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July/August 1994 - Volume 2 No. 7

**Premier**  
**Telecard**

*The Phone Card Network*

*Magazine*

The 1st  
The Only Monthly  
U.S. Telecard Magazine

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The Celebration of the Arrival of Prepaid Phone Cards in America Continues

The Premier Telecard Magazine

**PHONE**  
*Card*  
**PHAIR II**

Sept. 30 - Oct. 2  
New York







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## About the Cover...

From Paul Bunyan to the Incredible Hulk, Americans love their heroes and always have. We love everything a little bigger, a little better, a little "more than." Our cover reflects those familiar characters of childhood, Marvel Comics' X-Men, now updated to portray "a persecuted minority group of superpowered mutants that attack the forces of intolerance in the world." Nostalgia, yes, but politically correct nostalgia! We of a certain age are naturally delighted at the sight of these icons from our salad days. Exactly how delighted was made clear when these X-Men cards were back-ordered before they hit the stores. It seems fitting indeed that our cover displays these explosive cards amid the traditional Fourth of July fireworks, while a smiling Lady Liberty in the lower right-hand corner reminds one and all of our forthcoming Phone Card Phair II in New York City this fall.



Fireworks photos - James B. Wand - SMC, Palm Desert, CA, 1952





## It's My Call...

Amusement is the commodity offered by several theme parks in Orange County, California, where diversion is the order of the day. In Anaheim this July, other fun spots will include the local convention center, where phonecard and sportscard collectors get together for the first time. *Premier Telecard Magazine* is hosting the Phone Card Pavilion at the International Sportscard & Memorabilia Expo July 19-24.

Racing fans will get up close to an actual race car on display and collect autographs from drivers. Sportscard collectors will attend lectures by well-known author and phonecard maven Dr. Gary Felton, whose new book, *The World Of Phonecards*, will be introduced at the show. A primer for beginning collectors, Dr. Felton's book is America's first published manual on phonecard collecting.

*The World Of Phonecards* is an important book, offering the beginning collector a road map to success in the most dynamic and rapidly-growing hobby in the world. And yet it is only a part of the Phonecard Collector's Package by BJE Graphics & Publishing, also making its debut at the Anaheim Expo.

The Phonecard Collector's Package, fully detailed elsewhere in this issue, is a "grab bag" of goodies for the phonecard collecting novice. The package includes

Dr. Felton's book, fifteen phonecards provided by sponsoring telcos and ourselves, card covers, and a special album with several copies of *Premier Telecard Magazine*, as well.

July marks the first anniversary of our magazine, and we are very excited about reaching such a milestone on our journey. We plan to observe the occasion with a celebration! We will unveil the First Anniversary Celebration card at the Anaheim Expo. Later in this edition we tell you all about that.

Don't miss the article about Global Telecommunication Solutions' telecard series featuring the X-Men made famous by Marvel Comics. These amazing

heroes are super novas in the expanding universe of telecards in the U.S. GTS is a major sponsor for our Phone Card Phair II this fall, along with GTI Telecom, Inc., of Orlando, Florida. GTI continues their innovative development of popular phonecards with an ever-increasing pantheon of striking images and subjects of great human interest.

Speaking of heroes and super heroes, "larger than life," is a good description of Fabio, one of American's newest icons, whose telecards will hit the market soon and whose story is on page 20. Guess what? You Fabio fans who attend Phone Card Phair II in New York City September 30-October 2 will get to meet Mr. Romance in person.

More news about the Phone Card Phair II. Access Telecom of Ft. Lauderdale, Florida, and EarthLine of Sausalito, California, have teamed up to sponsor the charity auction at the Phair. The proceeds of the banquet will benefit our designated charity, the Tomorrows Children's Fund. We all want to lessen the suffering of children around the world, and an organization like Tomorrows Children's Fund offers us the chance to make a difference for kids in pain.

*July marks  
the first  
anniversary  
of our  
magazine*



# GTI Telecard

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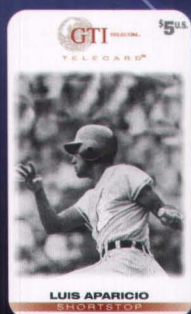
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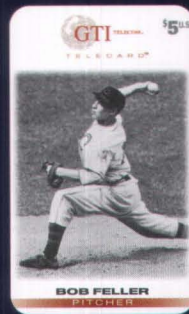
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Luis Aparicio



Carl "Yaz" Yastrzemski



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# New York City

by Nancy Blackburn

We left the husbands and boys home in California, took the girls with us, and headed for New York City. Part of my assignment was to experience using a telecard while scoping out New York City for the fun and exciting things families could do before and after Phone Card Phair II.

Let me explain. I always used my telecard for long distance business calls from home and office, but I only carried it in my purse for emergency use. So this

would be a new experience for me. Yes, I had heard—and believed—that telecards save you money, but as a collector, I was loath to use my mint cards for mundane calls.

First I searched out a card that offered a good rate and picked out one that was 25 cents a minute anywhere in the United States. The collector in me chose a phonecard that should have a value even when used. I called the telco and found I needed my credit card to buy a 40-unit card for \$20 plus \$3 for certified mail. This would give me 80 minutes of phone time—hopefully enough for ten days of fun and vacation. A convenient alternative is to buy a talk-and-toss card at a local grocery or drug store. Considering the \$3 mailing/handling charge, a 90-minute disposable card costs the same per minute as a collectible card.

Airport phones presented no problems. I dialed the 800 number, the access number, and then home: "Yes, we are in! No, I did not leave anything in the refrigerator for dinner. What? The last time I saw your gym shoes they were under the couch." It was wonderful



not to have to scrounge around for loose quarters. Last year we


learned the hard way not to carry quarter rolls in the duffel bag when security check came to a screeching halt, and our baggage was hand searched—apparently rolls of coins resemble explosives or firearms in the X-ray machine—an embarrassing and time-consuming experience.

Hotel calls, however, were a bit more difficult. There were just too many choices for travelers with jet lag: dial 2 for room service, dial 3 for valet, dial something else for a wake-up call. Then there was a choice of room-to-room calls, local calls, credit card calls, and operator calls—not a word about phonecard or telecard calls. Finally I called the hotel operator and asked. My instructions were to "dial 8 and then the 1-800 access number." These instructions worked at hotels the rest of my trip. When checking out, I looked carefully at the bill, and, no, there were no phone surcharges of any kind.

One thing I had to learn was how to make a local call. Even though the instructions on the back of my card were clear, I did not realize that it was necessary to dial the area code even when you are calling within the area code.

A word of advice: Do not wait until you get to New York and then expect a local call to find you seats to *Beauty and the Beast* or *Phantom of the Opera*, as these shows are already booked into August. Get out your phonecard now and call to make reservations. Phone Card Phair II will be over at 4 or 5 P.M., which will give you an opportunity to socialize before the shows start at 8 P.M. You can easily walk to the Broadway shows from the Sheraton New York Hotel & Towers, the Phair site.

New York can be a fun place. The October *Premier Telecard Magazine* issue will have a map, directions, and suggestions for great places to visit while in New York City for the Phair.

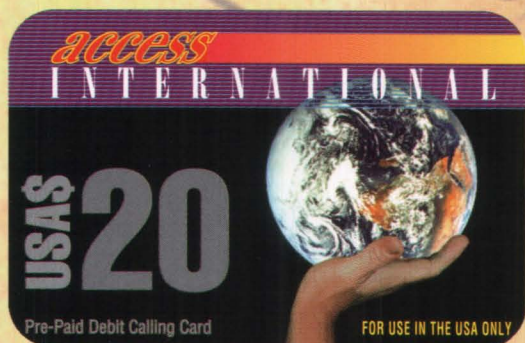
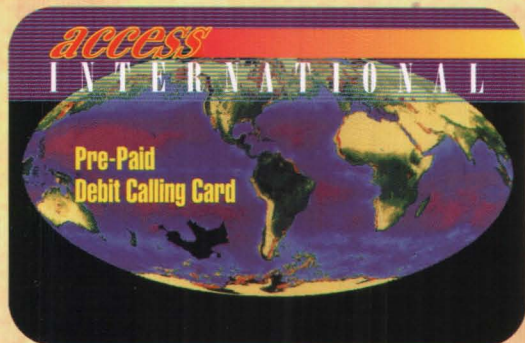
Using my phonecard made calling home easy—everybody survived without me—and there were no hefty charges on my home phone bill, which made everybody happy because I had spent all my money on New York T-shirts. 





# *access*

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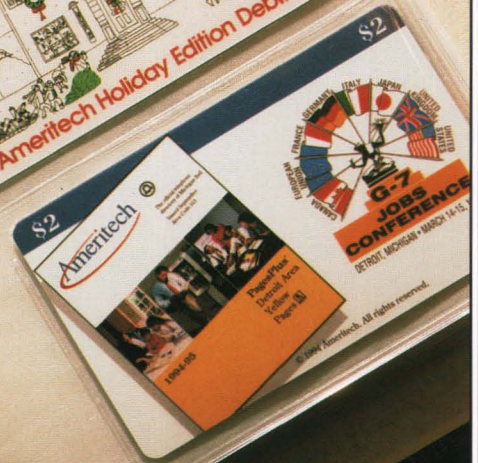


In 1988, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

In late 1993, Ameritech conducted an employee trial to test its new, improved telephone debit card.

This \$5 debit card, accompanied by a matching holiday greeting card, was designed by a not-for-profit welfare agency serving disadvantaged children.

These cards were specially designed for the G-7 International Jobs Conference held in Detroit, Michigan.







On February 14, 1994,  
Ameritech, one of the Regional Bell  
Operating Companies and originator of the  
Michigan Bell CA\$H CARD, introduced the first  
in a series of new debit cards being offered this year:  
the **coin\$aver**<sup>SM</sup> card.

It's the only remote memory debit card issued by  
a Regional Bell Company...it can be used at all  
240,000 Ameritech Pay Phones. And it's backed by  
Ameritech, an established Regional Bell Operating  
Company servicing 12 million customers in the  
Midwest. To obtain Ameritech cards, contact your  
local debit card dealer.



