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Jan • Feb '97

Volume 5 • Number 1

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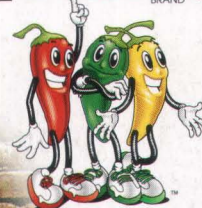
James Dean

'REBEL WITHOUT A CAUSE

see page 16



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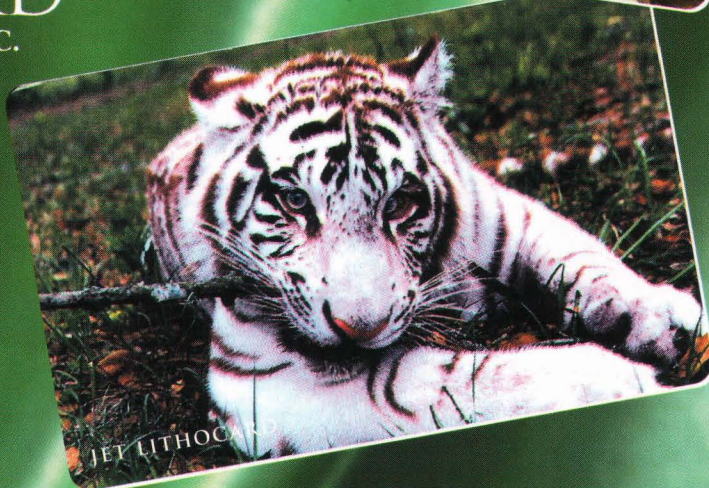
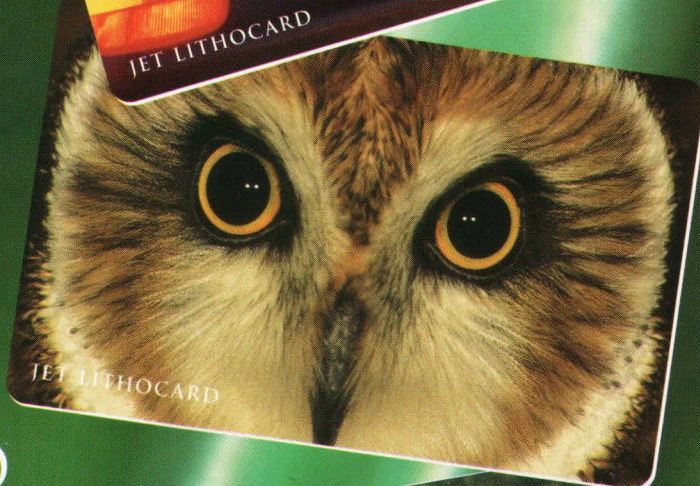
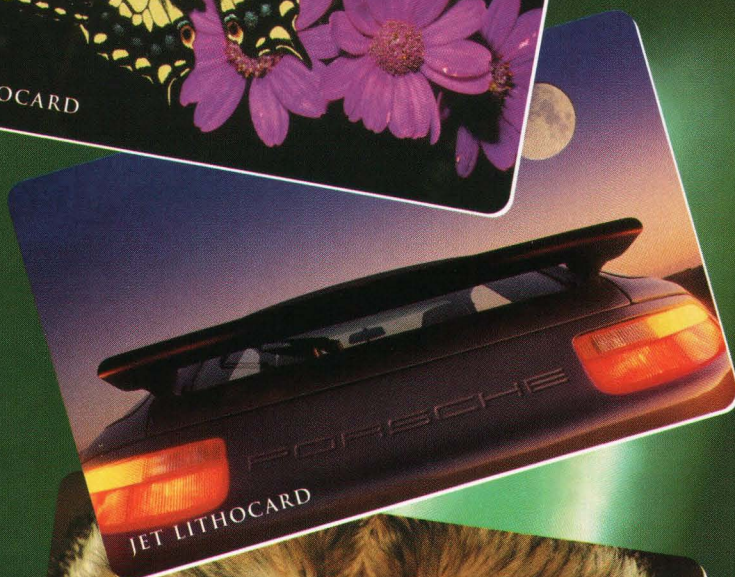
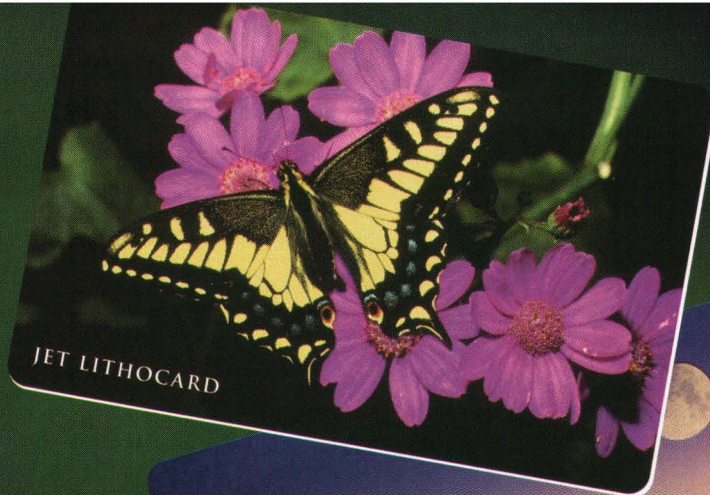
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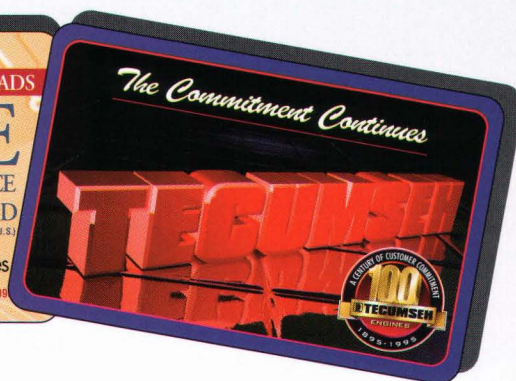
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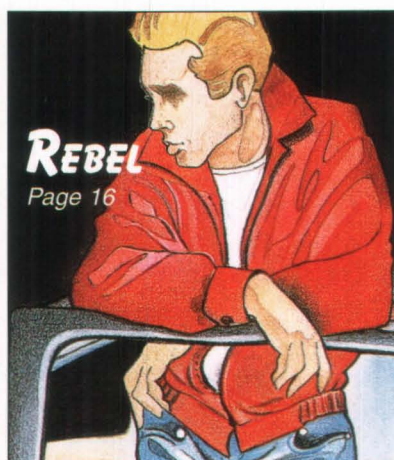
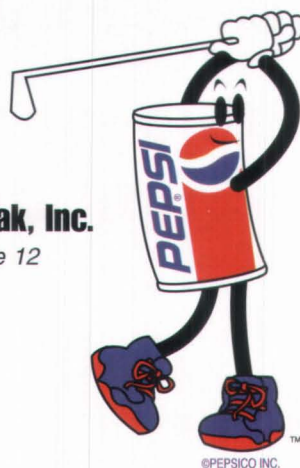
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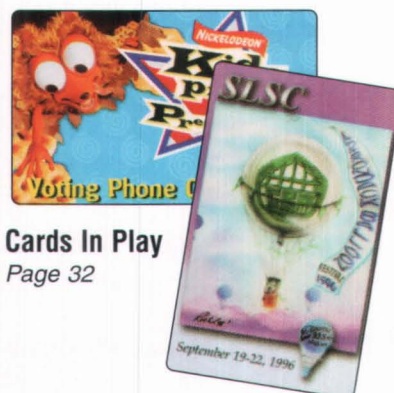
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It's Our Call...

BjE Graphics Establishes First One-Stop Telecard Information Center

As parent organization to *Premier Telecard Magazine*, BjE Graphics & Publishing, Inc. has access to the telecard industry's most current information on who, what, where, when and how much with regard to pre-paid phonecards.

With our already lengthy list of services available to the general public, BjE Graphics & Publishing, Inc. is expanding even further by initiating its first telecard pricing guide. By doing so, this organization will justifiably be able to announce that our firm is the first one-stop, full-service telecard information center.

We already offer an internationally distributed magazine and an annual telecard calendar. In addition, we have a ready-to-be-released, independently published trade magazine, and numerous other starter packages and information guides. This new pricing guide will place BjE Graphics & Publishing, Inc. head and shoulders above the competition as to variety of available services.

Another first for BjE Graphics is the organization of the pricing guide, which will be the first product of its kind to be the result of an editorial review board made up of people who are in tune with trends, new releases, special events and the markets.

The BjE plan calls for a select group of industry professionals to provide input into the pricing guide based on their individual expertise and phonecard backgrounds.

The expected result will be the most accurate, up-to-date and comprehensive pricing guide available on the market.

From our readers

Ronald Kubicki, Vice President of Sales and Marketing for IdealDial in Denver, CO, recently wrote PTM to compliment us on our product and what it has done for his business.

Kubicki said that IdealDial advertises in three telecard magazines, including PTM, and that he runs the same advertisement in all three publications. This is what he had to say: "Early on, when we entered the telecard industry, we enjoyed the most inquiry calls from the ads we ran in Premier. That inquiry volume has remained stable all during the time we have advertised in your magazine."

The PTM staff has always felt that our product was well read, and that we reached as many, if not more, industry professionals, collectors, manufacturers and distributors than any other of our competitors. It is always nice, however,

to receive independent and unsolicited confirmation of that belief.

Publisher's note:

To our devoted readers, please note the following corrections and updates.

On page 33 of our November/December edition, Premier Telecard Magazine published information about a Rush Limbaugh telecard. The date of issue was erroneously listed as July, 1994. The actual date is August, 1996.

Also note that in the same issue on page 16 Premier Telecard Magazine published a photograph of PTM Publisher Bill Jordan and GoldNet Vice President of Operations Bonnie Darr. Unfortunately, we failed to tell you that Lance Greenfield was the person who took the photograph. PT

The Premier Team
OK

Telefold Card Contacts

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Omega Creations	719-687-1095
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California Campers Now Have Their Own Card

400 Member California Travel Parks Association Joins Prepaid Phonecard Industry

Vacationers are usually trying to get away from civilization, but when leaving family and businesses behind, effective communications in the present-day world are indispensable.

To lower the anxiety of recreational vehicle users who feel more comfortable if they can get in touch with the home-front, the California Travel Parks Association (CTPA) launched a prepaid phonecard program that began in the spring of 1996.

The card pictures the CTPA four-color logo with two face values of 25 and 50 domestic minutes. According to the CTPA newsletter of May, 1996, the initial costs for these cards were \$9.99 and \$19.99, but Buckingham Communications (BCOMM) of Sausalito, CA recently announced that the cards now retail for \$8.25 and \$16.50.

In addition, the cards can be used for international calls, also at a savings.

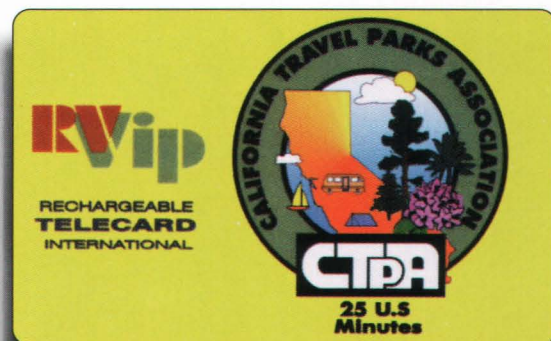
There is more. These cards offer

several other service options. Users can set up to 10 speed-dial numbers. In addition, each card includes a free 800 number voice mail box where outside callers may leave messages to the cardholder.

We're not through yet. A special service offered to travelers includes weather and road conditions anywhere in the state of California. When the card is empty, moreover, it can be recharged for 28 cents per domestic minute by using any major credit card.

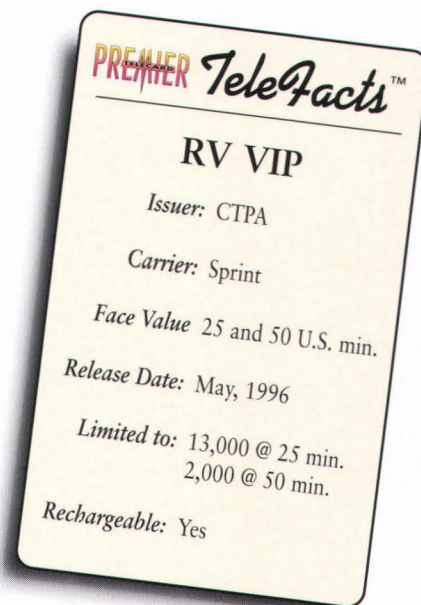
CTPA Co-executive Director Tug Miller said that an additional service includes the card owner's ability to plan ahead by calling the central number for reservations and directions to the next destination. With 400 members on the CTPA roster, that provides many recreational opportunities all over the state of California, parts of Oregon and Nevada.

He also said that in the coming year the service is expected to be increased to include five languages.



French, German, Spanish and Italian are among those under consideration.

The phonecards are distributed by BCOMM and Phone Debit Systems, Inc. The original service provider was IntelliCommunications Network International, but the service was recently changed to Sprint. **PT**



How Phonecards Work? Dial the 800 access number, enter PIN number, enter area code & destination number.

HERE'S HOW IT WORKS

As the owner of a prepaid phonecard you are entitled to the local and long distance phone time the card carries. You'll find it easy, economical and fun to turn a plastic card into telecommunication time. You can buy a remote memory prepaid phonecard in any denomination...from as little as \$1 to \$5, \$10, \$20, \$100 or a good deal more. The amount or denomination is of no importance as to how it works.

A 1-800 toll-free number, called an access number printed on the back of the card will connect you to a prepaid phonecard debit switch at a remote location, therefore the term "remote memory" phonecard. A voice-prompt will then ask you to input your Personal Identification Number, or PIN, also printed on the card (some cards have a scratch-off area to

conceal the PIN before use). When asked, input this number and the voice-prompt will tell you how much phone time you have left on your card. A voice will then ask you to dial the area code and number you wish to call. The area code always has to be included even if you are dialing within the same area code. However, it is usually not necessary to dial 1, just the area code and your destination number for calls within the United States. International dialing differs slightly and precise instructions are usually printed on the reverse of the phonecard. Generally, calls made by prepaid phonecard will save you from 40% to 60% off standard credit card, collect or coin calls.

You are saving access fees, surcharges, billing charges, etc. You'll also find that Remote Memory cards are re-chargeable over the phone (usually by credit card). There is also a toll-free Customer Service number

available should the need arise. Remote Memory cards offer a number of options such as fax-on-demand, information services, stock quotes, sport picks, voice mail and speed dial.

While there may be variations of some of the services from company to company, they are minor and for the most part you will always be able to use your Remote Memory telecard from any touchtone phone. There are also chip-cards, or smart-cards that use stored phonetime in a chip imbedded on the card and inserted only into public phones made for this purpose, with slightly different instructions. Other types of cards used both inside and outside the United States feature magnetic or optical stripe memory systems.

Okay, now you know how your new phonecard works...put it to work for you. It's direct...it's economical and you'll save money! **PT**

Not A War, Not An Invasion, But A Phonecard For Kuwait!

Most times when you read about Kuwait it conjures up bloodshed, warfare, personal tragedy. Isn't it wonderful to be able to read about a Phonecard for this country?

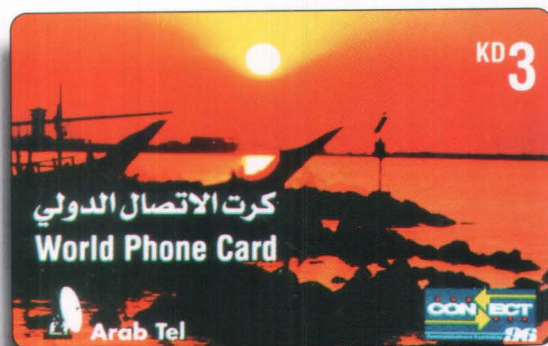
Arab Telecommunications of Kuwait recently signed on as the newest customer of Cashel Communications, Inc., an international marketing company for CPDI, Communications Product Development, Inc. A 90-channel platform was installed to process all of its prepaid calling card applications using CPDI's CALL CONTROL platform.

Kuwait City played host for a communications conference and exhibition that was named Connect 96, and Arab Telecom rapidly put its

equipment to work by distributing the official show card. Two thousand special issue cards depicting the Harbor of Kuwait City at sunset were issued for the show.

"This is the first time a telephone card has been used to commemorate an event or show in Kuwait."

Each card was valued at 3 KD (Kuwait Dinar), or approximately \$9 in United States currency. Ahmad Ibrahim of Arab Telecom had this to say about the event, "This is the first



Sunset at the Harbor of Kuwait City

time a telephone card has been used to commemorate an event or show in Kuwait. The idea was very well received and we expect this type of promotion to spread quickly to the corporate sector."

Arab Telecommunications purchased a six E-1 platform that will allow them to process 1 million minutes of phone time per month. They will act as a service bureau providing calling cards to corporations within Kuwait.

