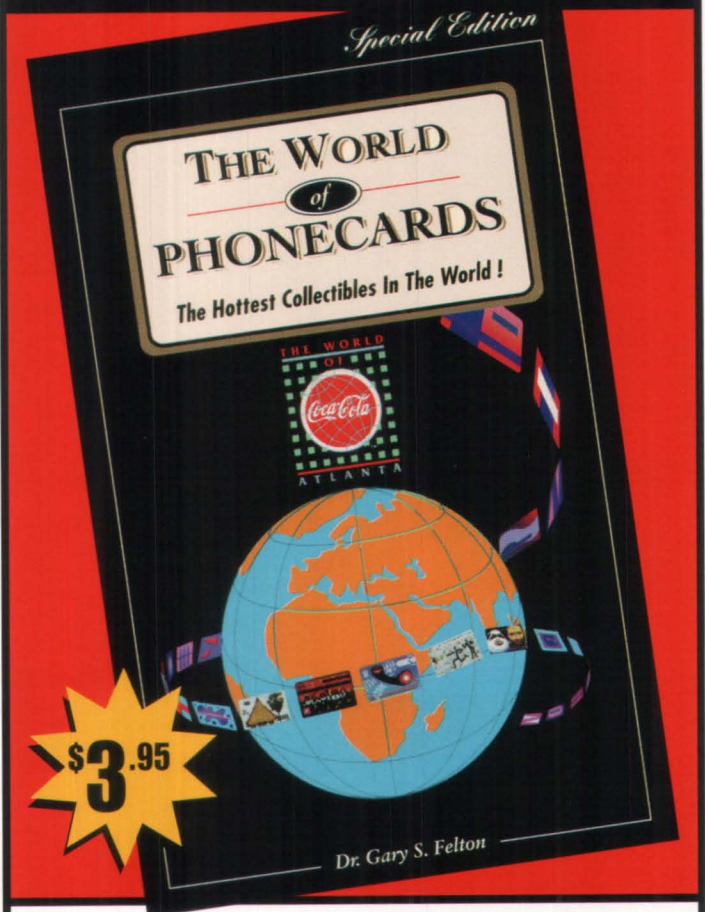
IDEALDIAL CORP.
910 15th Street
Denver, CO 80202
FAX 303-595-8707



THE WORLD OF PHONECARDS!

The Hottest Collectible in the World

What are phone cards? • How do they work? • How are they made?
Where are they sold? • Why buy phone cards?
Collect or invest? • What's hot? What's not?



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

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

The perfect guide for new collectors, or as a gift to friends or relatives just now learning about telecard collecting. Order 3 or more, and we'll pay the shipping and handling. \$3.95 plus tax, in California only. Add \$1.50 single copy S&H; Orders of 3 or more, FREE S&H. Personal Check or Money Orders ONLY! Allow 3 weeks for delivery. First Printing, June 1994.

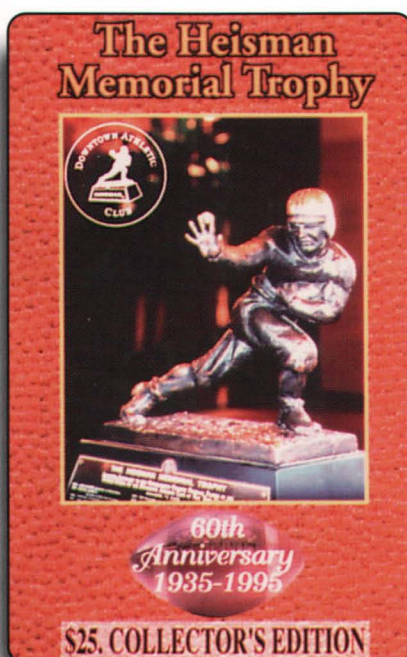
Call and order yours today...

(805) 547-8500

Another quality publication from...the publishers of Premier Telecard Magazine
BJE Graphics and Publishing
P.O. Box 2297 • Paso Robles, CA 93447



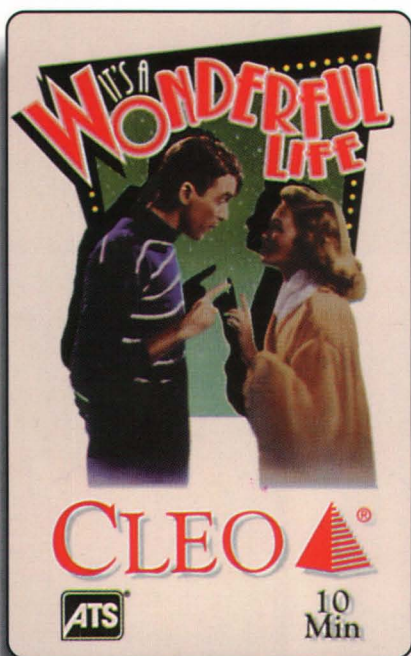
DETERMINED
ITI - SMC



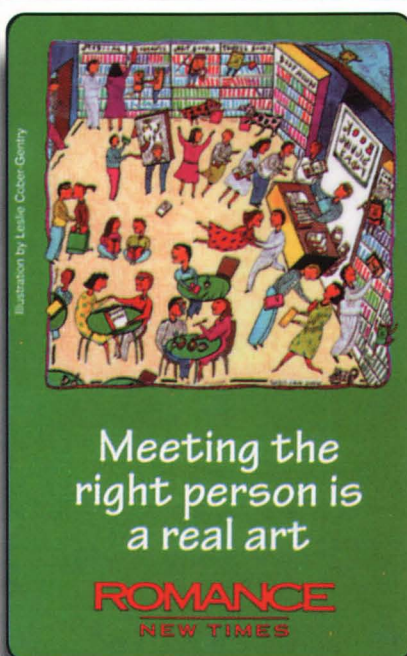
HEISMAN TROPHY
PIVOTAL - RM



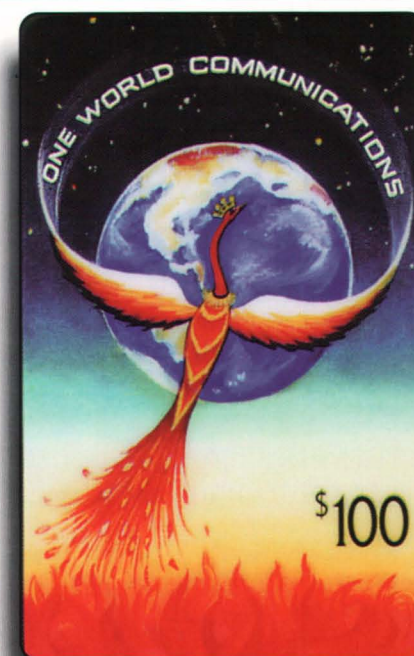
FIRST CLASS PHONECARDS
USPS / AMERICAN EXPRESS - RM