Your Best Link  
To Better Communication



# Marvel Comics' Super Heroes a Smash Hit!



When Marvel Entertainment Group released its first three X-Men telecards in North America in March of 1994, the cards were a smash hit even prior to reaching the stores. According to Jan Rimmel of Marvel Comics, the telecards were back-ordered before they arrived for shipment. Anticipating the success of their telecards, Marvel and Global Telecommunication Solutions (GTS) had already forged ahead with design work for six additional X-Men telecards to be released in June 1994.

Marvel Comics have been delighting generations of readers for more than 50 years. Capturing a global audience, Marvel publishes more than one hundred different comic book titles per month, selling more than 100 million comic books annually in the U.S. and Canada; over thirteen million are sold each month in North America.

The company has expanded beyond the sale of comic books by introducing the Marvel characters into other media such as newspaper comic strips, toys, clothing, home furnishings and, of course, cartoons. The fact that Marvel would initiate their Super Heroes into the world of telecards should not come as a surprise. It is only logical that these superhumans would be used as vehicles for mere mortals to travel the information superhighway.

The three telecards released in March were chosen because they

celebrated landmark issues of Marvel comic books. The cards commemorate Spider-Man's first appearance in Amazing Fantasy #15, the thirtieth anniversary issue of The Incredible Hulk, and the wedding of Scott Summers and Jean Grey in X-Men #30. The cards cost \$10 each and contain 20 units of telephone time. There was a limited issue of 5,000 telecards for each of the three titles.

Marvel introduced these telecards to its readers and dealers in catalog inserts included in more than 2 million comic books that were released in March. The telecards may also be purchased directly through licensed Marvel dealers.

This first release is actually Marvel's second venture into the world of telecards. In 1993 the company licensed a series of Marvel phone cards that were sold in Germany, Austria, and Switzerland. The tremendous positive response to the cards provided the impetus to issue a Marvel Comic series in North America.

The next wave of Marvel telecards is X-Men. The X-Men characters were created by Marvel mastermind Stan Lee, publisher of Marvel Comics. Back in 1961 Lee departed from the conventional comic book format when he created the Marvel Super Hero mythology characters Fantastic Four, The Incredible Hulk, Spider-Man, X-Men, Silver Surfer, and many more.

Lee gave all of his characters



*“X-Men telecards are expected to continue to be a huge hit with both youth and adults.”*

unusual combinations of physical and personality traits. On one hand, the characters were imbued with superhuman strength and abilities that enable them to engage in amazing adventures and heroic feats. And on the other hand, they are sensitive and vulnerable and face mundane problems and human conflicts which even their super powers cannot resolve.


In the '90s the X-Men were updated and now consist of some 200 characters who are portrayed as a persecuted minority group of superpowered mutants that attack the forces of intolerance in the world. Some battles they win, some battles they lose.

Four cards of the newly-released 6-card series are depictions of the actual Marvel Comics' covers of the '60s and commemorate the first appearance of X-Men Polaris, Havok, Phoenix, and Bishop. The other two of the telecards are the first appearances of X-Men Magneto and Giant-Size #1. There will be 8,000 of each card issued.

Cadres of X-Men admirers have formed since the characters were introduced thirty years ago, and the X-Men telecards are expected to continue to be a huge hit with both youth and adults. Indicative of their appeal, in 1993 the X-Men show on the Fox Kids Network was the highest Nielson-rated series among children ages 6-17. That translates into an estimated 4.3 million kids watching X-Men adventures every Saturday morning. Even more remarkable, almost

half the audience is over 18. The show has been given an “A” rating by the TV Guide “Parents’ Guide to Entertainment.” This bodes well for telecard sales since teens and adults are the major indulgers in telephone time. Collectors, of course, come in all ages, and many start quite young, precisely as a result of promotions geared toward their interest. Can you remember how many cereal box labels you saved and mailed in order to collect various items? The X-Men television shows and telecards appear to combine a viewing habit and collecting hobby that parents might very well support.

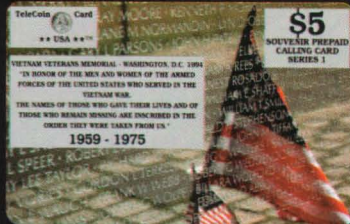
Marvel Entertainment Group will be developing a series of games and promotions to acquaint X-Men followers with the concept of telecards. The company has targeted the young adult group—teenagers and college students—for new permutations of X-men. Marvel has plans for give-away promotions as well as interactive features and games that can be accessed through telecards. Tentative future plans for the release of three theme sets are already underway.

Collectors of all ages will want to be at Phone Card Phair II in New York City, September 30-October 2. Jan Rimmel has hinted at plans for releasing a special commemorative Marvel Comic card. To quote Marvel publisher, Stan Lee, “Nuff said...” Be on the lookout for the future adventures of the X-Men! 





# TeleCards for a CAUSE



## Remembering Vietnam

**"In honor of the men and women of the armed forces..."**

The Memorial Day release of two separate telecard designs featuring the Vietnam Veterans Memorial brought back poignant remembrances of the war that took a tremendous toll on the hearts and minds of the American people. Released in Washington, D.C., on May 30, 1994, the cards honor the "courage, sacrifice and devotion to duty and country of its Vietnam veterans."

The Vietnam Veterans Memorial Card Collection, Series 1, includes "Never Forgotten," which shows an elderly couple searching the Wall for the name of a loved one. The Wall of the memorial shows their reflection, with the Washington monument standing tall in the background. The second telecard is a close-up photo of the Wall. The names inscribed on that segment of the Wall are seen, along with the reflection of the United States flag. The words inscribed on the Wall appear on the left side of the card: "In honor of the men and women of the armed forces of the United States who served in the Vietnam War, the names of those who gave their lives

and of those who remain missing are inscribed in the order they were taken from us." Also in Series 1 are three Washington, D.C., Collection cards: "U.S. Capitol," "White House," and "Washington Monument."

The telecards were designed and issued by TeleCoin Card USA, which is based in Timonium, Maryland. The company will donate 5% of the gross proceeds from the sale of the cards to Friends of the Vietnam Veterans Memorial (FVVM). A national nonprofit, non-political membership organization, FVVM is based in Virginia. The Friends are the link between the Wall and the



American people, and are dedicated to extending the healing nature of the Vietnam Veterans Memorial and preserving its historical significance and emotional legacy. TeleCoin Card USA is preparing for the release of a "Series 2" card that will supplement the Vietnam Memorial Card Collection. The telecard is called "The Vietnam

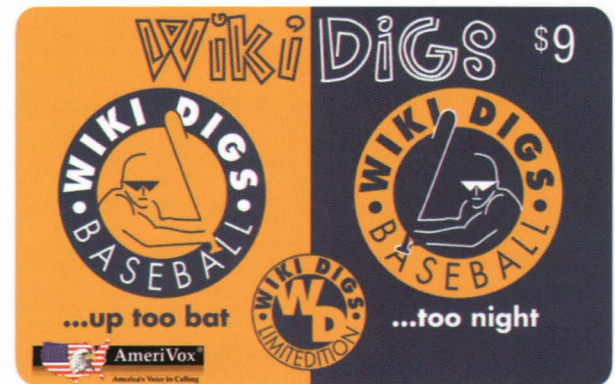
Memorial Statue" and features a photo of the statue of three servicemen that stands guard over the memorial Wall. The expected release date for the card is July 4, 1994.

William R. Sprague, vice president of TelePrint USA Inc., arranged for the production of the telecards. This collection is a personal tribute to his father, retired Lt. Col. M.E. Sprague, U.S. Army, who proudly served in

Vietnam.



## Make-A-Wish Come True with a Telecard

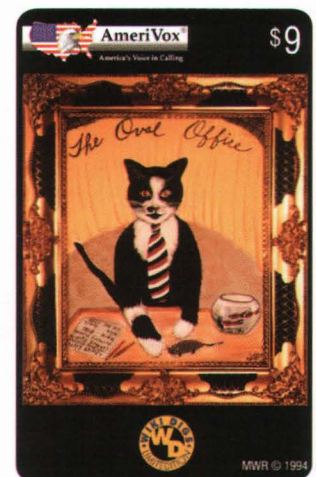


Wiki Digs™ Inc., is a company based in Southern California that is focusing on placing artists and athletes on telecards. A portion of the proceeds from each card sold will be donated to a charity assigned to each telecard design. Wiki Digs is scheduled to release its first two designs at a reception on July 10, 1994, at Il Casale, a restaurant in Encino, California, with artists present to sign the cards. Make-A-Wish Foundation of Greater Washington, Inc., will receive a donation of 20% of the net proceeds from the two series. The Foundation sponsors children with life-threatening illnesses and grants each youngster a "wish" for a special activity or experience. Many children request a trip to Disneyland. Some ask to meet a movie star or pop singer. Whenever possible, the Foundation strives to make the dream come true.

"Socks the Cat" is a portrait of the White House cat painted by Michele-Weston Relkin. The cat represents nine lives, which is a symbol of hope for the Make-A-Wish children.

The second telecard is "Wiki Digs Baseball," a fictional baseball character that "plays" for the Hawaii Magic team. The artist who created the character is Kevin D. Meyers. He drew Wiki Digs based on the concept provided by Darren Siegel, co-founder of Wiki Digs.

Wiki Digs selected the Make-A-Wish Foundation of Greater Washington, Inc., based on the personal experience of the company's co-founder, Ilene Golob. Ms. Golob had her own childhood struggle with a life-threatening illness.





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	Add 5% USA/10% INT'L S/H (\$2.50 Minimum)		\$
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# International TeleScene

## Frankfurt, Germany

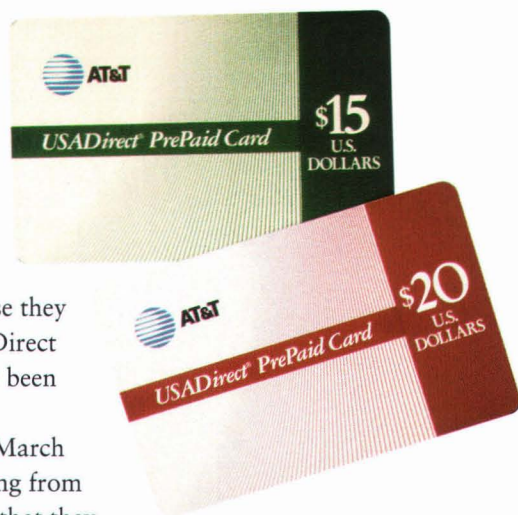
Whether she waits at home wearing his jeans, or he's left behind to care for the kids, all soldiers share this common need: to keep in touch with those they love. Now, with the USADirect Prepaid Card, it has never been easier.