CPDI is a privately held, worldwide telecommunications corporation that develops and markets call processing platforms. **PT**

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Great Results Start With Great Ideas

The constant flow of entrepreneurial spirit in this country has been the foundation of the American economy since the establishment of the United States; the success of these enterprises is the basis for American success.

How do they do it? Somehow, some way, they are doing great business, and they make it look so simple. WRONG! It may look easy, but it is not. Let us take a look at two recent examples.

Humphrey Folks Builds Phonecard Marketing Program

Folk's Folly is the oldest steak house in Memphis, TN. Humphrey Folk, Jr., a man who was successful in the construction business, decided he wanted to open a restaurant. Folk's Folly, as his friends called his restaurant, did indeed open, and Humphrey Folks restaurant

"The company has received honors of all kinds and has been the winner of Memphis Magazine's "Best Steak House" award every year since the contest began."

turned out not to be a folly at all.

Twenty years later the restaurant continues to win rave reviews. The company has received honors of all kinds and has been the winner of Memphis Magazine's "Best Steak House" award every year since the contest began.

Marketing a great restaurant is never hard. Saying thanks to patrons is something else again. Folk's Folly Marketing Director Ann Ball is always looking for ways to improve the operation...food, service, prices, etc.

Recently company executives decided to say thanks to their customers. They also sought a way to reward

employees and others who helped bring them success. Folk's Folly chose prepaid phonecards as a way of accomplishing both of these goals.

LCI International created ideas on the development of the phonecards and the distribution. "LCI became our partners by helping us," Ball said.

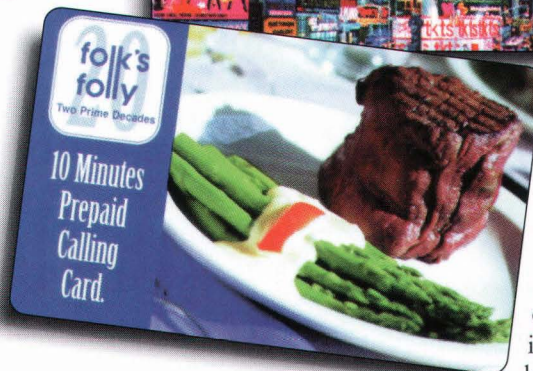
Folk's Folly steaks and seafood are shipped worldwide, and the Folk's Folly calling cards became an added bonus to purchasers as a way of saying thank you. Imagine, with one phone call (and they pay for the call) you can have mouth watering USDA Prime beef delivered overnight to your door. It may have been Folk's Folly when they opened 20 years ago, but ask anyone who has had a steak there...it's folly to go elsewhere.

LCI International handled the entire promotion and Hedge Creative Company produced 5,300 cards, each with 10 minutes of time.

Times Square Depicted In Phonecards

When you start with an absolutely beautiful painting to copy for a phonecard, if done properly, the result can be extraordinarily beautiful. In this case, the product speaks for itself.

"Times Square Parade" was painted by world renowned artist Alexander Chen. The painting is complete with American icons like the giant Coca-



Cola sign and the Frazier billboard. There is so much to see on this card it is hard to know where to begin and end.

Admirers who look carefully, however, may spot many well-recognized corporate logos that are displayed in New York's Times Square, including Cannon, Olympus, Jantzen, Suntory, Samsung, Swatch and McDonalds. How many more signs and boards can you identify?

Grapevine Telecards of Sausalito, California packaged this image as a reg-

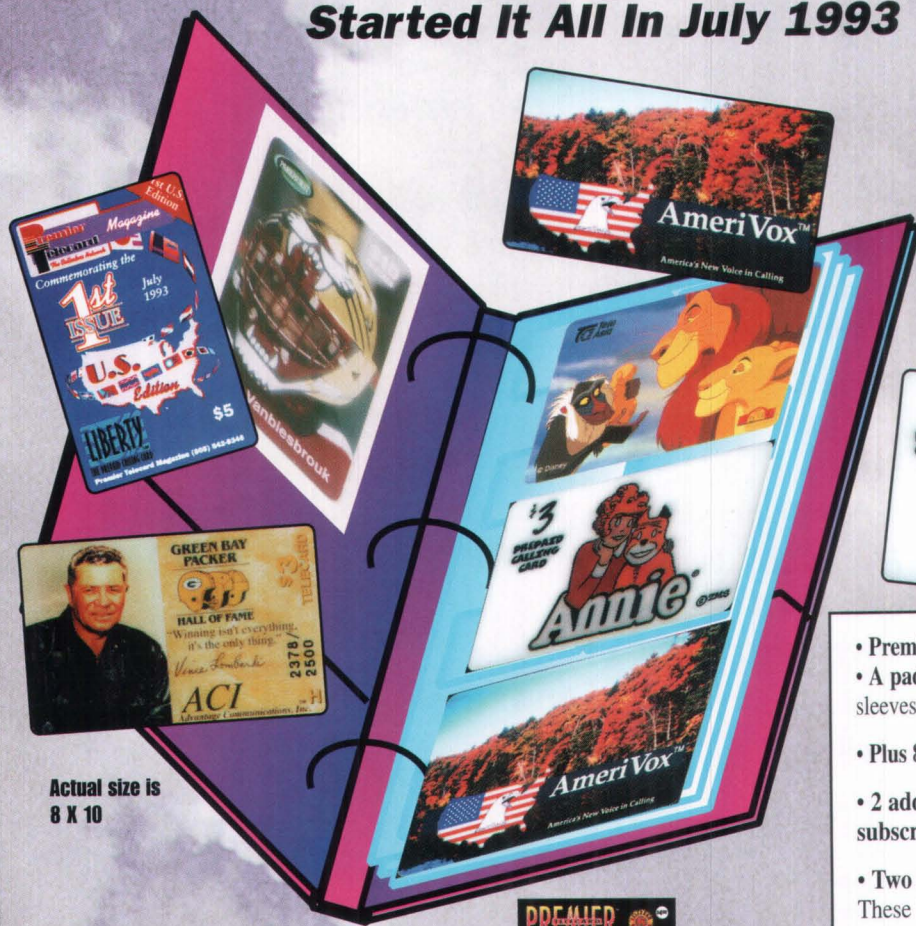
"The constant flow of entrepreneurial spirit in this country has been the foundation of the American economy since the establishment of the United States."

ular sized single card, a three-card puzzle and a Jumbo card. A thousand singles were minted. Five hundred trio puzzles and 100 Jumbos were produced. Grapevine even purchased a limited edition of 10 special prints of the original painting. The Grapevine print edition is numbered 1 through 10, and each print is packaged with matching numbered sets of each of the cards.

The price for this package is \$395. The single card has 10 units. The three-card puzzle has a total of 30 units, with the Jumbo also containing 30 units. The card is rechargeable with both domestic and international services being supplied by Cable and Wireless. **PT**

Collector's Starter Pack

From The Magazine That Started It All In July 1993



Actual size is
8 X 10



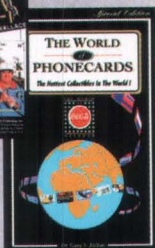
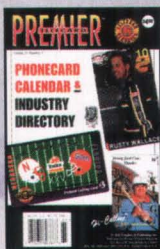
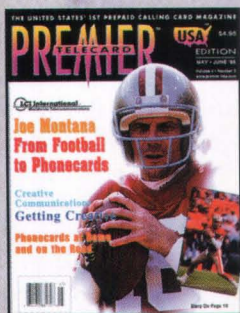
This Phonecard was worth \$5 in 1994.
Today its value has grown to \$20!



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

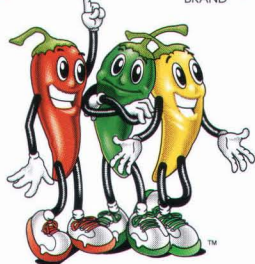
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 - Telecard Classics 1995 Collectors' Calendar- the 1st U.S. phonecard calendar (a collector's item already) only a few left. Value \$8.95 each. (CD95TC)
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The Wild World of Creativity!



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PREMIER

Webster says to create is to bring into existence (in essence to produce) imaginative skills.

Welcome to 6 Pak, Inc., one of the most unusual, promotional, innovative and yes, creative companies, around. The concept emerged from the creative genius of Fred Rodriguez, President and CEO of the company.

The next time you see a product name or advertising slogan with tiny "TM" or "SM" designations for trademark and service mark think money...big money as in greenbacks. Fred had an idea...oh, what an idea, and he ran with it. He is still running. It all started with a can, a simple little soda-pop can.

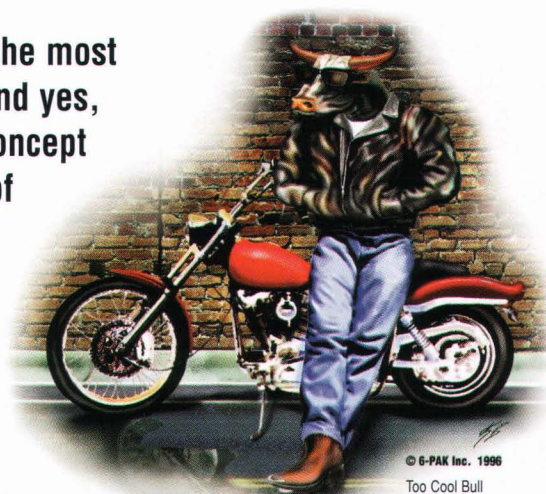
It happened about two years ago. Fred awakened one morning with an idea buzzing around in his head. It was an image of a soda can with arms. A busy little fella that threw footballs, slammed volleyballs, dunked basketballs, even back-handed tennis balls. The can even surfed the waves and skied in the winter snows. Immediately, Fred committed his thoughts to paper. He had an idea of what the can should look like, so he drew a few illustrations. He was not about to forget this idea.

By the spring of '95 he had sent unsolicited proposals to such companies as Coke, Pepsi, RC Cola, Dr. Pepper and oth-

ers, offering to let them use his can character in exchange for royalties. By November of 1995 he had a signed agreement with PepsiCo. The little can with arms, the little athletic can that could...really did!

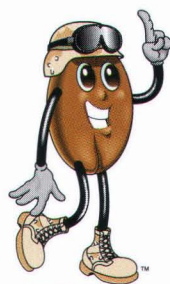
That little can became Diamond Man the Pepsi Can. Diamond Man appears on water squeeze bottles, binders, post cards, T-shirts, sweatshirts and in more than 40 designs doing all the things that Fred imagined it would. And so 6 Pak, Inc. was born.

Today, when you enter the cozy corporate office in Phoenix, Arizona, you are greeted by Pepsi cans that could, Corona Parrots that jet-ski and Doritos Chips that

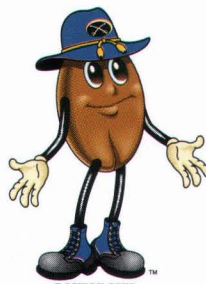


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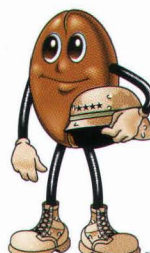
Too Cool Bull



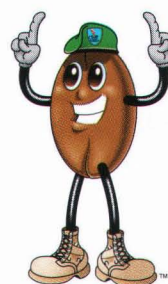
LATTE COMMANDO



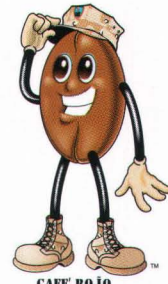
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3RD CAVALRY



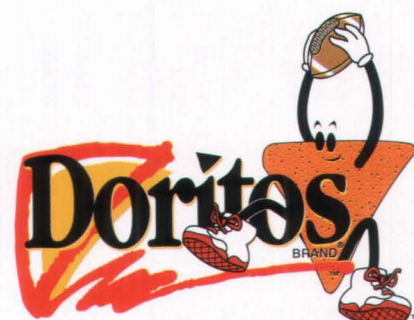
HAZELNUT GENERAL



KONA BERET



CAFE ROJO
SPECIAL FORCES



frolic. Also included are those crazy dancing chilis in three broadly smiling colors — green, yellow and red — which seem to make those spicy peppers appear harmless and innocent.

As you peruse these pages you can see that 6 Pak has grown considerably in the past 12 months. Rodriguez entered into a license agreement with Frito-Lay in connection with Tostitos to utilize a design of the dancing chilis, which are called Team Jalapeno, and a cartoon character tortilla chip to promote Frito-Lay's Dorito chips. 6-Pak's relationship with Frito-Lay helped secure the first license agreement awarded for the 1997 Fiesta Bowl football game.

Last year, while having dinner at a favorite Mexican restaurant, a neon sign of the Corona Extra Brewski Parrot caught Fred's attention. Once again, Rodriguez had an idea, and in the months ahead he designed and produced the Corona Parrot in a variety of sporting activities. Now, you regularly see the Corona Parrot jet skiing, wind surfing, snow skiing and hang gliding.

The creativity didn't stop there, and Fred saw potential in a simple little coffee bean. By definition, a military coup is defined as a sudden successful move. Presenting the 6 Pak Coffee Bean "Military Coup." Rodriguez says that "These guys are my favorite, there is so much that can be done with them. Let's start with the Hazelnut General. He is the leader of the Coup." Hazelnut General assembles his elite coffee beans as they

fall into formation and march off the field. There are 15 specialty coffee forces characters.

Java Ranger, Lt. Commander Cappuccino, Latte Commando, Central Intelligence Coffee Agency, Cafe Rojo Special Forces, French Roast Sergeant Major, Double Iced 3rd Cavalry, Mocha Major, Lt. Commander Double Latte, Espresso

"Currently on the drawing board are projects that involve gaming casinos, restaurants, apparel companies and food purveyors, just to name a few."

Marines, Kona Beret, Captain Macadamia Nut and Lt. Commander Mocha Java are all characters represented in the program.

Turn-key advertising campaigns using these characters have already been developed, allowing one to use a new Coffee Bean Flavor Character every two weeks, giving a coffee company a fresh new marketing push. A coffee company can offer a different character to go with a specific kind or type of coffee being offered. As you can see, the coffee bean brigade is in full military regalia and ready to "attack."

And so it goes. Currently on the drawing board are projects that involve gaming casinos, restaurants, apparel companies and food purveyors. However, 6-Pak Inc.'s most recent addition to its portfolio of characters is "Too Cool Bull." It is interesting to note that most, if not all, of the characters will become phonecards.

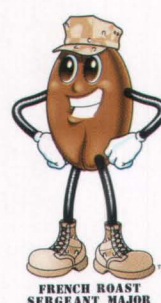
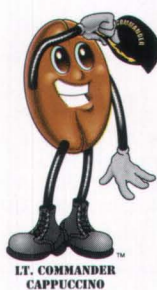
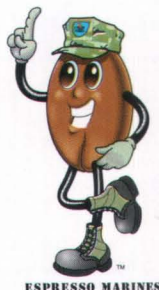
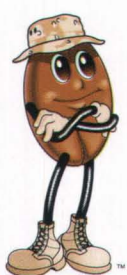
6-Pak's first phonecard, the "Corona Extra Jetski Parrot," was successfully introduced in July, 1996. Corona distributors and phonecard collectors coveted this first issue. 6-Pak's second phonecard, illustrating their beer series, is the Negra Modelo phonecard. "Too Cool Bull" atop his motorcycle will hit the road soon.

Rodriguez was also pleased to announce that 6-Pak has entered into a license agreement to begin issuing Pepsi phonecards in 1997.

And what about Fred Rodriguez? At last report his company has over a



hundred trademarks and 40 copyrights, and is quoted as saying "Have trademarks, will travel." He continues to sleep with a pad of paper and pencil handy, just waiting for that buzzing in his head to start again. PT



For The Holidays... and Beyond!

MCI recently introduced a new retail line of prepaid calling cards and in-store merchandising displays which are customized for the holidays and beyond.

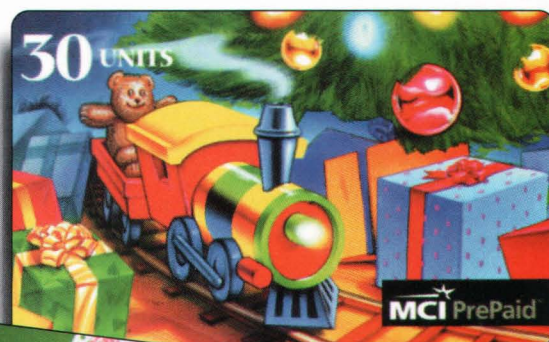
The MCI prepaid retail line offers store operators new customized carriers that are colorful, festive and sure to please the most discriminating of holiday shoppers. The new line will expand the merchandise mix, providing more visibility for the increasing number of prepaid calling card customers.

For the shopper there are so many choices. MCI's "Ring In The Holidays" cards, for instance, cover the major gift giving holidays, such as Christmas and Channukah.

Another choice includes the four everyday general sales or utility cards highlighting the seasons in the Collector Series. This series features

cards in 15-, 30-, 60-, and 75-unit denominations, all available in a spectrum of colors.

