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January 1994 - Volume 2 Number 1

The First
U.S. Full-Color
Mini-Catalog Issue

Premier
TelecardTM
The Collectors Network

Magazine

\$7.50



1993 Year in Review



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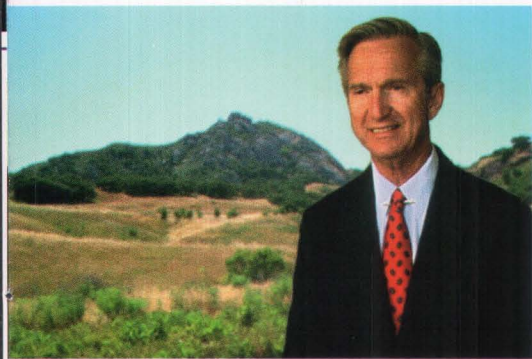
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It's My Call...



This special, holiday edition marks a turning point for *Premier Telecard Magazine*. In addition to an increase from 32 to 40 pages in size, we begin monthly publication. In this rapidly developing hobby, events are multiplying quickly. Major promotions are being released every month in the United States by an increasing number of phone card issuers, marketers and even dealers. We intend to stay abreast of this entire movement in hopes of keeping our readers fully informed.

In a previous issue, we talked about the interest on the part of subscribers in acquiring a complete set of the eight 1st Issue Celebration cards. The set could be obtained only by a 24-issue subscription and purchase of additional cards. We have chosen to make these cards the subject of our TeleFold section for January.

All premium cards from this offer will be shipped in December.

In addition to our TeleFold center section, we are presenting a number of "FeatureFold" pages. These are similar in layout to the TeleFold but devoted to a single issuer. Together, these spotlight a number of outstanding cards of the year, as selected by the advertiser. Almost a mini-catalog, this concept allows for versatility in promotional use and colorful, entertaining fare for the reader. All cards are shown in full color and full-sized. If the subscribers appreciate

the concept, future holidays will bring a bounty in feature cards to brighten the seasons to come.

Sprint and Hallmark began a test program in November, combining greeting cards with phone cards. Reported on in our "Cards in Play" section, this test will be greeted with enthusiasm by the collectors. Other major test programs now underway include those with 7-11 stores, Payless Drug and Foodland outlets.

These programs, and many others in the making, are expanding public awareness of prepaid phone card convenience, security

and savings, nationally. The collector will benefit from the growth in card selection but especially from the probable higher value of these test cards, for reasons explained by our contributing writers like Larry Brilliant, Dr. Gary Felton, Chris Garibaldi, and others.

The Phone Card Phair, March 4-6, 1994, continues to generate great enthusiasm, with advance registrations from dozens of phone card dealers, telcos, collectors, graphic artists, designers and suppliers from all over the world. If you haven't yet made your reservations, there are only a few weeks remaining and bourse space is going quickly. We have blocked out a number of hotel rooms but even those are limited by availability. Mention *Premier Telecard Magazine* when you phone for your room reservations to protect the lower rates.

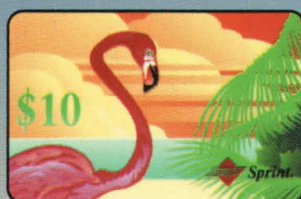
Looking ahead through 1994, we see exciting growth in our world of phone cards, as it develops through powerful promotions by large and influential organizations. The symbols and images represented on millions of attractive new cards could draw a host of new collectors into our hobby and bring more people together to share in the fun. 

*"... an
increase
from 32 to
40 pages
in size,
we begin
monthly
publication."*

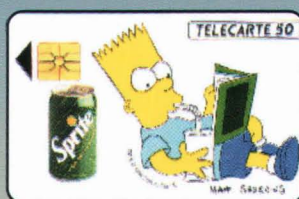
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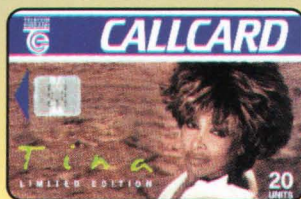
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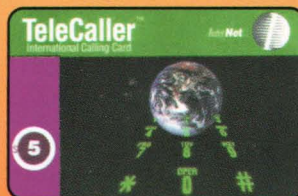
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NOTE: All listed Telephone Cards are in Unused Mint Condition. Prices are subject to market fluctuations. Shipping charges and sales tax will be added to your order when applicable. Cards above are shown smaller than actual (2 1/8" x 3 3/8") standard credit card size.

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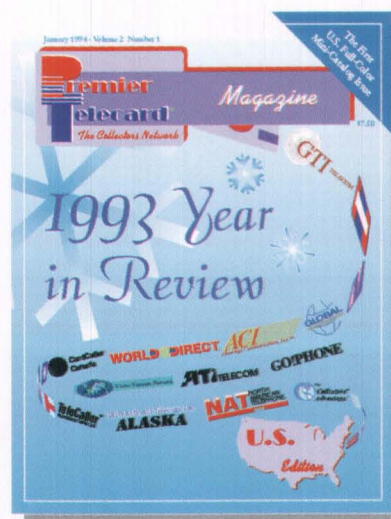
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About the Cover...



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

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Space Shuttle - 20 units

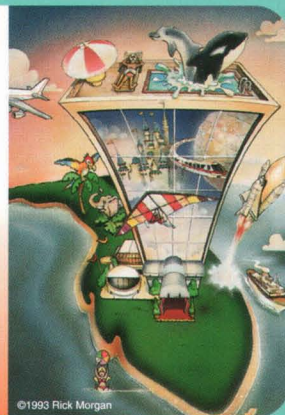
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Florida Attraction - 15 units

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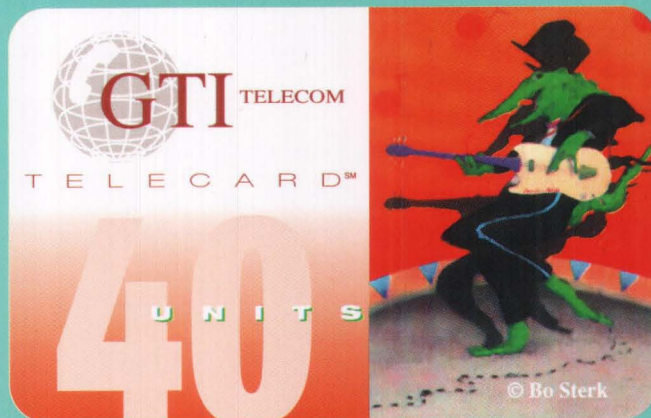