IT'S A WONDERFUL LIFE
ATS - RM



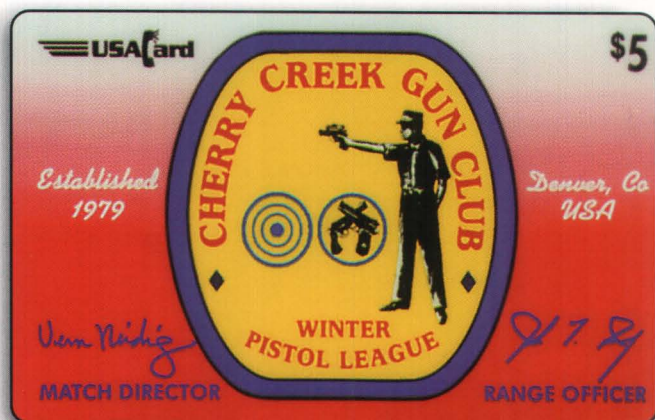
ROMANCE
NEW TIMES - R



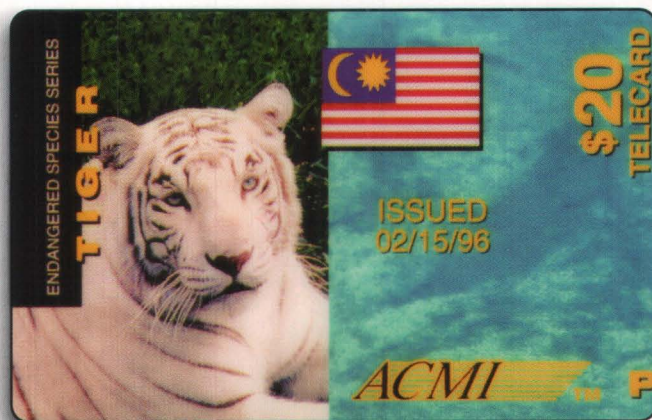
PHOENIX
ONE WORLD COMM. RM-R

Premier Cards

1996 • Volume 4 Number 1



CHERRY CREEK GUN CLUB USA CARD - RM



TIGER ACMI - RMR



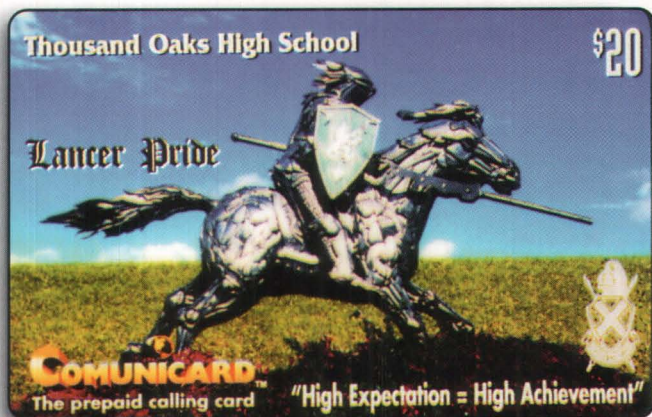
FIELD GOAL/FIESTA BOWL GEM INT'L - RM



DAVE CONE SMARTTEL - RMR

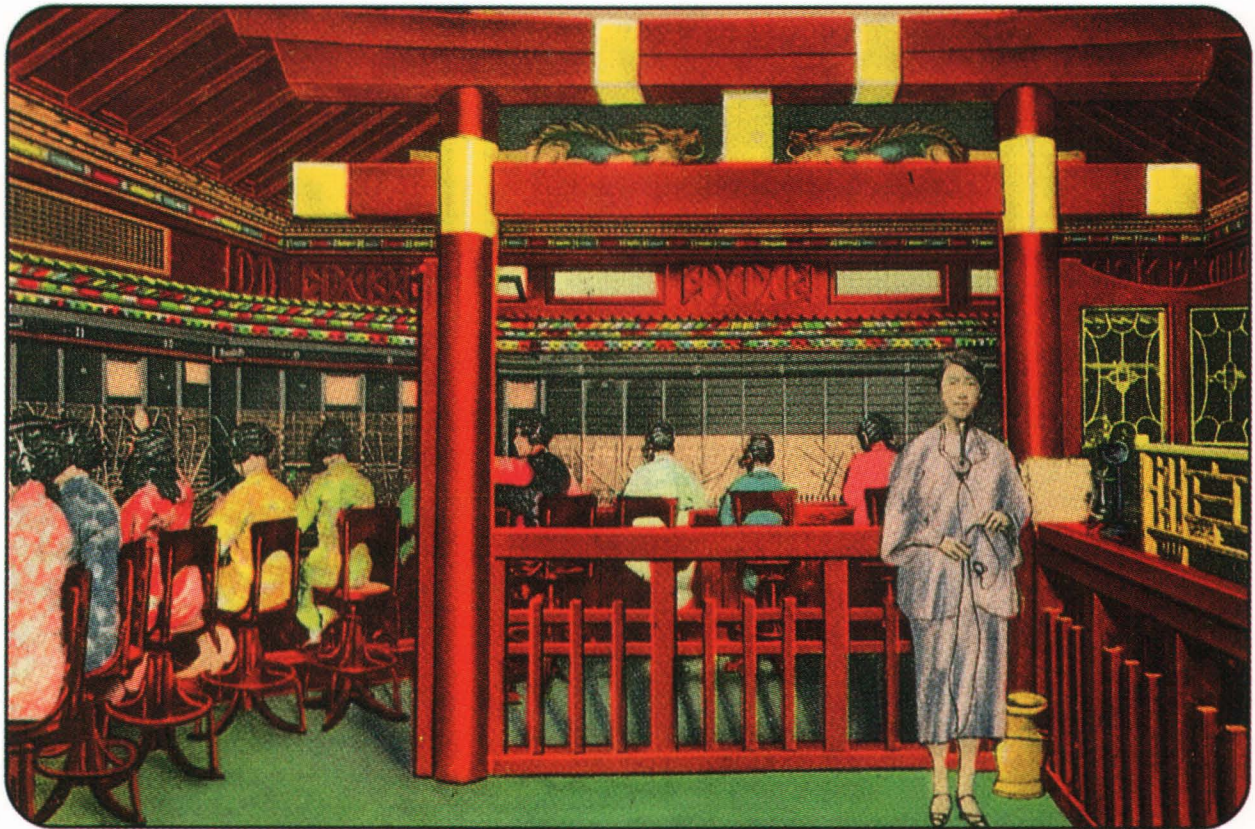


SUPERBOWL US WEST - SMC



LANCER PRIDE COMMUNICARD - RM

Switch to the Future



Chinatown Telephone Exchange, San Francisco, 1909

VANX

VALUE ADDED NETWORK EXCHANGE

Features beyond call processing:

- Voice Recognition for Dialing
- Speed Dialing
- Fax-on-demand
- Fax Store and Forward
- Voice Mail
- Conference Calling
- Multi-Language Prompting
- International Call Back
- Real-Time Validation
- PIN on Demand
- Least Cost Routing
- Tandem Switching
- Audio Text
- Prepaid Debit Cards

The only true call processing switch with all these features and more . . . on board.

Make the **SWITCH** today!

HOMISCO VOICENET

VOICE PROCESSING & TELEMAGEMENT SYSTEMS

For a quote call Bob Reebenacker
Melrose, Massachusetts
Tel: 800-200-1297

Fiesta Bowl Phonecards

Call the Play

Over 79,000 college football fans had the opportunity to buy phonecards commemorating the Fiesta Bowl at this year's NCAA College Football National Championships in the Sun Devil Stadium at Tempe, Arizona. Repeating their national championship performance with a final score of Nebraska, 62- Florida, 24 , Nebraska's game was one to call home about. Last year's title holders from Nebraska University locked out the explosive passing game presented by the number two-ranked University of Florida at the 25th Annual Tostitos Fiesta Bowl on Tuesday, January 2nd.

GEM International will manufacture as many as 100,000 \$3 prepaid phonecards from their "Field Goal" series, of which 12,500 first issue cards were available at the game. Each card has five minutes of phone-time carried by TelTrust, Inc. of Salt Lake City, Utah. Also available from GEM is the "History of the Fiesta Bowl Series", a set of 25 cards featuring players and plays from the bowl's past as well as a five-by-seven inch "jumbo" phonecard with a scene from this year's game. The 1,500 sets will be available late in February at \$300 for the entire set. Each card will also sell individually for \$10 (except the "jumbo" card) with 30 minutes of phontime. In addition GEM introduced another card for the Fiesta Bowl with 50,000 \$7 "Touchdown Series" phonecards also available at the end of February.

Also for the Fiesta Bowl, the San Diego-based company issued 400 exclusive \$1000 phonecards featuring the Florida Gators, the Nebraska Cornhuskers and a graphic of the 1996 ticket stub from the game. For the bowl's Silver Anniversary, GEM is going for the gold (almost) with the All-American Silver Series phonecoin—a three ounce .999 solid silver coin with a PIN for prepaid phontime, retailing for \$159.95.

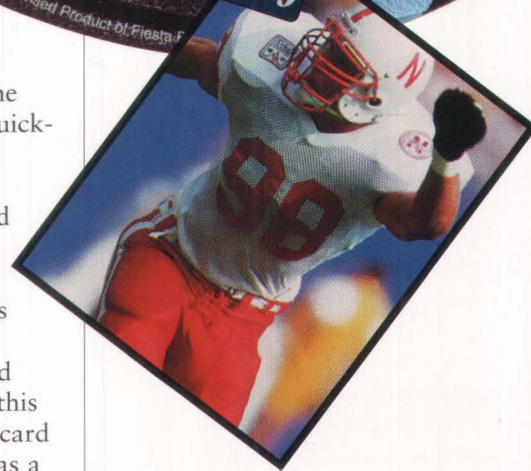
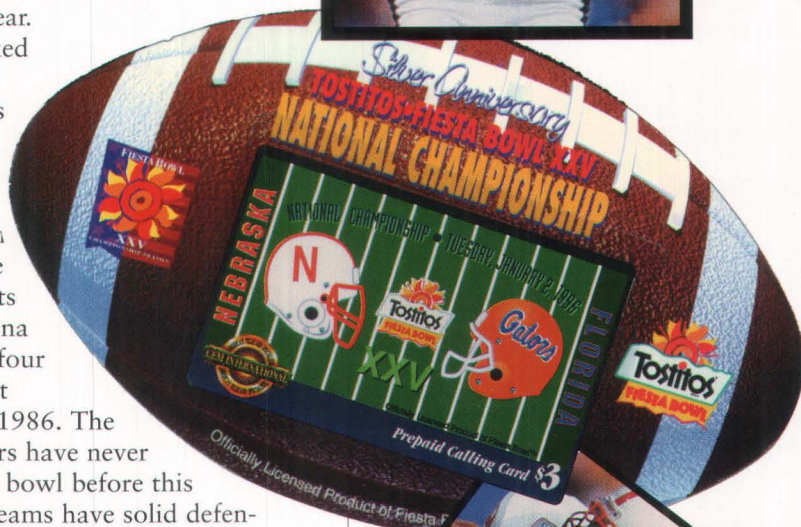
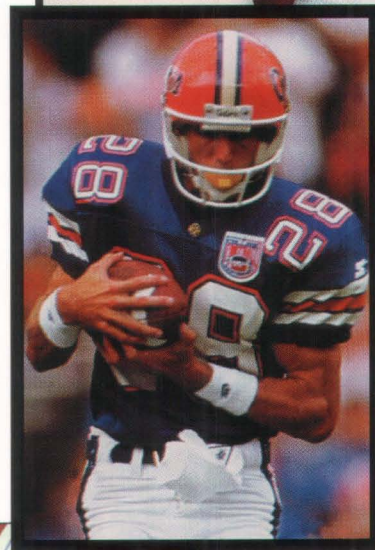
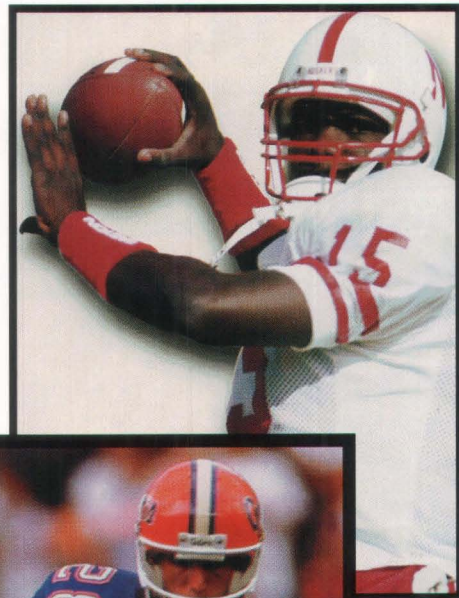
This year's Fiesta Bowl was the highest-paying bowl game of all time, paying more than \$26 million to the

two universities for the game. The big draw was the collegiate championship, whereby Nebraska defended the title against the second-ranked team from Florida, a true No. 1 vs. No. 2 game, only the second in the history of the bowl.

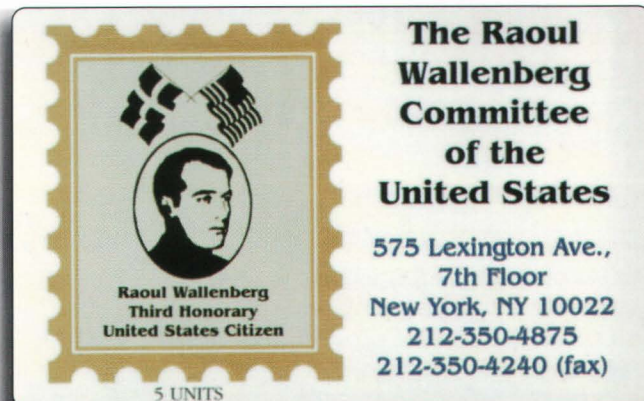
Two Heisman Trophy-nominated quarterbacks played in the game, with Nebraska quarterback Tommie Frazier (voted the game's Most-Valuable Player) fielding a powerhouse running game against Florida quarterback Danny Wuerffel's dynamic passing game. Frazier was voted 2nd runner-up for the Heissman Trophy recently, with Wuerffel voted a close third. Other stars for the game included Florida's wide receivers Ike Hilliard and Chris Doering. Doering broke Florida's school record for touchdown receptions under Gator's coach Steve Spurrier. Coach Tom Osborne led the Cornhusker's successful gambit to hold onto the title for another year.

Top-ranked University of Nebraska has played four Fiesta Bowls since 1975 and lost them all by as little as three points against Arizona in 1975 and four points against Michigan in 1986. The Florida Gators have never played in the bowl before this game. Both teams have solid defensive games.

Pre-game ticket sales sold out the stadium's 73,656 seating-capacity quickly, with fans from across the nation camping out near the arena to wait for the big game. Parties, dances and even a golf challenge preceded the game. Other pregame activities included the unfurling of the world's largest American flag, taking up the entire game field with red, white and blue. Broadcast nationally on CBS, this was one game where prepaid phonecard marketing by GEM International was a part of the action. **PT**



Who Is Raoul Wallenberg and Why Does He Have a Phonecard?



Occasionally the purpose of a phonecard is greater than the reach of any single piece of plastic, yet when taken together the combined effect of such a campaign is more than merely successful, it is noble and good. Such a card is that issued by the Raoul Wallenberg Committee of the United States, a group dedicated to the memory and fate of a man who gave his life for others.

Wallenberg came from a prominent Swedish family of industrialists and public servants. Born in Sweden in 1912, he later became one of only three Honorary Citizens of the United States, along with Winston Churchill and the Marquis de

solution". Stories of Nazi persecution from young Jews who had escaped Germany made a strong impression on young Wallenberg.

In 1944 President Roosevelt learned that Hitler had ordered Adolf Eichmann to eliminate the Jewish population of Hungary in Budapest, and began to seek someone from a neutral country who could be found to help save this community. Prospects for finding such an individual looked bleak, until a Hungarian Jewish refugee thought of the outstanding young man who was vice president of his export company in Stockholm.

Raoul Wallenberg spoke German, Russian, Hungarian, English, French, some Hebrew

and Swedish. When the extremely dangerous mission was described to Raoul he immediately volunteered to go to Hungary.