"MCI is continuously working toward taking prepaid cards beyond telecommunications and turning it into a premier retail product," said Jeff Lindauer, General Manager MCI PrePaid Markets. "By moving in this direction, we are distinguishing ourselves from the competition and significantly boosting our brand presence in the retail market, providing our customers with the quality and value they expect from



MCI." For those who are considering a prepaid phonecard as a gift, MCI cards feature calls from any phone, public or private, touch-tone

or rotary, domestic or international, rechargeable, etc. According to industry analysts, the prepaid calling card market will exceed one billion dollars in the United States in 1996. PT

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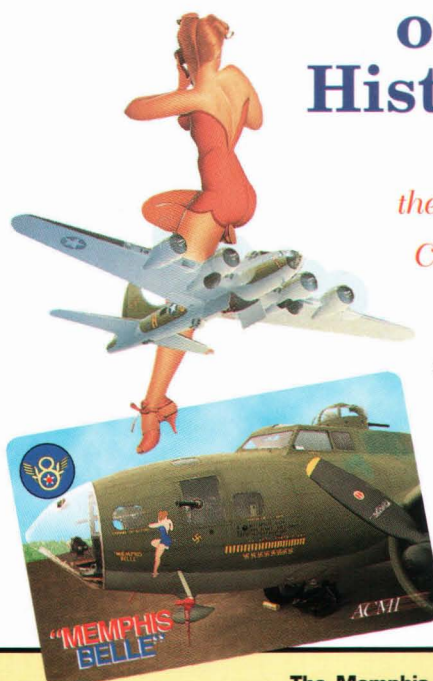


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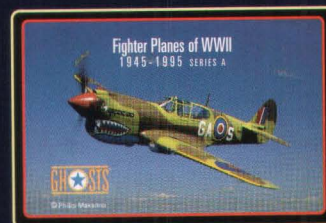
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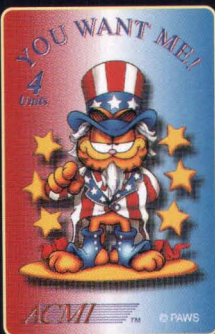
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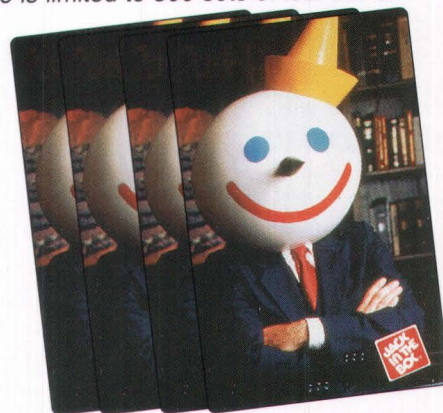
SEE OUR STORY ON THE WEB <http://www.webscope.com/s-tech/homepage.html>

Calling All "Jack" Fans!

**Announcing the release of the
first set of "Jack" phonecards.**

By dialing in the 800 access number, callers will hear Jack's voice thanking them for using his phonecard!

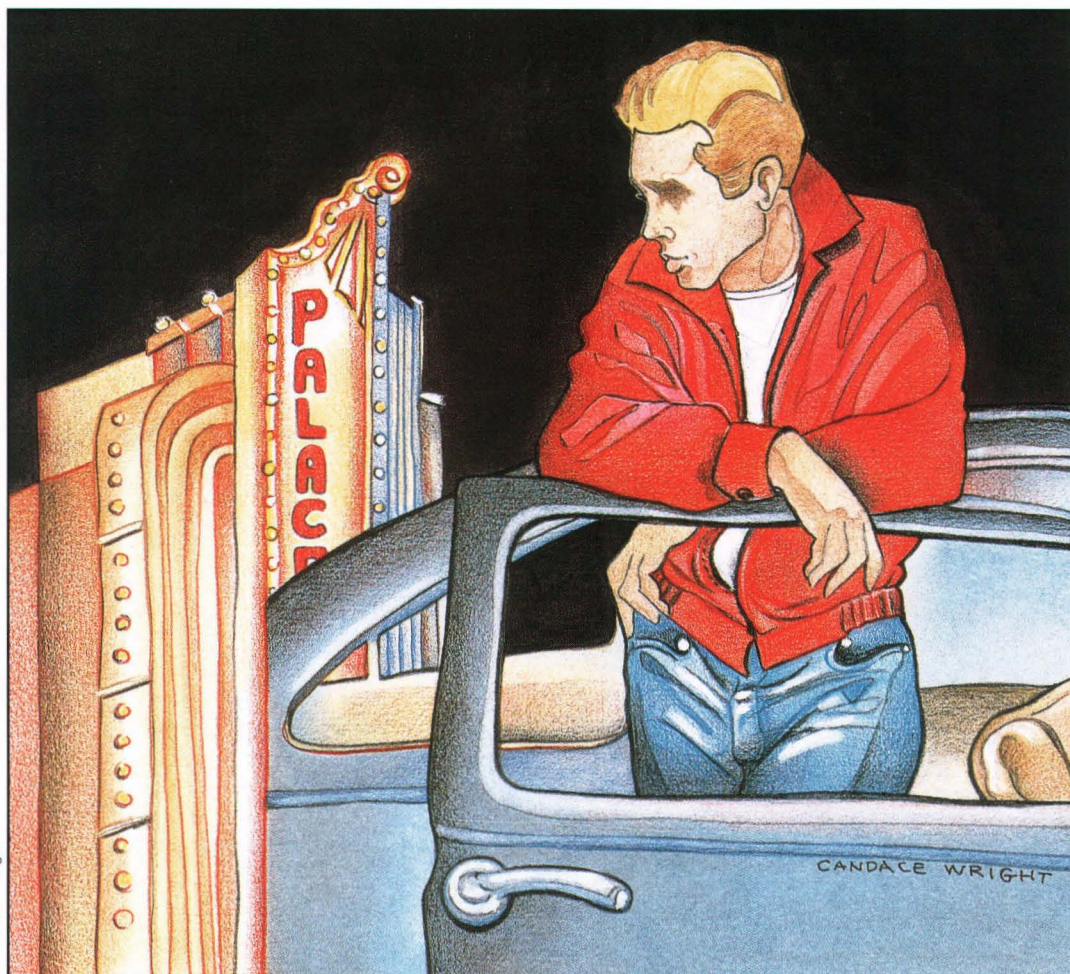
This exclusive set features "Jack" in four of his most popular poses: Jack the Executive, Jack in the GTO, Jack in the Library, and Jack with Sunglasses. Mintage is limited to 500 sets of four cards.



For information on how you can buy your set of "Jack" cards, please contact: Luis Carcavallo

310-693-6825

THE FIRST REBEL WITHOUT A CAUSE



Candace Wright

HE THRIVED ON DANGER. HE LOVED FAST CARS AND AUTO RACING, AND HIS PLEASURE FOR SPEED RESULTED IN THE WINNING OF HIS FIRST AUTO RACE IN THE CALIFORNIA SPORTS CAR CLUB IN PALM SPRINGS. THE TRAGEDY OF HIS THRILL-SEEKING IS THAT IT KILLED HIM MORE THAN FORTY YEARS AGO, AND THE IRONY IS THAT THE AUTO ACCIDENT THAT LED TO HIS DEATH WAS NOT HIS FAULT.

It happened on Friday September 30, 1955 near the small community of Cholame (pronounced show-lam), located near the coast of Central California about 15 miles northeast of Paso Robles, the home of Premier Telecard Magazine. A 1950 Ford made a sudden left-hand turn in the path of a new Porsche Spyder 550. The driver was killed, but his passenger survived with a broken leg. A life with a bright future ended, while a legend began.

What made this death different from many others on this road, both before and since, is that the driver was James Dean, an American icon of the silver screen.

Dean was a Hoosier, born during the Great Depression in Marion, Indiana in 1931. He excelled at basketball, pole vaulting and drama while in high school. After graduation, he went to California and enrolled at Santa Monica City College to study dramatic arts, and by the age of 24 he had already become an accomplished actor.

Dean's movie career affected an entire generation by changing the image of teenagers everywhere with his brooding, rebellious characters. He appeared in such cinematic blockbusters as "East of Eden" (release date March, 1955)" and "Giant (release date Oct. 10 in New York 1955 and Oct. 17 in Los Angeles the same year)," both of which earned him posthumous nominations for best actor. Giant also merited co-stars Rock Hudson and Elizabeth Taylor critical acclaim as rising movie stars.

Friends and associates remember Dean as an intropective young man who was bothered by the hype and intrusions into his life. As his fame increased, he even cut his hair in an attempt to change his image. Although it didn't seem to help, since women still followed him around, and some went as far as to bribe his friends just to get an introduction.

Dean was best known for his role as Jim Stark in "Rebel Without a Cause," which opened in theaters Oct. 1, the day after his death. This motion picture was destined to forever alter the way in which young people perceived their places in American society.

The added real life tragedies of his co-stars in the movie has since helped to boost the film to almost supernatural status, creating a cult of Dean worshipers in the process. Sal Mineo, who got his professional break in Rebel as an introverted hanger-on, was murdered many years later in the parking garage of his Beverly Hills apartment building.

Natalie Wood also met an untimely death as a still attrac-

tive young adult when she drowned during a pleasure outing on a yacht with her husband, Robert Wagner. All three principals in Rebel died premature deaths under violent circumstances, increasing the seductiveness of Dean's life story and the movie in which they all starred.

In December of 1954, photographer Roy Schatt completed a "shoot" with Dean, and three of the young actor's favorite images of that photography session appear on the face of the phonecards exhibited here.



THE REBEL STORY

A Generation Later

On July 15, 1995 the San Luis Obispo (California) Telegram Tribune, the county's largest newspaper, reported that Donald Turnupseed, the man who made that now famous turn in front of James Dean's Porsche Spyder, had died of lung cancer at age 63. The sub-headline of the story read that "...Turnupseed kept silent about the famous crash for almost 40 years."

According to Carol Roberts, who wrote the story for the Tribune, "Dean's rate of speed was never determined," but that "police estimated his average speed on the narrow road at 75 mph." The story went on to say that "Dean had been cited for going 85 mph about 75 miles away an hour before the accident."

Dean reportedly made his last stop at Blackwell's Corner, a tiny gas and mini-mart located on the open plain of the San Joaquin Valley. No services are available between Blackwell's and Jack Ranch Cafe in Cholame where a memorial to Dean's death still stands.

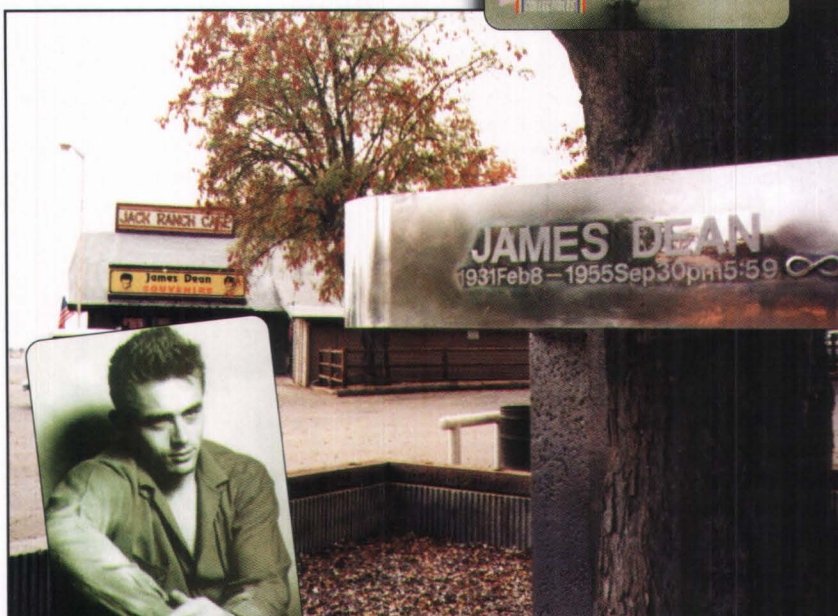
The Tribune also reported that Dean's passenger during the accident was Rolf Wuetherich, Dean's mechanic. Roberts wrote that Dean was on his way to a car race in Salinas, California, about 100 miles north of Paso Robles. Salinas is also the home of John Steinbeck.

"Turnupseed granted an interview a few hours after the accident, but refused all other requests," Roberts wrote in her article. "He told the Tulare Advance Register that he hitch-hiked home to Tulare, where he was treated for cuts and bruises. He said he never saw the sports car that ran into his 1950 Ford."

Jack Ranch Cafe sponsors an annual celebration where live music, classic cars and great food are available for the pleasure of those fortunate enough to be on hand. West Coast Customs, a classic car club with chapters around the state, uses the memorial as one of its stops during the annual Paso Robles Custom Car Classic, which includes a weekend car show and a traditional Friday evening "Cruise Night" centered around the old-time, local A&W.

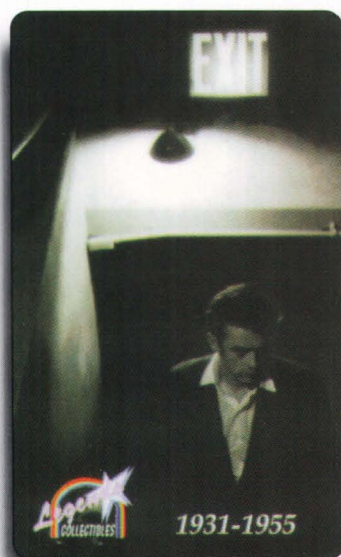
Sandy Warner, previous owner of Jack Ranch Cafe, says that the Dean Memorial, built in 1977 by Seita Ohnishi of Kobe, Japan, has been vandalized over the years by people who are apparently after some piece of Dean's life and death. This year, Warner said, a local man with expertise in this area is making repairs to the stainless steel monument.

Next year's event is expected to be as good as ever. The annual gathering is scheduled for the last full weekend of each September. **PT**



"IF A MAN CAN BRIDGE THE GAP BETWEEN LIFE AND

DEATH...I MEAN, IF HE CAN LIVE ON AFTER HE'S DIED, THEN MAYBE HE WAS A GREAT MAN."



The cards, produced by STS, are part of the Collector's Series that is offered by George Boomer. The Series is produced under a licensing agreement between Legends Collectors, Boomer and TM©.

Schatt said that one of Dean's favorites was the picture where he is seen with a cigarette dangling from his lips, wearing a topcoat, his attention diverted to something off to one-side of the street. An interesting side note is that one of Bob Dylan's most famous album covers resembles the Dean pose — coincidence?

James Dean once said..."If a man can bridge the gap between life and death...I mean, if he can live on after he's died, then maybe he was a great man."

If Dean's place in American history is a measure of his greatness, then he has lived up to his own philosophy about life and death.

Arco Launches Private Label Prepaid Phonecard Program

Arco has signed an agreement with BLT Technologies, Inc., to create and launch a private label prepaid phonecard program throughout Arco's western **am/pm** mini-market system.

According to John Hall, director of national accounts for the TALK 'N TOSS retail division of BLT, the cards will be available in more than 400 **am/pm** convenience stores in Oregon, Washington, California, Nevada and Arizona.

An additional 500 **am pm** franchise-owned stores will also have the opportunity to market the card, say company officials. As of August of 1996, the **am/pm** card went on sale in the most commonly requested denominations of 15, 30, and 60 minutes.

"The time was right for us to enter the prepaid phonecard market," said Paul Tecker, **am/pm** spokesperson. "Consumer awareness of prepaid phonecards is growing fast, so we expect a great deal of interest in this new product from our customers."

In July 1996, BLT, a Vancouver, Washington-based firm founded in 1989, entered into another agreement with WorldCom, Inc. under which BLT will become a wholly-owned subsidiary of WorldCom.

BLT representatives say that prepaid phonecards have become a \$500 million business in the United States, and private label programs are being more commonly used as a way for retail stores to participate in this growing industry.

Prepaid phonecards are

being used as marketing tools and to generate additional profit. Industry professionals say that increasingly prepaid phonecards are being used to attract, reward and retain retail customers.

PageNet Announces Marketing Affiliation

Paging Network, Inc. of Plano, Texas announced a recent partnership formation with Citizens Telecom to market PageNet's entire line of Motorola brand numeric and alphanumeric paging products with local, regional and national coverage options.

Citizens, home-based in Stanford, CT and one of the nation's largest independent telecommunications companies, plans to offer PageNet's wireless messaging services through all of its marketing channels beginning mid-1996.

Company representatives estimate that Citizens currently offers local and long-distance services to more than 850,000 customers in 13 states, and the partnership will provide another six million potential customers as a PageNet marketing affiliate.

"With passage of the Telecommunications Act of 1996, competition is now the law of the land in the telecommunications business," said PageNet senior vice president Michael DiMarco. "We are pleased to assist Citizens Telecom in adding the full line of PageNet wireless messaging services to its telecommunications portfolio."

According to Citizens Telecom representatives, the firm provides a wide variety of telecommunications and network products and services throughout the country and is the seventh largest independent

telecommunications company in the United States.

The company is also part of Citizens Utilities, a company which provides telecommunications, natural gas, electric, water and wastewater treatment services to an estimated 1.6 million customers in 20 states.