Medieval Times
DINNER & TOURNEY

Medieval Times - 40 units



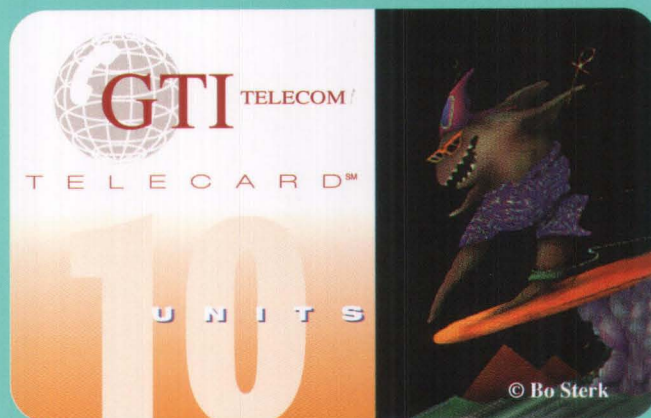
Rad Bad Duck - 30 units



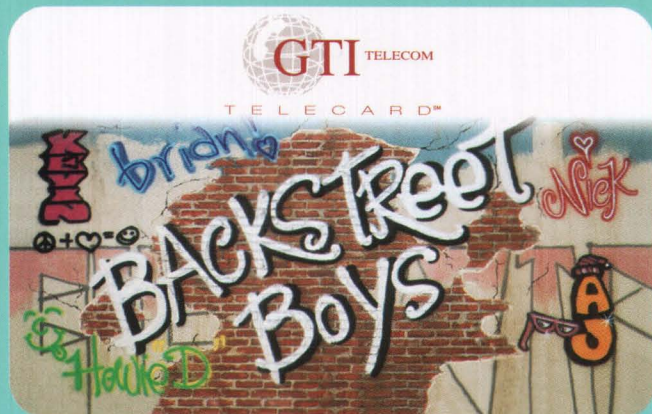
Crock Rock - 40 units



Dog Gone Artist - 20 units



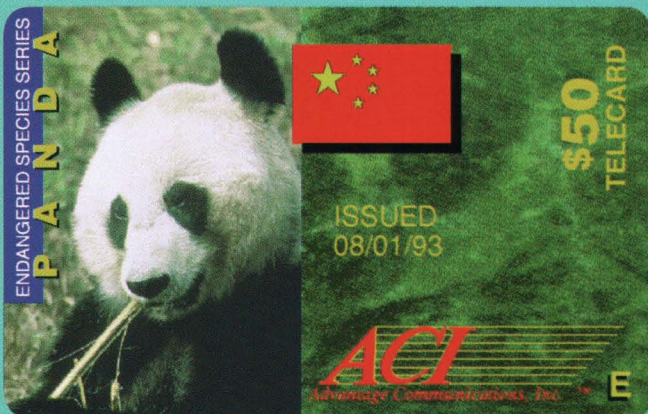
Surf the Nile (Shark) - 10 units



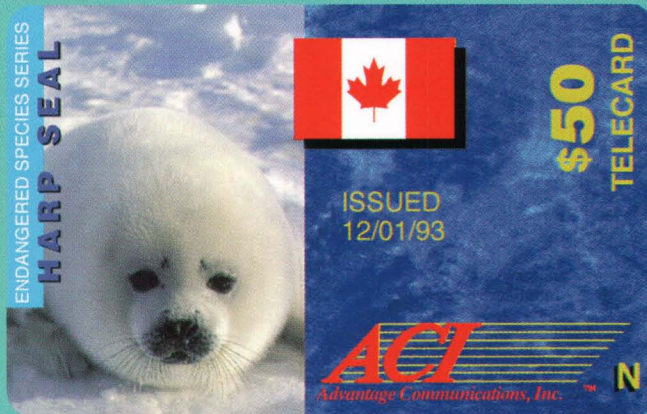
Backstreet Boys



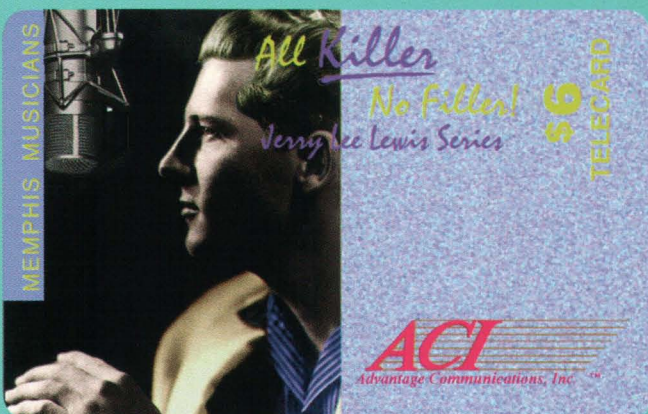
WLOQ



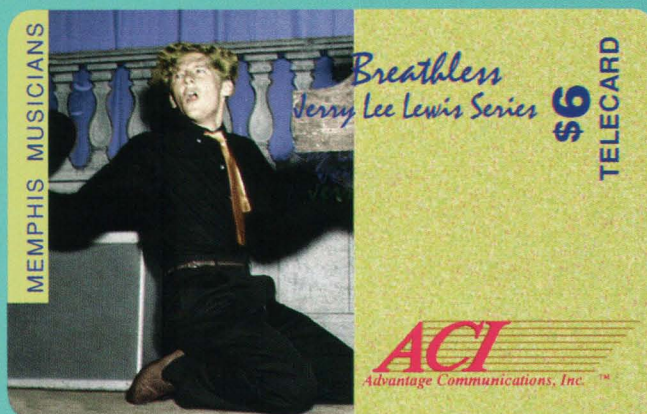
Panda



Harp Seal



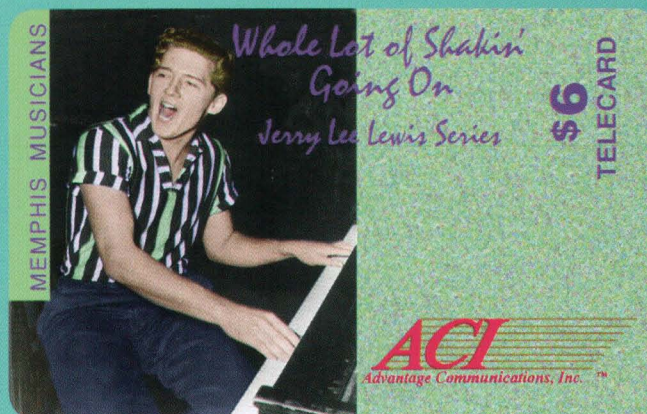
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Signature: *Chas. Probert*



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11

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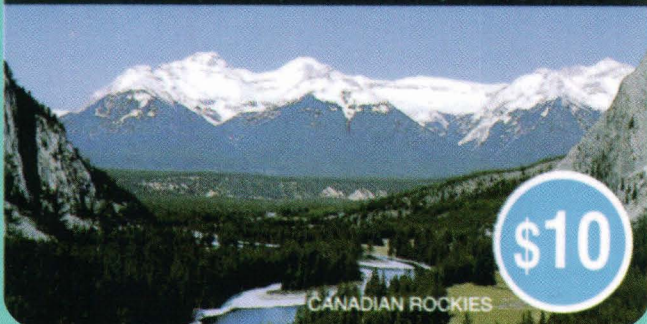
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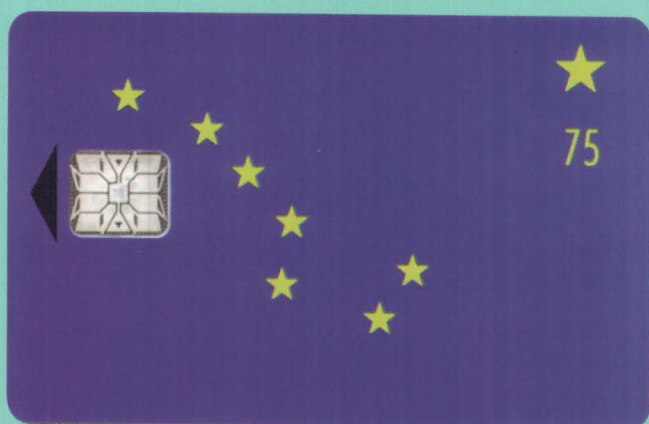
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TORONTO

Toronto



Alaska State Flag - 75 unit



Alaska State Flag - 150 unit



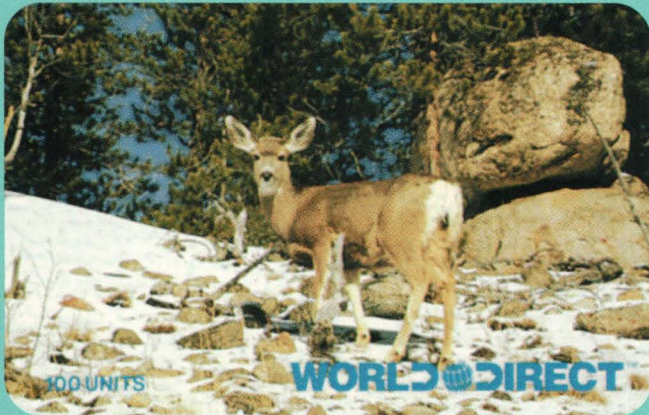
Brown Bear



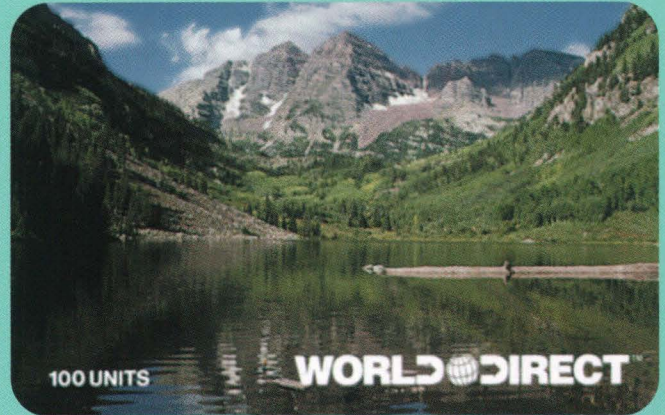
Mt. McKinley



Bull Caribou



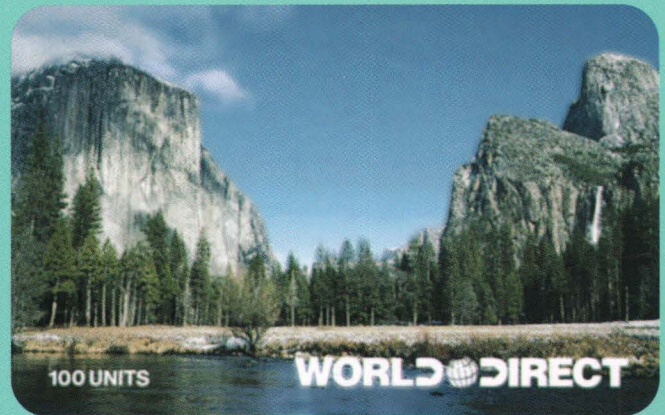
Deer - Rocky Mountain National Park



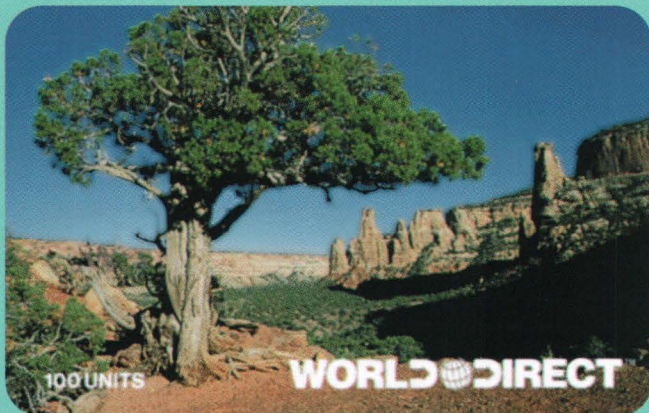
Maroon Bells



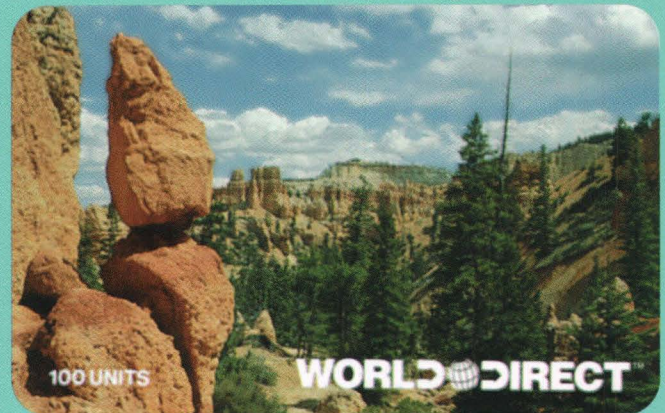
Grand Canyon



Yosemite



Colorado National Monument



Bryce Canyon

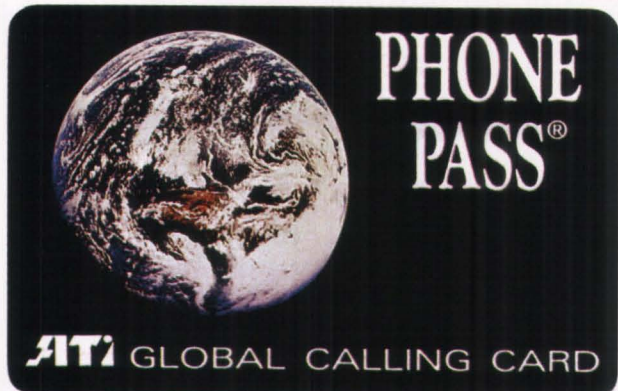
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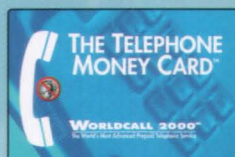
Face Values



\$50 Ice Breaker
03



\$100 Penguin
04



\$10 The Original
01

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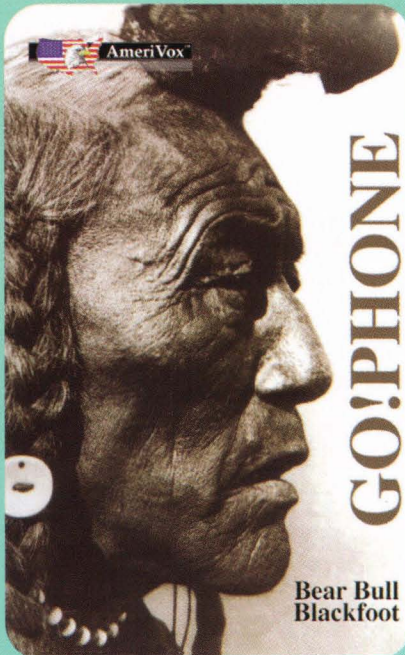
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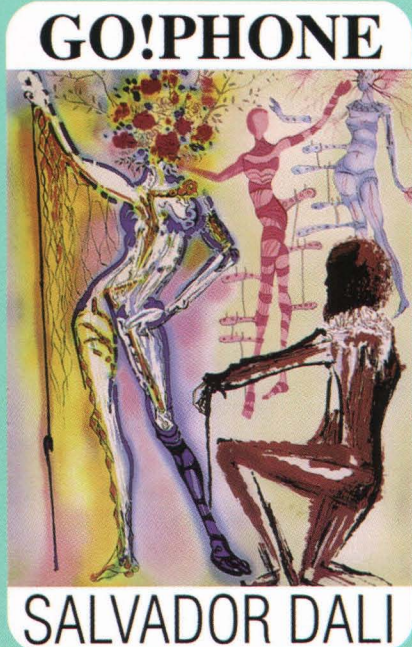
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Salvador Dali



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"Keep the Change!"