What he accomplished in Budapest remains a historical triumph of humanitarian concern. At the daily risk of his own life, he first established 30 safe houses to hold the people he saved from the death camps, flying the Swedish flag over every building and proclaiming them Swedish territory. He followed the Nazi death marches, giving Swedish identity passes (which the Germans couldn't read) to thousands of doomed Jews and rushing them to safety. He physically pulled people off trains where they were packed like cattle for slaughter, and was eventually credited with saving as many as 100,000 condemned men, women and children.

When the Red Army entered

Budapest in 1945, Raoul was taken into "protective custody". Reliable accounts of Wallenberg's fate have surfaced from reports of numerous former prisoners in the Soviet Gulag who were able to gain their freedom since then. A British prisoner held in the Lubianka prison where Wallenberg was incarcerated in 1945 reported that he saw the man there in 1963, and that Wallenberg's defiant good humor lifted the spirits of the other prisoners. In order to hide him from discovery and release, the KGB moved Wallenberg from one prison to another, taking away his name and identifying him only by number. To this day, when Wallenberg would be 84 years-old, the truth about his fate in the hands of communist Russia is unknown.

The official establishment of the Raoul Wallenberg Committee of the United States in 1981 established the priority of finding the truth about Wallenberg's treatment after the war. The last reliable sighting of Wallenberg was in 1987, when he was confined to a Soviet psychiatric prison hospital near Manchuria. The non-profit, non-sectarian committee in his name continues the search, and with this prepaid phonecard they hope to raise awareness of how one person can make a difference in the world as an individual.

About 500 of the cards were issued in October of last year, with five minutes of phonetime carried by MCI. The cards are not for sale, but are given away to supporters for a donation of \$36 or more. On the reverse side of the card is written: "Please use this card to call a friend or relative and tell them the story of Raoul Wallenberg". The face of the card is designed to resemble a postage stamp the committee hopes the U.S. government will produce in Wallenberg's honor, as Sweden and Israel have already done. **PT**

What he accomplished in Budapest remains a historical triumph of humanitarian concern.

Lafayette, an American ally during the Revolutionary War. Wallenberg's U.S. citizenship also involved war, but in his case it was a heroic effort to save many victims of the German persecution of Hungarian Jews during World War II that gained him this honor, and cost him his own freedom as well.

After his father's untimely death before Wallenberg was even born, he was brought up by his devoted mother and his paternal grandfather, who had been the Swedish ambassador to China, Japan and Turkey. Raoul came to America in the 1930's and studied architecture at the University of Michigan, graduating in 1935 in the same class as Gerald R. Ford, who would later become President of the United States. Wallenberg's travels later took him to Palestine, where he began to hear about the horrors of the Nazi "final

card carrying cases

Our Cases Are Virtually Indestructible.

All your phone cards can now easily be carried in conveniently arranged rows, inside the first carrying case made specifically for the prepaid calling card industry.



Large Case

\$430.00

Holds up to 5,000 Cards.*

*28 Mil. Card.

ORDER FORM

Please charge to my ☐ VISA ☐ MC

[illegible]

Expires _____ Daytime Phone _____

Name on Card _____

Cardholder's Signature _____

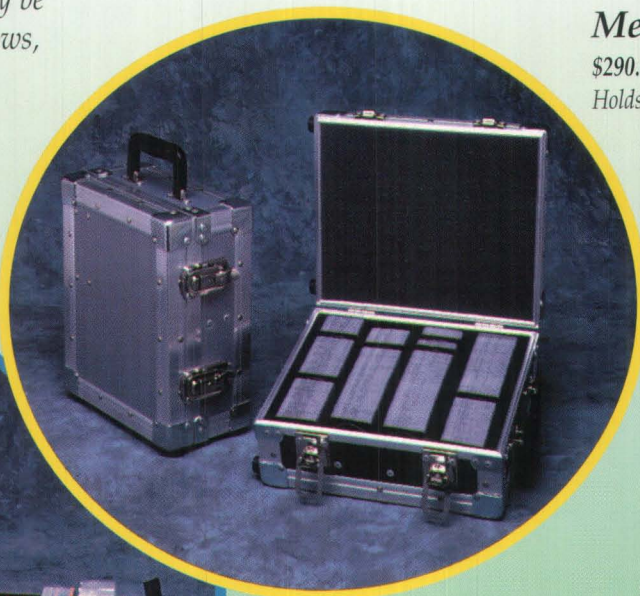
Name _____

Address _____

City _____ State _____ Zip _____

FAX orders to (310) 907-7543

No phone orders. Please allow 4-6 weeks for delivery.



Medium Case

\$290.00

Holds up to 2,100 Cards.*

Small Case

\$160.00

Holds up to 1,200 Cards*.



Quantity	Type	Silver or Blue	Price	Amount
			Total	
			Add Your State Tax	
			Add 5% Shipping & Handling	
			Grand Total	

ONE WORLD • 6709 S. Greenleaf • Suite 300 • Whittier • CA • 90601 • (310) 967-5100 • FAX (310) 907-7543



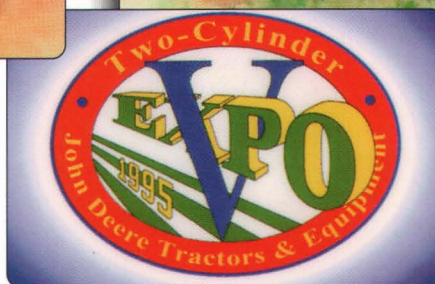
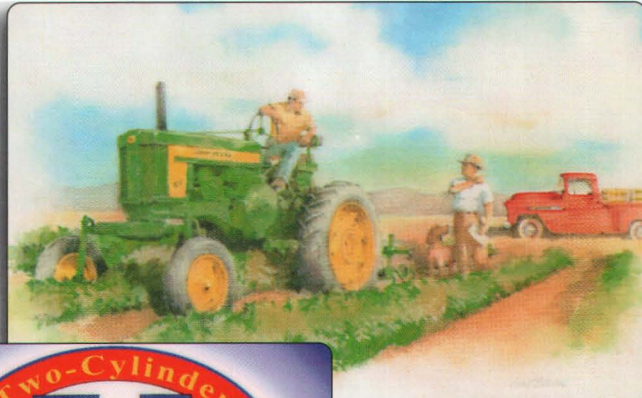
Cards in Play in the U.S.A.

John Deere Tractor Watercolors From FTI

Down on the farm the green and yellow John Deere tractor is the common workhorse of generations of farming families. Scenes of some agricultural and fanciful applications of the familiar John Deere are preserved in these excellent watercolors on prepaid phonecards from First Telecard International (FTI).

First offered at the Two-Cylinder Expo in Iowa last summer, the five card set includes the Expo Logo V card commemorating that event. All of the cards in the set have 10 minutes of phonetime carried by Teltrust and are sequentially numbered with scratch-and-reveal PINs. The cards are also rechargeable with any major credit card, and were printed by SSL.

The other four cards feature beautiful paintings, typical of the fine art collections licensed by FTI. 5,000 copies of the "Model AOS-Speedway Surprise" card were issued, showing a humorous scene in which a John Deere tractor is unexpectedly entered in an auto race. "Model 720-High Crop" shows the classic use of the John Deere in a vegetable field as a farmer with his dog talk to the tractor operator,



2,500 were issued. Also limited to 2,500 copies are images of "Delivering the Model A" (showing a very old John Deere rolling off a trailer by a

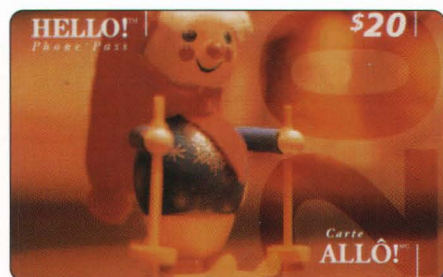
barn) and "Model 620-Orchard" (a mid-size tractor with an unusual engine cowling works in an orchard as a train rushes by in the background).

FTI president Nathan Birky says the company has an exclusive agreement to issue telecards using a number of John Deere tractor images, which they hope will be popular with collectors. FTI is a division of the Premier Communication Group. (See ad page 34) **PT**

Canada Lottery Offers Phonecards

When 7 million Canadian lottery players scratched off designated areas of their game tickets this winter, 500 of them won a \$50 Hello! Phone Pass telecard from Bell Canada. The new version of the Ontario Lottery Corporation "scratch and win" game tickets were issued in November '95 at 12,000 locations in Ontario. Players must find a picture of a telephone on their ticket to win. A squinting polar bear in a holiday cap on the card greets winners holding the word "Instant".

Bell Canada product manager Stacey Schultz said the Ontario lottery was looking for an enhancement to their lottery giveaway with a high perceived value among players. The \$50 phonecard, Bell Canada's first ever lottery card, fit the bill. Card winners using the



cards are greeted with a customized message from the Ontario lottery, and can either pick up their cards or receive them through the mail.

"We'd like to do more lottery," Schultz said. "It was very successful."

Other holiday issues of Bell Canada cards include 50,000 \$10 cards with a snowman and 40,000 \$20 cards with a Christmas toy. **PT**

PREMIER TeleFacts

Bell Canada Ontario Lottery

Issuer	Bell Canada
Carrier	Bell Canada
Face Value	\$50
Release Date	November 1995
Limited to	500
Mfg	N/A

Cards in Play in the U.S.A.



Huskies Get the Message

If you can't get through by phone, maybe the message will make it by sled dog. Yes, they use phonecards in Alaska, among them this set of four chip cards from International Telecom, Inc. featuring color photographs of real sled dogs in the chilly climes of the Yukon territory.

Mike Fetko of ITI in Anchorage said his company's first series of Husky dog phonecards sold out fast and are now valued everywhere at \$100 a card. "We had such a demand from customers for another Husky dog set, we just listened to the demand," he said.

Fetko pointed out that all the dogs in the Alaska Sled Dog Series are real racing dogs used in competitions like the famous Iditerod, the Yukon Quest and heats in Anchorage. One of the photographs in the series ("Mates") was first popularized in a

1993 calendar, and all the cards are selling well at tourist hot-spots in Alaska.

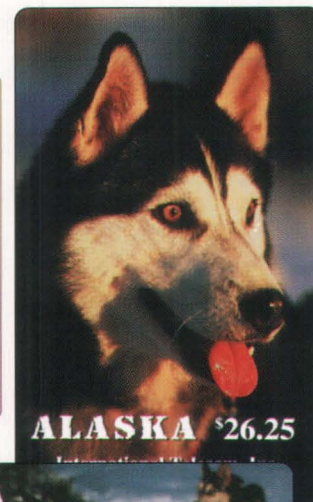
Only 1,500 sets of four cards each have been minted by ITI, which is selling the entire series for \$56.00, and includes a free ITI Commemorative card. Individual cards are priced at \$5.25 ("Mates"), \$10.50 ("Rare Eyes"), \$14.00 ("Determined") and \$26.25 ("Dauntless").

Adding value to these dynamic cards is the "smart-chip" imbedded in each card for use in Schlumberger phones. The cards are manufactured by Schlumberger, with phone time carried by ITI. **PT**

PREMIER TeleFacts

Alaska Sled Dog Series

Issuer . . . International Telecom, Inc. -ITI
Carrier ITI
Face Value \$56 for set of four
Release Date December 1995
Limited to 1,500 sets
Mfg Schlumberger



ALASKA \$26.25



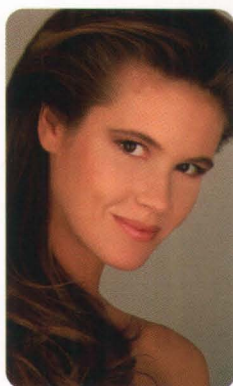
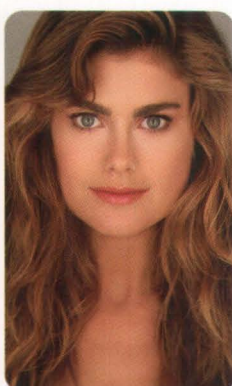
ALASKA

International Telecom, Inc.