Citizens also owns Electric Lightwave, Inc. an exchange telecommunications company with operations in five major cities in the western United States.

According to company officials, PageNet is the world's largest wireless messaging company, providing services to more than 7.3 million subscribers across the United States through 90 sales and services offices, 6,000 resellers and marketing affiliates.

International Agreement Boosts MCI Phonecard Program

E-Tel Corporation and Austrian-based IFG Corporation have recently signed a contract to market \$9.5 million worth of MCI Exchange Cards throughout Western and Eastern Europe.

IFG's owners, Heinrich Estrak and Herbert Dorfner, maintain a sizable sales force, and company officials say a training program is underway to begin the program by the first of the year.

It was also disclosed that SEMCO Manufacturing will be supplying IFG with up to 5,000 dual and triple bin machines in 1997 capable of foreign bill validation. The machines will be programmable to change from one currency to another, allowing IFG to move machines from country

to country as needed.

Florida-based E-Tel Corporation specializes in international prepaid calling card programs, and the MCI Exchange Card allows country to country calling without the necessity to change PIN numbers. Company officials say this is particularly attractive to European travelers.

E-Tel also has distributorships and management agreements for MCI Exchange Cards in the Philippines, South Africa, Germany, Italy, Lebanon, Aruba, Brazil, the Bahamas and Russia.

ATCALL Expands Its Phonecard Availability

ATCALL, Inc. of Arlington, VA reached an agreement with Consolidated Stores Corporation to offer ATCALL prepaid phonecards in its U.S. Stores.

Consolidated is among the largest closeout retailers in the country, and the ATCALL program is expected to be displayed in nearly 2,000 stores in all 50 states and Puerto Rico.

The program was scheduled to begin in October, and customers are now reportedly able to purchase an ATCALL prepaid phonecard for only \$5 at participating Consolidated Stores.

"This agreement represents another milestone in the prepaid phonecard industry as the popularity of prepaid phonecards continues to grow among the American public," said ATCALL company spokesperson Chris Huemmer.

ATCALL designs its phonecards with multilingual features, and the company maintains a 24-hour customer service.

SmarTalk Acquires VoiceChoice

SmarTalk TeleServices, Inc. announced earlier this year the acquisition of VoiceChoice interactive call processing from Pacific Bell Information Services, a subsidiary of Pacific Bell.

Company representatives say that the VoiceChoice platform is capable of handling hundreds of millions of calls per year. VoiceChoice can also take orders, give directions, administer surveys and process payment information.

Through VoiceChoice, SmarTalk will now be able to intercept a prepaid calling card user's inbound call, verify the PIN, and route the call to its destination.

"The purchase of VoiceChoice will allow us to continue adding new features," said SmarTalk Executive Vice President Rich Teich, "like conference calling, speed dial and forced-message-delivery...."

Executive Telecard Appoints New CEO

Edward J. Gerrity, Chairman of the board of Executive Telecard, Ltd. announced in October that Anthony Baling, the company's president, has been named Chief Executive Officer.

While running the Pacific rim region, Baling, 43, was responsible for signing agreements with companies in Japan, Australia, Singapore, New Zealand, Indonesia, Thailand, Taiwan, the Philippines, Korea, Brunei, Macao and Hong Kong.

Gerrity touted Baling as the best possible choice to fill the CEO position.

"After reviewing the credentials of numerous candidates, the board concluded that,

with his global telecommunications experience and successes in the Pacific region, Mr. Baling was the most natural selection," Gerrity said. "Mr. Baling's appointment reflects not only the significant contributions he has already made to the company, but also the recognition and leadership which he has achieved in the international telecommunications industry."

Prior to joining Executive TeleCard as director of the company's Pacific operations, Baling was employed in senior management positions by Cable & Wireless, PLC and earlier by British Telecommunications, PLC.

Executive Telecard also announced the addition of James Cali as the company's newest Vice President of Commercial Operations.

Cali has 12 years experience in the telephone industry with companies such as MCI, Sprint and New York Telephone.

At MCI Cali was responsible for expanding the firm's Fortune 500 accounts with enhanced data, video and voice and value-added services, and he reportedly achieved 250 percent of the sales quota for the MCI Investment Sales Program.

Cali is a graduate of the New York Telephone Management Candidate Development Program and holds a Bachelor of Science degree from Cortland State University.

"Jim's hire is an important step as part of Executive TeleCard's strategy to be a partner with major international corporations and a major player in the US communications market," Baling said. "His experience, enthusiasm and concepts will result in a significant growth both in the U.S. and internationally for our company."

Executive TeleCard also announced the addition of William Wooters as its newest Manager of Sales for the firm's North American region. Wooters was previously awarded the honor of Sprint Account Consultant of the Year in 1989 and received Sprint President's Club Honors in 1989 and 90.

Business Journals Rank CPDI In Top Ten

Communications Product Development, Inc. (CPDI) of Vancouver ranked in the top 10 percent for company growth in Washington State recently as two northwestern business journals placed the company on their lists of the fastest growing companies in the state.

Puget Sound Business Journal listed CPDI number 10 on its top 100 list, and Oregon Business Journal listed CPDI ninth.

The rankings were of independent, privately-held companies whose revenues were more than \$200,000 and had sustainable growth over the last three years.

CPDI had a 481 percent increase in revenue from 1993 to 1995 to qualify the company for the honor, and company representatives say the growth came by offering its product to companies who market prepaid calling cards. Two of CPDI's current customers also made the lists, BLT Technologies and Northwest Communications, Inc.

Other CPDI customers include American Express Telecom, who is processing the U.S. Post Office calling cards, GTE Hawaiian Tel, and U.S. Long Distance, to name a few.

CPDI also has international clients in New Zealand, South America and the Far East.

New Jersey Firm Climbs Fast 500 List

Transaction Billing Resources (TBR) of Hazlet, NJ, founded in 1985, was recently added to the list of the fastest growing technical intensive companies for its work in telecommunications credit card billing.

TBR was named seventh in its home state in telecommunications industry growth and 186th nationwide on the National Fast 500 list issued by Technews, Inc. of Vienna, VA.

TBR specializes in processing commercial credit card transactions involving the use of bank cards such as Visa and MasterCard, and entertainment cards like American Express.

Processing services include validation that the caller is authorized to use the card, identifying and alerting telecommunications organizations to possible fraud, and processing call records for payment.

Robert A. Gein, TBR President, suggested that changing telecommunications legislation has had a positive impact on TBR's growth by opening new markets. "The increased competition among carriers for local and long distance service will make them more likely to accept commercial credit cards," he said.

AAPC Secures First Republic Of China Member

The American Association of Phonocard Collectors (AAPC) recently announced the addition of Jiang Guowen of Hubei Province in the peoples Republic of China as its newest member.

Guowen issued a card entitled "Yellow Crane Tower" as his first phonocard to be released through the Association.

AAPC President Rick Skuya said the focus of his organization is to "weed out the non-tariffed operators who are ruining the business landscape for those issuers who play by the rules and pay tariffs."

As part of this program, the AAPC, which is home-based in Clear Spring, MD developed a National Phonocard Registry (NPR). The Registry is considered by its founders to be a resource tool for both the issuers and legal community to help deal with documentation and design claims.

The stated purpose of the AAPC, a volunteer organization, is to help in the creation of state regulations to control profiteers who use hit-and-run tactics for quick profits.

PTM PROMOTES TELECARD INDUSTRY AT CALIFORNIA'S LARGEST BUSINESS CONFERENCE



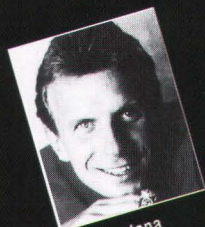
Barbara Walters



Betty Ford



Chris Wallace



Joe Montana



Mary Lou Retton



Dan Quayle



Lech Walesa

"WE LIVE IN A WORLD OF COMMUNICATION," SAID JOHN POWERS. "IF YOU CAN'T COMMUNICATE, IT'S OVER."

WITH A PH.D. IN RADIO, TELEVISION AND FILM FROM NORTHWESTERN UNIVERSITY, AND A FORMER PROFESSOR OF SPEECH AND PERFORMING ARTS AT NORTHEASTERN ILLINOIS UNIVERSITY, POWERS WAS ONE OF THE MANY COMMUNICATIONS SPECIALISTS TO ATTEND THE 12TH ANNUAL BAKERSFIELD BUSINESS CONFERENCE.

A

brief list of other communications notables who participated at the conference included Barbara Walters, Andrea Mitchell, Mark Russell, William Bennett, Chris Wallace and Zbigniew Brezezinski.

Other major figures scheduled to attend the conference included Joe Montana, Mary Lou Retton, Rosalynn Carter, Barbara Bush, Betty Ford, Lech Walesa, Dan Quayle and Lloyd Bentsen.

In order to disseminate the information that was swirling around the California State University Bakersfield campus, where the event was held on Saturday, Oct. 19, the hosts of the event laid miles of cable, trucked in several large screen television sets, and set up dozens of audio stations to transmit every word.

The 15,000 or so spectators who attended the conference were never out of immediate view of the main program no matter where they were on the 30 to 40-acre conference site.

The audience was comprised of business people representing more than 40 states from as far away as Florida, the Mid-west, Rhode Island and Washington DC, with several international visitors from the British Isles, Germany, Thailand and other parts of the globe.

In order to accommodate the expected adverse impact to local telephone services, GTE set up a communications pavilion for business people to stay in touch with their staffs and homes across the country by cellular phone.

Dan Kelsey, General Manager of the Bakersfield GTE office, said that offering free calls to the attendees was the company's way of promoting good business relationships. The mobile unit brought in and set up for the event was referred to as Cellular On Wheels, or COW for short.

PTM's Publisher, Bill Jordan, explained to Kelsey how PTM had recently launched a "Growth Through Education" program that is intended to promote the prepaid telecard industry. Jordan offered examples on how GTE can educate its customers about the prepaid telecomm industry, such as through a new PhoneCards of America publication currently in production by BJE Graphics & Publishing, Inc. "We know there is a tremendous need for prepaid communications products," Kelsey said.

As to the Bakersfield Business Conference, the primary program was housed in

what was billed as the largest tent in the world, which was approximately 150,000 square feet in size, 10 stories high, and contained dinner seating arrangements for 12,600 people.

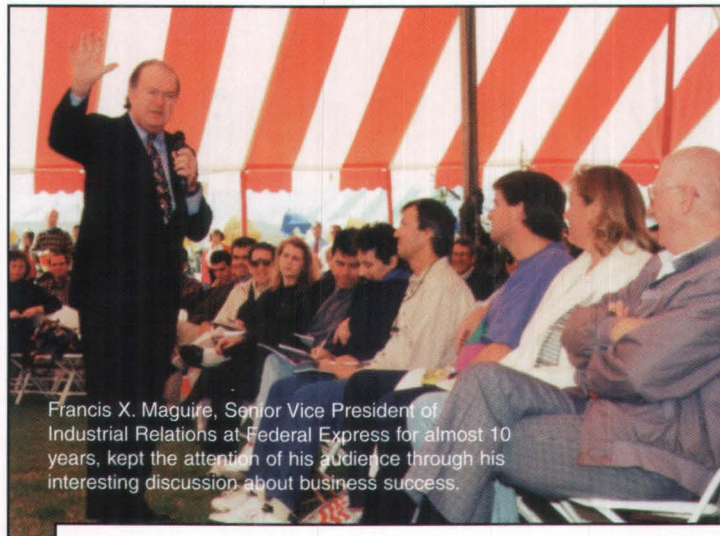
In addition, secondary programs spotlighted speakers representing many aspects of the business community who entertained and informed the public on ways to improve their business operations. The Bakersfield conference may be the largest business fellowship in the world.

Francis X. Maguire, whose discussion was entitled "In the Race to Quality There is No Finish Line," has been the Senior Vice President of Industrial Relations at Federal Express for almost 10 years. In one of the secondary tents he addressed a smaller audience about the secrets of business success.

He has been closely associated with Kentucky Fried Chicken and American Airlines. He also was program development director of ABC, and he reportedly launched the careers of both Charles Osgood and Ted Koppel.

His message on business success was simply put: "Your employees will treat your customers exactly the way you treat them."

The program was established and is currently sponsored by Borton, Petrini & Conron, perhaps the largest law firm in California. Managing Partner George Martin spearheads the program and said its organizers are constantly looking for new ways to improve the conference.



Francis X. Maguire, Senior Vice President of Industrial Relations at Federal Express for almost 10 years, kept the attention of his audience through his interesting discussion about business success.

**"YOUR EMPLOYEES WILL
TREAT YOUR CUSTOMERS
EXACTLY THE WAY YOU
TREAT THEM."**

Francis X. Maguire

In its first year, roughly 250 people showed up, and the second year Martin's firm pitched a tent and about 600 spectators attended.

Martin believes that one of the reasons for the success of the annual conference is the fact that contributing companies are not allowed to advertise, and attendees will not be bombarded by the visual commercialism usually seen at public events.

The entire focus of the conference is to communicate the secrets to success, not to promote individual businesses. Martin said the program is not meant to be something people are forced to attend by their companies. "We started by saying that learning should be fun," he said. "We want people to come because it's something

they enjoy doing."

People do enjoy attending the conference. Tickets are sold out days after they become available, and priority availability is extended to those who attended the previous year and is highly prized.

The conference is also evolving to keep pace with changes in American society. One of the current programs under consideration for next year's conference is a presentation on the concept of virtual university, a distance learning



GTE retail store manager Judy Miller (left) and GTE General Manager Dan Kelsey (right) were both on hand as PTM Publisher Bill Jordan explained his new "Growth Through Education" program. PTM is currently working on several avenues to get the word out on the possibilities of prepaid phonecards.

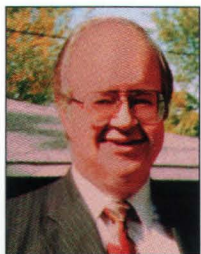
program that will be piped into private homes over phone lines if and when it is implemented. Due to the tremendous advancement in communications technology, the future of education could be in the virtual university concept.

Thousands of spectators at this year's Bakersfield Business Conference seemed rejuvenated at what has become California's (and perhaps the United States) biggest event of this kind, and the sponsors expressed hope that the messages obtained at the one-day conference will translate into improved operations at their home offices.

"I hope people went away feeling better about themselves and their country," Martin said, "and took away the belief that they can be successful." PT

The Happy Telegerist!

Appellation For The Telecard Collector



Rich Doty

Rich Doty is a telecommunications consultant and telecard specialist based in Pompano Beach, Florida. Rich is currently serving as chairman of the American Telecard Society and is also engaged in a long-term contract as a telecard consultant to MCI.

Rich has 30 years of experience in telecommunications, and has been working exclusively with telecard applications and technology for four years. In the early 1970's he was on the Western Union development team that created the "mailgram," a replacement for the "night letter telegram" which was an early form of e-mail for business. In the 1980's he was president of a Chicago vending company and CEO of Payline Communications, a private payphone company in Illinois. During this time he was the first person to place cellular private payphones on cruise ships and on board Greyhound buses. Rich has written articles for a number of telecom industry publications over the last 20 years.

"Telegerist" in my humble opinion is a fine appellation for a true and dedicated collector of telecards. We are collectors, it is true, but we are also something more!

Telegery is a hobby that gets more interesting and more complex by the day, almost by the hour. Nobody seems to be able to keep up with it. The growth has become so dynamic.

Only a collector can truly understand the organization, the vision and the dedication that goes into the work of a true collector and why they do it.

The reasons are complex and varied and filled with history. I think that collecting has a certain aristocratic tune to it; the concept and the art date back thousands of years.

Men and women of wealth, power, fame and influence have collected the goods of the world over the ages for personal enjoyment, for love, for increase in personal wealth and in some cases just to keep score.

Collectors have been traced all the way to the stone-age when they collected weapons, wives, body decorations and the heads of their enemies

It is a wonder what is collected and what becomes valuable and to whom. We as a species seem to be very visual and are affected substantially by what we see and hear. This is why television has become such a powerful form of true human communication even more powerful than if measured in pure numbers of participation.

Thirty years ago if you had told me that I would be sitting home with my children and grandchildren watching a television spectacular honoring a short lived TV show about space travel, "Thirty years of star trek," and that the event was going to be witnessed by nearly one-half billion people via a global international satellite feed, I would have said, "yeah right!"

"The telecard collector holds a unique niche in the history of collecting."

In addition, when you think about what a huge fountain of collectibles has evolved over the years just from that first primitive low budget series. The mind boggles. I have talked to many Star Trek collectors and have found that spending \$2,000 to \$4,000 per year on the collecting of Star Trek memorabilia is not unusual for these collectors. I might also mention that the number of trekkies is legion.

There are many examples of the collecting passion. Look at the Elvis Presley phenomenon. 1997 will mark the 20th anniversary of his untimely passing. The Presley estate may make more money from the collectibles and products generated from the celebration of that event than Elvis made when he was alive and performing.