Photo by Tom Colasacco

by Leslie Gainer

Scott duPont predicts that coin-operated telephones will slowly become a convenience of the past as *telecard fever* spreads across the U.S. He and his partner, John Bridges are banking on this revolution as they embark upon the opening of a new chain of retail stores called "Keep the Change! The Phone Card Store."

The first Keep the Change! opened on November 15, 1993 at the Winter Park Mall located near Orlando, Florida. The partners believe that their store is the first in the world devoted exclusively to the sale of prepaid phone cards and

related merchandise. The store is stocked with several hundred telecards. There is also a special section devoted to Keep the Change! clothing and paraphernalia.

The store sponsored the Orlando Polo Classic on November 6, and displayed their phone cards, apparel and accessories. At halftime, a chartered helicopter showered the spectators with phone cards, Keep the Change! t-shirts and gift certificates.

The inaugural Keep the Change t-shirt sports a list of reasons to switch from coins to telecards. Acknowledging the strong influence of overseas trading, one reason states that "If everybody in Europe uses them, they must be cool." Another reason makes a playful reference to other collectables "9 out of 10 dentists surveyed preferred trading them because no bubble gum was included."

Bridges and duPont are thrilled with the initial response to their store in Winter Park. They feel encouraged by the diverse clientele they have attracted. Several junior high school students stopped by on opening day and were intrigued to learn that they could purchase their own telecards and use the phone time whenever and however they chose to. Several remarked that this could help spell the end of heated disputes with their parents over who they may call, and how long they are allowed to spend on the phone.


It's no small coincidence that students were among the first customers at Keep the Change! Co-founder John Bridges was a college



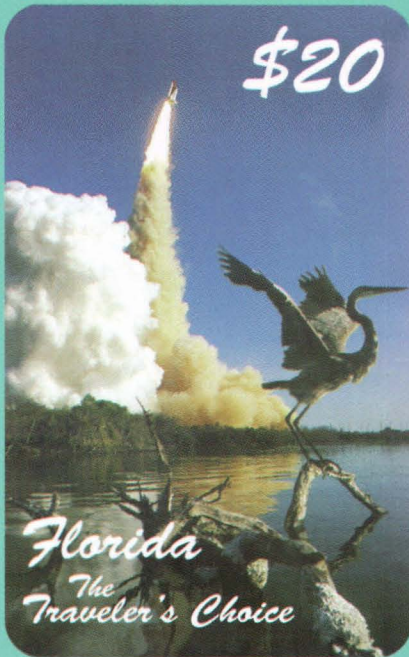
John Bridges and Scott duPont

student in London in 1987-88 when he first heard of telecards. Evidently telecard trading was a popular past-time for young students. They would actually hold trading sessions at parties. In London, British Telecom and Mercury were the telecards of choice.

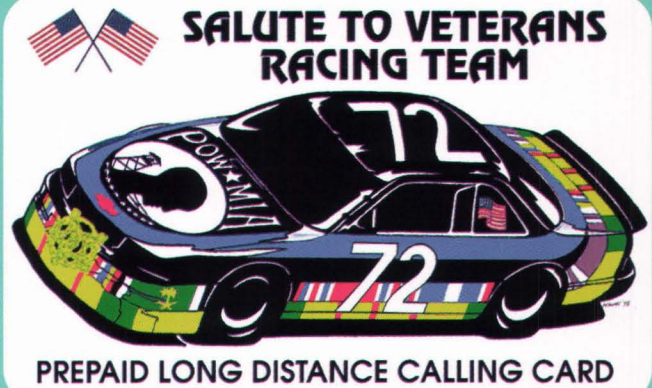
After returning to the U.S., Bridges reunited with his longtime school chum duPont, and five years later they successfully launched Keep the Change! The Phone Card Store. The official grand opening and ribbon cutting ceremony at the Orlando store was on December 3, 1993.

The two partners are busy negotiating for space in Atlanta, Miami, Washington, D.C. and New York City. They are also reviewing the option of establishing franchise stores throughout the United States. When asked how he came up with the visionary idea of a nationwide chain of Keep the Change! stores Bridges replied, "I was in the shower." 

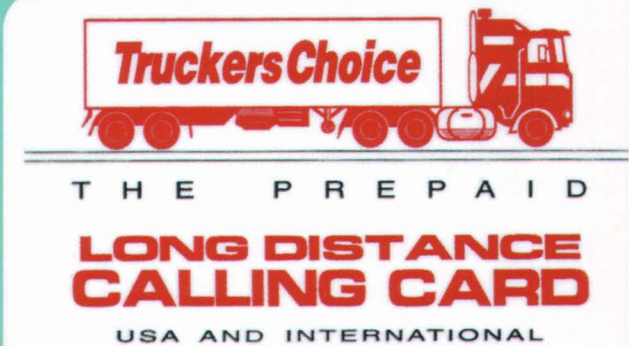




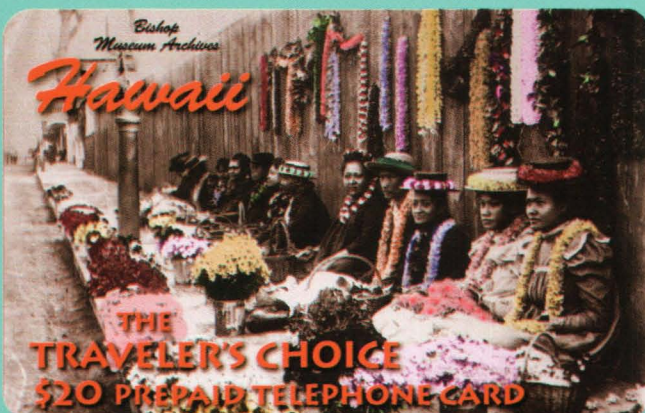
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Salvador Dali latest ARTCARDTM artist!

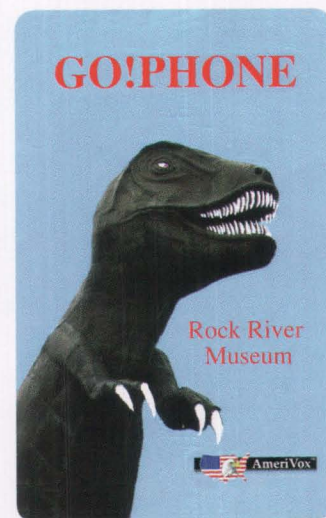
The latest release from GO!PHONE is a 10,000-exemple release of Salvador Dali's "FASHION DESIGNER." The first-ever Dali phonecard! Only GO!PHONE issues ARTCARDS: With signed, numbered and THUMB-PRINTED Certificates of Authenticity. Integrity for collectors! Hang on to your hats! Here comes Peter Max and the MAXCARD! Excellent!

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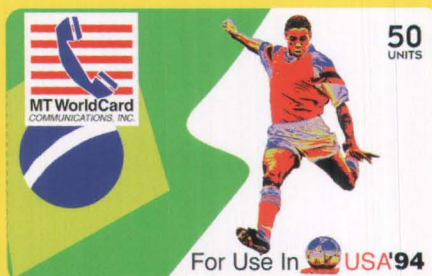
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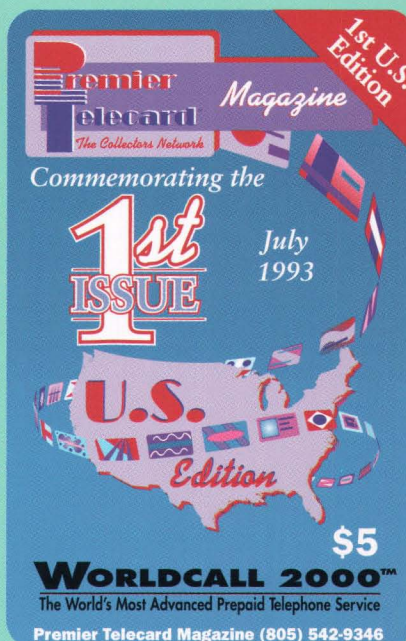