\$5.25



Sharon Stone
Elle Macpherson
Kathy Ireland
Andie MacDowell
Heather Locklear
Photographed by
IAN MILES
Copyright 1995



"Together we fight the
Fear of AIDS."

20 of the most beautiful ladies in the world of entertainment and fashion have lent their names and portraits for a very wonderful cause.

CAMP ♥ HEARTLAND

A camp for children infected with HIV/AIDS
Milwaukee, WI

—Thank You All—

Set 1: Sharon Stone, Beverly Johnson,
Kim Alexis, Jerry Hall

Set 2: Iman, Brooke Shields,
Carol Alt, Andie MacDowell

Set 3: Heather Locklear, Michelle & Chynna Phillips,
Nicollette Sheridan

Set 4: Christie Brinkley, Paulina Porizkova,
Kelly Emberg, Willow Bay

Set 5: Elle Macpherson, Christy Turlington,
Kathy Ireland & Jill Connick

—Limited Edition—

1000 Numbered Sets
200 Numbered and Authenticated
Uncut Sheets

For Information:

Please call, write or FAX



ATX American Telecard

3052 Main St., Valatie, NY 12184

Phone: 518-758-1223 or 518-758-2193

FAX: 518-758-2192

This Card Benefits **CAMP ♥ HEARTLAND** — (For Information ON **CAMP ♥ HEARTLAND** write **ATX**)



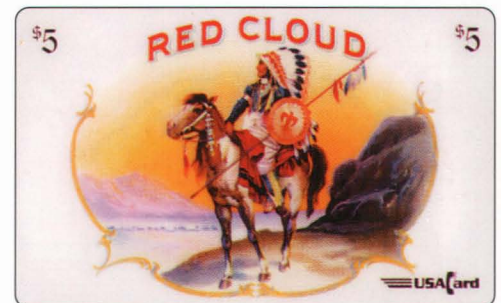
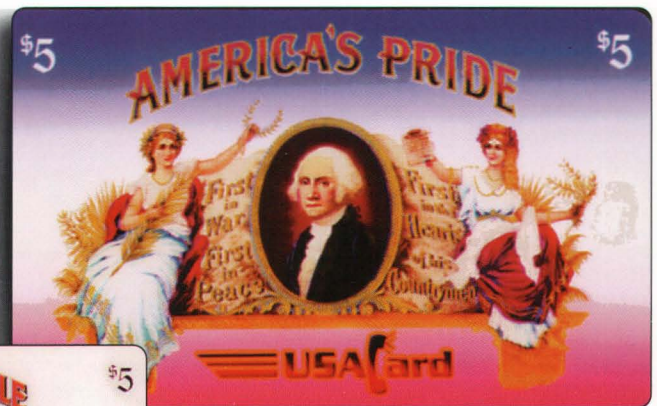
Cards in Play in the U.S.A.

USA Card Celebrates American Heritage

What do Rip Van Winkle, Mark Twain, Chief Red Cloud and George Washington have in common? They're all featured in recent prepaid phonecards released under USA Card's "American Heritage" series, featuring colorful original artwork in the early American style.

"First in War, First in Peace, First in the hearts of his Countrymen" is the slogan that encompasses the portrait of America's first President George Washington on 1,000 cards with 10 minutes of phontime and a \$5 face value. The red, white and blue background supports two celestial-looking maidens on either side of George. This card was released December 1995.

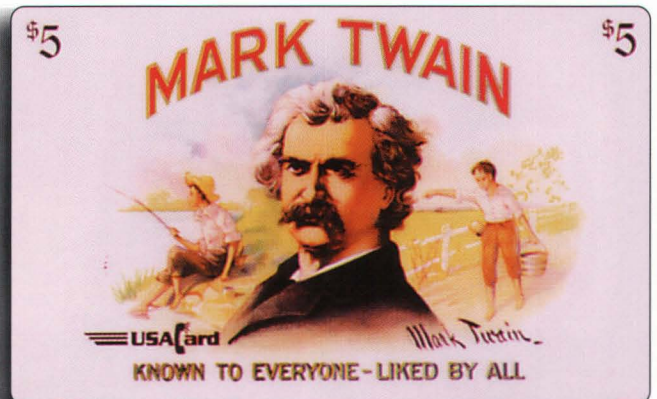
Representing the earliest aspect of American Heritage, another card in the series shows a portrait of Chief Red Cloud in full battle regalia, sitting astride his painted Indian pony on a pic-



turesque bluff overlooking the valley below, where a

wagon train crawls across the plain. 1,000 of these 10 minute phonecards were printed in November of '95 with a \$5 face value.

Huckleberry Finn and Tom Sawyer join author Mark Twain (aka Sam Clemens) on a third card in the series that



recalls the writer who was "Known to everyone [and] liked by all". Shown in scenes from the popular books by Twain, the fictional characters surround a portrait of the writer on 1,000 copies of this \$5 card, released November '95 with 10 minutes of phontime from USA Card.

If he'd gotten up in 1996, Rip Van Winkle might have been surprised by telecommunications innovations like this \$5 card featuring the fictional character's image. As much as the story is a part of our American Heritage, so is the card. 1,000 were printed with 10 minutes of phontime and they were also released in November 1995. **PT**

ACMI™

WHERE "DEALER PROFIT IS KING"

Our issues are among the most popular in the Telecard industry today.

- strong designs and known personalities
- established collector following
- quality Telecards backed by a quality company

Join the many collectors and dealers who enjoy and profit from ACMI issues.

For Dealer Inquiries
Fax us today!
(901) 363-9707

ACMI • 5425 East Raines Road, Suite 1 • Memphis, TN 38115

Cards in Play in the U.S.A.



Sports Update by Phonecard from Pivotal

Enhanced service cards are a new facet of the prepaid phonecard industry that executives of Pivotal Communications in Atlanta are hoping will catch on with a recent issue that connects sports fans with stats about their favorite team.

As a logical extension of their Info Connection media service, which connects sports writers and editors with up-dates about teams in the National Football League, Major League Baseball and the college circuit, Pivotal has recently introduced a Major League Baseball card that provides the same service on the consumer level for baseball fans.

The prepaid \$20 card also has 60 minutes of long-distance time carried by Inet. Baseball fans holding the cards can get fax-on-demand service from Pivotal featuring press releases, statistics and other information about their favorite Major League team. Pivotal is planning a possible release of similar cards for each Major League

team to be sold to fans at games, with a hybrid version of the card in the works.

Test market distribution of cards for the San Francisco 49ers and the Boston Red Sox were successful late last year, according to Pivotal spokesperson Laura Maurice, who said the idea grew out of a Major League deal to utilize the Info Connection service to the media. "We just realized that this was something the fans wanted and could use," she said. Card mintage was not announced.

The card is currently available only through Pivotal, which utilizes an 800-number to handle orders. Pivotal Communications also provides fax-on-demand for the radio broadcast industry, and has just released another sports-related prepaid telecard with the limited issuance of the Heisman Trophy



Phone Card. The \$25 card has 60 minutes of phone time, and features a photo of the coveted trophy to celebrate it's 60th Anniversary. Exactly 5,000 cards were issued, the first phonecard to be licensed by the New York Downtown Athletic Club, which awards the Heisman every year. **PT**

Seasons Greetings & Happy New Year from Provident Worldwide Communications, Inc.



Attention Dealers

- * High Dealer Discounts *
- * Highest Quality Printing * Matched Sets Available *
- * Limited Quantities *

Provident Worldwide Communications, Inc.
2452 Prior Avenue North, Roseville, MN 55113
Phone: 1-800-867-8931 * Fax: (612) 636-1695


AmeriVox®
The World's New Voice in Calling

YOU ARE INVITED

to an AmeriVox-sponsored

INCOME OPPORTUNITY SEMINAR

(EARN LIFETIME RESIDUAL!)

TWO ADMISSION-VALUE \$20
(COMPLIMENTARY ADMISSION)

HOTTEST
New Collectible
BUY WHOLESALE

OWN YOUR OWN BUSINESS

For Your Local Location and Time Call
BOB PAUL, Managing Director

1-800-800-2179


AmeriVox®
The World's New Voice in Calling



Cards in Play in the U.S.A.

Pac Bell Remembers Inventor

When Alexander Graham Bell invented the telephone, he couldn't have imagined the multi-billion dollar corporate communications monster he was unleashing on the world. Pacific Bell has recently issued a commemorative limited edition phonecard featuring Bell's image to launch the California company's prepaid phonecard, a testament to the constantly changing nature of the telecommunications industry.

Bell's great-great grandson, James Grosvenor Watson of Gloucester, Massachusetts, commented on the occasion: "I think Alexander Graham Bell would be pretty happy to have his mug shot on the Pacific Bell phone card, I'm quite sure he would have used them if they'd been around in his time. Bell wasn't a traditionalist. I think if

he could just whip out his phone card and make phone calls and not worry about getting a bill later, it would really appeal to him."

Only 10,000 of the individually numbered \$50 cards were issued, along with other designs in denominations of \$5, \$10 and \$20. According to Pacific Bell, complete sets of their new cards are selling for as much as \$750 per set in the secondary collector's market. Interest among foreign collectors has been great due to regionalized distribution, they said. The 12-card



holiday set of Pacific Bell Prepaid Phone Cards went on sale in December of last year with a face value of \$140.

Pac Bell's new cards are available by calling their direct order number, or at Pac Bell payment offices, participating Chevron stations, Pik N' Save stores, Raley's and Petrini's supermarkets and Marine World/Africa USA. **PT**

Debit Cards Are HOT

The debit card market is hot and CPDI has the solution to take you to the top. Our PC-based platform is flexible, expandable and affordable to help you capture market niches.

CPDI's innovative technology offers the following calling card applications and features:

- Debit Cards
- Rechargeable Calling Cards
- International Callback
- Prepaid Cellular
- Fraud Control
- Survey/Polling Capabilities

Call CPDI for more information on the industry's leading calling card platform that can take you to the top.



915 Broadway, Suite 100
Vancouver, WA 98660
Phone: (360) 694-2977
Fax: (360) 694-2553



Premiere TeleCards



Call or fax for dealer/collector information:

Premiere Communications Group
317-674-3301 Fax: 317-674-3302
P.O. Box 50188, Indianapolis, IN 46250

Cards in Play in the U.S.A.

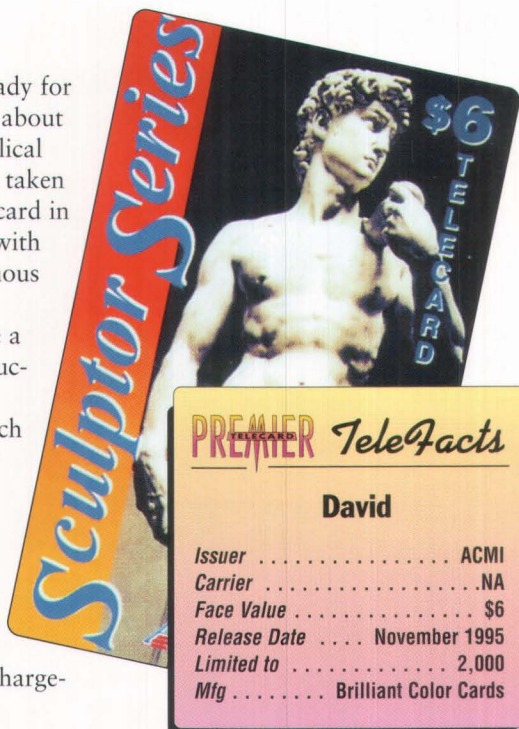


David Who?