Building a good collection used to require years of hunting, attending shows and swap meets, and spending time with your collection and other collectors. Today, the time to do this is greatly com-

pressed due to the computer, collector software like Telegery, the Internet and great publications like Premier Telecard Magazine. Also, there are forums like AOL, CompuServe and Prodigy.

The telecard collector in particular holds a unique niche in the history of collecting. Telecards are small and don't require much space. Telecards depict virtually every facet of life on this planet (in full living color), and telecards actually possess a functional monetary value.

I believe that in the future telecards will be held in very high esteem by the entire collector community. We are in the early stages of the development of telecard collecting as a hobby. Once this hobby catches on, the early entries into this arena are going to become scarce and highly prized collector items. There really is a huge collector base out there, and when it kicks in, and it will, the thirst and competition for the existing base of cards will be fierce. The clamor for new issues will be loud and the presses will be smoking.

A good example of this is the Asian market, which is advanced and considerably more mature than ours. A limited edition in that market is 15,000 to 25,000 units. In this country, we are lucky to get away with 2,500 to 5,000 as a limited edition in our market.

I would like to take this opportunity to present a new word that I have been thinking of to describe telecards. The new word is omnimorphic. This word embodies the concept of the subject matter being everywhere, everything and always changing or evolving. Telecards are all of that!

My personal observation is that in addition to the joys and financial rewards of telecard collecting, there is one most important result: we make friends. Some of these friends will only be with us for a moment, while others will be with us for a lifetime. This is the best part of the hobby!

Keep it Flowing!

Rich Doty invites your comments. He may be contacted at telecard1@aol.com email (or) telecard@concentric.net WEB EMAIL or visit the Premier Cyberspace Mall at www.premier-tele.com PT



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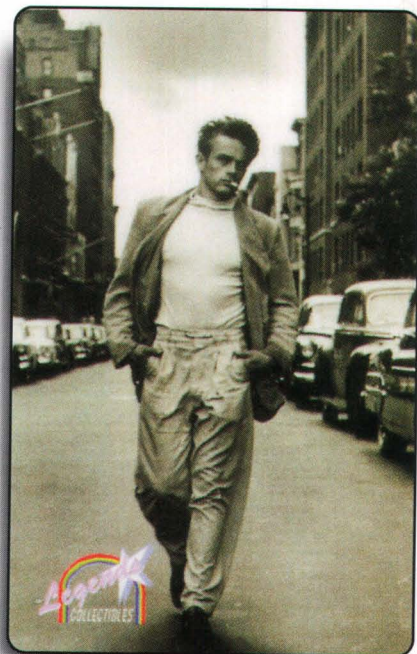
This portrait of Elvis Presley was painted by Ralph Wolfe Cowan originally for Johnny Mathis. Elvis saw the painting in Cowan's studio and asked Mathis if Cowan could put Elvis' head on the painting! He could, and it was done. It was the only portrait or photo of Elvis displayed at Graceland while Elvis was alive. If you are an Elvis fan, and who isn't, you will know that Elvis Presley was born on January 8, 1935.

The card shown here is ACTUAL SIZE and was presented to Bill Jordan, Publisher of PTM from the AmeriVox Team.

Elvis Presley - Amerivox RM-R



Little Boy Dancer - Freeway 100 RM-R



James Dean - STS RM-R

Premier Cards

Volume 5 • Number 1

Jan/Feb 1997



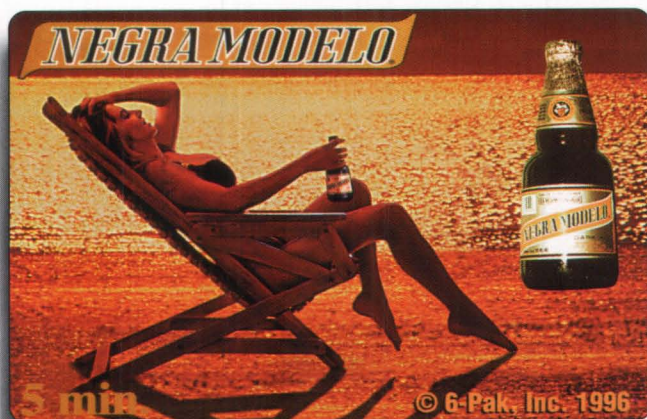
Colorado - Omega Creations Ltd. RM-R



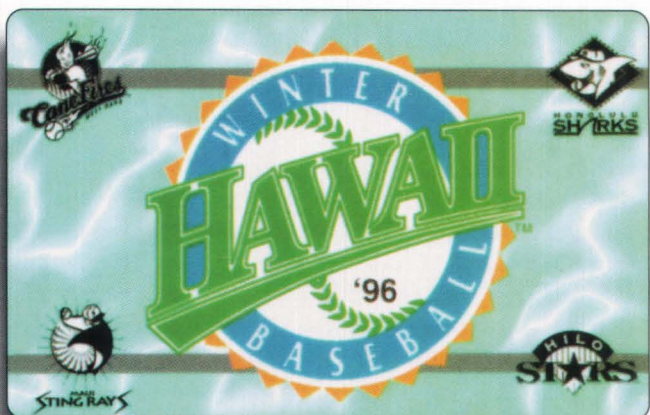
American Express - Japan NTT



Virgin Islands - Cable & Wireless RM-R



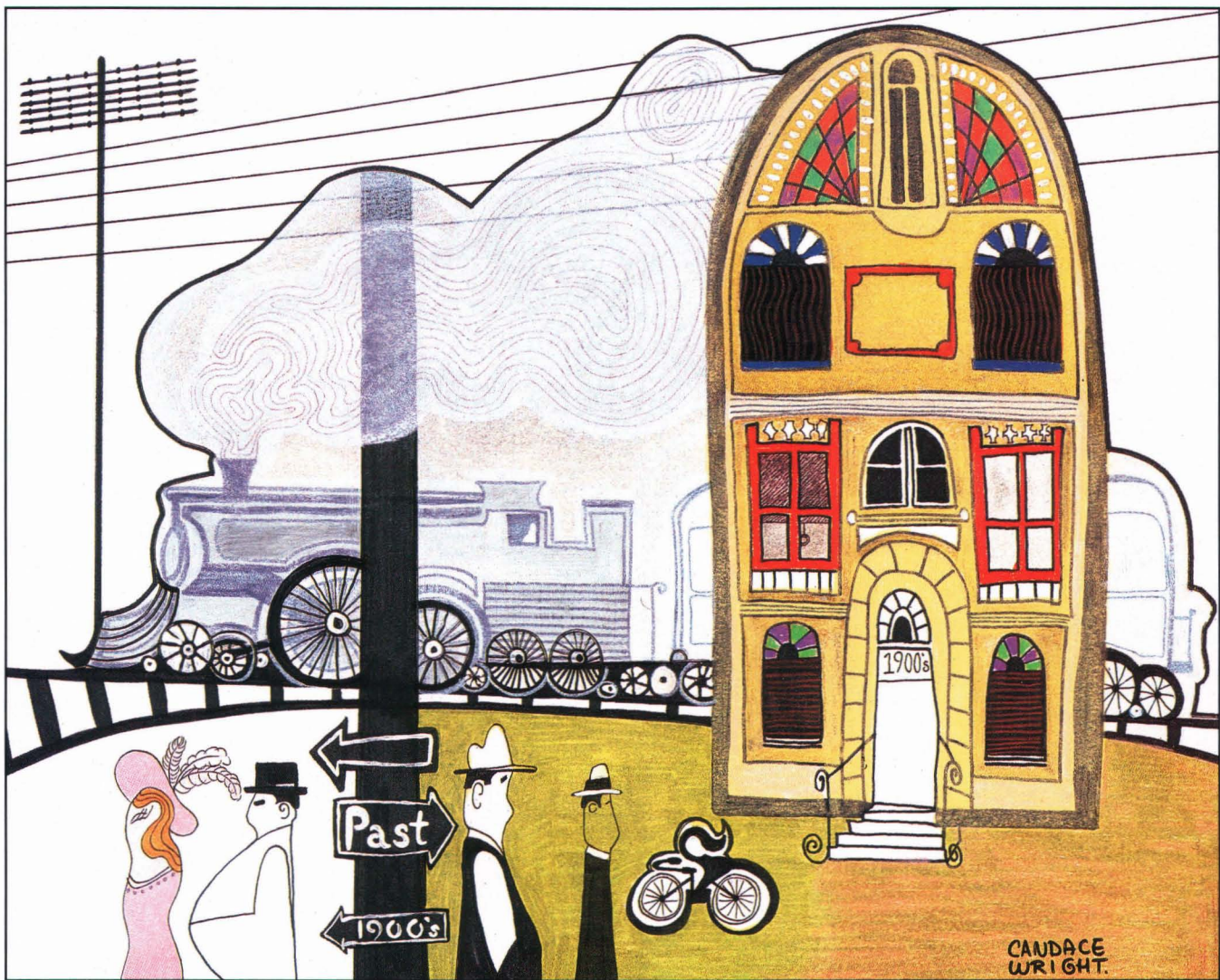
Negra Modelo - 6 Pak RM-R



Winter Baseball Hawaii - KOI Kards RM-R



Saturn - PTT RM



Candace Wright

by Dr. Gary Felton

As is true for most contemporary commercial products which feature artistic themes and graphics, the images and artwork on phonecard canvases relate primarily to the present or to the future. Every now and then, however, we find phonecard images from “days gone by,” — “sweet remembrances of a different era,” as it were. When we extend our reflection of words and the past, we can begin to see that in our daily language there are many other such references to significant time(s) in history. For example, when we communicate with others we often use or hear phrases like “old fashioned,” “old timey,” “olden times,” etc.

Given the use of such phrases in daily language, we would expect to run across this kind of historical and earlier-

time reference throughout literature and we do: Charles Dickens tells us (1844) of “The good old times, the grand old times, the great old times.” Eugene Field mentions (ca1880) that “There are no days like the good old days / The days when we were youthful!”

All of these examples point out how we have a number of references about time/period/era experience none of which are specific about when it refers to; there really is no universally accepted time line or formal definition which tells us exactly when in history “days gone by” and the other mentions above occurred. In fact, we learn that sometimes we are speaking of a period which *preceded* our own life and at other times this kind of language really refers to an earlier period *within* our own lifetime.

Whatever the case, overall we tend to differ from each other in that individually we have our own understanding and definition of what a nonspecific phrase like “days gone

by” means. At the same time, when we speak with each other using this kind of phrase the meanings we individually assign to it are similar enough that we usually are able to readily understand one another: we are talking about a period “back a ways” or “back then.” The only unknown factor has to do with just how far back we actually are speaking of.

Despite all of these combinations which are *not* specific regarding dates, we *do* have some parallels to refer to which give us exact historical information. For example, when we are dealing in the art world or the general world of antiques, we find that dealers, customs officers, import agents, and the dictionary all define antique as anything 100 or more years old. To simplify the whole matter and for the purposes of this writing, I will draw the definitive boundary a little closer to the present and say that “days gone by” here refers to any period more than 75 years old, that is from 1921 on back.

As I travel around the world for one reason or another, whenever possible I explore phonecard shops, dealerships, or private collections to see what is available and to add cards to my general collection. In this activity, occasionally I run across phonecards which show an image of “days gone by” in their artwork. In fact, over the past 13 years I have gathered a number of such cards.

Recently, I re-viewed these cards and pulled out representative samples to study. In thinking about the theme of the graphics on them it occurred to me that this theme might offer a new kind of perspective to write about regarding the art of telegery, particularly since most of the writings in our various phonecard magazines are about phonecard images relating to the present or to the future. Therefore, I gathered these phonecards together and in doing so have created a small gallery of sorts which allows us to fluidly wander back in time to “days gone by.”

Before I comment on the ingredients of the series of phonecards that are shown, let me mention a word about their arrangement and placement. Customarily in these articles I have arranged phonecards in some categorical or cluster format so that all cards belonging to a particular subgroup can easily be viewed and compared with one another and in turn be viewed from the standpoint of their category’s place relative to the whole series. In the present situation, I wish instead to highlight the general effect of the *kind* of card that this writing is about—cards showing “days gone by” in one fashion or another—and not a formalized organization of the cards.

The major thrust here is to present as many cards as possible and balance their placement so that the feeling of daily life itself and life’s intermixing of events and themes can come through rather than that the article is just about groups of things. These thoughts are what you will find operating underneath the placement of the cards. At the same time, I do wish to bring to the pages of PTM some basic commentary about these mirrors of “days gone by,” and that is what follows.

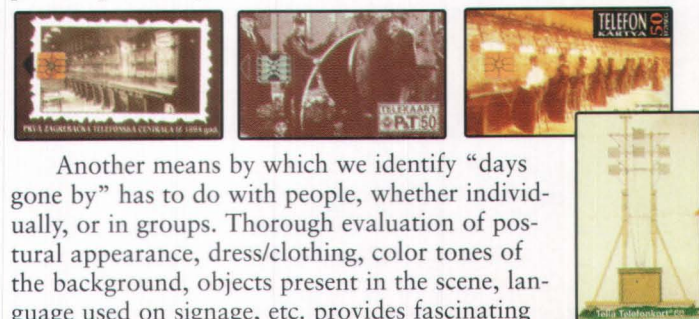
What is particularly striking about this representative sampling of the phonecards is that so many of them (19 of 56, or 34%) have to do with telephones and telephone/telegraph systems. When we think about this finding, it only makes sense that these themes would appear on phonecards more than other themes. If we survey the 15 images of telephones per se, we see examples coursing from 1854/1876 (France) to

1885 (Denmark) to the 1901 card (Italy), along with other versions of telephones which came on the scene during this period. The twelve additional figures below reflect the years of 1880, 1900, 1898, 1881, 1890 and 1877.



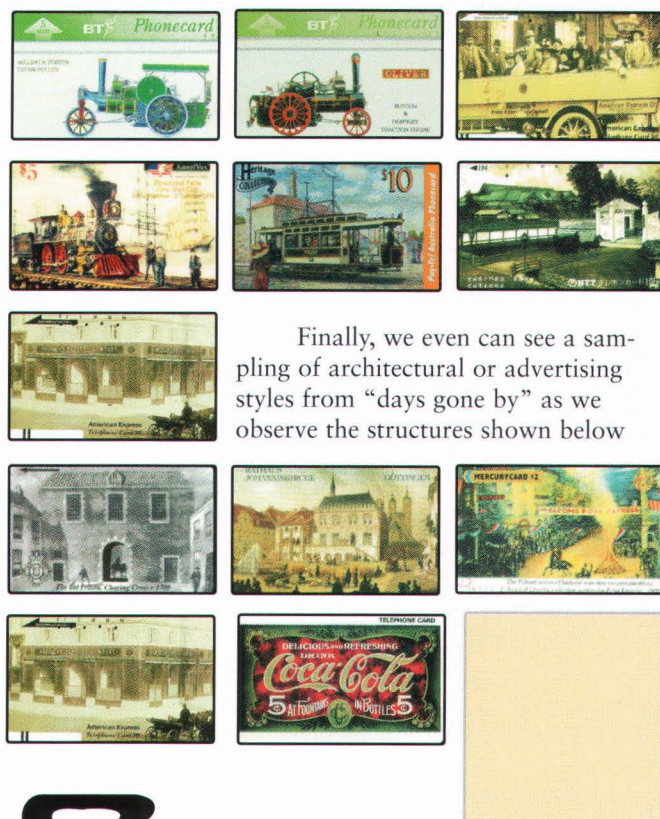
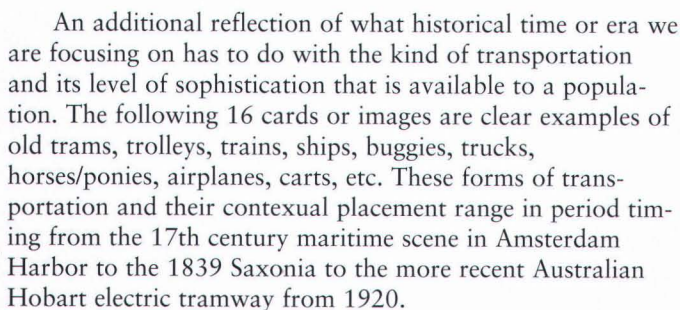
There are related themes about telephone and telegraph systems, ranging from showing an early visual

telegraph relay station in Sweden (1794) to depicting in Hungary in the late 19th century a group of telephone operators at the switchboard. There is also an example from Luxembourg of a 19th century telegraph cable and one from [then] Yugoslavia, mirroring the physical setup where telephone operators performed their routine functions.



Another means by which we identify “days gone by” has to do with people, whether individually, or in groups. Thorough evaluation of postural appearance, dress/clothing, color tones of the background, objects present in the scene, language used on signage, etc. provides fascinating and useful information about what general period is being shown on a card and often gives significant clues about specific dating of the phonecard’s images.