AT&T announced on March 15, 1994, at a press briefing from the Rhein Main Air Base, that they will begin a six-month trial of their USADirect Prepaid Card. It provides military personnel and Department of Defense employees stationed abroad with a way to pay in advance for calls without having to worry about monthly phone bills, collect charges, or speaking to foreign operators.

USADirect Prepaid Cards can be purchased for \$15 in Germany and the United Kingdom and for \$20 in Japan. They will be available from Army Air Force Exchange Service (AAFES) locations on selected U.S. military bases in Germany, Japan, and the United Kingdom. The USADirect Prepaid Card will be charged on a flat per-minute basis. Each time the card is used, the cost of the call is automatically subtracted from the card's face value.

In the United Kingdom or Germany, a service person can make a 10-minute call to the United States with a \$15 card or figure on the call costing \$1.50 per minute. From Japan the \$20 card gives the customer 13 minutes of calling time to the U.S., at the rate of \$1.54 per minute.

Dialing instructions for placing a call with the USADirect Prepaid



Card are similar to placing a regular calling card call. Customers dial the USADirect Service access number for the country from

which they are calling, and an English-speaking

AT&T operator or English-language voice prompt asks the customers for the phone number they are trying to

reach. The customers are asked for their card number and are advised of the amount of money still remaining on their card; the call is then connected.

AT&T has long provided programs and services with the U.S. military members in mind, endeavoring to bring a touch of home to every corner of the world where our service members are stationed.

AT&T, we salute you! 

## Planning a Trip to Europe?

Let EuroPlus handle the travel arrangements for you, and you will receive absolutely free a Sprint Prepaid Europhone calling card.

Following an agreement between EuroPlus, the tour operating division of Rail Europe, and Sprint's distributor Teletouch, Inc., all passengers on the EuroPlus travel programs will receive the Sprint calling card as part of a free traveler's kit. With the Sprint Europhone card you can call home to let family members know you arrived safely or use it to make changes in your itinerary while touring Europe.


The Europhone calling card is user-friendly with simple instructions, recorded messages, and toll-free access numbers, all of which are printed or recorded in English. EuroPlus programs offer U.S.-Europe round-trip air fare on major airlines, a choice of hotel accommodations, free traveler's kit, plus extra options

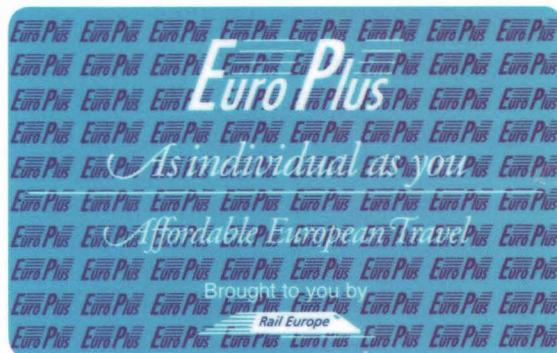
including rail, car, and rail-and-drive ground transportation.

Rail Europe is the distribution subsidiary of the French National Railroads and Swiss Federal Railways in the Americas and serves nearly one million

Americans traveling to Europe each year. Bernard Frelat, Rail Group CEO and chairman of Eurailpass, comments: "They [travelers] can now be free of worries about change, currencies, local phone cards, and collect call surcharges. And most of all, since the card works in over 30 countries, they will be able to use virtually any telephone in Western Europe, should an emergency arise."

Sprint's prepaid Europhone calling card provides access to one of the world's largest and most technically sophisticated telephone networks, in much the same way that Rail Europe provides access to the European rail network with its various railpass

products. Teletouch, Inc., is an authorized Sprint distributor based in New York and Paris, specializing in innovative marketing applications. 







# X-MEN<sup>TM</sup>

## PHONE CARDS



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Kearny, NJ 07032 USA  
**1-800-280-1166**  
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## MARVEL<sup>TM</sup> X-MEN<sup>TM</sup> Phone Cards.

Limited to only 8,000 of each, these "Premier Telecards" feature famous X-MEN<sup>TM</sup> first appearance comic covers. Each \$12 card comes with 20 minutes of long distance phone time.\*

X-MEN #1—First appearance of X-MEN and Magneto  
X-MEN #50—First appearance of Polaris  
X-MEN #58—First appearance of Havok

X-MEN Giant Size #1—First appearance of the New X-MEN  
X-MEN #101—First appearance of Phoenix  
X-MEN #282—First appearance of Bishop

\*20 minutes domestic time. International minutes will vary.

ORDER FORM

NAME		PHONE	
COMPANY			
STREET			
CITY	STATE	ZIP	COUNTRY
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> CHECK (US FUNDS)			
Card No.			Exp. Date
SIGNATURE			

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Fax 201-998-8544

ITEM	Qty.	Price	Total
X-MEN #1		\$12. <sup>00</sup>	
X-MEN #50		12. <sup>00</sup>	
X-MEN #58		12. <sup>00</sup>	
X-MEN Giant Size #1		12. <sup>00</sup>	
X-MEN #101		12. <sup>00</sup>	
X-MEN #282		12. <sup>00</sup>	
Subtotal			
Shipping			
TOTAL			*

\*Orders of 1-75, shipping charge is \$5.<sup>00</sup>; 75 cards and up, shipping is \$10.<sup>00</sup>. Outside continental US, orders of 1-75, shipping charge is \$12.<sup>00</sup>; 75 cards and up, shipping is \$15.<sup>00</sup>.



# PTI Joins a Sixty-Year Tradition

For sixty years the U. S. Department of Interior, Fisheries and Wildlife Service (USF&W) has issued an annual U.S. Federal Bird Hunting & Conservation stamp to validate duck hunting permits. With an annual issue of 1.5 million duck stamps, 98% of the proceeds is used to purchase and support duck habitat and wetland areas, which are critical to the earth's water supply and purification and aid in flood control.

Prepaid Telecommunications

International, Inc., (PTI) of Miami, Florida, joins this tradition as preparations are underway to raise \$1 million to purchase duck habitat. On July 1, 1994, in cooperation with the USF&W, PTI will celebrate the release of their U.S. Federal Bird Hunting & Conservation Stamp telecard series in a joint ceremony and festivities held in Lincoln, Nebraska. As part of this event, special arrangements have been made to issue 500 ceremony programs with the

National Postal Museum postal stamp and the 1994 "Red-Breasted Merganser" duck stamp.

The stamp's design is chosen from the hundreds of entries submitted to the annual Federal Duck Stamp Contest. This year's winning artist is Neal Anderson of Lincoln, Nebraska. His stamp depicts the Red-Breasted Merganser, also called the "punk duck" because of its crown plumage. The Merganser is a fish-eating diving duck that migrates east of the



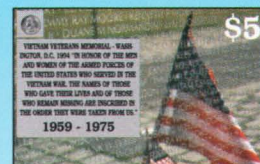
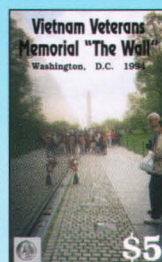
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Rockies and is especially common along both the east and west coasts during the winter months.

Probably the largest series of telecards to be released, the reproductions of the first 10 duck stamps from 1934 to 1943, plus the duck stamp from 1994, will be showcased on July 1 at the Lincoln, Nebraska, ceremonies. The remaining duck stamp telecards will be brought out in groups of ten, starting September 1 and continuing through December

1, with the last ten scheduled to appear December 15. The first 45 telecards will have face values of \$5; the next 16 cards will reflect the value of the duck stamp, and will range in price from \$7.50 to \$15. These cards have a domestic and international calling range, and phone time is 50 cents a domestic minute. They may be renewed through Discover, American Express, Visa, MasterCard, or Diner's Club card.

## Gold Star Edition

Each of the sixty duck stamp designs will have a special limited edition of 1,000 telecards, serially numbered and produced on mastercard gold stock. They are specially marked with a decorative gold star and the words "Gold Star" in foil on the right side of front. These telecard sets will be available to dealers on a subscription basis.



# MAKE THE CALL, COLLECT THE CARD!

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**Tour of America**  
\$10

TOA

**MRN Radio**  
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MRN

## 1994 Finish Line Racing Series I \$10 Each



BE1



RW1



JG1



SM1



JG2



BE2



RR2



RW2



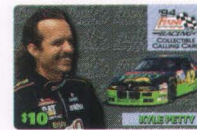
EI2



MM2



GB2



KP2



DW2



DJ2

## 1994 Finish Line Racing Series II \$25 Each



BEG2



EIG2

## 1994 Finish Line Racing Series II \$10 Each



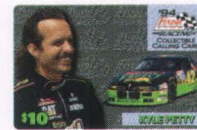
RW2



GB2



EI2



KP2



MM2



DW2



DJ2

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Dealer Inquiries Welcome



# Fabio



## A quiz for the ladies

by Annette Amir

Who's responsible for bringing romance back to America? No, silly, it's not your cousin Melvin and his amazing Day-Glo swim trunks... it's Fabio! *Cosmopolitan* called him the "Sexiest Man in the World." *People* included him in the "25 Most Intriguing People of 1992." To *McCalls* he's one of the "15 Greatest Men on Earth." And now, fresh from the covers of over 1,000 romance novels, the star of the video novel *A Time for Romance* and TV series *Acapulco H.E.A.T.*, and the promoter of a new men's cologne—among other projects too exhausting to enumerate—the fabulous Fabio is also the subject of a series of telecards.