Is the world of phonecards really ready for full frontal nudity? It is if you're talking about the timeless classical sculpture of the biblical King David by Michelangelo. ACMI has taken the plunge with the issuance of the first card in their Sculptor Series, starting at the top with 2,000 cards featuring a photo of the famous Renaissance period statue.

Michelangelo was invited to execute a statue for the city of Florence after the success of his equally famous Pieta. He was given a tremendous block of marble which had been rejected by several other sculptors. The figure he released from the stone was his most renowned sculpture: the 14 foot-high figure of young David preparing to fight Goliath.

Definitely a first, the \$6 phonecard is printed on 28 mil plastic stock by Brilliant Color Cards and is rechargeable at 25 cents per minute. **PT**



How you can distribute your Phone Cards Faster! Safer! with less cost!

Front-End Services Corporation is a full-service management and distribution organization. Our goal is to safely and efficiently distribute pre-paid telephone debit cards.

Acting in conjunction with our corporate partners, we strive to improve customer service and enhance efficiency in their interactions with their customers.

• Cost Savings Techniques •

- ✓ Inventory Management
- ✓ Fulfillment
- ✓ Telemarketing
- ✓ Card Activation
- ✓ Customer Service
- ✓ Sales Reports
- ✓ Distribution
- ✓ Much more!

To receive more complete information call 1-800-330-1876 or mail for Free fulfillment guide.

FES FRONT-END SERVICES CORPORATION

PO BOX 201176, Arlington, TX 76006-1176
FAX: 214-336-0163

COMBINED GRAPHICS CORPORATION

Your Complete Telecard Resource

- Collectable and Promotional Cards
- PIN Numbering and Magnetic Encoding
- UV Coated Digital Imaged Cards

HoloKard™, Unique Patented Hologram Cards

Complete Packaging

In-House Custom Design

605 Landwehr Road, Northbrook, Illinois 60062
Phone: 847-564-9797 • Fax: 847-564-0099
Toll Free #1-800-822-3971

Telecard Publications, Inc. is Proud to Present...

THE WORLD'S LEADING CATALOGUE OF US & CANADIAN TELECARDS!

THE ONLY CATALOGUE TO PROVIDE A COMPREHENSIVE HISTORY OF US TELECARDS!

THE H&G STANDARD CATALOGUE IS THE INDUSTRY LEADER.

THE 95-96 H&G STANDARD CATALOGUE INCLUDES OVER 400 PAGES OF...

- Thousands of telecards illustrated in Full Color to help you identify specific cards.
- Hundreds of US & Canadian Issuers
- Current Market Values on all telecards catalogued to support your buys and trades
- "H&G Classification Numbers", used by virtually every Dealer and Collector in the world.

NOW ONLY \$36.00 (+\$4.00 S&H)

The 95-96 H&G Standard Catalogue
by Dr. Steve Hiscocks & Mr. Chris Garibaldi
the most highly regarded authors in the industry

TO ORDER CALL 908-972-2784
OR FAX 908-972-9551

7-Eleven Kicks Off NFL Quarterback Club Series

Denver Bronco's John Elway, Miami Dolphins' Dan Marino and Dallas Cowboys' Michael Irvin, three of the best long-distance "operators" in pro football, are among the superstars featured on 7-Eleven's new collectors' edition phonecards. With half a million of the new NFL Quarterback Club Phonocard issued late last year, the giant retail convenience chain plans to significantly enlarge its base of telecard customers with these limited-edition cards, as well as attract collectors.

The prepaid phonecards will be the first 7-Eleven collectible not to be sold at a premium price, according to Walt Abele, a company development manager. This means the Quarterback Club series will be available at the same suggested retail price as 7-Eleven's standard 15-minute telecard (\$5.99).

"We see this series highlighting America's favorite sport as a way to build consumer awareness of our phone card," Abele said. "Through the phenomenal popularity of profes-

sional football memorabilia, we'll be able to attract new customers and keep them as regular customers after they experience the savings and convenience a 7-Eleven phone card offers."

Twenty-eight NFL players make up the NFL Quarterback Club, who developed the series with 7-Eleven. Club vice-president Boomer Esiason of the New York Jets described the group as appealing to all ages, professions and areas of the country. "With those kind of demographics," he said, "7-Eleven couldn't have chosen a better vehicle to extend its phone card base."

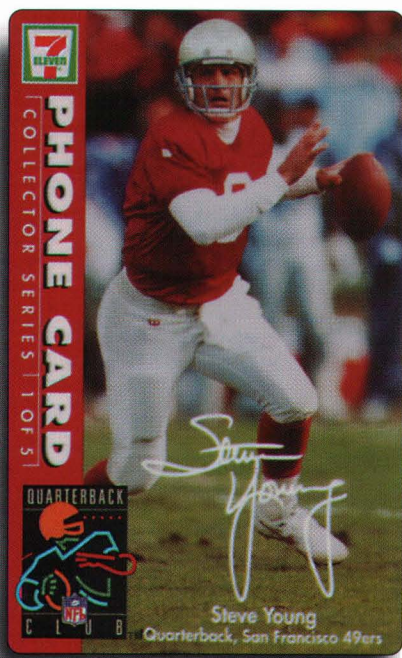
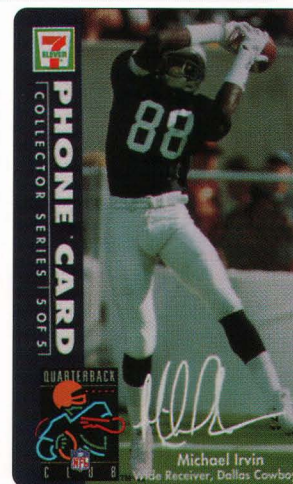
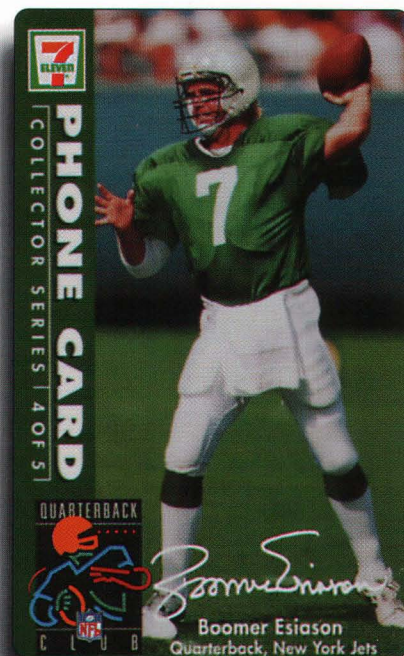
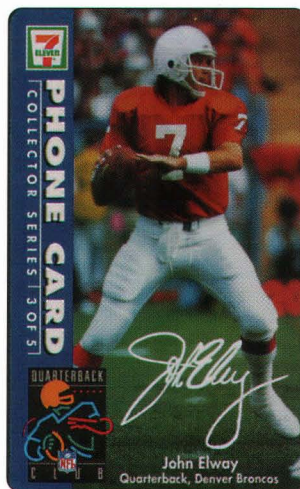
Only 100 cards will be available for sale in each of the participating 5,100 7-Eleven stores in the U.S. The company hopes that the limited supply will generate interest in the series among collectors. 7-Eleven is already the nation's largest retailer of prepaid telecards, but has not previously issued a collectible phonecard. Each card includes a replicated autograph and a recorded voice message from the featured player that is heard when the card is used. Local players will be featured in each region.

7-Eleven has sold a phenomenal 2 million phonecards since introducing its first card late in '94, which translates to 90 million minutes of long-distance time. Investment banker Harris Shapiro called this a "significant initial inroad", but noted that prepaid phone time is still a huge market. "With \$3 billion sales potential next year in this country alone," he said, "[this market] is still barely tapped. The possibilities for continued growth remain enormous, and 7-

Eleven has created a new-product to aggressively pursue that market."

In addition to the NFL Quarterback Club series, 7-Eleven offers 15, 30, 60 and 90-minute cards.

NFL players featured in the series include: Troy Aikman (Dallas Cowboys), Drew Bledsoe (Patriots), Bubby Brister (New York Jets), Dave Brown (New York Giants), Randall Cunningham (Philadelphia Eagles), John Elway (Broncos), Boomer Esiason (New York Jets), Jim Everett (Saints), Brett Favre (Green Bay Packers), Jim Harbaugh (Colts), Jeff Hostetler (Raiders), Michael Irvin (Cowboys), Jim Kelley (Buffalo Bills), Bernie Kosar (Dolphins), David Klingler (Cincinnati Bengals), Dan Marino (Dolphins), Chris Miller (St. Louis Rams), Rick Mirer (Seattle Seahawks), Warren Moon (Minnesota Vikings), Neil O'Donnell (Pittsburgh Steelers), Frank Reich (Carolina Panthers), Jerry Rice (San Francisco 49ers), Mark Rypien (Rams), Barry Sanders (Detroit Lions), Junior Seau (San Diego Chargers), Phil Simms (formerly N.Y. Giants), Emmitt Smith (Cowboys) and Steve Young (49ers). **PT**





GET THE BIG PICTURE

What do you want most from a telecard company?

From the myth of the lowest bid to the mysteries of breakage, you need clear answers from the right perspective.

At C², we'll tell you what it costs and what it takes to run a successful prepaid program. We will assist you with pre-planning strategies and provide you with post-report analyses.

We've produced phone cards that work offshore cellular or onshore anywhere. We've designed worldwide interactive surveys that don't even use the card, just the debit technology. Could we assist you with your marketing-communications objectives as well? Absolutely. The sky is the limit.

— CALL —
CREATIVE
COMMUNICATIONS
INTERNATIONAL
INCORPORATED
@ 713.785.5555

TAKE YOUR COMMUNICATIONS TO THE NEXT **POWER.**™

Scoreboard/Classic Continues To Hit Home Runs



Illustration by Candace Wright

by Dan Busby

Ripken Cards in the 1995 Scoreboard/Classic Major League Baseball Phoncard Set

From the basic set of 57 cards:

- ✓ Cal completing his follow-through on a swing at the ball.

Special Cards (#1-5):

- ✓ Cal reaching into the stands, holding a program (horizontal view).
- ✓ Cal throwing from his fielding position (I have seen this card on dealer's list as "cal pitching).
- ✓ Cal starting to run the bases.
- ✓ Cal practicing his swing in what appears to be batting practice.
- ✓ Cal reaching up for a pop fly.

Bronze card:

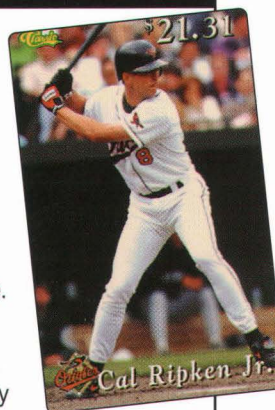
- ✓ Cal is crouching in a fielding position in a photo taken mostly from a side-view.

Autographed case insert card and "For Promotional Use Only" cards:

- ✓ Cal is in a fielding position in a photo taken almost straight-on. The same photo is used for both the autographed case insert card and for the "Promotional Use Only" card.

\$100 card (available by returning 10 different cards and \$10):

- ✓ Cal is in position to catch a ground ball. Card has large Orioles logo plus the line: "2,153 consecutive games played and counting" (horizontal view) \$21.31 card (technically not a part of the 1995 MLB set);
- ✓ Cal with the bat cocked at the plate.