Finally, we even can see a sampling of architectural or advertising styles from “days gone by” as we observe the structures shown below

So, as we wander through the images and scenes of “days gone by,” a few readers will be reminded of earlier parts of their own life and most of us will have some memory of hearing about or having experienced indirectly some of these particular focuses. Either way, we can see the great extent to which communications systems, transportation, clothing style, advertising, personal appearance, architecture, etc., all have changed and expanded over the past 75+ years. There is much more to be written about this general topic of “days gone by” and that will appear in the near future in another article in this column. **PT**



Dr. Gary Felton is a leading international writer/ researcher/historian on phonecards and the psychology of collecting them. His ongoing series about the art on phonecards, as well as other articles, have appeared regularly in the world's major collector's magazines and journals. He is an

international telecommunications consultant and a clinical psychologist in private practice in Los Angeles. Dr. Felton has been actively involved in international phonocard collecting circles since 1983.

Contact Dr. Gary Felton with your questions at Premier's
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WAL★MART And MCI Introduce Joint Calling Card

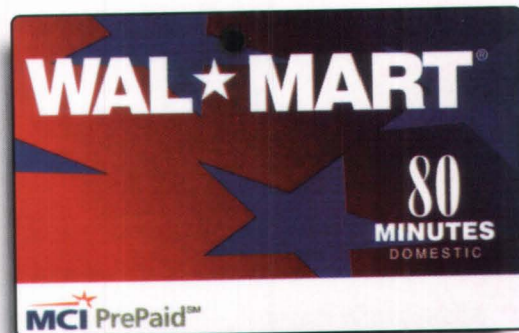
MCI recently announced a joint venture with WAL★MART, a giant in the retail department store industry, which will include prepaid phonecards in both 40 and 80 minute denominations.

The cards will be available in 2,200 WAL★MART stores nationwide and will provide 24-hour, seven day a week multi-lingual service. The point-of-sale cards will be activated at the time of purchase and will include five additional free minutes while the offer lasts.

The point of sale activation method allows customers to handle the product for review while eliminat-

ing concerns for theft. The cards are good for domestic long distance calls anytime in all 50 states, plus calls to Puerto Rico, the U.S. Virgin Islands and more than 200 countries worldwide.

The cards are also renewable. **PT**



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Dan Busby

Dan Busby has over 40 years of sports memorabilia collecting experience. The Baseball Hall of Fame in Cooperstown, New York, has been the recipient of some of his one-of-a-kind rare items. He was one of the earliest U.S. telecard collectors and has built a strong collection. Most importantly, he understands the heart of telecard collectors. His regular columns will present a balanced view of telecard collecting. We welcome him to the Premier stable of writers!

by Dan Busby

If you like the circus, you will love the four Emmett L. Kelly, Sr. cards issued by Florida Telecard and Telecom. Mr. Kelly, who died in 1979, was one of America's most celebrated clowns. He was also a mime, acrobat, the Brooklyn Dodgers mascot and a nightclub performer.

These cards have been issued in very collectible mintages with only 2,500 of a three-card set and 500 of a single card. Cable & Wireless is the network provider.

Sprint has issued some great NFL Spree telecards that are die-cut in the shape of a helmet or a football. Distributed through Spree retailers, these unlimited edition cards feature pre-recorded greetings from NFL stars like quarterbacks Dan Marino of the Miami Dolphins and the Buffalo Bills' Jim Kelly.

In addition to bearing official NFL and team insignias, each of the 30 cards come in \$10 or \$20 versions. As the official telecommunications provider to the NFL, Sprint is the only carrier that can use the NFL shield, logos and marks of the 30 clubs.

Finish Line offers excellent con-

sumer telephone time value along with great cards. Their minimum calling value per box of 1996 PhonePak cards is 250 minutes. With dealer pricing per box of \$60, the maximum telephone cost is 24 cents per minute. They also refuse to issue gimmick cards with no value or one minute cards.

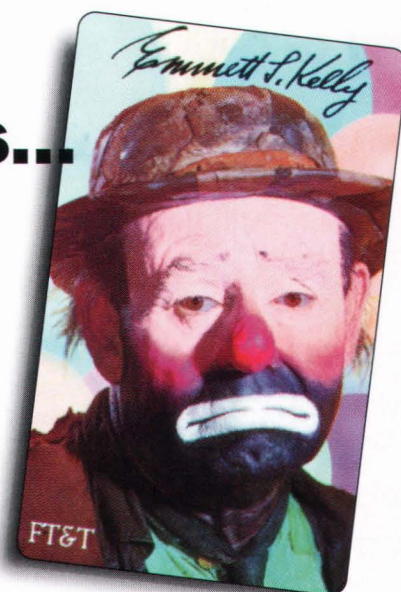
The Ronald McDonald House Hawaii TeleCHIPS issued by STS are very popular. Only 1,500 each of the six different chips were issued. Each chip has five minutes of Cable & Wireless supplied telephone time.

Another very collectible set is the McDonald's and AMOCO, the New Alliance cards. Three thousand cards were issued of the three, 5, 10 and 15 minute, regular size telecards. One 15-minute jumbo card is in the set with a mintage of only 150. Cable & Wireless is the platform provider.

7-Eleven produced a nice set of 12 Classic Major League Baseball Phone Cards last summer. The 15 minute cards were economically priced at \$5.99 and distributed through participating 7-Eleven stores across the country. Sprint is the telephone provider. Although quantities issued were not disclosed, these cards are quite collectible because of being issued at the rate of four per month through the 7-Eleven outlets. I am still looking for the Jeff Conine-Tony Gwynn cards.

Scoreboard also issued an interactive Cal Ripken, Jr. card with "For Promotional Use Only" stamped across the face without the 7-Eleven logo. Has anyone seen more of these promotional cards from this set?

Hats off to the Chicago White Sox and Ameritech for issuing a beautiful three-card, 1996, Nostalgic set of telecards that were presented to the first 20,000 fans at three different Comiskey Park games. Billy Pierce, Minnie Minoso and Nellie Fox five-minute cards were mounted in a nice folder with 22,500 mintages. Earlier in the year, the White Sox gave away a



Frank Thomas five-minute card mounted on a rectangular carrier that had a 22,100 mintage.

AT&T has issued the first two of their 1996 Collector Series based on Florida Marlin players Gary Sheffield and Jeff Conine. These \$10 cards have a 25,000 mintage. There's no question, Cal Ripken, Jr. is the hottest baseball player to license. Scoreboard apparently has the exclusive license. Is it possible to over-expose Cal? At last count, they have featured 38 different images on phonecards.

How about a couple more "missing" card sets? I have the MCI Baseball Ambassadors World Tour 5 card blank back set (Snider, Robinson, Garvey, Nettles and Morgan), but I cannot find the live cards? Anyone have any clues?

How about two Amcall issues in 1994, Norman Rockwell Baseball Boys and Deion Sanders? Supposedly, 5,000 \$10 cards were issued of each. Who can provide information on these.

Collect with a purpose. After you have selected your collecting niche, decide how you will document the telecards that you have and the ones you desire. You may choose the Tegery Telecard Collecting Matrix software from Jagged Edge Creative. it is the one that I use.

You may use a computer spreadsheet; it develops lists in word processing. Or, just use your typewriter. Use whatever method that works best for you. Keep a record of what you have and make your "want list." Send your want list to dealers and other collectors. This is the most effective way to collect telecards. **PT**

MCI Signs Exclusive Contract With War Veterans

Veterans Administration patients making long-distance calls from their bedside phones are finding it more convenient and less expensive these days, thanks to the agency's new \$35 million contract with MCI.

The contract offers long distance calling card and pay phone services as well as service to 40,000 patient bedside phones. In all, over 172 VA medical centers nationwide are covered.

The VA has only recently begun to offer bedside phones to most patients. Previously, patients had to use pay phones to make long distance calls, or else hospital workers wheeled in cumbersome phone carts that were difficult to handle.

Up until now, local calls were free from bedside phones. Long distance, however, had to be paid for collect, by credit card, or by third party billing, the three most expensive options. Now, through MCI the canteen service will be offering less expensive alternatives, including prepaid phonecards.

The exclusive nationwide contract calls for MCI Prepaid Cards to be offered in three denominations: 30 minutes, 60 minutes and the 100 minute card. Each card has been customized with a red, white and blue flag background, and an American scene is superimposed on the face of the card.

As to the primary images, the Statue of Liberty is on the 30 minute card, Mount Rushmore is on the face of the 60



minute card and the Liberty Bell is the 100 minute card.

MCI's theme for this program is "Service for Veterans, Their Families

and Caregivers. Responding to the Call."

MCI is currently running promotions at 20 of the larger VA Medical Centers to promote the prepaid cards and other services. The campaign is designed to familiarize veterans, their families and caregivers with the advantages and conveniences of prepaid cards and the savings available at the Veterans Canteen Services.

Two men in particular are most responsible for helping to make this VA Canteen Service a reality: John Metzger is Branch Manager of MCI Government Markets, and Jim Donohoe is the Director of the Veterans Canteen Service. **PT**

ticTICK tick

Like **CLOCK** WORK

SHORT RUNS FAST CALL 800-840-7428

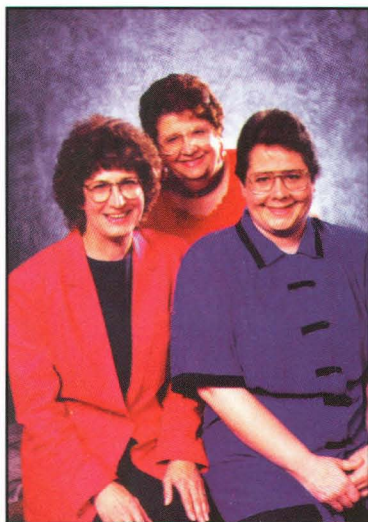
THE CARD PRINTING PROS - DIGITAL PRESS & IMAGING - DALLAS, TEXAS



Cards in Play in the U.S.A.

They Said It Couldn't Be Done

That's before the Colorado Democrats and the Secret Service ran into the LEGAN GALS



Laura, Betty and Tammy Legan.

Remember the election in November? Some of you who live in Colorado will also remember the State Convention that was held in Pueblo last June.

It was thought that the Democratic Party could raise some extra funds for the campaign in Colorado by selling prepaid phonecards during the convention.

STS was commissioned to produce 1,025 cards, charged with five minutes of calling time. The cards sold

for \$10 with all net proceeds to be given to the Democratic Party. So far...so good.

On September 11, 1996, President Clinton returned to Colorado for more personal appearances

and stopped again in Pueblo. Now

the story becomes very interesting.

In this wonderful community reside the Legan ladies. There's Laura, her younger sister Tammy, and momma Betty. All three labor at real estate sales full-time, and phonecards for fun and profit part-time.

Betty thought that a phonecard bearing the autograph of President Bill Clinton could be worth some cash to the Party. They tried by way of proper channels to arrange an audience with the President. Of course, they were turned down. The President was much too busy. They turned to their State Representatives and were turned down another time.

The day finally arrived. President Clinton returned to Pueblo again. Persistent mother and daughters decided to turn to the Secret Service. Surely, they could help. How long would it take to ask the President to stop and sign a phonecard? "I'm sorry, mam. We cannot interfere with Mr. Clinton's appearances," was the answer.

What's a mother to do? What will her daughters say?

We are now at the Pueblo Courthouse. The President is busy shaking hands, smiling for photographers, and there

stands Betty Legan, front row. She thrust out her hand and said, "Mr. President, here is your phonecard."

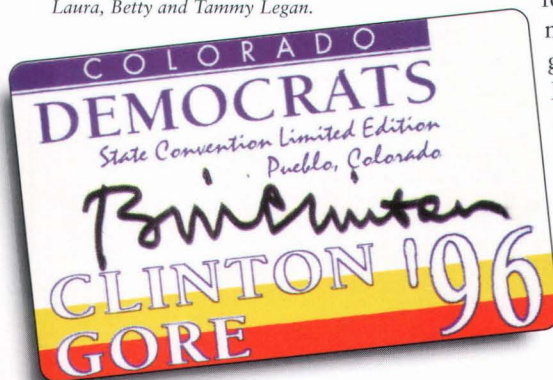
He asked about the card and said, "Thank you, I'll keep it forever!" That should be enough for most people but not Betty Legan. She waited until most folks were leaving and just before he returned to the Courthouse found an able bodied aide and made her request. "Will the President sign my card?" The rest is history.

The President left Pueblo, the proud owner of a Colorado Democratic phonecard. The President should

"How long would it take to ask the President to stop and sign a phonecard?"

know that the card expires on December 31, 1997. Laura and Tammy are mighty proud of their mom. Nothing in the world takes the place of persistence. Premier Telecard Magazine is very pleased to have among their subscribers the likes of the LEGAN GALS.

Oh yes, the CARD. Securely tucked away in the safe at the Legan Real Estate office is one very precious phonecard signed by the President of the United States. **PT**



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Holds one phone debit/credit card.

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Cards in Play in the U.S.A.



Kids Pick The President

Global Telecommunication Solutions, Inc. (GTS), in conjunction with Post Kids Cereal and Nickelodeon, recently staged one of the largest-ever Interactive Voting PhoneCard promotions.

According to GTS Vice President Cory Eisner, Kraft Foods and GTS, together with the very popular kid program Nickelodeon, developed this unique "Kids Pick The President" voting phonecard for this promotion.

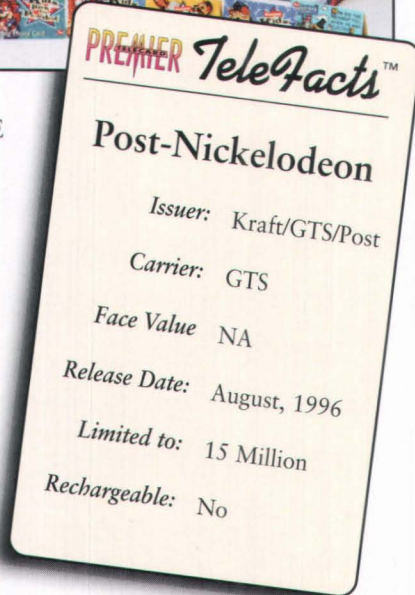
"Millions of kids were given the opportunity to place their vote for the presidential candidate of their choice."

Millions of kids were given the opportunity to place their vote for the presidential candidate of their choice. The collectible cards were designed to augment Nickelodeon's



pro-social campaign.

Kraft Foods' Post/E Kids Cereals offered kids the voting phonecards which enabled them to participate in the campaign. Fifteen Million specially marked packages of Honeycomb, Fruity Pebbles, Cocoa Pebbles, Alpha Bits, Marshmallow Alpha Bits and Golden Crisp offered the voting phonecards to the youngsters.



Cereal icons and Nickelodeon celebrities were featured on the cards. In all there were eight phonecards to collect — two different characters per cereal brand.



The Voting Phonecard comes to life with audio messages from the characters when you call the toll-free 800 number on the card. The "kid" enters a secret PIN number and waits to hear a special message of instruction to vote for the presidential candidate of his or her choice. Nickelodeon's "Kids Pick The President" is an award-winning, pro-social campaign designed to empower kids by making them aware of the election process, giving them a platform to express their ideas and concern, and providing kids with a chance to tell the whole country whom they would pick for their president. **PT**

RATES - CARDS - PLATFORMS

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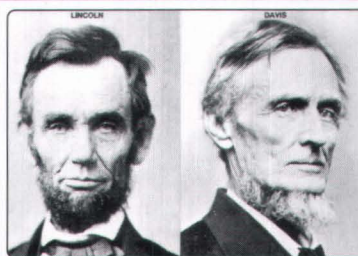
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Cards - From 14.9 cents per minute! Shocking intl. and Call-Back rates.

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Cards in Play in the U.S.A.

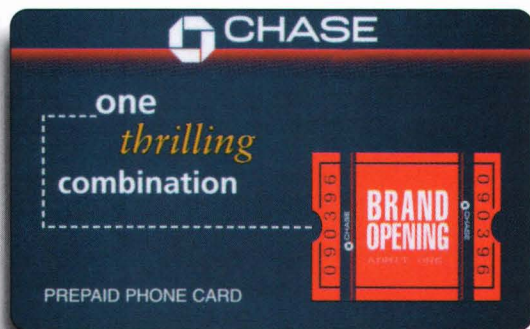
It's Quiz Time!

Okay, how many of you are up on your Broadway musicals? Question: In the show "Chorus Line" name the tune that describes a "blank" combination. We are looking for the one word that belongs with "combination." Believe me, it's thrilling. That's absolutely correct...who said that? A "thrilling combination."

So much for Music 101. We really want to tell you about a thrilling combination...that is one sensational program. The combination features Chase Manhattan Bank, SmarTel Communications and Harrison-Ceppi and Associates. Oh yes, and the talented, creative people of these three companies.

Let's start from near the beginning. Chase Manhattan Bank entered into a merger with Chemical Bank in New York early in 1996. This "change" within the company created many new and unusual problems and questions in the post merger marketing strategy. How does one communicate and teach thousands

"How does one communicate and teach thousands of people at over 600 branches throughout the United States? Easy, with phonecards!"



of people at over 600 branches throughout the United States? Easy, with phonecards! Tucker Harrison of the Harrison-Ceppi Ad Agency came up with

the idea and together with SmarTel Communications developed one of the most unusual and efficient campaigns, ever. Besides...this was going to be fun.