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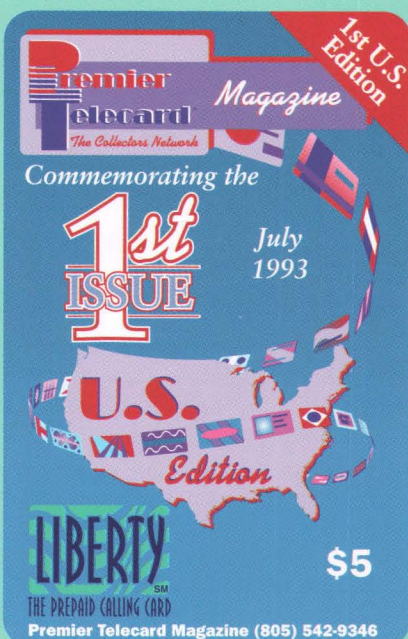
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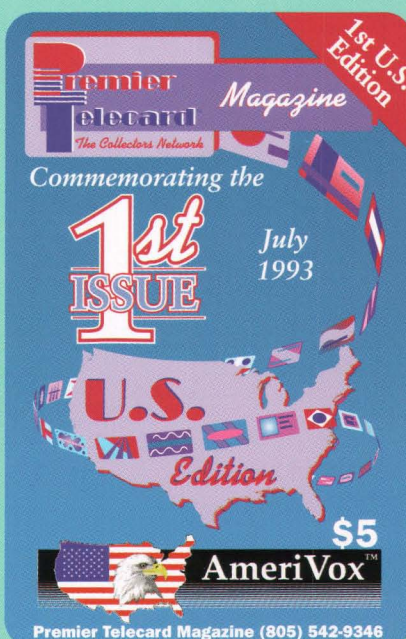
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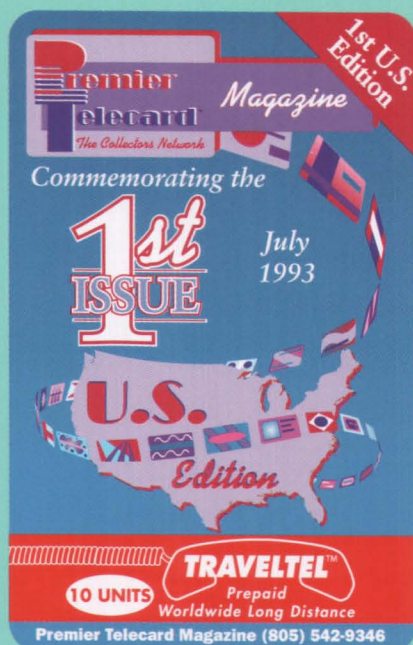
Liberty
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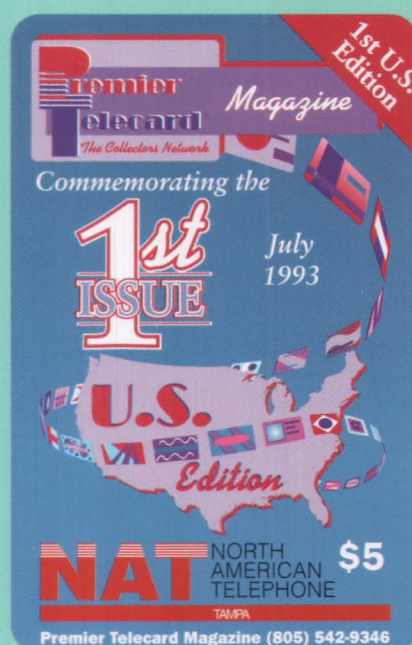
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Premier Cards

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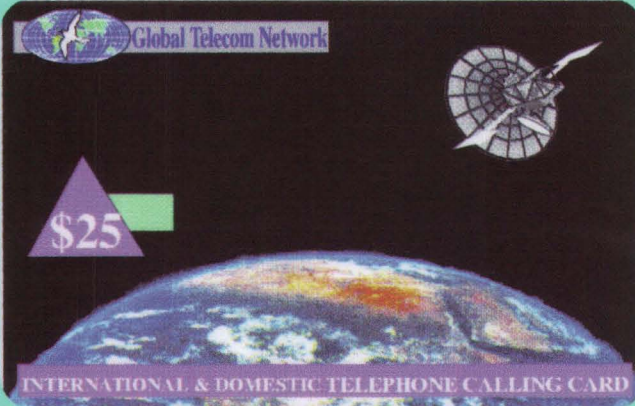
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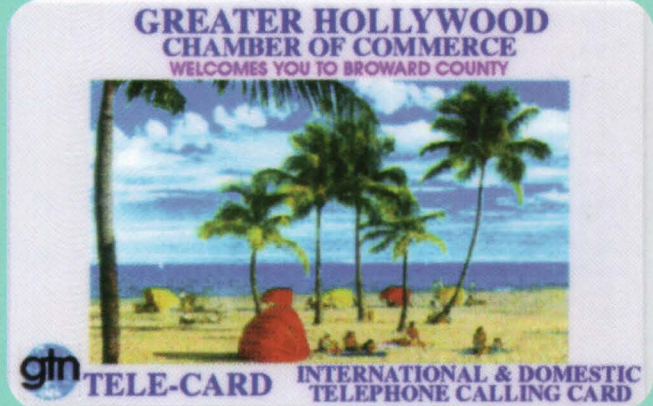
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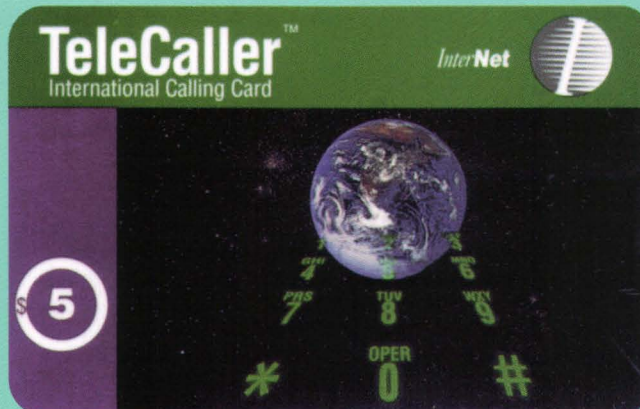
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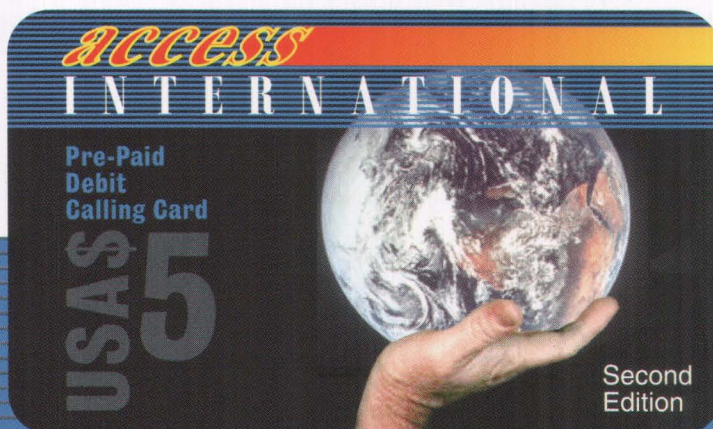
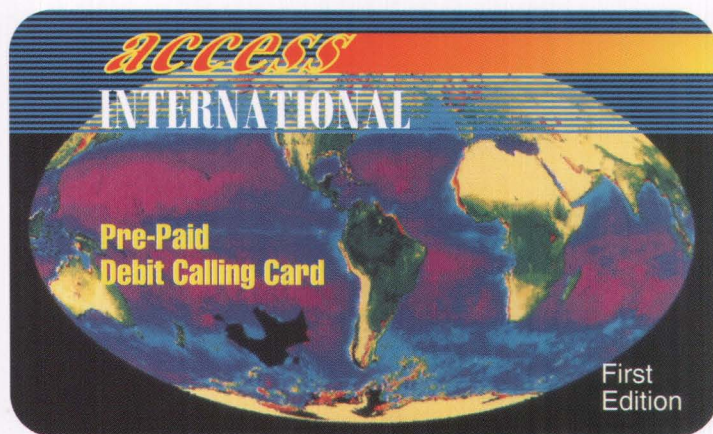
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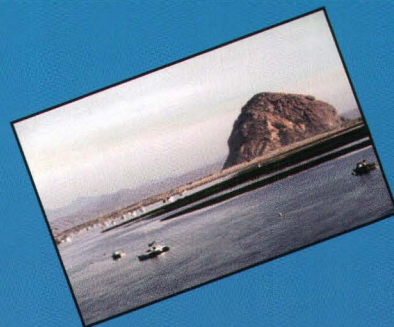
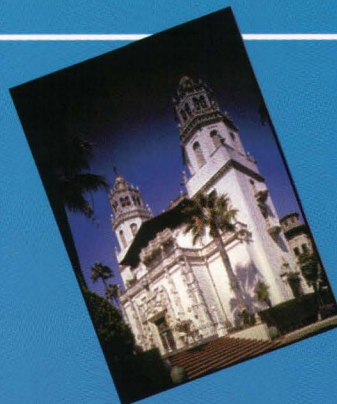
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March 4 – 6, 1994

Premier Telecard Magazine is the first and only magazine in the United States devoted exclusively to reporting on the prepaid phone card industry and the burgeoning ranks of telecard collectors. Its readership is international in scope.

The *Premier Telecard Magazine* Phone Card Phair '94 is hosting an international audience of collectors, and industry representatives.

Phone Card Phair '94 is the first international convention in the United States focusing exclusively on the prepaid phone card industry and collectors. *Premier Telecard Magazine* is sponsoring a first-class event for the prominent clientele that will attend. A combination of business and social events will be held to allow participants to mingle with their peers.

Schedule of Phone Card Phair Events

Friday, March 4

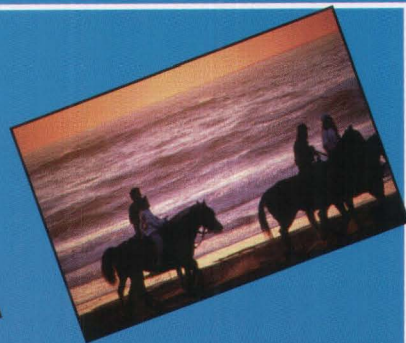
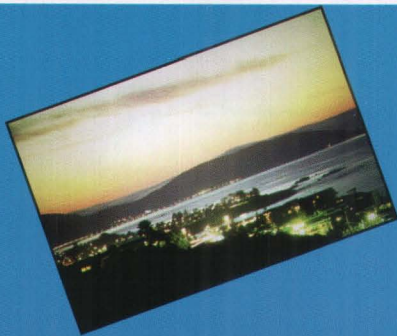
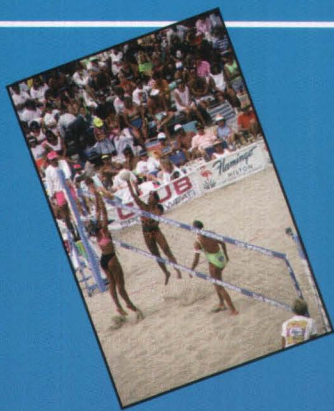
- 6 - 8 p.m. Official Welcome
Keynote Speaker - Dr. Steve Hiscocks
Reception & Preview of Exhibits

Saturday, March 5

- 8:00 a.m. - 4:00 p.m. Vendor Show
4:30 - 5:30 p.m. Phone Card Auction
7 p.m. Western-Style BBQ

Sunday, March 6

- 10:00 - 11:30 a.m. Panel Discussion - International Industry Experts
Election of Officers for the new USA Collectors Association
12:30 - 5:00 p.m. Premier Telecard Magazine Golf Tournament at the San Luis Bay Resort
12:30 - 2:00 p.m. Lunch at the San Luis Bay Resort
5:00 - 6:00 p.m. Cocktails and farewells



Recreation

San Luis Obispo County is rich in recreational activities such as: sailing, horseback riding, cycling, kayaking, sportfishing, tennis, golf, limousine tours to wineries & winetasting, visits to the historic Hearst Castle, shopping excursions to the quaint coastal village and artists' community of Cambria, or an afternoon at Sycamore Mineral Springs Resort for natural mineral baths, massage and lunch. The Pacific Suites Hotel staff will be happy to help make arrangements for you and your family.