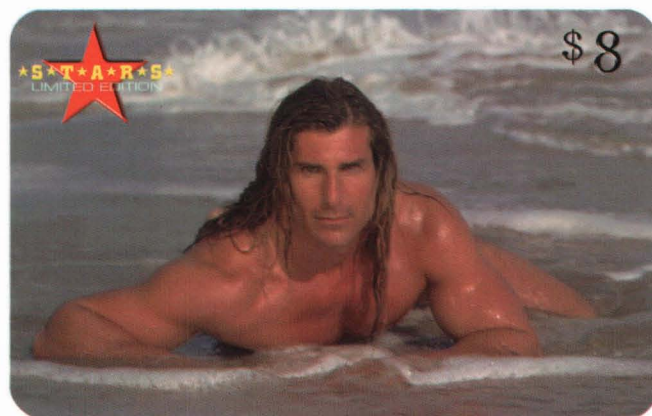
You probably remember from your high school Shakespeare class that Julius Caesar was slain on "the ides of March." But Fabio fans rejoice that their Emperor of Love made his premier appearance March 15. That was about 33 years ago in Milan, Italy. His well-heeled parents provided every luxury for Fabio and siblings (including a last name), but the young super-hunk did not choose to follow his father's advice to study engineering. After working his home turf as a teenage model, he moved to New York in his twenties, where it took the Ford Agency all of 15 minutes to put him under contract. The big break came in 1992 after Avon Books took him off the covers of millions of romantic books to make him the highest-paid first-time romance author. When he appeared at a bookstore on Wall Street sometime thereafter, office workers tied up traffic for blocks and the police had to be called! As they said of Caesar, the rest is history.

Peter Paul, Fabio's aggressive partner/manager, has helped transform his client "from just another pretty face into a miniconglomerate," according to a 1992 *Forbes* article. Not only can you deck out your pecs in a Fabio T-shirt as you exercise with the "Fabio Fitness" video, you can do so accompanied by the musical strains of "Fabio After Dark." Men can increase their appeal with a strategically-placed dab of Versace's sexy Mediter-raneum, "a fragrance for men created for the pleasure of women." And fans can dial the Fabio

Hotline, a 900 number that lets the lovestruck hear the master lover's deepest views on romance. Don't be surprised if you see him starring in a movie soon, too, predicts manager Paul. Fabio aims, in his own words, to be "a super hero with feelings." You may already have caught his cameos in *Death Becomes Her*, *Scenes From a Mall*, *Exorcist III*, and his starring role in the video novel *A Time for Romance*.

"Fabio sells books just because he's on the cover," says Kathryn Falk, publisher of *Romantic Times*, about the poster boy of romance novels, who once posed for 16 different covers in one afternoon. What's so special about him? Well, one is hard-pressed to find a woman who doesn't adore Fabio. Michelle Phillips says his body "...makes you want to reach out to see if it's real." Sally Jessy Raphael describes him as "handsome, intelligent and nice." To attorney Gloria Allred he's "one of the few men I've never sued." And Lainie Kazan says that with Fabio "you get the best of both worlds: a hard body and a soft heart." When this guy visited the White House, even Hillary Rodham Clinton flirted with him.

By the way, ladies, there is hope. Fabio is still searching for Ms. Right, but the line's a long one. You think *your* mailbox is cluttered? Try dealing with a couple hundred fan letters every day, some of them with offerings

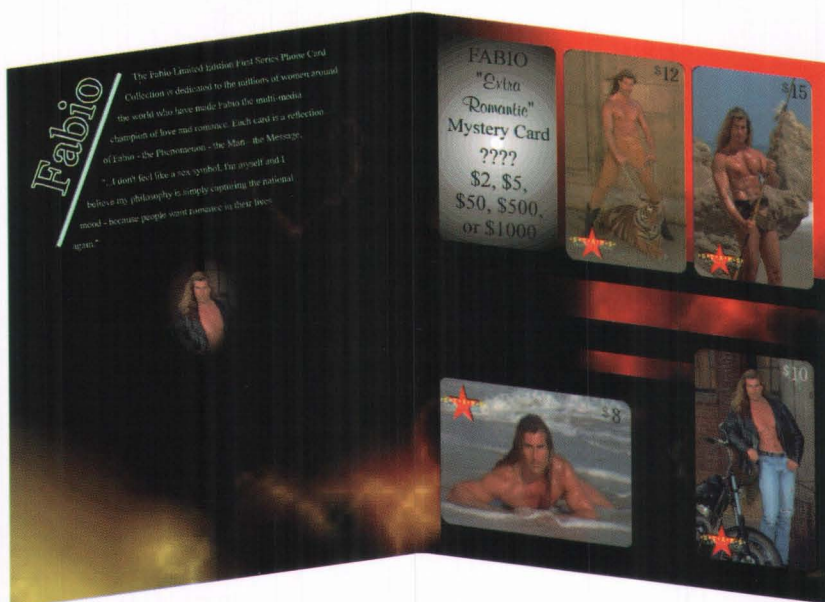




of lingerie. But that's O.K. To Fabio "women are the best thing that God put on earth." So one day those four Great Danes he presently lives with might have to move over and make room for a mistress.

If Fabio does for phone cards what he's done for books, watch out! While 60% of U.S. households didn't buy any books last year, the average romance novel reader spent a whopping \$1,200, says Denise Little, Barnes & Noble's romance buyer. According to Harlequin, over half its customers buy an average of 30 novels a month. Avon Books gave Fabio an advance of more than \$100,000 to write his own romance novels. That's about 20 times what your ordinary first-time romance novelist receives, but remember: this is Fabio!

Obviously Fabio was a telecard just waiting to happen. With the Elvis Presley and Marilyn Monroe series such huge successes, the concept of celebrities on telecards is definitely in. Says Chris Garibaldi, an internationally recognized authority on phone




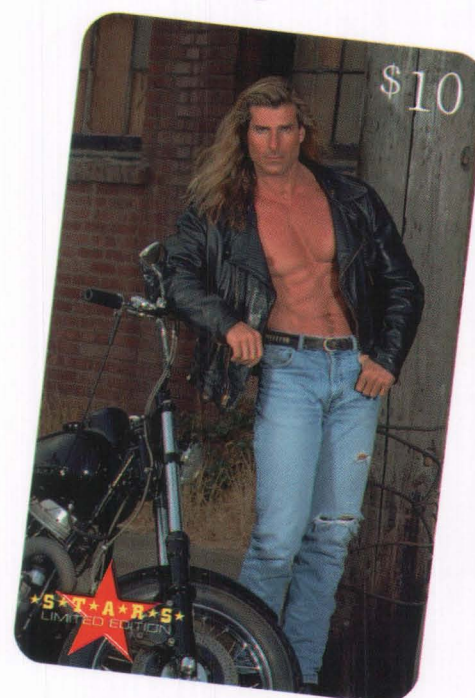
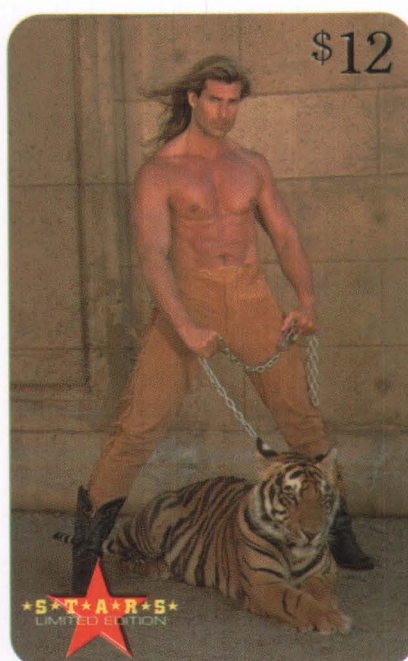
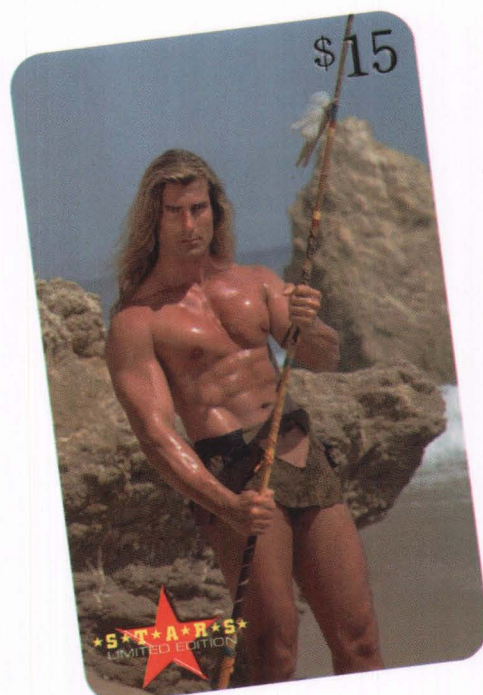
cards: "Hollywood stars and legends are hot! There has been a larger market for American phonecards in Europe and Asia than expected. This is partly because of the creative and design expertise here as well as the fact that when Americans really start collecting phonecards, prices of American cards will rise faster than any other country." According to Garibaldi, 1994 will be remembered as the year the U.S.A. joined the international collecting fraternity, and these Fabio cards are bound to be part of the flurry.

DATADIAL International, Inc., is the lucky company that first got

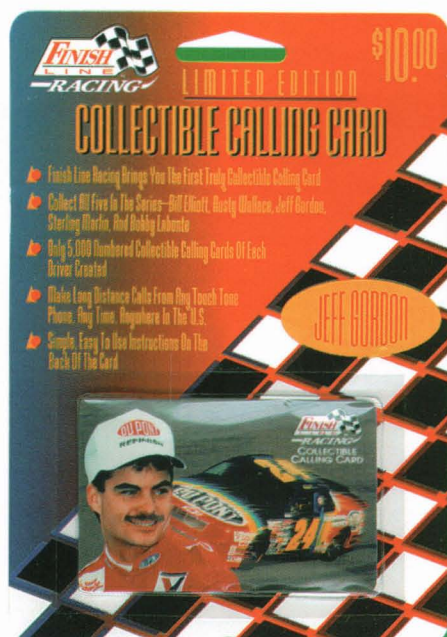
and his pet lion. Who could possibly choose? ...we'll take one of each. And throw in one of those asbestos-lined holders, will you? As Aunt Reba used to say of her favorite movie star, "He can soak his socks in my coffee any day!"