Scoreboard/Classic continues to lead the sports telecard pack with it's early 1996 and late 1995 issues. Not only are the cards beautiful, their marketing approach is among the most intriguing for collectors. You may not have to purchase Gillette razors to complete your set, but it is very challenging!

The Assets '96 set is similar in concept to earlier Scoreboard/Classic Assets sets. Telecards are inserted with trading cards. Different denominations and various types of inserts add flavor to this set.

In the 1995 Major League Baseball telecard set, Scoreboard/Classic played off of the interest generated by Cal Ripken, Jr. as baseball's new iron man broke Lou Gehrig's consecutive games played streak. It could be aptly called the "Ripken telecard set".

The Assets '96 set

Each pack of Assets '96 contains one prepaid phone card of athletes in denominations ranging from \$2 to \$1,000. There are also at least five \$5 phone cards and one \$10 phone card inserted in every box. Athletes from football, basketball, hockey, baseball, and auto racing are included. The cards were not issued in a numbered, limited edition manner. Quantities produced have not been revealed by Scoreboard/Classic.

One "Hot Box" is inserted into every sealed 12-box case. Each pack in a "Hot Box" contains two "Hot Print" regular trading cards and one high-value phone card. There is also one \$20 "Crystals" holographic acetate phone card in every "Hot Box". Each special phone card pack includes one \$2 phone card, two \$5 phone cards, and one \$10 phone card.

The telecard variations to watch for include:

- **Basic set.** The basic set includes the following phone cards: 30 \$2 cards, 20 \$5 cards, 10 \$10 cards, five \$100 cards, five \$1,000 cards (one of these is a Ripken) and one \$2,000 cards (Emmitt Smith).

- **Crystals.** A pair of high-tech, 10-card insert series give you your favorite athletes on clear holographic phone cards in values of \$5 and \$20.

These inserts include Cal Ripken, Jr., Troy Aikman, Scottie Pippen and Dale Earnhardt.

- **A Cut Above.** There are 10 phone cards included in this special die-cut series. An average of one A Cut Above regular trading card or phone card is inserted into every eight packs of cards.

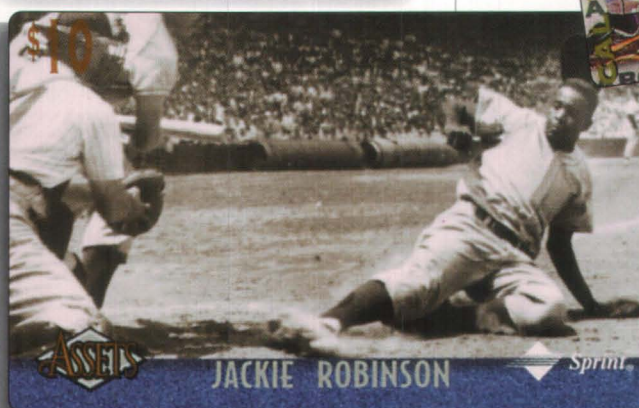
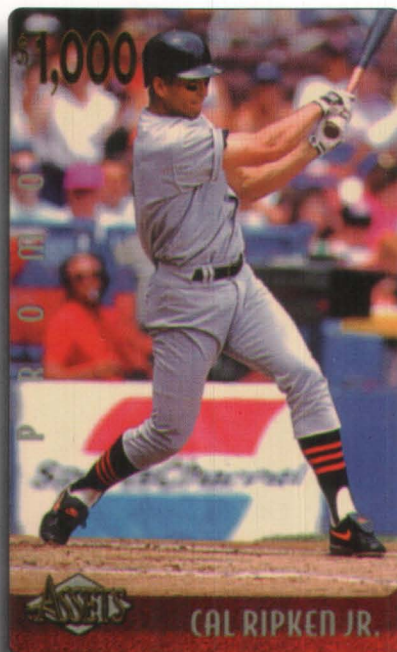
- **Promotional cards.** Scoreboard issued one promotional phone card to illustrate this set. It is a \$1,000 Cal Ripken, Jr. card. The front does not have the word "Promotional" stamped across them as with the 1995 Major League Baseball set. The back of the card carries a promotional message.

- **Special \$10 phone card.** A special \$10 Jackie Robinson phone card is a part of this set. It's too early to predict the price for an entire set of Assets '96 phone cards. But with one \$2,000, five \$1,000 cards, and five \$100 cards, it will be steep.

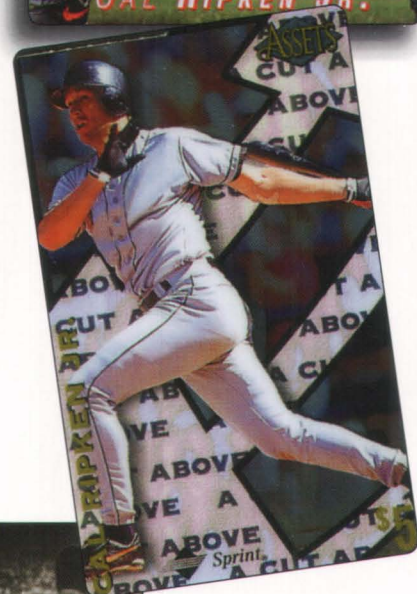
The 1995 Major League Baseball Set

Scoreboard/Classic obviously understands the heart of collectors. Their 1995 Major League Baseball set is a prime example:

- **Basic set.** This set included 57 \$10 (16 minute) cards. Top stars like Ken Griffey, Jr., Greg Maddux, Roger Clemens, Frank Thomas, Mike Piazza, Wade Boggs, Barry Bonds and Don Mattingly were in this group of cards.



- **Bronze cards.** There were eight \$10 (16 minute) bronze cards issued. Seven of these cards show players in exactly the same pose as in the basic set of 57. The eighth bronze card shows Cal Ripken, Jr. in a fielding position. This is a different pose than used in the basic set. Two of the other eight card are of Hideo Nomo and Manny Ramirez. Although the checklist supplied to dealers by



Scoreboard only shows the bronze version of these two cards as having bilingual instructions on the back, both the basic and bronze cards of Nomo and Ramirez are bilingual.

But watch out for these bronze cards! You might think they would

have a bronze border or a bronze corner stripe. But the bronze color only subtly appears only on the "\$10" and the players name. If you don't stop and study the cards carefully, the bronze-tone can be easily overlooked.

The bronze cards are selling about 50% higher than the basic set of 57. And the Ripken bronze usually brings a little more than the other seven bronze cards.

• **Autographed card.** Only the first 1,000 dealer cases (80 telecards per case) included a Cal Ripken, Jr. \$10 autographed, non-bronze card. These cards will be hard to find and they are now selling in the \$100 to \$150 range.

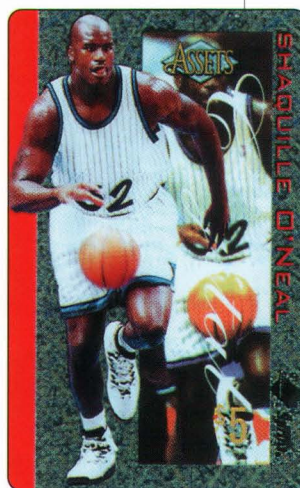
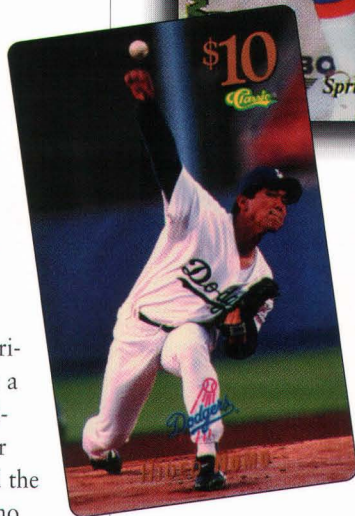
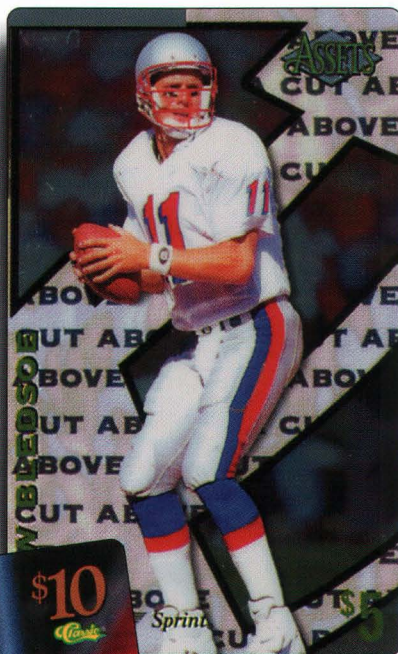
• **\$100 Ripken card.** An instruction sheet was included in each dealer case of phone cards. It said: "Send us 10 different used Major League Baseball Phone Cards, plus \$10 and we will send you a \$100 Cal Ripken, Jr. Phone Card." The offer expired on December 31, 1995. How widely was this information shared beyond dealers? I did not see the information published in any telecard magazine or by dealers. The autographed card is tough but this could be the "sleeper" card of the entire set.

• **More Ripken cards.** Five additional non-bronze \$10 Cal Ripken, Jr. cards are a part of the over-all set. They also sell at least 50% over face.

Scoreboard/Classic designed a beautiful and functional product carrier for hobby stores. The cards are in a bubble-pack on the front of the card-board carrier. The back of the carrier lists the 57 cards in the basic set and the eight bronze edition cards. There is no mention of the case insert autographed card, the \$100 card or five additional Ripken cards referred to only as "Special Card #1-5 on checklists sent to dealers."

Though undoubtedly unintentional, the lack of information about the special cards has created an unusual amount of confusion among collectors. With my personal thanks to Eric Stebel and his staff, I am able to share the missing puzzle pieces with you. First the Ripken card in the basic set of 57 shows Cal completing his follow-through swing at the ball. On the bronze card, Cal is crouching in a fielding position in a photo taken mostly from a side-view. One the case insert card, Cal is in a fielding position in a photo taken almost straight-on. The \$21.31 card shows Cal with the bat cocked at the plate. The five special cards are not numbered and show the following poses:

- Cal reaching into the stands, holding a program.
- Cal throwing from his fielding position (I have seen this card on dealer's list as "Cal pitching")



- Cal starting to run the bases.
- Cal practicing his swing in what appears to be a batting practice setting.
- Cal reaching up for a pop fly.
- Promotional cards. Scoreboard issued eight different non-bronze promotional phone cards to illustrate this set. The words "For Promotional Use Only" are printed diagonally across the front and back of each card. This mini-set often brings \$75.
- \$21.31 Ripken card. One special \$21.31 Cal Ripken, Jr. card, with 36 minutes of phone time, initially could be ordered by calling 1-800-685-4806. Scoreboard/Classic does not consider this card to be a part of the 1995 Major League Baseball set although it is very similar in appearance to the cards in this set. More challenges- the Robin Ventura and Sammy Sosa cards from the basic set of 57 seem to be hard to find. And three of

the Ripken special cards (running the bases, taking a practice swing and reaching up for a pop fly) are reportedly more difficult to locate than the other Ripken cards.

What will the entire 1995 Major League Baseball set bring in the retail market? At this writing, I haven't seen a full set, including all the special cards, offered by a dealer. It is easy to see how the price could run slightly over \$1,000. That is a hefty number for one set of telecards.

The only place where the 1995 Major League Baseball set comes up a little short for collectors is that the cards are not numbered limited editions. This was required by the licensing agreement with Major League Baseball, according to Scoreboard/Classic. However, because of the distribution concepts used, it is more difficult to put together a complete set of cards than for most limited edition sets.