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Pacific Suites Hotel provides complimentary transportation to and from the San Luis Obispo airport. Please provide them with your arrival and departure information. The hotel staff can also refer you to local rental car agencies if you desire the use of an automobile.

Hotel Reservations

Reservations must be made directly with the Pacific Suites Hotel. Indicate that you are attending the Phone Card Phair and receive a discounted room rate of \$99.00 + 10% tax per night for either a single or double room. Reservations must be made by February 11, 1994 to obtain discount.

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No Smoking Policy: Please note that the City of San Luis Obispo prohibits smoking in public areas, including public indoor areas. Smoking is permitted in designated hotel sleeping rooms. Should you desire a hotel room where smoking is permitted, be certain to request a "smoking" room when making your hotel reservations.

Phone Card Phair Registration

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\$25.00 - Weekend Phair Bourse Pass

Weekend Phair Bourse Pass provides access to:

Friday, March 4 - Keynote Speaker & Exhibit Preview

Saturday, March 5 - Vendor Show & Auction

Sunday, March 6 - Panel Discussion - Int'l. Industry Experts

Phone Card Phair Western-Style BBQ

\$25.00 - per person - Saturday evening

Phone Card Phair Golf Tournament

\$60.00 - per person - includes green fees and lunch

\$20.00 - per person - lunch only

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Racing Under the Lights

by Leslie Gainer

The Collectors' Advantage began as a newspaper tabloid for collectibles enthusiasts and is rapidly adopting the role as a producer and marketer of telecards. Their first card was unveiled on October 10, 1993 at the Mello Yello 500 NASCAR race held at the Charlotte Motor Speedway. The cover of the card sports a photograph of a night race at the speedway and is titled "Racing Under the Lights." 1,500 telecards were produced. The card had sold out by November 1, 1993. The initial selling price for the card was \$7.00.

The card is officially sanctioned by the Charlotte Motor Speedway. It is the first NASCAR-related telecard produced to date, according to Steve Loewenstein, founder of *The Collectors' Advantage*. He is currently negotiating with NASCAR to produce telecards directly on their behalf.

Loewenstein debuted a second NASCAR-related card on November 14, 1993 at The Hooters 500 NASCAR race which was held at the Atlanta

Motor Speedway. The card is officially sanctioned by the Speedway and commemorates the last NASCAR Winston-Cup race of the 1993 season. 1,000 telecards were produced. The initial selling price was \$7.00.

Loewenstein has established a distinct focus on the auto racing circuit in the course of designing and marketing telecards. On November 10, 1993 he released the Henry "Smokey" Yunick 2-Card Autographed Set. Smokey appeared at the race to autograph the sets. Yunick is a famous designer and builder of race cars and engines for Indianapolis 500 and NASCAR races. He is also well known for the *Popular Science* column which he wrote for 25 years. 1,000 of each telecard were produced. The cards contain matching numbers and must be purchased as a 2-card set. The initial selling price was \$35.00 for each set.

Steve Loewenstein is moving quickly in an attempt to dominate the field of NASCAR race cards. He is thrilled with the response the cards have received so far. Not content to rest on his laurels, Loewenstein intends to branch

out to capture other unique images on telecards.

In November 1993, he introduced the first telecard in an 8 card series, "The Bicentennial of U.S. Coinage Commemorative Telephone Card Series 1793 - 1993." The cover of the inaugural card contains a photo reproduction of the 1793 Chain Cent and the heading "200 Years and Still Making Cents." The remaining 7 cards will be issued in phases throughout 1994. Each card is 20 units, valued at 50 cents per unit. The cards will be sold individually for \$15.00. The purchase price includes a one year subscription to *The Collectors' Advantage*. The subscription and series may be purchased more economically as a set for \$85.00. Purchase of a complete series will also ensure that the buyer receives a set of 8 cards with matching numbers.

The Collectors' Advantage appears to be making rapid inroads into the world of telecard manufacturing and marketing. We look forward to following the growth of this enthusiastic new player in the telecard marketplace.



Card	Charlotte Motor Speedway - Mello Yello 500 NASCAR Race	Atlanta Motor Speedway - The Hooters 500 NASCAR Race	The Indian is Back (Hologram)	1993 Indian Chief Motorcycle	Henry "Smokey" Yunick - Portrait	Henry "Smokey" Yunick - 1964 Indy Car
Issuer	The Collectors' Advantage	The Collectors' Advantage	The Indian Motorcycle Trading Card Company and The Collectors' Advantage	The Indian Motorcycle Trading Card Company and The Collectors' Advantage	The Collectors' Advantage	The Collectors' Advantage
Manufacturer	ACI/SpeedCall	TravelTel/SpeedCall	AmeriVox/BCC	AmeriVox/BCC	AmeriVox/BCC	AmeriVox/BCC
Quantity Issued	1,500	1,000	1,993	1,993	1,000	1,000
Date Issued	10/10/93	11/14/93	11/93	11/93	11/10/93	11/10/93
Location Issued	Mello Yellow 500 NASCAR Race at Charlotte Speedway. Sold out 10/11/93	The Hooters 500 NASCAR Race at Atlanta Motor Speedway. Sold out 11/14/93	The Collectors' Advantage	The Collectors' Advantage	The Collectors' Advantage	The Collectors' Advantage
Special Feature	Logos of "Mello Yello 500," "Coca Cola 600," and Charlotte Motor Speedway appear on the card. First NASCAR Winston-Cup telecard.	Logos of "The Hooters 500," and Atlanta Motor Speedway. Second NASCAR Winston-Cup telecard. The card contains scratch-off PIN's.	Sequentially numbered. Scratch-off PIN. Match number 2-card set with bar codes.	Sequentially numbered. Scratch-off PIN. Match number 2-card set with bar codes.	Sequentially numbered. Scratch-off PIN. Match number 2-card set with bar codes.	Sequentially numbered. Scratch-off PIN. Match number 2-card set with bar codes.
Material	solid core	solid core	laminated core	laminated core	laminated core	laminated core
Calling Range	International	International	United States	United States	United States	United States

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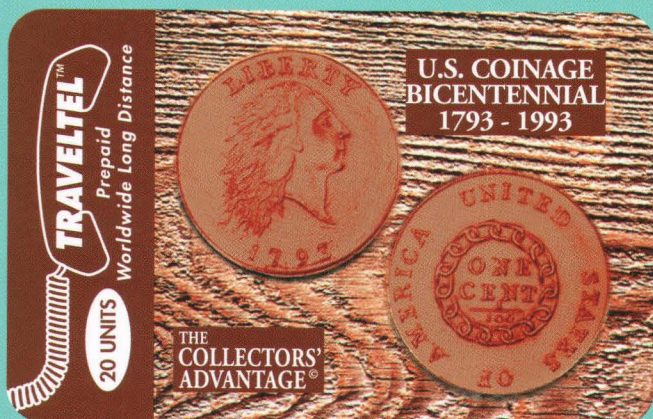
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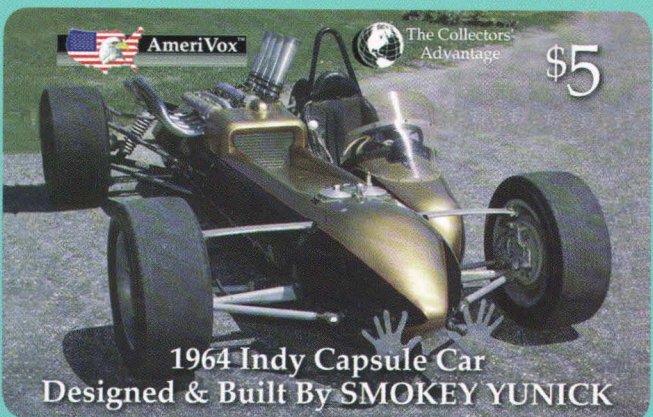
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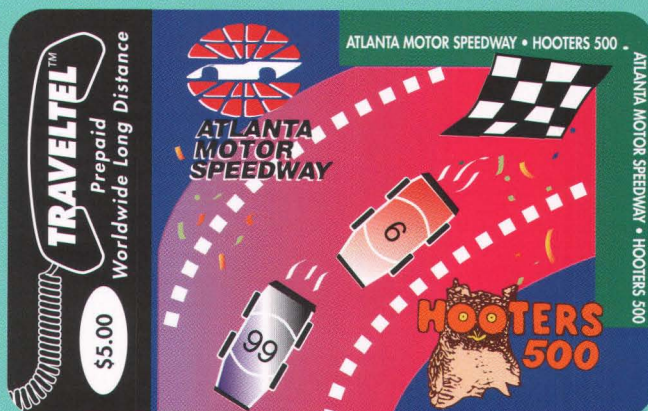
1964 Indy Car



Henry "Smokey" Yunick



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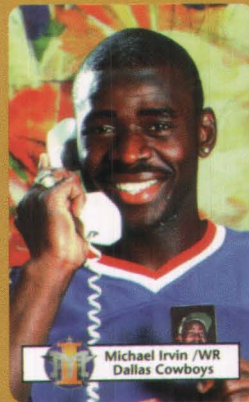
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Cards in Play in the U.S.A.

Anchorage, Alaska ITI Strikes Gold in Alsaka

International Telecom, Inc. (ITI) was established in 1991 and formed out of necessity. The founders, Mike Nichols and Mike Fetko, live in Alaska and have worked in the telecommunications business for a number of years. While traveling to remote areas of Alaska they noticed that seasonal workers were having a difficult time placing phone calls due to a serious shortage in telephones. ITI stepped in to fill the communications void.



The plan was to install an extensive network of pay phones utilizing alternate operator service (AOS). ITI contacted several vendors of debit card pay phones and ultimately settled on phones and cards manufactured by Schlumberger in Paris, France.