Each set of five cards has at least \$47 of calling time. They are made up of \$8, \$10, \$12, and \$15 denominations, plus a fifth "extra romantic" sealed card, which could possibly be the \$1000 denomination depicting Fabio still wet from his shower. Ooooooh... catch me! I'm falling...

The release price of the set is \$49.95 plus shipping charges. Of the 7,000 sets produced, 280 will be personally signed and dated by Fabio and will sell for \$99.95 each. The Fabio Phonecard Program was developed by Starlit Phonecards, a unit of Marketing Services International, in conjunction with DATADIAL International, Inc. 







# Finish Line™

## The Ultimate Racing Team

by Leslie Gainer

Finish Line Collectibles, Inc., made its entry into the telecard market in December 1993 with the release of a 5-card set of National Association for Stock Car Auto Racing (NASCAR) Winston Cup driver debit cards. The company has recently added another seven NASCAR Winston Cup drivers to its roster. A new series featuring ten of the drivers is scheduled for release on July 11, 1994.

Finish Line Collectibles, Inc., began as a sports card company that produced trading cards featuring race car drivers. Art West, president of Finish Line, learned about telecards in August of 1993 while reading an article in *USA Today*. He immediately saw the potential to expand sports card collecting by licensing and selling telecards with the images of NASCAR drivers. Mr. West reflects, regarding the popularity of the telecards, "To be honest with you, we didn't know what to expect."

Any question about the potential for retail success of the Finish Line Racing telecards was put to rest shortly after the cards were launched in a chain of convenience stores called The Pantry, located in North and South Carolina. Sales were brisk, and inquiries came in from all over the U.S. by people interested in purchasing the telecards. In April Finish Line released cards for sale to its network of 5,000 sports card dealers throughout the United States. In May the cards were made available to additional retail stores through brokers with whom Finish


Line contracts to supply confectionery and grocery stores in the U.S. The first series is nearly sold out.

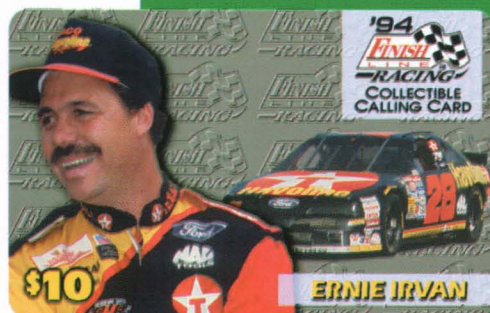
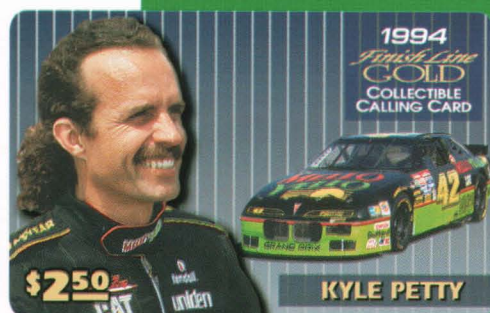
The five different NASCAR Winston Cup drivers featured in the first series are Bill Elliott, Jeff Gordon, Bobby Labonte, Sterling Marlin, and Rusty Wallace. A total of 5,000 debit cards depicting each driver was produced. They were released in December 1993.

The second series of Finish Line Racing telecards will feature NASCAR Winston Cup drivers Geoff Bodine, Bill Elliott, Jeff Gordon, Ernie Irvan, Dale Jarrett, Kyle Petty, Mark Martin, Ricky Rudd, Rusty Wallace, and Darrell Waltrip. These will be \$10 cards, issued in quantities of 1,800 per driver. A limited series of \$25 cards will be offered featuring Bill Elliott and Ernie Irvan. The Elliott and Irvan cards will be restricted to 600 of each driver and will contain serial numbers 1-600.

The second series adds a new element for collectors. Finish Line is releasing 3,000 telecards of each driver in a \$2.50 denomination. All of these cards will be randomly inserted in foil packs of traditional cardboard racing collectors' cards. A collector who buys a foil pack of traditional cards may end up being the lucky recipient of a \$2.50 Finish Line Racing telecard.

1994 has been a busy year for Finish Line. In April the company produced a telecard for Motor Racing Network. The network is celebrating its 25th anniversary as the nationally-syndicated radio program that broadcasts NASCAR Winston Cup races. The \$10 telecard is being publicized on the radio program and sold via a toll-free number that connects buyers to Finish Line.

In the words of Art West, "Even though we're small, we're ahead of the curve." 





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- A celebrity line-up representing an all collectible field led by Hank Aaron of the U.S. and Sadahara Oh of Japan – the two greatest home run hitters in the world.



And as a very special, first-time ever feature, a Phone Card Pavilion is planned on the floor of the Convention Center hosted by Premier Telecard Magazine, the exclusive phone card magazine of the Expo, where the newest and best Phone Cards will be exhibited and **sold!** There will also be informational seminars, lectures and other events conducted by Premier Telecard Magazine spotlighting Phone Cards – the hottest collectible to hit the market in years!

Whether you're a collector, a dealer or an exhibitor, you can't afford to miss this spectacular event. Make your plans TODAY to attend.

For more **information about the Expo** contact the show promoter Jack Petruzzelli at (714) 526-5919; fax (714) 526-5559.

For **information on becoming a corporate sponsor or partner**, call Walt McDonald at (919) 933-3389; fax (919) 933-3394.

For more **information on becoming a phone card corporate exhibitor** contact Joe Garcia of Premier Telecard Magazine at (805) 547-8500; fax (805) 542-9358.

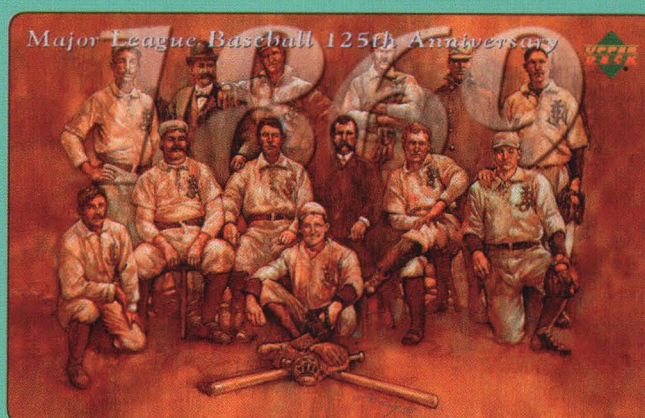
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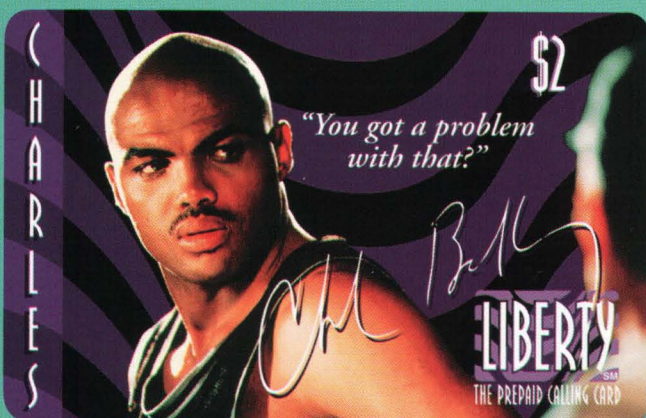