To Scratch or Not to Scratch

Scoreboard/Classic continues to issue their cards sans scratch-offs. The telephone time can be used by the card holder without defacing the card. If you use the telephone time on a telecard without a scratch-off and hold it until after the expiration date and then sell the card, have you lowered the collector-value of the card? My opinion? No. If you sell the card after the telephone time has been deactivated, there is no difference between a card that had the telephone time used vs. a card that did not have the telephone time used. At that point, the market value of the card is simply based on supply and demand without considering the value of telephone time.

Summary

Scoreboard/Classic continues to lead the league in quality and innovative dealer-only marketing of their sports cards. The cost to collect an entire set is staggering. Most collectors will likely be content to collect the telecards of their favorite player, from one or two teams or collect the cards of their best liked sport. What twists and turns will they offer next for telecard sports collectors? They have about done it all except issue 24 kt. gold card or jumbo cards True collectors welcome the challenges they provide. **PT**

First Phonecard Info-mercial for RIMC

Just when you thought the phonecard market was totally saturated, Reality Interactive Marketing Corporation, Inc. (RIMC) is ready to broadcast a first-ever info-mercial about phonecards to 63 million households in test markets alone.

With major league baseball great Pete Rose as their spokesman, RIMC wants to tell the American consumer about the fun of using and collecting prepaid phonecards. Pete will be selling a set of five limited edition phonecards featuring himself in various stages of his career. Each card has 14 minutes of phonetime (14 was Pete's uniform number), and the entire set sells for \$69.95.

Over 800 of these 1st edition cards have been personally

signed by Pete. The first 100 customers to buy the set will also receive a personally autographed copy of Premier Telecard Magazine's Dec. '95 issue with Pete's photo. RIMC will also be marketing framed and unframed versions of the Pete Rose cards, some of their Hi-Call Me cards and cartoon character Roger Handset cards.

The 30-minute info-mercial will be airing starting this month in test markets on the East and West coasts, and will eventually air in a targeted 120 markets through multiple-time purchases. Produced in St. Louis, the program tells all about phonecards, and features a tour of the Pete Rose Ball Park Cafe in Florida.

Tetley Cards Suit Collectors to a Tea

Tetley Tea, one of the world's biggest tea manufacturers, has launched one of Canada's first promotional phonecards with a component specifically for collectors.

Four new cards are being offered exclusively by direct mail to readers of the "Tetley Tea Circle" newsletter in Canada. One five-minute card and three 10-minute cards can be redeemed by sending proofs of purchase for Canadian Tetley products. A total of 15,000 cards have been produced for consumers.

For collectors, Tetley has

issued 200 five-minute and 350 of each 10-minute card. Each collector card is individually numbered and made of 30 mil plastic with the PIN protected by a silver scratch area. Cards are valid for calls anywhere in North America, except Alaska and Hawaii, and expire in June, 1996.

The card design features a group of cartoon "tea folk" characters used in Tetley's television and print advertising in Britain and Canada for more than 20 years. The characters all have names and life stories, and are popular in both countries.

Operators Standing By

Telephone operators may not be totally replaced by interactive voice-response units (IVRU's) in the future, but the role of operator assisted calling will be completely transformed, according to a report from Insight Research in New Jersey.

According to the report, operator services will soon go well beyond directory and yellow page listings to become a point of human contact in a world of new phone services. Today's operator will be tomorrow's "concierge on the infobahn", as the research report speculates.

Telephone companies which have traditionally viewed operator services as either a commodity or a cost center, speculating that technology would totally replace the need for operator assistance, may instead change the role operators are playing today. In the future, operators can be a friendly human interface that can take the place of increasingly cumbersome touch-tone keypad routing systems. Operators can be used to provide "live" referral service, assisting cellular and wireline callers with searches for local events information, hotel recommendations and towing services.

"With cellular use exploding and PCS services soon to follow, you have a new market of mobile people who need to be connected with information," Insight president Robert Rosenberg explained. "Operator services won't necessarily mean you'll be connected with a live operator, but with an intelligent voice-recognition system that will

be much easier to use than dialing multiple routing digits on your touch-tone phone."

CPDI Signs With American Express

Don't leave home without it — your Call Control PC-based call processing platform from Communications Product Development, Inc. (CPDI), that is. American Express financial services is entering the prepaid calling card market using the innovative card processing technology from CPDI, as per an agreement signed late last year.

American Express and the U.S. Postal Service have signed a joint venture agreement to sell prepaid calling cards at post offices around the country. (See article p. 16) The Call Control platform was recently installed for the venture by CPDI in Salt Lake City, Utah. Call Control processes prepaid and post-paid calling cards, international callback calls and prepaid cellular calls. Available features include card assignment to DNIS, fraud protection, recharge, reports, remote customer service, remote card activation, multiple-language menus, custom voice-prompting, survey/polling capabilities, call detail management and many other features.

The new American Express platform has the capacity to handle millions of minutes a month, and gives the company the advantages of a complete, ready-to-go card processor system. Call Control systems process millions of minutes of call traffic worldwide, and CPDI is continually adding new features to the system. CPDI is a privately held corporation in Vancouver, Washington.

Fundraising With TAK's New Peelers

In 1988 Ken Thompson worked appraising business assets for small business bankruptcy cases, when he discovered something that would lead to yet another profitable innovation in phonecard promotions.

"They would always have a closet full of coupons," Thompson said. "All these coupons that were now worthless."

That was when Thompson, who today owns TAK Marketing Systems, came up with the idea he calls "peelers". His simple invention, which attaches up to eight peel-off coupons onto phonecards, is now part of a huge marketing/fund-raising approach that has raised millions for charities nationwide.

The concept has been wildly effective for schools, churches and other charities looking for a new way to raise funds. Thompson says the idea has raised a whopping \$22 million for many different charities with as many as 1.5 million kids selling peelers (though not all of them on phonecards).

"One of our problems is explaining the concept," says TAK director of commercial sales Lowell Brittain. "But once you see it, it's obvious. I can't even count the

number of leads we've gotten since the shows."

Peelers work with or without a phonecard attached, but hooking up with the pre-paid phone market has been good business for the Ventura-based company. One example of the kind of "bounce-back" business the coupon/card idea can generate is in car dealerships. By placing a typical phonecard with three to five minutes of free phone time in the glovebox of new and used cars sold around the country, TAK Marketing gets a coupon for auto service attached to the back of the card into the hands of consumers who are already in line for that service.

"They use the card to call the garage," Thompson said, "then they use the coupon to get the car serviced." He pointed out that phonecards are normally like a billboard. They have promotional value, but don't result in a retail sale. With coupons, consumers are

motivated to return to the business, and the cards are still a highly valued promotional item.

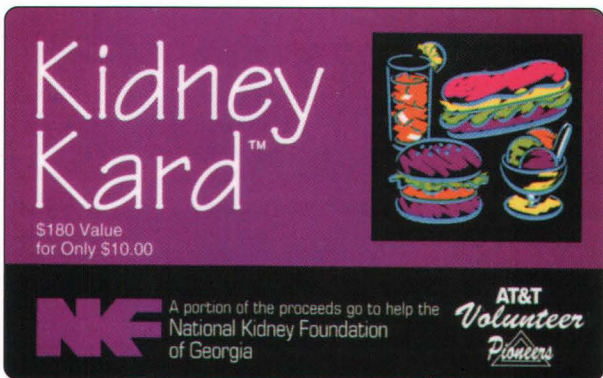
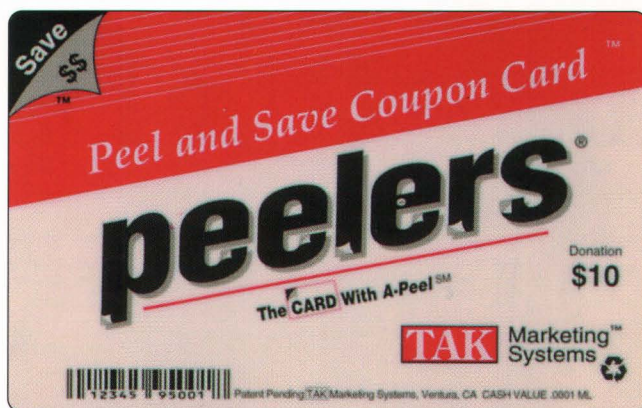
For charities, peelers add a profitable dimension to the already lucrative phonecard business.

Peeler phonecards have been made available to local schools in partnership with Apple computers, making it possible for kids to promote local businesses and raise money to buy computers. Other fund-raisers utilize the cards with coupons for local retail services to raise money for many different purposes. Thompson is introducing the Peel-Ex phonecard designed for such causes at the Fundraising Convention in Palm Springs.

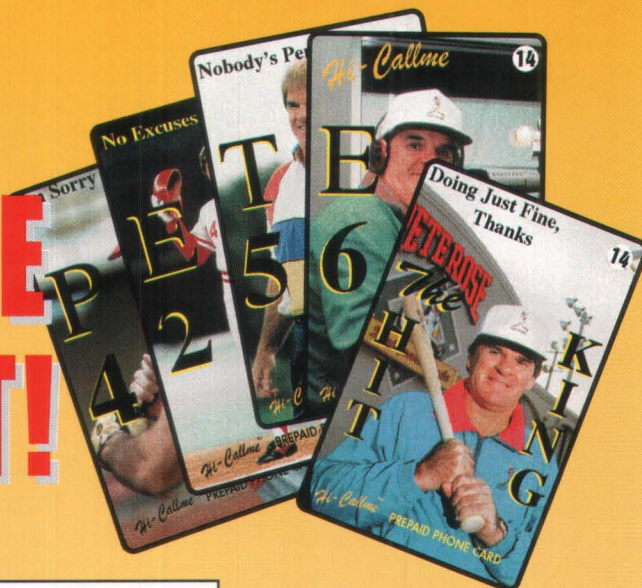
TAK prints their own cards in-house with bar-codes and PINs. The peeler phonecards can be printed as singles, or as double cards that fold. The company filed for patent protection on Thompson's invention in 1992, with as many as 10 challengers competing for the right to sell the idea as their own. "If you've got something good, the Forty Thieves are out there," Thompson said. "We usually end up setting them up as distributors."

TAK has five styles of phonecards with the peeler coupons, including a three-fold card with up to 32 merchants on it. They are also negotiating an exclusive agreement for fundraising through the McDonald's corporation, and have on-going programs with Taco Bell, Pizza Hut and other fast-food chains. Thompson said his company has acquired 160 distributors in three and a half years representing 2,500 merchants with over 65,000 stores that accept the peeler coupons.

"It's a win-win-win idea," Thompson said. "It's a blockbuster. It works." **PT**



NOVELTY + PREPAID PHONE TIME = PROFIT!



- ✓ **Silent Salesman**
- ✓ **Attractive rotatable stand**
- ✓ **96 Cards per display (24 slogans - 4 of each)**
- ✓ **Cards in protective theft-proof wrapper**
- ✓ **Display designed to attract high impulse purchases**
- ✓ **Colorful eye catching header display**
- ✓ **Catchy slogans that touch the heart**
- ✓ **No maintenance**



Pete Rose
\$69.95 Set of 5

Hi-Callme
Cards
\$6.95

RIM CORP PROMOTIONS

Reality Interactive Marketing Corporation

12444 Powers Court Dr., Suite 300 St. Louis, MO 63131



314-965-6484

Hi-CallmeTM

Avoiding Nasty Card Printing Surprises

We all like surprises, at least the good kind. However, in the rapidly growing phonecard market, many people are getting an unpleasant surprise when they receive their cards back from their printer. Usually these surprises revolve around either the quality of the printed image or of the overall construction of the card itself, and occurs because of a lack of communication between what the customer expects and what production capabilities the printer has available.