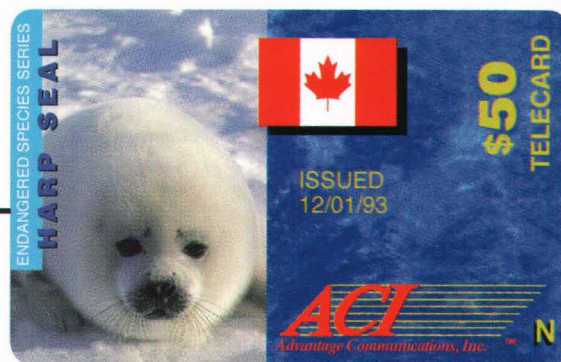
ITI installed the pay phones in the early months of 1993 and began selling phone cards to users in Alaska. Much to their surprise, they received a call from a card dealer in New York who wanted to buy ITI cards. He said he had no intention of using the cards to make calls, and was purely interested in the cards as a collector and dealer. Nichols and Fetko were astounded. Unwittingly, ITI

had become a player in the burgeoning world of telecard collecting. It wasn't long before ITI started hearing from dealers as far away as Germany.

ITI issued 5,728 of the debut card. A photograph of the state flag of Alaska appears on the front of the card. The cards are divided equally between 75 and 150 unit cards. Each unit costs the consumer 35¢ (in U.S. dollars). The first run has been so successful, that only 500 150 unit cards remain available. ITI recently released a second series in order to keep up with the demand.

The second series is a 3 card limited edition "National Park Series." The "Autumn at McKinley" card is 150 units and 2,000 were produced. The "Brown Bear with Salmon" card is 75 units and 4,000 were produced. The "Bull Caribou in Fall" card is 30 units and 4,000 copies were produced. The lower unit Caribou card was issued in response to consumer demand for a less expensive card.

ITI began its operations with the goal of providing telephone access for seasonal workers in remote areas of Alaska. In the process they inadvertently struck gold by becoming a player in the world of telecard collecting.



Memphis, Tennessee

ACI introduced the Harp Seal "N" card in November 1993. This card is the second in the "Endangered Species Series" issued by ACI. The first card issued was the Panda "E" card. *Premier Telecard Magazine* reported on the introduction of the series in Volume 1, Number 2 of the magazine. The Harp Seal card is available in the same quantities and denominations as the Panda card.

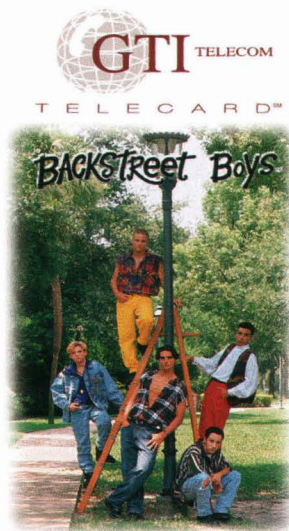
ACI service for Japanese-speaking callers

ACI is now offering Japanese voice prompts which are available for use in conjunction with their debit cards. The toll-free number is printed on the Harp Seal "N" card. Individuals who have ACI telecards which were issued prior to the Harp Seal "N" card may reach the voice prompt by dialing 800-583-8966.

Orlando, Florida

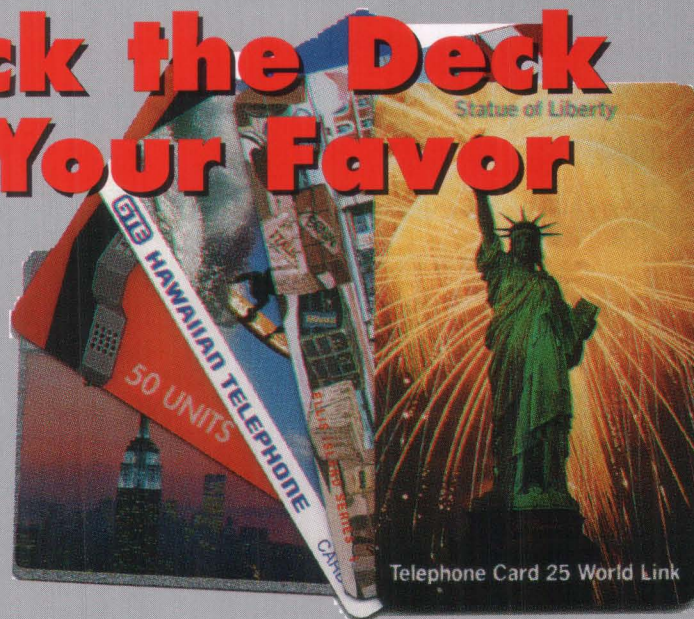
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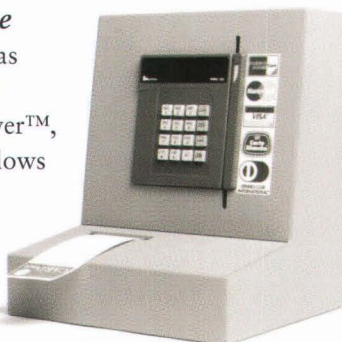
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Knoxville, Tennessee

Global TeleMedia has introduced a debit card machine, called TeleSaver™, an ATM system that allows individuals to purchase prepaid long distance with any major credit card. A division of Global Wats One, Inc. of Knoxville, Global TeleMedia offers a comprehensive debit or prepaid phone card service. Their card products include:



The Travel Card... allows incoming visitors to the U.S. to make calls from any touchtone telephone to most anywhere in the world. Designed for travel agents, airlines or any travel club, this card may be sold or given as a premium.

The Retail Card... created as a custom or standard product, the card allows retailers anywhere to offer debit card convenience to their customers.

The Affinity Card... a fundraising vehicle for any charitable organization. Usually customized with the group's logo.

The Corporate Card... furnished to a company's sales force for on-the-road usage, this card serves as a control tool, limiting long distance calls placed by employees.

The Premium Card... an incentive card, serving as a coupon to reward consumers for cooperation in promotional programs.

Global Wats manages the long distance networks of small and medium-sized businesses. A subsidiary, TeleFriend, offers a residential long distance service, as well as a program for entrepreneurs to market Global's products. Both divisions of Global Wats One, Inc. are wholly owned subsidiaries of Phoenix Advanced Technology, Inc. (NASDAQ:PATI)

Hollywood, Florida

Free two-minute phone calls were offered to foreign visitors arriving at Fort Lauderdale-Hollywood International Airport by the local Chamber of Commerce, sponsored by Global

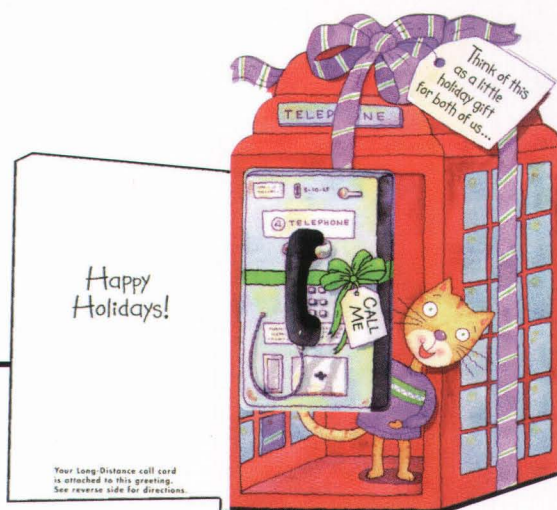
Telecom Network. The joint effort was made to combat a decline in tourism, caused by recent tourist murders in Florida.

Jack Weinstein, Global's Executive Vice-President, said that the company is prepared to donate several hundred thousand dollars worth of free phone calls over the next year. One university student, Andreas Lips, said the calls are a good idea. "It's great," he said. "It will be easy to call our parents now. They will know that everything is fine and there is nothing to worry about."

Global Telecom produced 6,300 2-minute "Goodwill Tele-Cards" for the call home promotion from GTN, LDDS Metromedia and the Chamber of Commerce.

GTN also distributed a special 9-card series of Tele-Cards as a promotional giveaway at a recent industry conference at Amelia Island, Florida. 2700 cards were printed, or 300 sets of nine cards each.

In another special issue, GTN produced 1800 "House" cards, valued at \$25 and showing their newly designed corporate logo.




Atlanta, Chicago, Kansas City, Los Angeles and New York.

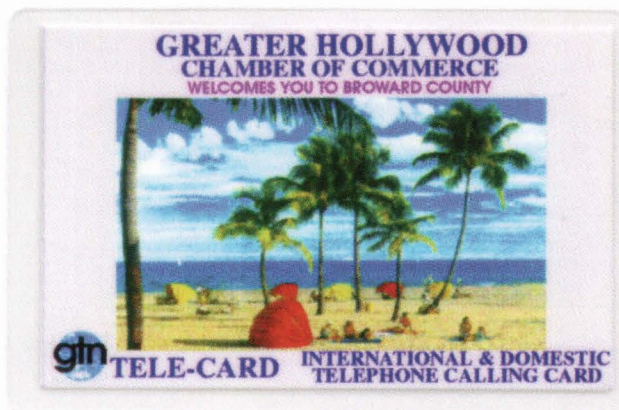
Hallmark & Sprint are sending "Long Distance Greetings"

Hallmark Cards, Inc. and Sprint have joined forces to create and market a line of greeting cards that include pre-paid long distance time as a part of the greeting card package. The test series reached a limited number of Hallmark stores on November 15, 1993.

Hallmark is the first greeting card company in the U.S. to test this innovative marketing concept. The cards had their debut in targeted Hallmark stores in the following five U.S. cities: Atlanta, Chicago, Kansas City, Los Angeles and New York.

The greeting/calling cards retail for \$6.00. The price includes the greeting card and a calling card with 10 minutes of long distance time. There are 30 different cards in the test series. Ten of the test cards were designed specifically for the 1993 Christmas season. The

new product line features the logos of Hallmark and Sprint. The telephone time may be used to conduct calls within the continental United States. 



Classified Ads

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

Buying unused stored cards: 1) NYNEX: Skyline by day \$60, Democratic Convention \$160, Complimentary D92 \$1070, package complimentary with yellow telephone \$950, test cards (make offer) 2) AT&T: Admiral's Cup \$1100, used \$780, ET and other private cards (make offer) 3) Michigan Bell: 40 Cent Complimentary \$420, Set without 40 Cent \$170. 4) Carlson Stromberg: Make offer (Coca Cola \$1500) 5) COMSAT Cards before Nr. 2020 and other early cards wanted, 6) US-West \$120/Set, Ch. Wittig, Ammanstr. 9, 90459 Nurnberg, Germany

Telephonedcards International: Europe + worldwide-120 + countries in stock, also U.S.A. early issues, Michigan Bell, Planet Earth. Special offer: 25 different Europe \$50 only, postage free, CWO please or VISA, Kurt Menje, Daimlerstr. 8, D-63477 Maintal, Germany.