Red-Breasted Merganser - PTI - RM



Major League Baseball 125th Anniversary - GTS - RM, NR



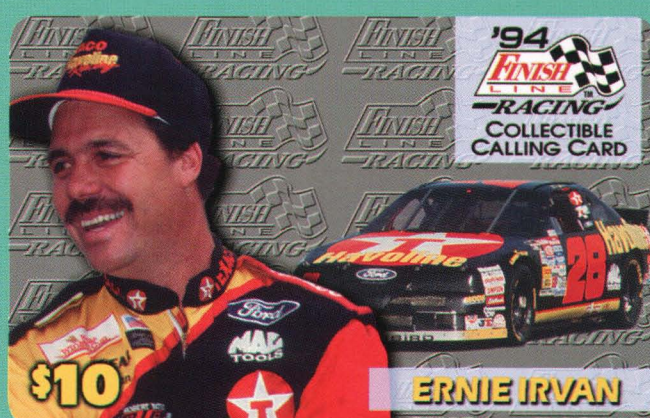
Charles Barkley - Liberty/Quest - RM



USA94 Soccer - GTI Telecom - RM



Dodge City - Bank of the Southwest - Liberty/Quest - RM

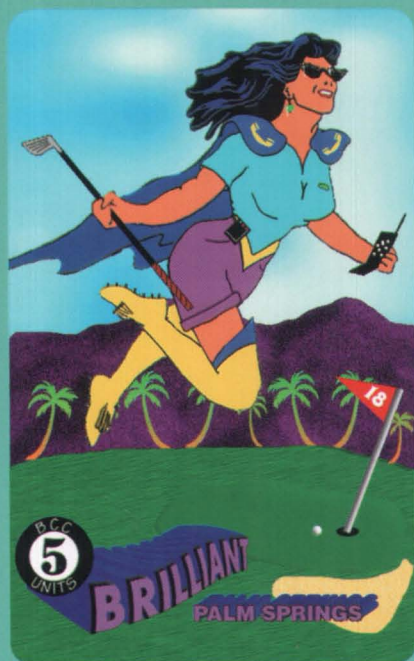


Ernie Irvan - Finish Line Racing - RM

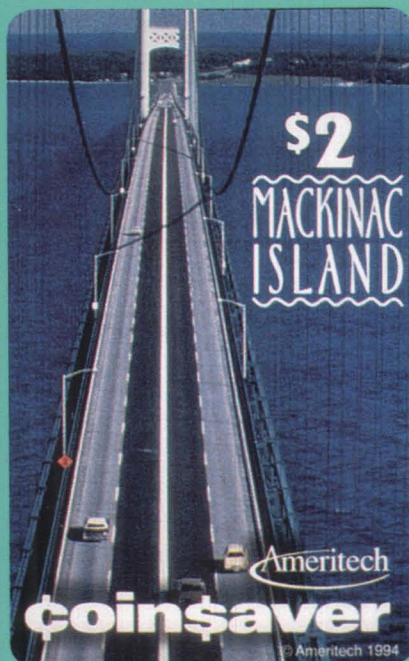


# Premier Cards

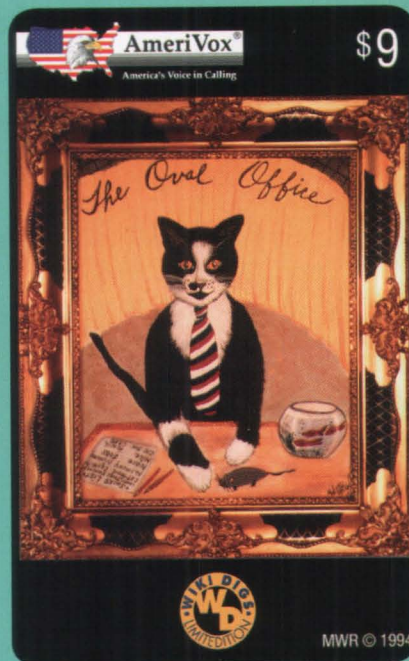
July/August  
1994



Debit-Card Woman Goes to Palm Springs - Brilliant Color Cards - RM



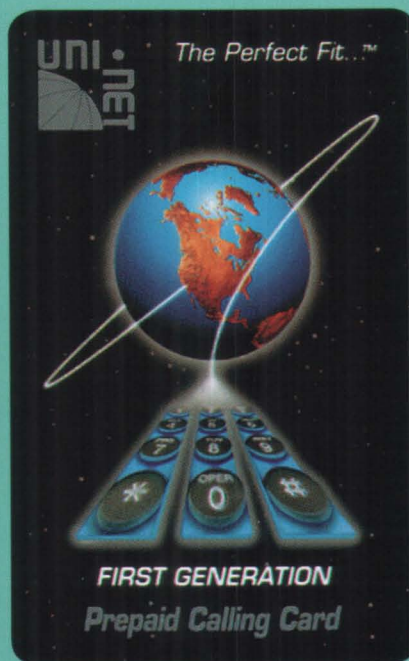
Mackinac Bridge - Ameritech - SMS



Socks the Cat - AmeriVox - RM



Giant Size X-Men - GTS - RM, NR

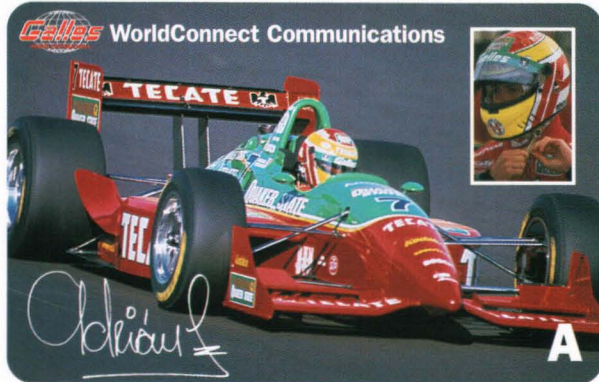


First Generation - Uni•Net - RM



Earth Rescue - WorldConnect - RM





Named "Man of the Year" by *Automundo Magazine* in 1993, Fernandez is Mexico's only driver to race in the 1994 IndyCar series this year and is the 1991 Mexican Formula Three champion, as well as 1992 Indy Lights "Rookie of the Year." For the 1994 season, Fernandez is behind the wheel of an Ilmor-powered Reynard IndyCar, fielded by Galles Racing International, 1990 IndyCar champions, and 1992 Indianapolis 500 winners.

The first telecard of the series, "Galles Racing International," was released March 4, 1994. Five thousand were issued; the card costs \$10 for 20 minutes of phone time. The next three cards of the six-card Galles team series were issued June 17, 1994. When the series is complete, the initials on the right corner will spell out "GALLES."

Future plans include the release of a Land Off-Road Racing Ford-B.F. Goodrich-Tecate racing team telecard series, telecards that feature Bryan Herta from the A.J. Foyt team, as well as a Quaker State Indianapolis 500 phone card.



## The Race is On!

Join us in Anaheim at the International Sportscard & Memorabilia Expo as *Premier Telecard Magazine* hosts the Phone Card Pavilion. And see first hand why prepaid telephone debit cards are fast becoming the most treasured collectible in the U.S. The Galles Racing International team will have their IndyCar on display at the Phone Card Pavilion. Photo sessions will be available through a special promotion provided by the exclusive phone card magazine of the Expo, *Premier Telecard Magazine*.

Capturing the beauty, speed, and color in what has been called the most thrilling spectator sport in the world—IndyCar racing—WorldConnect has issued the first three telecards featuring the IndyCars and driver Adrian Fernandez, his 1994 Tecate/Quaker State IndyCar, and the Galles Racing International team.

## Rx to Save a Life

Americans are people on the go. Unfortunately, accidents can and do happen anywhere. WorldConnect has combined telecards with modern technology to provide a Worldwide Response Card that has the capability to store medical information and documentation that can be retrieved within minutes in the event of an emergency.

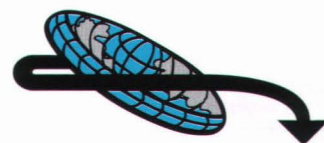
As an introductory offer, when customers purchase the PlanetCard™ 1, the Response Card information packet is attached to the card to be filled out and faxed back to WorldConnect's confidential computer database. The information is then faxed back for verification. The card costs \$25 and has a \$10 activation fee.

When an emergency strikes, the data is accessed by dialing the 1-800 number and entering the

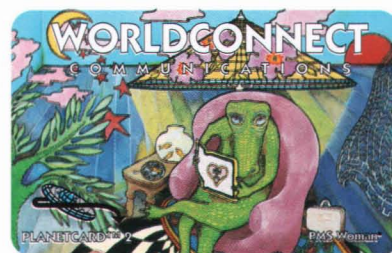
cardholder's PIN code. Vital medical information is then faxed back within two minutes, saving valuable time in what could be a life-or-death situation. Not just travelers, but the elderly, those with medical conditions or allergies, and children are just minutes away from their crucial medical records wherever and



## "What Goes Around Comes Around!"



Established seven years ago as a 1+ products and services company, WorldConnect has gradually switched its primary focus to the development of phone cards. David L. Guardanapo, president, feels that because the "collectible market is based on emotion and passion, rather than utility awareness and logic, the market is eternal but unpredictable." Founded by Leslie Hart, an art and graphics designer; David Guardanapo, a telecommunications consultant; and Joseph Powell, an attorney, WorldConnect has the expertise to offer guidance to companies in this market starting with conceptual ideas and extending to the finished product. Explaining their endeavor to mix utility and art to reach the goal of unique imagery, Guardanapo states, "We shun the notion of marketing gimmicks... and have steadfastly held to our self-imposed requirements of loyalty, reliability, and quality of product and service. Our motto 'What goes around comes around' reflects the values we hold at WorldConnect."



whenever an emergency arises.

Collectors will want to keep watch for some amusing cards by WorldConnect as part of the PlanetCard Series: "PMS Woman" and "Couch Potato Man."



# Think of it as an autographed All-Star card that you got for the price of the gum.

**W**hile PTC's phone cards don't come with a stick of gum, they do come with something for you to chew on. PTC sells cards with usable, well-priced calling time on them. But that's not the only reason our phone cards are in demand.

Peoples Telephone Company offers collectors some of the most exciting images in the industry, like Playboy Phone Cards™, our C² Collector Card Series, artwork by the Beatles and much more. But PTC is more than famous names and attractive cards. PTC is the largest independent provider of public communications services in the United States. We own and operate 50,000 public and cellular phones in 47 states. And all calls placed with our cards are run through our own network.

So what does all of that mean to the average collector? When it comes to collectibility, PTC is batting 1000!



## PTC

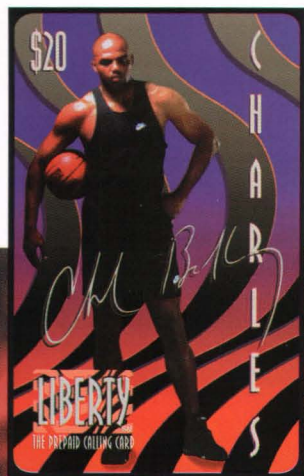
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# Quest Enters the Sports Arena

*The entry of Quest/Liberty and Charles Barkley into the sports arena calls for an outburst of cheers!*

by Nancy Blackburn

With a series of five distinctive phone cards that effectively communicate Sir Charles' image, attitude, and intensity on and off the court, these Barkley/Liberty cards are specifically designed to enhance collectibility and long-term value. According to Phillip Hanson, director of sales, "This will be accomplished in a manner consistent with Quest's company policy that Liberty cards are designed and sold to provide high-quality communications services at a reasonable price and that Liberty cards are offered by the company at their face value with no premiums added for their enhanced value as collector's items."

The Liberty Card is already known as a full-feature quality card that offers excellent telephone service at a reasonable price: 33 cents a minute, anytime, anywhere in the United States. Quest Telecommunications, Inc., a Quest Group International company, is a specialized carrier with its offices and switching center in Forest Park, Georgia. They provide public telephone service to airports and correctional facilities as well as prepaid telephone service through the Liberty prepaid telephone card and its new Cito Telecard.

The Barkley series takes this reputation a step further and incorporates the unique factors that have made telecards the hottest collector's items on the market today: a sports figure with a strong identity, bold graphics,

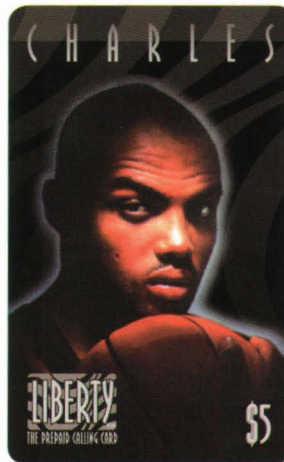
and an innovative telecommunications company.

According to Hanson, Charles Barkley was selected as Quest/Liberty's first sports image because he leads the way in his chosen field with a strong independent identity.