Chase Manhattan Bank's new internal employee education program is called "Thrilling Combination," a dynamic interactive phonecard custom designed to educate the bank's employees on the new merger. All employees were issued the new phonecard. The card had absolutely NO phone time. Employees were issued a full color, 30-page brochure explaining the program. The employee "earned" phone time by answering correctly a series of four questions about the company, some of the changes, information for new employees, etc.

The quiz featured four multiple choice questions per week. Following each question, the employees were given three answers and asked to press the button on their phone that matched their answer. For each correctly answered question, the employees received three free minutes on their card. For answering all four

questions, the employee received a bonus of three more minutes. That's a potential of 15 minutes per week. The Thrilling Combination campaign lasted four full weeks. Thus, the employee earned up to 60 minutes in the first month.

SmarTel delivers regular reports to Chase about its employees' performance on the quiz each week. SmarTel also reports the results for each bank branch, district and division, together with a company-wide summary. Of course, the bank is informed about star performers who receive additional bonus time as well as incorrect answer trends. If 70% of respondents answered incorrectly on question two, for instance, Chase knows it must better communicate the correct answer.

Last Spring the bank staged a "Connect To Win" phone card program that was judged successful enough to proceed with plans to continue other programs. Thrilling Combination started the day after Labor Day and Chase reported it is "thrilled" with the results. They decided to add four more weeks to the original four weeks.

The next time you enter a Chase Manhattan Bank, don't be surprised if you see the manager and staff singing and dancing...it's a Thrilling Combination! It's One Sensational Program. **PT**

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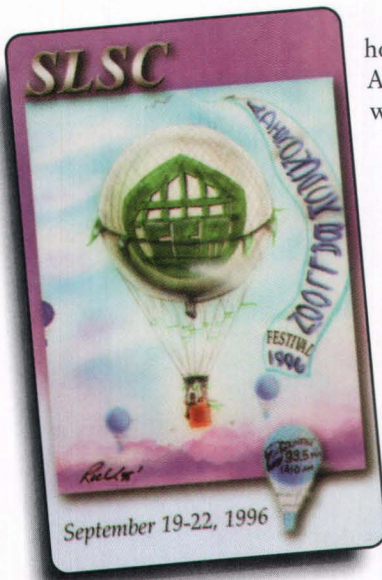
- Competitive prices (Including taxes)
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Cards in Play in the U.S.A.



Talk About Hot Air!



One of the world's largest hot air balloon fests, the Adirondack Balloon Festival, was staged recently with the

"The Adirondack Balloon Festival is considered by many people a premier event and one of the greatest balloon shows in the world."

organizers developing a "super" successful promotion as big as the Balloon Festival itself.

The festival committee, together with SLSC, Incorporated of Buffalo, New York produced 2,000 consecutively numbered

phonecards. Twelve hundred were given away at their "fest" to balloon enthusiasts, fans, and folks who were on hand for the promotion.

The remaining 800 cards have been held for the collector's market. The cards are charged with five minutes of phone time, supplied by Innovative Telecom Corporation. Expiration date for the cards is September 31, 1997. This is the first card that has ever been produced for the festival.

The Adirondack Balloon Festival is considered by many people a premier event and one of the greatest balloon shows in the world. **PT**

PREMIER TeleFacts™

ADIRONDACK BALLOON FESTIVAL

Issuer: SLSC, Inc.

Carrier: Innovative Telecom

Face Value Five min.

Release Date: Sept., 1996

Limited to: 2,000

Rechargeable: No

Gabby Cabby On The Road

After about 7,000 miles in a New York City cab, Peter Franklin, the Gabby Cabby, is by now back in his home city of New York, but his recent travels took him clear across country on an odyssey that lasted roughly six weeks.

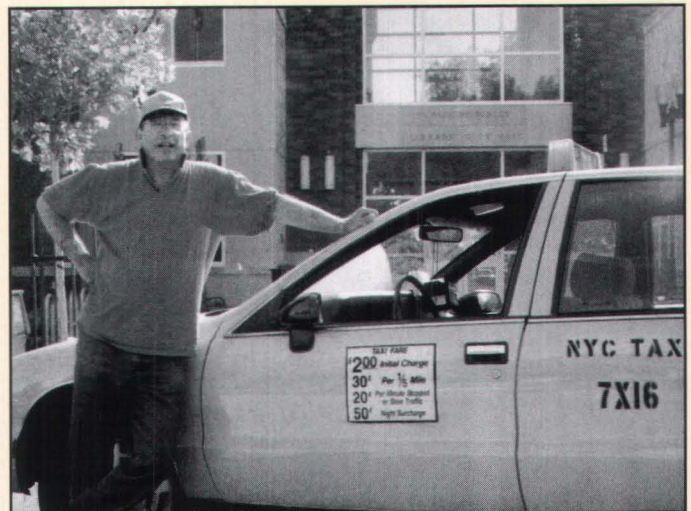
Along the way Franklin broadcast his daily adventures to millions of radio listeners around the world. At each stop local radio stations hosted live spots. In one instance, Franklin broadcast across the BBC World Service, hosted by John Tidmarsh, to an audience of more than 150 million listeners.

In the process, Franklin was able to meet the people who he has dealt with as a radio performer for the last decade or more.

He seemed struck most by the enormity of the country and its vast wealth as he meandered his way across mountain ranges, deserts and vast plains. "If you really want to see the United States," he said, "you have to drive it."

In our last issue PTM published a story (page 36 Nov./Dec.) about Franklin and his then pending trip, which was designed to visit nearly three dozen towns and cities as part of a promotion for his Gabby Cabby phonecard. The card was issued by Time Tech International, Inc.

Stopping in Paso Robles, California to visit the PTM staff, he talked of how great the people were that he had met along the way. To illustrate his point, he mentioned the Anheiser Busch people in St. Louis who broke out the famous Clydesdales in his honor.



Peter Franklin, also known as the Gabby Cabby, is pictured in front of the Paso Robles City Hall. Franklin stopped at the home of Premier Telecard Magazine during his 7,000 mile promotional tour from New York City to California and home again.

In northwestern California, he was given a helicopter ride around Eureka by Louisiana Pacific Lumber Company and provided with a first-hand tour of the massive forest of the area. "People have been absolutely lovely," Franklin said.

Another interesting note about his tour is the fact that documentary film-maker Ed Carabello, who Franklin said is owner of Planet Video and a four-time Emmy winner, has been filming much of the trip for a proposed television feature.

Carabello reportedly has done work for 60 minutes, Dateline and other recognizable television programs. It looks like we have not heard the last of the Gabby Cabby. **PT**



Cards in Play in the U.S.A.

Collector's Cards 'N' Coins

American Freeway 100 recently released a series of phonecards by the world famous artist Joe Belt. The four sketches follow along the specialty of Mr. Belt: Native Americans.

From West Texas, Belt, with an eye for composition and a love of the outdoors, studied at Texas Tech University. Some of his collectors include Kevin Costner, Burt Reynolds, Dolly Parton and many other notables.



Each of the four cards are charged with 60 minutes of phone time. Each sketch was printed in a single run of 10,000 and are sequentially numbered. "Little Apache" and "Small Spirit" are color prints. "Little Boy Dancer" and "Little Moon" are black and white only.

These cards were printed by Combined Graphics at 300 line screen (extra high definition) and the logo is a hot stamped process.

Meanwhile, Telecoins are also making the rounds around the world. Millions of people enjoy collecting rare or limited-edition coins. The coins are pure silver or gold with actual long

distance time in the form of a toll-free number and PIN system. Telecoins have increased in value seven to 10 times after only one year of circulation.

American Freeway 100 has begun to forge a reputation as a pioneer in the industry by offering the world's first two-ounce solid silver telecoin. There is also a gold plate coin and a very limited number of coins in a plaque featuring both the gold and silver versions.

This particular coin, two ounces of pure silver and charged with 10 minutes of calling time, was released on September 28, 1996. **PT**



Premiere TeleCards



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Cards in Play in the U.S.A.



Art Student Wins Competition- Designs Holiday Card

USWEST recently sponsored a design contest among five art schools in Seattle, Portland, Denver, Phoenix and Minneapolis. A winning design and artist has been chosen and we are proud to announce that George Streeter, a senior art student at Al Collins Graphic Design School in Phoenix, Arizona was named the winner. More than 24 other designs were submitted in connection with this contest.

"A winning design and artist has been chosen and we are proud to announce that George Streeter was named the winner."

George and his school will receive a monetary prize from USWEST, a specially designed award plaque, and a design credit on the reverse side of the telecard.

The Holiday card has a denomination of \$5. Solaic Smart Cards of France manufactured 5,000 cards for USWEST. Due to the popularity and potential of collectability for this card, orders have been limited to five telecards per name or address.

If you're interested in owning this card, it is suggested that you place your order at your earliest convenience. They are indeed, expecting a sell-out. **PT**



PREMIER TeleFacts™

HOLIDAY CARD

Issuer: USWEST

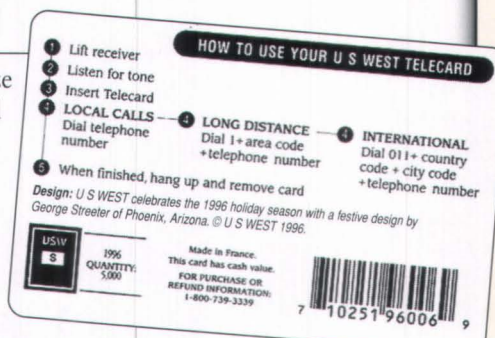
Carrier: USWEST

Face Value \$5

Release Date: Nov., 1996

Limited to: 5,000

Rechargeable: No



Prepaid Phone Card Dispensing Machine

The best machine on the market!

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Phonecards Mean Savings

Some of the advertisements fairly scream at you "SAVE 20% to 80%"... "SAVE 33% to 75%"... "SAVE UP TO 62%," others will SAVE YOU UP TO 70%!

Say, what is going on here?

POINT OF PURCHASE

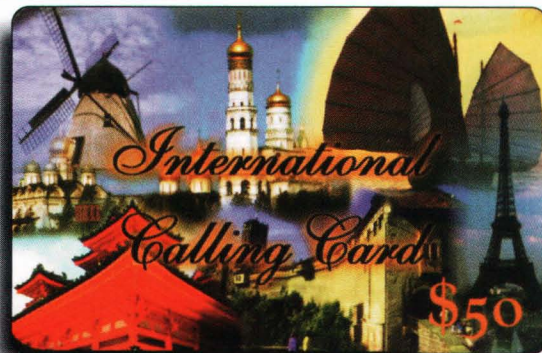
PHONECARDS is what's going on here! No doubt you have seen them. They are just about everywhere, convenience stores, auto repair shops, travel parks, drug stores. Seems as if every time you turn around you are reading about, or hearing of, another offer of savings on your long distance phone calls. Well, isn't that what it is all about? Buying phonecards? Using phonecards? Collecting phonecards and saving money?

Here is one example. New Media Telecommunications introduced a pre-paid phonecard that is tailored for the retail market. It's called the New Media International PhoneCard, available in \$5, \$10, \$20 and \$50 increments. These cards are issued in both Spanish and English and may be used to call anywhere in the United States or around the world. The card, which is made of paper, is integrated into retail packaging, and it is laminated and perforated to allow for easy separation from the rest of the package. This phonecard is discarded after its dollar value is exhausted.

New Media Telecommunications is a privately held corporation founded in 1990. The company initially

offered a variety of pay-per-call services, but has since extended the scope of its offerings to include an 800 number, international call-back, internet, and the pre-paid phone debit cards. The company's headquarters is in La Jolla, which is near San Diego, California.

Same song...different verse. Walgreens Drug Stores is now offering Phonecard Plus. This is a



The MOBIL Phonecard comes in three sizes — 15, 30 or a 60 minute card — and ranges in price

"They are just about everywhere, convenience stores, auto repair shops, travel parks, drug stores."

rechargeable telecard that is also easy to use and inexpensive. However, Walgreens is offering a

from \$5.99 to \$19.99. The Mobil card is not rechargeable and may be disposed of after using up the time on the card. Like most calling cards, you may call long distance anywhere in the United States and to more than 200 foreign countries. As the copy states on the advertisement... "with the Mobil Phonecard, there are no excuses for not calling long distance." No more digging for coins, no surprise phone bills at the end of the month. A great gift idea for virtually everyone in the family.

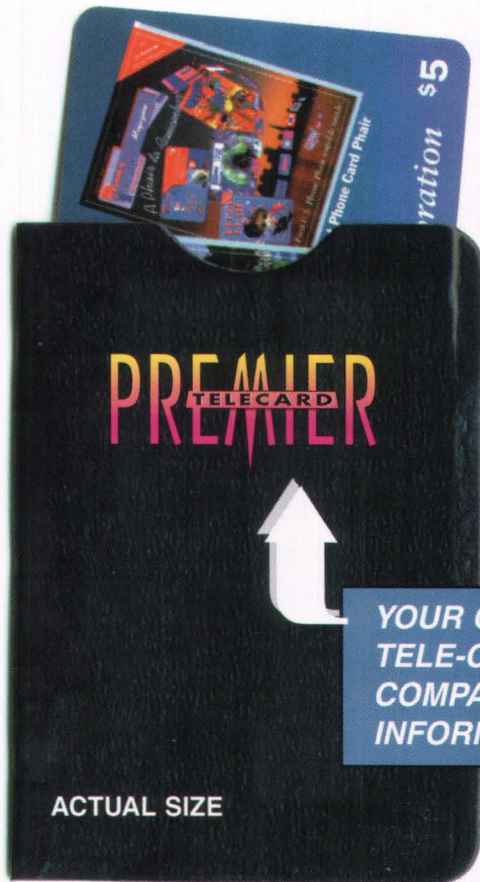
Be it disposable, rechargeable, 10 minutes, 30 or 60 minute cards...whether you bought your card at your favorite service station, drug store or camping site, no question about it, phonecards are economical, easy to use, fun and collectible. **PT**



20% bonus (six minutes) when you recharge your card at a Walgreens store. Here again, your card may be used to call anywhere in the United States, Puerto Rico and 200 foreign countries. The Walgreens Phonecard Plus sells for \$9.99 for 30 minutes.



Tele-CardBook's



ACTUAL SIZE

HOW TO ACTIVATE PHONE

Switch phone on.



If Display reads: You:

"INSERT CARD" Insert Card into base of phone.

"ENTER PIN" Enter your PIN Code (from PIN envelope); Enter "#" to complete PIN entry.

Your PIN has Been Accepted; You can now make a call.

Means PIN has not been accepted.

Re-enter PIN + "#"

Communications - Hold and protect "Cards" and other telephone and provide a directory of as well as instructions on the perfect directory for SIM cellular phone networks... a mini manual with additional a phone directory. Ideal for one card promotions.

PHONE CARD



CALL FOR MORE INFORMATION: BjE Graphics & Publishing Inc.
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Telecard Classics 1997 Calendar

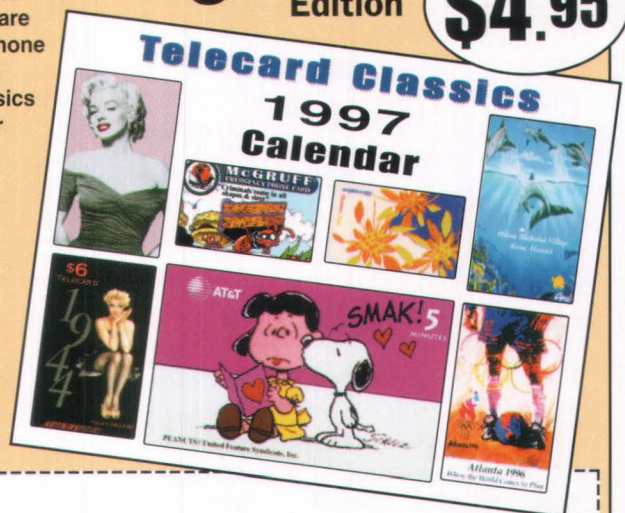
Telecards or Prepaid phone cards were initially collected for their stunning artwork, appealing aesthetics and brilliant colors. Some cards became instant classics. The Marilyn Monroe, Michael Jordan, Disney and the Hard Rock Cafe cards are in tremendous demand. Many of these cards were produced for everyday phone needs, but created a following that far exceeded the supply. Some telecards increased in value 10 to 50 times their face amount. The 1997 Telecard Classics Calendar has many of these hard-to-find collectibles on display, month after month.

- Oversized 11" X 17" size with lots of room for notes.
- The Issuing Company, Mintage and Release Date are adjacent to the cards.
- Some cards have never appeared in print before.
- Important Telecard events are listed, with locations.
- Limited quantities available.
- A directory of Telecard Collectible Vendors is included.

SPECIAL! FREE COLLECTOR TELECARD! With every 4 calendars you order, we will send you a **FREE** Collector Telecard. The Collector Telecards have a minimum face value of \$5.00 and can be worth as much as \$25 or more. (Note: Cards will vary.)