The area in which this becomes the biggest problem is in the premium collectible and high-end retail and promotional card markets. The term "plastic laminated card" can be used to describe anything from a Visa/Mastercard-type product to printed paper laminated on a cheap desktop laminator.

First, a premium card should be printed on a large multi-color press to insure color control and proper registration. Many premium plastic laminated cards are printed on a 7-color Heidelberg Speedmaster CD press with computer controlled ink fountains and automatic registration on PVC co-polymer plastic.

Second, the printed sheets are hydraulic pressure laminated using tons of pressure per

square inch and hundreds of degrees of temperature. In this process, the plastic printed core and the clear laminated materials actually melt and fuse together to form one solid, perfectly smooth and highly polished piece. This is what we call the Visa/Mastercharge type of card, which meets the ANSI (American National Standard Institute, Inc.) standard for all financial services cards.

The above two steps are where most of the problems occur. With many new types of low-end card production equipment now available to printers, anyone with a few thousand dollars can become a card printer. The types of cards this equipment can produce (surface printed, screen printed, photodigital, etc.) are fine for many uses, but are not suitable for high-end cards which require equipment costing into the millions of dollars.

Third, high end cards are individually inspected, both for printing quality and accuracy of numbering, tested for magnetic encoding accuracy if used and electronically counted to insure no missing or duplicate numbers.

Here are a few questions you can ask your printer if you're looking for high end cards:

1) Are you printing these cards in one pass

or several passes through the press. One pass indicates they have a multi-color press, several passes indicate a one color press. With multiple passes the material stretches, affecting color correcting, and registration or sharpness of the image.

2) What is the core material used for printing? PVC or plastic co-polymer is the answer you want to hear. Paper, styrene or Teslin cannot be hydraulic laminated, but only roll-laminated. This means the laminated finish is rolled on and glued to the printed core material, which never gets perfectly smooth and can split apart over time.

3) Are you using a hydraulic pressure lamination process? You know what you want to hear for this one, especially if you want the best results on foil stamped, magnetic encoded or chip-inserted cards.

4) How are you numbering my cards? You want thermal numbering which bites into the plastic. Inkjet numbering stays only on the surface and can rub off with use.

5) Could you send me some samples of what the type of card you are quoting me will look and feel like? This is always the safest route to eliminate any mis-communication.

By John Read of Combined Graphics Corp. **PT**

MCI's new Prepaid Cards are the hottest in the business.

Now we need distributors who can generate heat.

As one of the world's leading telecommunications companies, MCI® has quickly become a major player in the collectible Prepaid Card market.

That's why we're looking for additional distributors for our growing line of MCI PrePaid® Cards. As an authorized MCI distributor, you'll have the full support of MCI's Prepaid Card marketing group to help you reach your goals.

To apply to become an MCI PrePaid® Card distributor, contact Mark Yeakey at:

1-800-298-5473

1-800-298-4970 Fax



© MCI Telecommunications Corporation, 1996

Subscription Form

U.S. Subscription

☐ TWO FREE special telecards included only with my 1 YEAR SUBSCRIPTION to *Premier Telecard Magazine* for only \$24.95, includes shipping & handling.

☐ ONE FREE special telecard included only with my 6 MONTH SUBSCRIPTION to *Premier Telecard Magazine* for only \$18.00, includes shipping & handling.

Payment enclosed for U.S. Subscription in the amount of \$_____

International Subscription

☐ TWO FREE special telecards included only with my 1 YEAR SUBSCRIPTION to *Premier Telecard Magazine* for only \$60.00, includes shipping & handling.

☐ ONE FREE special telecard included only with my 6 MONTH SUBSCRIPTION to *Premier Telecard Magazine* for only \$33.00, includes shipping & handling.

Check/Money order in U.S. funds, drawn on a U.S. affiliate bank, enclosed for International Subscription in the amount of \$_____

Date: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: _____ Fax: _____

Method of Payment

Check or Money order ONLY in U.S. funds, drawn on a U.S. affiliate bank
Payments made to:

B.J.E. Graphics & Publishing, Inc.,
P.O. Box 2297, Paso Robles, CA 93447
call (805) 547-8500 or fax (805) 237-2530

Mail Orders ONLY - Photo copies accepted



Ad Finder

ACMI	.32
ATech	.7
ATX American Telecard	.31
BJE Graphics & Publishing.	4, 15, 21, 23
Carson City King	.10
Club Intl.	.23
Combined Graphics Corp..	.35
CPDI	.34
Creative Comm. Intl.	.37
Front End Services	.35
Finish Line.	.2
H & G Catalog	.35
Homisco	.26
IdealDial	.23
Liberty/Quest	.48
Mark One	.11
MCI	.44
Amerivox Dist./NTC.	.33
One World Comm.	.9, 29
Plastic Printing Innovations.	.47
Premiere Comm. Group	.34
Provident Worldwide Comm.	.33
RIM Corp.	.43
Smart-Tel	.3
Softwood, Inc.	.17

FOR SALE

EARN INCOME BY GIVING AWAY FREE PHONE CARDS! WRITE TO: SKYCOM, P.O. BOX 312, OLD BETHPAGE, NY 11804

Remember Pearl Harbor, see Premier Telecard Oct. issue pg 17, \$25 Dealer Disc. Avail, Reliable-Box 250, Park Ridge, IL 60068 - (708) 825-5755

LOWEST PRICES AVAILABLE. We carry multiple topics such as Coke, McDonalds, Disney, Star Trek, NASCAR, sports, coporate & promotional cards. Send for FREE 20+ page price list. United America Cards, P.O. Box 966, Menomonee Falls, WI 53052 or call 414-353-3024

One World Communications Pursues Global Opportunities

Planning an international phonecard rollout in June of this year, Bruce Perlowin's and Don Steinberg's One World Communications (OWC) continues to pursue opportunities in international callback, US and foreign phonecards, switching platforms, phonecard vending, phonecard collecting and enhanced services. As one of the first global network to market callbacks, this company is making moves to capitalize on the deregulation of international telecommunications in a big way.

High level telecommunications marketers Perlowin and Steinberg created the company after moving out of their fast growing Globalcom 2000 sometime after 1993. It then became one of the largest callback sales force in the world in less than one year, with a reported 20,000 distributors and over 100 training centers worldwide. They now expect to install 10 to 20 Value Added Network Exchange (VANX) switches through joint ventures

with investment entrepreneurs, and have attracted the attention of other powerful financial suitors.

Globalcomm 2000 established Perlowin and Steinberg as industry leaders early on, with several prepaid telecommunications firsts, including the first custom-branded phonecard vending machine, unveiled at Premier's March '94 Phonecard Fair, and the first gold and \$1,000 phonecards. Globalcom 2000 phonecards have drawn interest in collector's markets as examples of the birth of the US phonecard industry.

As part of their prepaid calling card program, the company has announced the installation of a VANX switch in Los Angeles early this year, with contracts for 10 more switches in at least five other countries already in place. Now in the process of launching their US product line through One World Cards (a separate corporation),

the company plans the "largest phonecard rollout in history" for June of this year, featuring cards with some of the lowest 1+ rates and the highest commissions available in America. Phonetime will be carried by USTel and Phone Time Resources. The VANX switching platforms are one of the most features-rich platforms available.

A new item is the "Start Your Own Phone Company" program, which allows US and foreign distributors to purchase their own switches in partnership with OWC, and enter the prepaid, callback and enhanced features business in this way. The "Start Your Own Phone Company" program is made possible by strategic agreements between their company and switch manufacturers. A \$50 million, 2-year agreement with Phone Time Resources (who recently contracted to purchase over \$300 million of phone time through MCI) is also in place for this purpose.

One World's prepaid calling card program will include 100 cards, including fund raising cards, a 7-card collector set, vending machines, custom designed carrying cases, Softcards, Worldcards, Callback Cards and various sports, celebrity and promotional cards as well. Previous to this US rollout, the company has concentrated on selling phonecards in over 100 foreign markets. **PT**

Tele-Events 1996

Comp-Tel Annual Convention

88 exhibitors, telecommunications companies, long-distance, suppliers, Feb 25-27. Fountainbleau Hilton Hotel, Miami Beach, FL.
(301) 468-3210

Computer Telephony

Speakers, seminars, 400 free exhibits
March 12-14. L.A. Convention Center, Los Angeles, CA
(212) 691-8215

American Public Communications Council 1996 Western Conference & Expo

Telecommunications trade show and exhibits
April 10-12. MGM Grand, Las Vegas, NV.
(800) 868-2722 or (703) 385-5300

TeleCard World '96 & Smart/Debit Card Conference and Expo

50 speakers, 150 exhibitors, sessions
April 24-27. Cobb Galleria Centre. Atlanta, GA
(713) 974-5252

Telecommunications Resellers Association Spring Conference
May 6-9. Marriot Desert Springs, Palm Springs, CA.
(202) 429-6601

American TeleCard Expo

135 booths, 1000 attendees, trade show, not open to public
June 5-7. Fontainebleau Hilton, Miami Beach, FL.
(713) 364-0961

Phone + Show

Aug. 26-28. Hyatt in Peach Tree Center, Atlanta, GA.
(800) 280-2255

USTA Consumer Phone Card Expo

Sponsored by Ameritech, open to public, collectors
Sept. 6-8. Chicago, Ill.
(713)364-0961

TeleCard World '96 East

75 speakers, 200 exhibitors
Sept. 25-28. Jacob K. Javits Convention Center. New York, NY. (713)974-5252

IBC Technical Services LTD

Smart card developments in phonecards
Oct. 30-31. 268 Orchard Rd. #18-02, Singapore 0923.
+65-732-1970

TWO WEEKS GUARANTEED*



**We make
a WORLD of difference.**

*Manufacture of Plastic Cards with complete
In-House services for the Private Label Card Industry.*

- Phone • Membership • Retail • Discount
- Gaming • ATM Cards, etc.

Quality and Service on time.



PLASTIC PRINTING
INNOVATIONS INC.

9870 Marconi Dr.
Suites A & B
San Diego, CA 92173

* Certain Restrictions Apply for two week delivery.

Phone: (619) 661-7766
Fax: (619) 661-7752
Fax: 1 800 840-6666

Quest's New Line-Up. The Starting Four.



Here are the starting four from Quest's new line-up of prepaid PhoneCards.

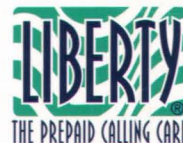
With LIBERTY you do not pay an activation fee and you'll always receive our high-quality long distance telephone service at our standard tariffed rates of only 33¢ per minute...Anytime, Anywhere in the continental United States. Quest also provides low international flat rate calling.

To place an order for any of Quest's unique cards or to add your name to our mailing list, call our toll-free order line, fax, or mail your order to us. Please provide your VISA, MasterCard, American Express, or Discover account number and expiration date. Shipping and handling is based on the shipping cost to a specific destination.

Call Today! 1-800-964-0702



Setting the Standard



A Revolution In Long Distance Calling

242 Falcon Drive • Forest Park, GA 30050 • 1-404-608-6000 • Fax 1-404-608-6104
Visit our home page at <http://QuestTelecom.com/Quest/> or E-mail us at QuestTel@aol.com

LIBERTY Cards, including special edition, out of print, and select "hard to find" cards are also available from quality telephone card dealers:

- Keep The Change: 1-800-510-0101 or 1-407-629-CARD
- PM Cards: 1-800-528-8819 or 1-212-332-8105
- AMERICARDS: 1-206-641-6057
- Sears Coin & Stamp: 1-813-791-7535