Furthermore, Sir Charles' "direct, innovative, no-holds barred attitude exemplifies Quest's corporate image." Jeff Huff, a Liberty Card consultant who went to Auburn University with Barkley, worked with Mr. Hanson and Glen Gutherie, Barkley's personal manager, to bring the

project together. J. P. Sartori, Quest's graphic designer, explains that in order to reach Quest's goal to produce a "design different from main stream sports cards already on the market," they worked with top photographers in the sports industry, as well as companies such as Nike and Accolade, to create the vivid graphic effect superimposed upon the Liberty "wave."

The first series of Barkley/Liberty cards will be issued as a limited edition five-card set, 10,000 sets consisting of an "A" series of \$5, \$10, \$20 and \$34—Barkley's jersey number—cards plus a free \$2 bonus card. The cards are assembled in matched sets with each one in the set having the same print series and print number. Sets will be issued on a first-come-first-served basis with lower numbers being offered to those first to order. The Barkley/Liberty card series will be in a commemorative display package





that will enhance the presentation of the cards.

Later a "B" series will be issued, and the \$5, \$10, \$20, and \$34 cards will be available for individual purchase. The free \$2 bonus card will only be available as part of the limited edition set and will not be reissued in another series or available for separate purchase.

The Barkley card is 28 mil plastic, full-color, with individual serial numbers, bar codes, and pin numbers protected by scratch-off coating. Each card is numbered, indicating total of cards printed, print series number, and date of issue. The cards are packaged in clear plastic with instructions on the upper reverse. All serial numbers and print information are exposed without opening the package.

Richard Dewitt, president of Quest, has announced that

## European-Type Packaging Adopted by Quest for Liberty Cards

Quest Telecommunications has announced a switch from a plastic form fit packaging to a new "fin pack" type. According to Richard Dewitt, president of Quest, this packaging is similar to that used by many European telephone companies. The difference is that the "fins," or crimped part of the package, will be at the ends of the cards rather than the top and bottom.

Explaining the reason for the change, Dewitt stated, "With the increase in demand for Liberty cards, we had to find a method of packaging cards in a high-speed automated manner while maintaining the quality control, functionality, and aesthet-

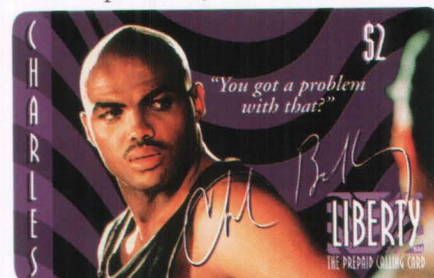
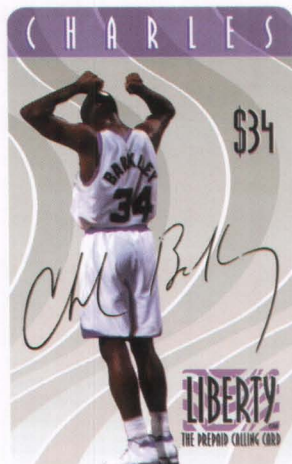
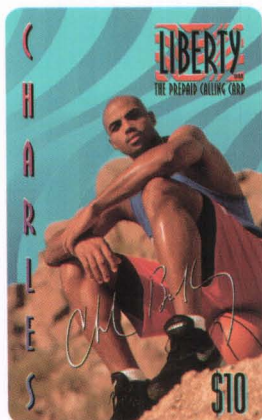
ics we require. With the fin pack system, we can package 20,000 cards per shift, or up to 60,000 cards per day with three shifts."

The new packaging is economical, efficient, and meets the needs of retailers, users, and collectors. The fin pack makes opening the card easier for the consumer, the clearer wrapping material provides a better view of the card design and color for collectors, and retailers can use the fins to hang the cards for display.

Will this make a difference to collectors? "I don't know," Dewitt said, "But I'm saving some for my collection before the last cards in the original package are shipped out."

collectors can look forward to other innovative cards by Quest/Liberty. In addition to the

Football Hall of Fame card issued at the '94 Super Bowl, the well-known college and university logo cards, Bud Light complimentary cards, and a series of cards featuring banks throughout the United States, Quest has issued the Great Americans Series and announced plans for the Kathmandu series in July.



### "Sir Charles" Barkley

**Date of Birth** February 20, 1963 in Leeds, Alabama

**Family** Maureen, wife; and Christiana, age 4

**Height** 6' 6"

**Weight** 252 lbs.

**College Career** Auburn. Southeastern Conference Player of the Decade-1980s, Player-of-the-Year by AP and UPI, District 3A Player-of the Year by Basketball Writers' Association.

**Pro Career** Drafted in 1984 by Philadelphia in first round, 5th pick; All NBA first team in 1988, 1989, 1990, 1991, 1993; second team in 1986 and 1987; played in 7 consecutive NBA All-Star games, eight overall; selected MVP of 1991 All-Star game.

**1992-93 Season** Winner of Maurice Podoloff Trophy as NBA Most Valuable Player. Member of 1992 U.S. Olympic basketball team that won gold medal in Summer Olympics in Barcelona, Spain. NBA All-Interview first team by unanimous choice.

**Future Plans** One more NBA season with the Phoenix Suns.



*The Premier Telecard Magazine*  
**PHONE**  
*Card*  
**PHAIR II**™



**Sept. 30 -  
 Oct. 2,  
 1994  
 New York**

*Phair Activities...*

**FRIDAY, SEPTEMBER 30**

**The Sheraton New York Hotel & Towers**

Exhibitors' Breakfast Buffet  
 U.S. Telecard Association International Meeting  
 Exclusive Trading Session for Exhibitors

12 p.m. to 6 p.m. Exhibits Open to Public  
 Hospitality Reception

**SATURDAY, OCTOBER 1**

**The Sheraton New York Hotel & Towers**

Exhibitors' Breakfast Buffet  
 9 a.m. to 4 p.m. Exhibits Open to Public  
 Live Charity Auction of phonecards  
 and sets contributed by worldwide donors  
 (all proceeds to designated charity)

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*Phair Highlights...*

- Elegant banquet with keynote speaker
- An abundance of telecard give-aways
- Commemorative collector cards
- Active trading and selling of phonecards
- Exclusive trading session for exhibitors
- Information exchange on phonecards and equipment
- Introduction of new phonecard releases
- Live Auction of phonecards with proceeds to charity
- Meeting of the U.S. Telecard Association International
- Top industry leaders and recognized speakers

*Bourse Displays...*

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

Celebrities and Card Artists available for autographs

Gala Banquet Dinner

(limited seating - by reservation only)

Keynote & Guest Speakers

Banquet includes commemorative phonecard give-aways and drawings for phonecards and card sets.

Dinner proceeds to help fund charter for new U.S. Telecard Association International



**SUNDAY, OCTOBER 2**

**The Sheraton New York Hotel & Towers**

10 a.m. to 4 p.m. Exhibits Open to Public  
 Farewell Reception



# *The phonecard celebration continues in New York* **September 30 - October 2, 1994** **at The Sheraton New York Hotel & Towers**

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



*Premier Telecard Magazine*, along with several corporate sponsors, is hosting the Phone Card Phair II at The Sheraton New York Hotel & Towers.

Over 3,000 telecard fans attended the *Premier Telecard Magazine* Phone Card Phair in San Francisco, and this second international gathering in the United States promises to pick up the pace.

Focusing on the prepaid phonecard industry and collectors, the Phone Card Phair II is a combination of business and social activities that remains *the* first-class event.

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## Cards in Play in the U.S.A.

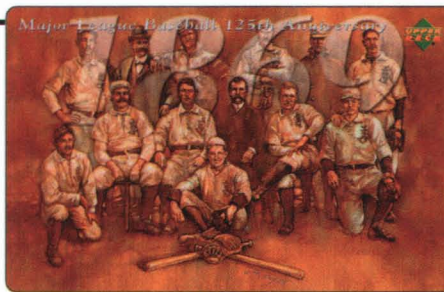
### Pittsburgh, Pennsylvania Grand Slam!

A winning team has been forged by The Upper Deck Company and Global Telecommunication Solutions, Inc., (GTS), according to a joint announcement by Elliot Lederman, licensing manager of Upper Deck, and Paul Silverstein, president of GTS.

As title sponsors of the 1994 Major League Baseball All-Star FanFest, July 8 will be a double-header day for Upper Deck as they celebrate opening day of FanFest by releasing their first sports telecard. This premier telecard is a replica of their "Major League Baseball 125th Anniversary" card, featured in the 1994 FanFest trading card set. The first professional baseball team, the 1869

Cincinnati Red Stockings, is portrayed. According to Lederman, 2,000 of these 3-minute cards will be issued, and 1,000 will be given away at the FanFest with the express goal of educating Upper Deck collectors about telecards.

The Upper Deck FanFest set consists of 46 Major League Baseball (MLB) trading cards — and now one telecard! The remaining 1,000 "Major League Baseball 125th Anniversary" cards will be integrated into the first telecard set. The Upper Deck security hologram will be placed on the back of each telecard issued.

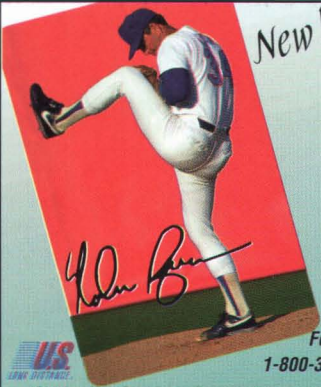


FanFest, held July 8-12 at David H. Lawrence Convention Center and Point State Park, Pittsburgh, Pennsylvania, is a five-day interactive gathering of an anticipated 100,000

baseball fans and MLB players that features activities, exhibits, card dealers, and new products. Included as part of the activities is the Upper Deck All-Star Heroes of Baseball Game, to be held at Three Rivers Stadium on July 11, featuring fourteen Hall of Famers and 12 former Pittsburgh Pirate in the game.

GTS and Upper Deck plan to issue their first MLB telecard set later this summer. The set is expected to consist of MLB team logos plus a few surprises. Sets are expected to be issued in runs of 5,000; however, card denomination amount have not been determined.