TELEPHONE CARD Albums and accessories. Send \$1.00 for 56-page catalog. SAFE Publications, Inc. Box 263, Southampton, PA 18966 (215) 357-9049

INDONESIA 20 diff. Fine used Phonecards for only US\$30.00 postpaid by Reg. Air Mail. F. Lesmana, PO Box 1241 JKB-Daan Mogot, Jakarta 11012, Indonesia.

GO!PHONE ARTCARDS from LASER RADIO \$5 each plus \$1.50 s/h; P.O. Box 100, Rock River, WY 82083 phone (307) 378-2311 or fax (307) 378-2520

Calling All Cards: Specializing in stored memory cards. Send for a price list to: Calling All Cards, P.O. Box 503, Hyde Park, N.Y. 12538. Tel: 001-914-229-9049

WORLDWIDE TELECARD - FREE PRICE LIST ON REQUEST, BOX 9094 TE ARO, WELLINGTON, NEW ZEALAND TEL/FAX: 0064 4 3851 908

BUYING US TELEPHONE CARDS of all US companies, mint & used. Offers including quantity and price to: Marken Belo Mefferdatisstr 22, D-52062 Aachen, Germany: Phone-49/241/35039, Fax-49/241/408236

USA PHONECARDS, Custom special issue collector's cards. AmeriVox sample card packs. Fund raising consultants. Send \$7.50 (US) for one card and price & info list. Bill Smith, 59 Washington St., Santa Clara, CA 95050 USA (408) 244-9174.

Supersonic Pilot-1st card of custom SPRINT prepaid phone cards now available - absolute rarity - Supersonic Pilot 1st card of "Techno Series" consisting of 4 different cards - worldwide limited edition of 1,500 cards @ - next card to be issued in January - Info exclusively thru CARDART-1200 Ballantrae La., McLean, VA 22101 Fax: (703) 506-9513.

WORLDWIDE mint and used telephone cards for sale. For a free list write LESLIE R SHAW, Dept PT, GPO Box 5962, Hong Kong or fax (852) 814-1503.

Whisper 106 FM radio custom cards. Available in most denominations. \$10.00, \$20.00, \$50.00, \$100.00, plus \$2.50 shipping and handling. Pristine condition used cards, \$5.00 + \$1.00 S&H = \$6.00 each. Mail to: E.B. 3057 South Higueria #189, San Luis Obispo, CA 93401.

US phonecards wanted for cash. German phonecards for sale. US Telecard Service, H.-Rein-St 6A, 37075 Goettingen, Germany, Fax/Ph. 551-378475.

Phonecards for sale or exchange. John Watson, P.O. Box 586, Harrow, HA1 1XB, England.

EURASIA INTERNATIONAL CORP.

121 Cedar Lane #2A, Teaneck, New Jersey 07666 USA. Specializing in NYNEX and foreign cards. New offers daily. Please write, FAX or call us in English, French, German, Spanish or Japanese. VISA/MC, all major currencies gladly accepted. Phone ++1 (201) 836-0284. FAX ++1 (201) 836-3807. LONG LIVE TELEPHONE CARD COLLECTING!

The First U.S. Telephone Card Catalog. Issue: 2 \$5. Over 800 numbered listings-over 100 pictures. Lin Overholt, Box 8481, Madeira Beach, FL 33738

Price list of worldwide phonecards available now featuring over 75 countries. Exchanges possible for USA, Mexican and Canadian phonecards. Write Cyril Fox, 68 Chelsea Park Drive, Chelsea Heights, Victoria, Australia 3196.

Red Flyer Enterprises, Inc. - Our German-American Collectors Club offers many limited edition telephone cards. Special! 5 unloaded German cards for only \$10 p.pd. Write 1003 Drew St., Clearwater, FL 34615, phone 800-364-6563 or Fax (813) 447-3678.

W. Ray Dobson, 176 Main Rd., Christchurch 8008, New Zealand. Would like to exchange quality phonecards from New Zealand and other countries for USA cards. All letters answered.

AMERIVOX TEL. DEBIT CARDS - For inside tract on obtaining collectibles, send \$3.00 for info. pak: L.A. DuPlessis, P.O. Box 118 Chinook, WA 98614, U.S.A.

800 Phone Service: Business/Residential - 16¢/min. in-bound, Long Distance Dial-1 Service, 15.9¢/min.; No Surcharge Calling Card, 25¢/min.; 6 Second Billing. 1-800-804-5514.

I Can Swap Phonecards - NZ & 40 other countries for USA, Hawaii, Canada - Write: N. Parsotam, Berkeley dallard Apartments, 70 Nairn St., Flat 46, Mt. Cook, Wellington, New Zealand.

IEM TELECOM
America Bowl Series Telephone Cards
The cards the world collects!
Saints vs. Eagles in Tokyo, August 1
Steelers vs. 49er's in Barcelona, August 1
Bills vs. Vikings in Berlin, August 7
Cowboys vs. Lions in London, August 8
Inquire about other sports, personalities, & themes. For pricing & availability, write, call or fax: P.O. Box 11499, Chicago, IL 60611-0499
Phone: 312-243-0600, ext 227 (24 hrs.)
Facsimile: 312-243-4949;
Direct: 312-243-4343

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

Limited to the first 10 responses.

Attention Debit Card Providers and Prospective Providers

PATENT PROTECTED DEBIT CARD SYSTEM

U.S. Patent No. 5,068,891

Our high capacity P-C based interface debit card system allows total control of your debit card operation. You buy or lease suitable telephone switch; we provide turn key hardware and software to control debit card portion of switch operation.

Included is License Agreement of U.S. Patent No. 5,068,891.

This patented system was designed and put into operation several years ago, and has served such clients as CitiCorp and other prestigious companies.

If you want to use your own complete system, we will license the patent for an appropriate fee.

For details contact **VALIDATION, Inc.**
Jim Athanson or 118 S. Westshore Suite 127
Marvin E. Marshall Tampa, FL 33609
(813) 287-0992
Fax (813) 287-8425

Readers Response

This is the first in a regular column recounting readers' responses to *Premier Telecard Magazine*.

Subscription Dept:

Received my first issue of *Premier Telecard Magazine*.

Great magazine, great collectors hobby!

Enclosed is my check for 12 month extension to my subscription. Great offer to purchase the available 8 card set.

Thank You

Dalton Hunsaker, Apo AP 96558

Dear John,

Congrats on the success of *Premier Telecard Magazine*. It is absolutely beautiful!

Many thanks,

Jeanie Nordhausen, Burlingame, CA

Dear John

Congrats on the great job. Everyone with AVOX is very proud to be able to refer to your magazine. Your professionalism is really appreciated in this industry.

I'm upgrading to 24 mos. plus the 8 cards - Hope I can get early numbers.

Thanks,

Randy Sanders, Los Angeles, CA

Hi!

I look forward to receiving the 6 copies of your first issue of P.T. Magazine. I have already acquired 2 copies from David M. Eastis when I was in Mountain View recently. The reproduction of my custom card for Normzart and paragraph about Honolulu, HI cards, looks great!

My thanks to Bill Jordan (and whomever else) for this! I was very pleased, and have been receiving international responses from my classified ad.

Thanks Again!

Sincerely,

Norman F. Foster, Honolulu, HI

Dear Sir,

I have just read through Vol. 1, No. 1 of *Premier Telecard* and thoroughly enjoyed it both from an information point of view and also the quality of printing and colour reproduction of various telecards.

My only complaint would be from an overseas collectors point of view and that is various companies offering cards are only giving a phone number as a contact, when an address would be of more help to overseas collectors so we can write asking for cards thus saving considerable money from expensive toll calls, if you hope to attract collectors outside of the U.S.A. I hope you will recommend to advertisers, suppliers that though toll free numbers are o.k. for U.S.A. collectors, other worldwide collectors would also appreciate a contact address.

I am a collector of Hawaiian and AmeriVox cards and would've liked to contact Avila Hot Springs to obtain a copy of their special card, but am not prepared to pay expensive toll bills to obtain such cards.

Thank you for the time and keep up with the good work.

L. J. Richards

Christchurch, New Zealand

Editor's Note

We have taken your advice to heart and have suggested that all of our advertisers provide us with a mailing address to include with their advertisements. Thank you for the suggestion!



1st Issue Celebration Card

A Card to Remember, Going, Going

When Premier Telecard Magazine offered the 1st Issue Celebration Card to kick off our first year as a publication, the objective was to stimulate interest in our new magazine.

Savvy collectors quickly taught us that we had also created an intense market for the 1st Issue Celebration Card. We have been flooded with requests for 24-issue subscriptions since that is the only way to obtain a matched-number set of eight cards. Each of the cards has a single logo from one of the eight telcos participating in the release of the 1st Issue Celebration Card.

There are only 2,000 sets of the 1st Issue Celebration Card. Order your set now, because they are going, going... and soon will be gone!



Subscription Form

PHOTOCOPY AND MAIL TODAY • PHOTOCOPY AND MAIL TODAY • PHOTOCOPY AND MAIL TODAY

Subscribe Today!

The cards of tomorrow will be seen first in our next issues.

U.S. Subscription

- ☐ TWO FREE 1st Issue Celebration Cards included *only* with my 24 ISSUE SUBSCRIPTION to **Premier Telecard** - 24 issues for only \$156, includes shipping & handling.
- ☐ ONE FREE 1st Issue Celebration Card included *only* with my 12 ISSUE SUBSCRIPTION to **Premier Telecard** - 12 issues for only \$78, includes shipping & handling.
- ☐ Send ____ add'l. 1st Issue Celebration Cards (limits: 3 with 12 issue subscription; 6 with 24 issue subscription) at \$5ea. = \$ _____
- ☐ 6 ISSUE SUBSCRIPTION for only \$39, includes S&H.
- ☐ Please send me ____ single copy(s) of **Premier Telecard** for the month(s) of _____ @ \$9.00 ea., includes shipping & handling.

Check/Money Order enclosed for U.S. Subscription/Additional Cards in the amount of \$ _____

International Subscription

- ☐ TWO FREE 1st Issue Celebration Cards included *only* with my 24 ISSUE SUBSCRIPTION to **Premier Telecard** - 24 issues for only \$195, includes shipping & handling.
- ☐ ONE FREE 1st Issue Celebration Card included *only* with my 12 ISSUE SUBSCRIPTION to **Premier Telecard** - 12 issues for only \$97.50, includes shipping & handling.
- ☐ Send ____ add'l. 1st Issue Celebration Cards (limits: 3 with 12 issue subscription; 6 with 24 issue subscription) at \$5ea. = \$ _____
- ☐ 6 ISSUE SUBSCRIPTION for only \$48.75, includes S&H.
- ☐ Please send me ____ single copy(s) of **Premier Telecard** for the month(s) of _____ @ \$10.65ea., includes shipping & handling.