3rd Annual Edition

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P.O. Box 2297 Paso Robles, CA 93447
or Call: (805) 227-1024 • or Fax: (805) 237-2530

The Future Is Now!

If

the set of cards pictured on this page do not look familiar, that's okay. You see, they are brand new

and they are chip cards. If you look carefully, you will see that while they are similar in appearance and color, they are not identical. You are looking at the very first set of cards that represent the Global Chipcard Alliance.

It took place at CardEx 96 in Maastricht, the Netherlands, the introduction of the Joint Global Smart Card Series. The four card set represents the major organizations of USWest Communications, PTT



“The day is not far off when you can consider using your chipcard for a cup of coffee and donut and a trip by public conveyance across town.”

Telecom Netherlands, GTE, and Bell Canada. The goal of the GCA is to create an open infrastructure for chipcards to enable interoperability on a world-wide basis and to accelerate electronic commerce.

USWest and PTT Telecom initiated a partnership with Bell Canada and

GTE to produce a limited edition four card set that is fully operational. All four partners committed to working together to aggressively promote world-wide chip card use.

“This alliance demonstrates the unlimited future for companies with the strategic vision for moving chip

card technology into the next millennium,” said David Anastasi, Vice President and General Manager of USWest Public Services.

Gerard Ketelaar, General Manager Interactive Services of PTT Telecom, went on to say, “USWest and GTE cards are interoperable at Millennium payphones in Europe, and PTT Telecom cards are interoperable with Deutsche Telecom and Swiss Telecom. Tomorrow, we look forward to world-wide interoperability.”

The day is not far off when you can consider using your chipcard for a cup of coffee and donut and a trip by public conveyance across town. Indeed, the future is now! **PT**

Premier Telecard Magazine Revisits The First Inter-company Alliance

The four-card set above reflects the cooperation of four competing companies in an alliance to promote a single product.

Premier Telecard Magazine was the first to apply this concept of a communications company alliance back in September of 1993 when PTM issued an eight-card set released to commemorate the magazine's first edition.

Each company sponsored 2,000 cards distinguished by their own logo on the front, with serial number, plus their unique usage and service instructions on the back. The cards were given away to subscribers as a promotion campaign.

The limited eight-card PTM Celebration Card set had a face value of \$5, with a current value more than double the original.

The cards were manufactured by Brilliant Color Cards.

Following are the remainder of the eight-card set depicted to the left. Access International, Advantage Communications, Inc., Worldcall 2000, Interactive Communications International, North American Telephone, Quest Telecommunications, World Direct, and AmeriVox joined forces to establish the first multi-set cooperative effort of its kind in the history of the telecard industry. **PT**



WORLD CALL 2000™
The World's Most Advanced Prepaid Telephone Service

QUEST
TELECOMMUNICATIONS

ACCESS
INTERNATIONAL

InComm

WORLD DIRECT

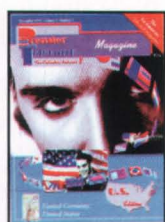
COLLECT THE **HISTORICAL ISSUES** FROM PREMIER TELECARD MAGAZINE



☐ July '93



☐ Sept. '93



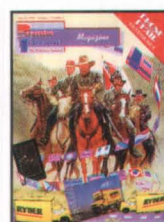
☐ Nov. '93



☐ Jan. '94



☐ Feb. '94



☐ March '94



☐ April '94



☐ May '94



☐ June '94



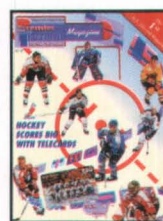
☐ July/Aug '94



☐ Sept/Oct '94



☐ Nov/Dec '94



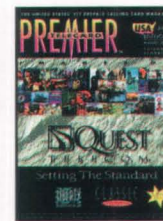
☐ Jan/Feb '95



☐ March/April '95



☐ June/July '95



☐ Aug/Sept '95



☐ Oct/Nov '95



☐ Dec '95-Jan '96



☐ Feb/Mar '96



☐ Mar/April '96



☐ May/June '96



☐ July/Aug '96



☐ Sept/Oct '96



☐ Nov/Dec '96

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Japan's Second Telephone Company



Max Erlichman

Max Erlichman is a telecommunications consultant and project manager with extensive experience in market development and international operations in Europe, Africa, Japan, South America, the Middle

East and China. As a consultant to foreign government ministries and multi-national corporations, Max has worked as an independent consultant and trouble-shooter on international telecommunications projects and joint-ventures with multi-national teams, qualifying him as our resident expert on international phonocard issues.

Fluent in seven languages, Max worked at AT&T as Language Associate, Data Base Manager and in domestic marketing as well as handling overseas distributor's and agent's accounts. Promotion and marketing of AT&T's TeleTicket was mainly done in several European countries and Brazil. He also worked training customer service staff and writing systems and procedures for the project.

He has resided overseas for 22 years. Other activities included consulting for German, Chilean, Algerian and other governmental agencies and groups. His last overseas assignment was overall responsibility for a \$1.15 billion project with a Swiss group in Iran before returning to California.

Contact Max Erlichman with your questions at Premier's Cyberspace Mall at <http://www.premier-tele.com>.

Telenews Flash

Magellan Introduces Point-Of-Sale System For Phonecards

Magellan Network Systems, Inc., has recently introduced its version of Point-Of-Sale Activation technology that allows retailers to automatically charge phonecards with their bar code reader systems.

With a simple programming change to the reader system cashiers can activate or recharge phonecards using their present bar code readers or credit card magnetic stripe readers.

The system eliminates the problems associated with the theft of active cards and promotes future sales activity from the phonocard buyer, since retailers can offer discounts for those who return to their store for a phonocard recharge.

by Max Erlichman

Having spent more time in Europe than in the Far East, most of my articles have been about Telecommunication in that part of the world. Let us look for a change at Japan, but not at the world's largest Telecom company, NTT of Japan, (70 billion a year in revenue), but at the second carrier, KDD, also of Japan. KDD has been very successful with their international service, International Direct Dialing. Let us take a look at the KDD product selection.

What strikes me is how many of the services are, in one way or another, identical to those available here in this country from AT&T or MCI. Ten to fifteen years ago the services offered by over-

"What strikes me is how many of the services are, in one way or another, identical to those available here in this country from AT&T or MCI."

seas companies had practically nothing in common with those available from AT&T. In fact, in addition to possibly waiting 6 months to 3 years for a telephone, paying exorbitant high rates, lack of detail billing (which in many cases led to users being billed ridiculous amounts for time and service never used), this detailed billing is slowly being made available, though at an additional fee. Competitive and/or discount programs or packages did not exist.

Logically, having a monopoly running the telephone service, there was no reason to offer any competitive rate(s). Now that all these monopolies have been or are being broken, com-

petition and specifically market share is the prime objective.

Here are some of KDD's competitive packages for international service:

KDD Discount I

Pay a monthly base fee of about \$100 US (10,000 yen) and you receive a discount ranging from 9-10% of the standard international rates. You may use several originating phone numbers.

KDD Discount II

Pay a monthly fee of about \$30 US (3,000 yen) and your discount is 7%. However, you may only contract this plan for one phone number.

KDD Discount III

For a monthly fee of \$10 US (1,000 yen) the discount is 5%. Again from a single registered phone number only.

Using Japan Direct, the Japanese traveler can access Japanese speaking operators directly from abroad, as well as make Collect or Creditor Card calls. Very popular also, is the KDD Japan Direct Card, a pre-paid phonocard.

To facilitate and promote the use of the pre-paid phonocard, KDD is installing special telephones (the 1-P Card Phone) aimed at pre-paid phonocard users.

Looking at the rapid melting of international telephone companies, MCI/Deutsche Telekom/French Telecom; British Telecom/MCI, close cooperation, such as Unisource which is an association between Telia, Sweden, PTT Telecom, Netherlands, Telefonica, Spain and Swiss Telecom, Switzerland. No wonder why these companies become mirror images of one another.

World Assets is another such group whose partners are AT&T, USA, KDD, Japan, Singapore Telecom and Unisource.

After everything is said and done and having been told the advantages of competition and re-regulation, I haven't noticed that it has become any cheaper using the telephone. Let us wait and see what this all will look like in about three years. **PT**

Collector's Clubs Big And Small

AAPC Launches Membership Drive

PTM recently reported the formation of the American Association of Phoncard Collectors (see page 17, Nov./Dec. issue) National Phoncard Registry office. This month, AAPC Executive Director Steve Lanning has launched a membership drive, and the



volunteer organization is offering some wonderful bonuses for new members. Prospective members can apply for Regular, Advanced Charter, Gold Charter and Platinum Charter (both corporate and individual) memberships. Prices and services

vary, but membership opportunities could include a free introductory copy of several telecard publications or membership in the AAPC Marketing Roundtable, depending on the program.

Chapter President application, free phoncard catalogues, access to special interest groups and card registration are also available among the lengthy list of available services included in membership packages.

For more information contact Steve Lanning at 301/791-9332 (fax. 301/582-3639). **PT**

Grassroots Collector's Clubs Spring To Life

Premier Telecard Magazine has chosen to spearhead an industry movement of grassroots prepaid telecard collector's clubs that appear to be springing up across the country. Our first edition of this program is for the Southern California area.

James R. Dauber, Sr. is establishing a local collector's club in San Bernardino and Riverside counties and is soliciting members from his area. The first 100 to respond by sending a \$12 money order for the first year's membership dues starting January 1, 1997 will receive an activated, low mintage card with 20 minutes of calling time and a free copy of Premier Telecard Magazine.

Interested parties can write James at 626 Dearborn, Redlands, CA 92374. Or, call 909/794-0280 after 6 p.m. Pacific Time for membership information. James said he will also welcome calls on how to start your own club.

PTM is offering other collector's clubs around the world the opportunity to contact us for free promotion of your local organization. This will be an ongoing feature of our magazine.

In the process, PTM plans to build a data base of local groups in order to act as a central information center about grassroots collector's clubs. **PT**



The **telegery 1.2** package includes software, instructions, printing templates, discount internet access and a \$5.00 upgrade voucher to the telegery 1.3 (Internet-ready edition), due spring '97.

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A Happy Reunion!

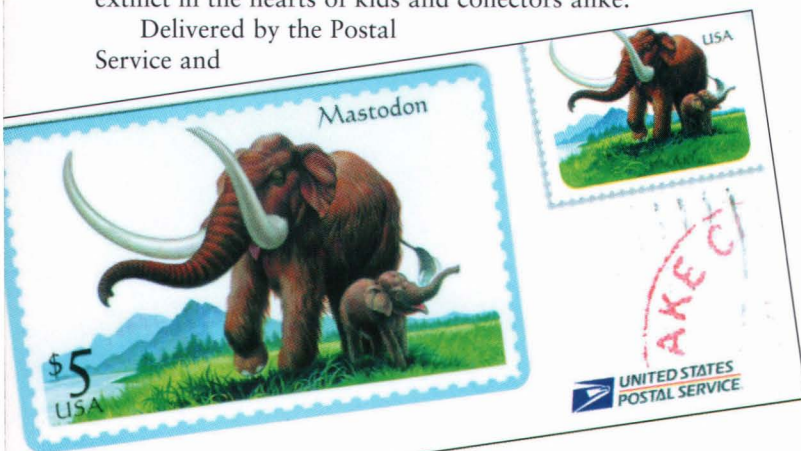
Premier Telecard Magazine published an article in its February/March 1996 edition for which the headline read, "American Express Teams with Post Office for Ambitious Phonecards."

The story tells of the U. S. Postal Service joining forces with credit card giant American Express to create the first venture in prepaid telecards for both organizations. The program was test-marketed in seven cities around the country.

Obviously, the test was successful, because we are about to celebrate a reunion of these two firms through another team effort, which will reflect two separate themes.

In one, a three-card and stamp series features prehistoric animals. The images of the Prehistoric Animal stamp and prepaid phonecards are destined to become anything but extinct in the hearts of kids and collectors alike.

Delivered by the Postal Service and



"Delivered by the Postal Service and backed by American Express, the First Class Phonecards bear collectible postal stamp art at post offices around the country."

backed by American Express, the First Class Phonecards bear collectible postal stamp art at post offices around the country. The three-card series includes a \$5 Mastodon card, a \$10 Eohippus card, and a \$20 Saber-tooth Cat card.

Meanwhile, lest we forget, Valentine's Day is right around the corner.

American Express is also renewing their joint cooperative effort with the United States Postal Service in helping to promote a day for sweethearts. If you are engaging in a long distance relationship this Valentine's Day, there is love in the cards for you, phonecards, that is.

Here are all the ingredients you need if you plan to send your love a card this year. Just include the "LOVE" phonecard in the envelope, and it will not hurt if you use the special "LOVE" postage stamp to complete the package.

The LOVE postage stamps and the prepaid phonecards will likely become keepsakes, for both lovers and collectors alike. The three-card set includes a \$5 puppy LOVE card and a \$10 LOVE Birds card. A \$20 cherub LOVE card is charged with a snappy \$20.

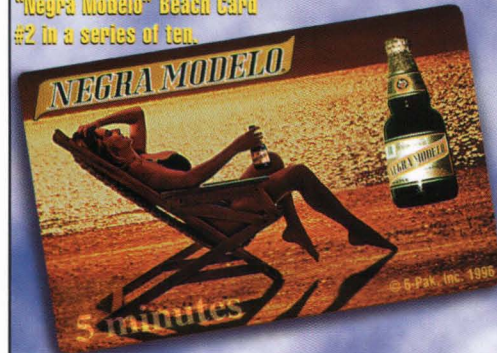
The United States Postal Service and American Express will provide the Valentine. All you need is a sweetheart. **PT**



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

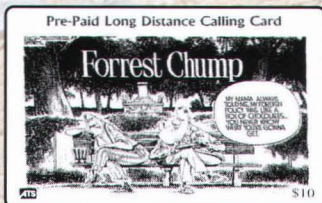
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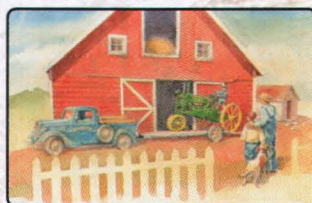
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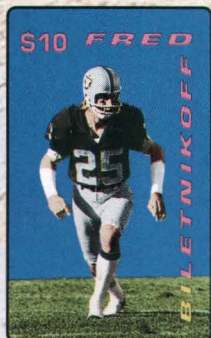
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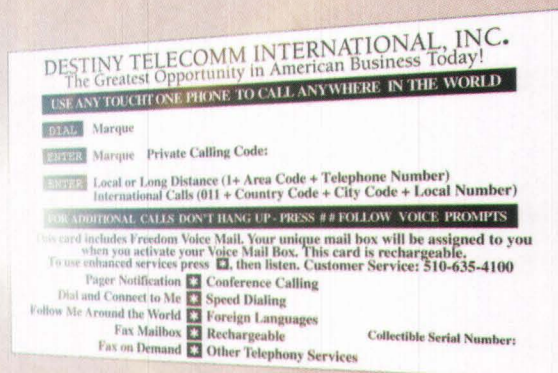
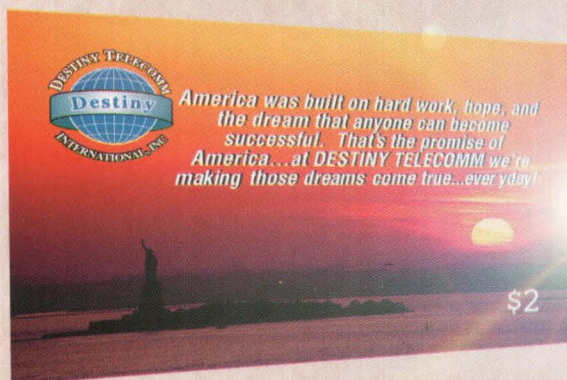
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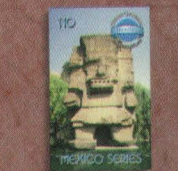
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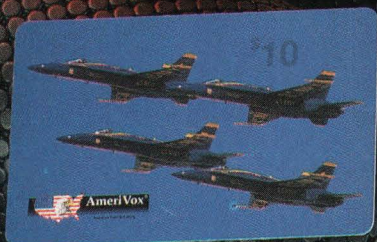
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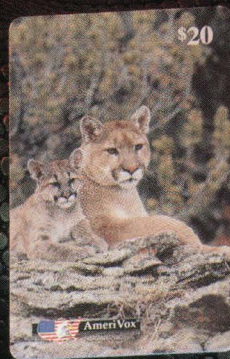


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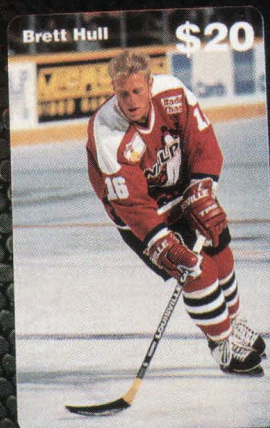
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