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

Name _____

Company/Dept. _____

Address _____

City _____ State _____ Zip _____

Country _____

Telephone (____) _____

FAX (____) _____

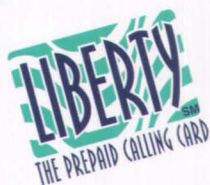
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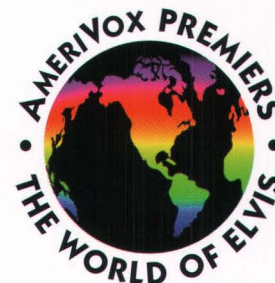
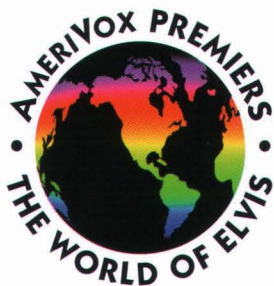
Payment must be in U.S. Funds drawn on a U.S. affiliate bank

- ☐ Check ☐ Money Order

Mail Orders Only - photocopies accepted!

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Telephone (805) 542-9346 - Fax (805) 542-9358





AmeriVox Proudly Presents The Exclusive Elvis Phonecard Series

*"Elvis Presley is the greatest cultural force
in the twentieth century."
~ Leonard Bernstein*

*"Before Elvis there was nothing."
~ John Lennon*

The AmeriVox "World of Elvis" Limited Edition phonecard series is dedicated to Elvis Presley and the millions of loyal fans who continue to enjoy his music while perpetuating his memory. Each phonecard in the 20 card series represents a unique time, event or milestone in Elvis' life. Every picture in this very special series of phonecards has been faithfully and meticulously reproduced to preserve the legacy of the worldwide icon.

Starting in Europe in 1976 and spreading to Japan and the Far East, phonecard collecting has increased rapidly. It is estimated there are over 2,000,000 serious collectors worldwide with the United States market just ready to explode.

"Phoncard collecting is becoming an international craze..."

*The Wall Street Journal,
11 December 1992*

"New York Telephone calls them the 'new collectible of the '90s,' and they could become the hottest thing to buy, sell and trade since baseball cards."

Phone+, February 1993

"The prices of the earlier cards of the 'Blue Chip' companies like AmeriVox are rising rapidly."

Dr. Steve E.R. Hiscocks, eminent international phoncard authority, 4 September 1993

Artist Dana Nyson was commissioned by AmeriVox to illustrate the album cover shown above. It is a haunting portrait of Elvis conveying the powerful magnetism of the star, while capturing the inner vulnerability of the man. Nyson has used a global theme to demonstrate the universality of Elvis and the impact his music has on the entire world.

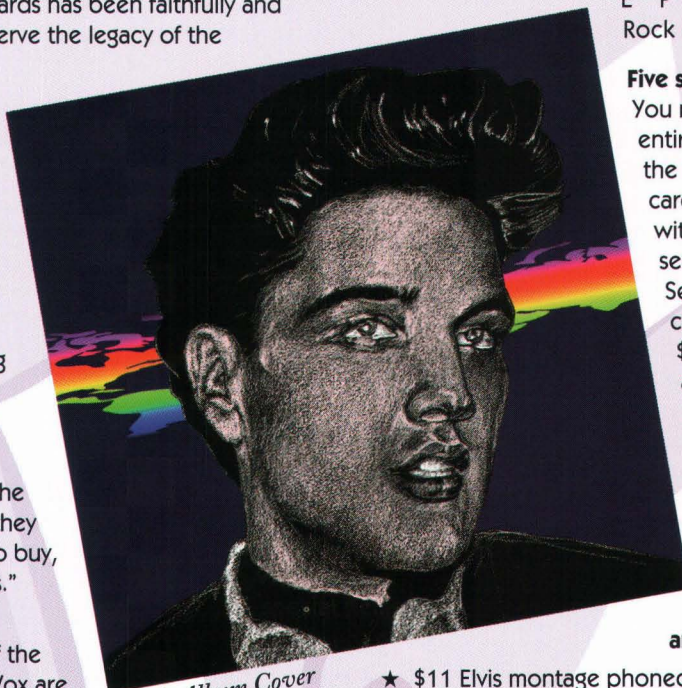
The AmeriVox "World of Elvis" Limited Edition series is comprised of 20 cards—five sets of four cards each, with a first edition production limited to 100,000 sets. A specially designed card/record album prominently displays the complete series inside by forming the letters "E" "P" in honor of the King of Rock & Roll.

Five sets of four cards

You may choose to purchase the entire series of 20 cards or any of the five sets separately. The card/record album is included with the purchase of the entire series or with the purchase of Set #1. Each set contains \$34 of calling time with card values of \$2, \$7, \$11, \$14. Phoncards are equivalent to money according to *Coin World* magazine.

Join the exclusive, first-time ever offered Elvis Presley Phoncard Club. For only \$24.95, you receive these special items and privileges:

- ★ \$11 Elvis montage phoncard with \$11 calling time anywhere in the U.S.
- ★ Special membership card
- ★ Collectors' storage album
- ★ Privilege to buy .999-fine gold Elvis phoncard series (First design to be announced on 8 January 1994)
- ★ The right to buy a double-sided, 12" vinyl picture disc featuring a significant Elvis interview
- ★ Advance information on new offerings



Elvis Album Cover



AmeriVox™

Officially Authorized
Elvis and Elvis Presley are registered trademarks
of Elvis Presley Enterprises, Inc. ©1993

Tribute to ELVIS AARON PRESLEY • King of Rock & Roll • Icon • Legend

Many people believe the eyes are the window of the soul. Almost everyone seeing these eyes instantly recognizes them as the eyes of the most photographed person in history—Elvis Presley. This closeup of a 1956 photo of Elvis reveals his irresistible charm and youthful anticipation for the future. These eyes could not have seen the magnitude of the fame, fortune and heartache that were to be his in the coming years.



Two of the four phonecards from Set #1 are shown above.

Order Form

Send Your Order to: AmeriVox
310 Via Vera Cruz, Suite 106
San Marcos, California 92069.2631 U.S.A.

Fax Orders: 619.736.0112

Phone Orders: **1.800.887.AVOX (2869)**

Description	No. Ordered	Price	Cost
Full Set of 20 Cards with album case	_____	\$189.95	\$_____
Elvis Phonecard Club Membership	_____	\$24.95	\$_____
Set #1: 4 cards with album case	_____	\$53.95	\$_____
Sub Total		\$_____	
Tax (if applicable)		\$_____	
Shipping & Handling (USA = \$7.00, Outside USA = \$22)		\$_____	
Total (includes S & H)		\$_____	

Card denominations in each set: \$2, \$7, \$11, \$14. Orders to be filled within 6-8 weeks.

!!! The first 25,777 people who purchase full sets for \$189.95 will receive a unique and specially designed \$7.77 commemorative card FREE, representing the personally chosen number on Elvis' private jet.

☐ I want the full set of 20 cards. Ship me Set #1, along with the album, and deduct \$53.95 NOW (plus shipping/handling and tax, if applicable) from my _____ (VISA, MasterCard or Discover) and \$34.95 per month for the next four months (plus shipping/handling and tax, if applicable). I will receive one new set of cards each month for four months. PT

Method of Payment

Please Print Clearly

- 1) ☐ Check 2) ☐ Money Order/Cashiers Check   
3) ☐ Bank Draft in US Dollars 4) ☐ MasterCard 5) ☐ VISA 6) ☐ Discover

Card No.

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Expiration Date: _____

Name: _____

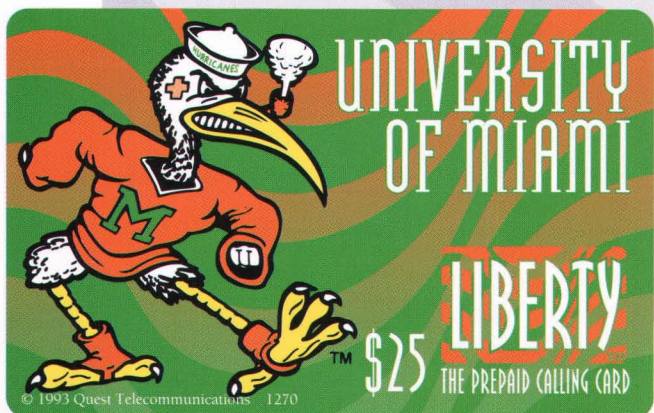
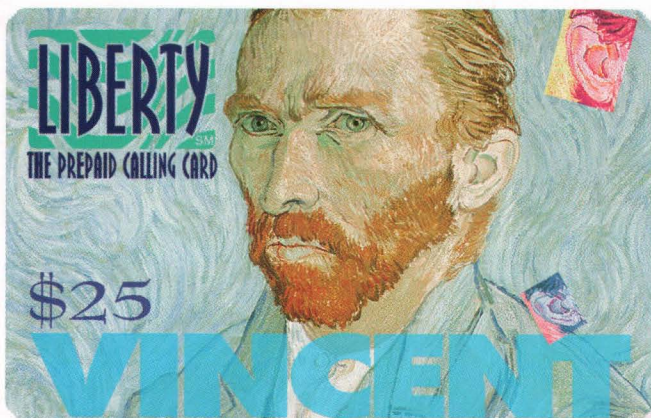
Address: _____

Country: _____ Postal Code: _____

Phone: _____ FAX: _____

Signature: _____ Date: _____

AmeriVox Rep. I.D. (if applicable): _____



COLLECT THE ORIGINALS

Collect the original Liberty Prepaid Calling Cards. Masterpiece series cards, college cards, and more. All from Quest Telecommunications, a leader in the prepaid calling card market.

Liberty is a revolutionary long distance calling service with an original approach to card design. Our award winning illustrators are developing distinctive and dramatic custom card designs especially with collectors in mind. Each Liberty card is identified by serial number for authenticity, and includes the production run, sequence number and date.

Collect the originals for the cost of the cards. Van Gogh, \$25; Career Card \$10; East Carolina University \$25; and University of Miami \$25.

To place your order...or to add your name to our mailing list for information on new cards and special limited edition cards...you're at Liberty to make this toll-free call.

1-800-964-0702

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