Upper Deck and GTS make up a team that we expect to make Hall of Fame.



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# Cards in Play in the U.S.A.



## Mackinac Island, Michigan

If you've ever been to Mackinac Island and thought to yourself, "It just doesn't get any better than this," think again, because now visitors to the island will be among the first in the Midwest to experience a new, easy way of placing telephone calls. Ameritech has announced three special edition telecards depicting scenes from Mackinac Island. These prepaid phonecards look like wallet-size postcards and are sure to be collected as souvenirs. Featured on the \$2 card is the five-mile-long Mackinac Bridge. Completed in 1957, it is one of the longest suspension bridges in the world. The \$10 card showcases the manicured grounds of the Grand Hotel which recall the elegance of a bygone era. Selected for the \$5 card is the island's lilac festival—just looking at this card calls to mind the sweet scent of lilacs on a warm summer day. These special edition prepaid



calling cards are available at selected locations throughout the island.

The new cards are expected to lighten the load for Ameritech payphone coin collectors. Shown is Bret Erskine, an Ameritech technician who usually collects coins on Mackinac Island using a bicycle. Karen Vessely, president of Ameritech pay phone services, says: "Since transportation on the island is so limited, [no automobiles allowed] we expect the prepayment

arrangement to be easier for us to maintain our phones because we won't have to collect coins as often. It's a win-win situation."

Ameritech's director of debit cards, Cleo Pirperis, comments: "Because of the prominent local flavor of these cards, highlighting three key locations, we expect there will be a strong consumer and collector interest."



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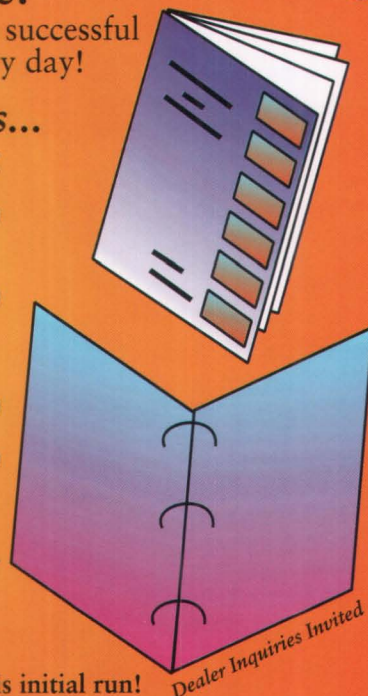
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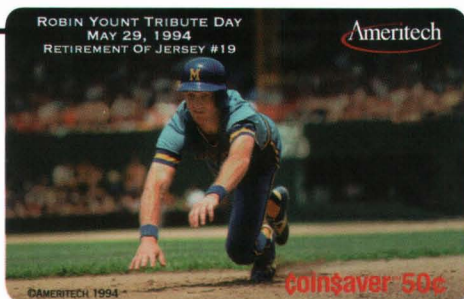
# Cards in Play in the U.S.A.

## Milwaukee, Wisconsin

Although 1989 was Robin Yount's last year of playing ball, you can now catch him on a series of four commemorative Coinsaver cards produced by Ameritech in conjunction with the Robin Yount Tribute Weekend held on May 29 to honor this future Hall of Famer. Ameritech sponsored this commemorative day with a special edition of Coinsaver cards depicting various stages of Yount's illustrious 20-year career with the Milwaukee Brewers.

In 1974, 18-year-old Robin earned Milwaukee's Rookie of the Year Award. In 1982 he led Milwaukee to the World Series with a Most Valuable Player season: .331, 29 HR, and 114 RBI, all career highs. In 1986 he was the seventh-youngest player in major league history to reach the 2,000 hit mark. After winning his second American League Most Valuable Player award in 1989, Yount retired his #19 jersey.

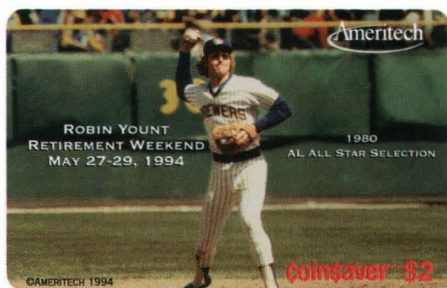
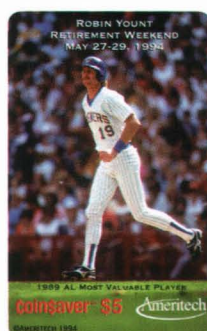
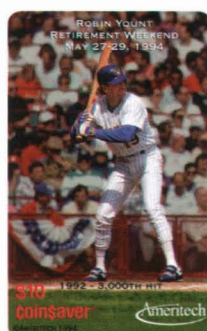
This special series of commemorative cards has been produced in denominations of \$.50, \$2, \$5 and \$10. Ameritech issued 63,000 of the \$.50 cards, which were given away to the first 50,000 spectators to pass through the gate at Milwaukee's County Stadium



on May 29. That's when the Brewers played the Seattle Mariners, beating them 9 to 8. The other cards will be sold through the Pantry Food Marts in the Milwaukee area, starting in mid-June.

The Coinsaver card, which was introduced late last year, uses a remote memory auto base for call transactions and can be used from any of Ameritech's 240,000 pay phones across the Midwest to make local and long distance calls. Ameritech itself remains a major league player in introducing the public to the convenience and collectibility of prepaid telephone debit cards.

Ameritech, our MVP vote goes to you!



## Winter Park, Florida

GTI is in the game with the release of their Soccer '94 Collectors Telecards. The set of 25 soccer telecards depicts the flag of each individual country, along with a black and white soccer ball. The telecards representing the United States have a U.S. flag, and the soccer ball is composed of multi-colored flags of several countries.

The 5,000 sets are packaged in a clear acrylic case with a hologram security seal. The complete set is priced at \$125 as each 10-unit card is \$5. A certificate of authenticity of numbers will accompany each set.

GTI has announced that several of the cards will be

mass-produced to make the series more accessible to soccer fans and telecard collectors.



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# In the Absence of Color

Dr. Gary S. Felton

When we review the history of telephone cards from their inception on 1 January 1976 to the present, we find that almost all cards have been produced in color. In fact, it is quite difficult to find cards which are *not* in color! A look at such cards might be of interest to all of us as collectors and may add to the base of information which we are developing as our young hobby continues to move forward.

I have reviewed my own collection and pulled out those cards which are only black and white (including the few whose golden/yellow computer chip is the only dab of color). I found that 2.5% of my cards fit this category. In order to have some outside criteria for comparison, I tallied the black and white/color ratio of all illustrations in *The Collector's Book Of Telephone Cards* by Dr. Steve Hiscocks. The percentage of cards shown which are only black and white is less than 1! In the second edition, *The Stanley Gibbons Catalogue Of Telephone Cards*, a much larger and more substantial publication than its predecessor, the percentage is even smaller.

It is only natural that we operate with color, given that our world is filled with it. We tend to be aware of it and respond to it in all kinds of ways, both consciously and unconsciously. As we think about color, let us take a 180° turn for a moment and consider the following thoughts, which ultimately relate directly to color and phonecards.

When we are in conversation, generally we attend to what is being said and not so much to the silence/sound which is between statements or which occurs even *during* dialogue. When we listen to music on compact disc or record, we pay attention to the "cut," the vocal or instrumental portion of the recording with its expected sound, and usually not to the "silence" or hissing between cuts, which also are forms of sound. When taking photographs or when walking in a park, we tend to look for the lighted areas rather than seek the shadows. When we work with floral arrangements, as Westerners we favor seeing the twigs, branches, and flowers and do not experience the space in and around all of them as a significant presence or entity as well—it is seen as nothingness. When we consider architecture, we think of the structure and the evident part of construction rather than see that in fact all of the material surrounds space, itself an important part of the whole.


All of these examples point out how we usually orient towards what we have experienced or what we have learned to look for. That approach often leads us to miss other parts, parts which are

meaningful and which have just as much presence relative to our senses if we will allow the interaction and our awareness of it to occur. The same process and its effects show up generally when we view any art or visual focus in our daily life and specifically when we view the miniature art form known as phonecards. Here we see color in abundance, and we tend to overlook the few cards that exist without color. In one regard, black and white cards are the phonecard-graphic equivalent of space, shadow, and sound/silence mentioned above.

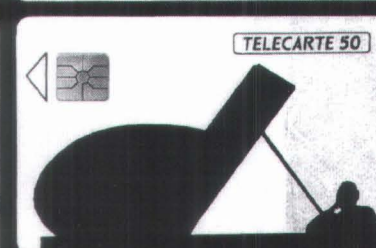
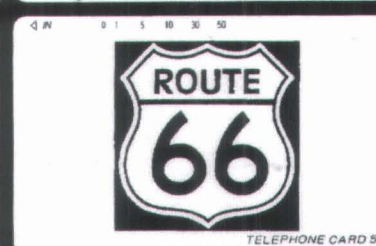
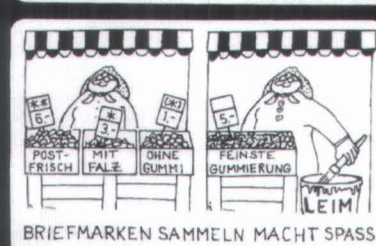
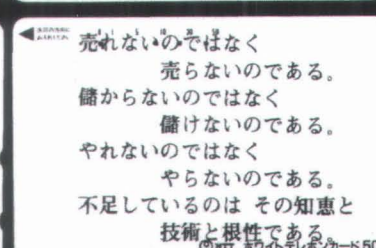
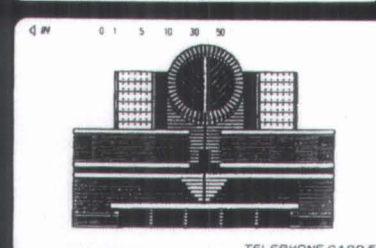
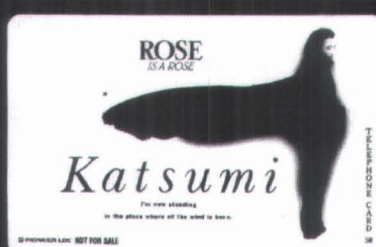
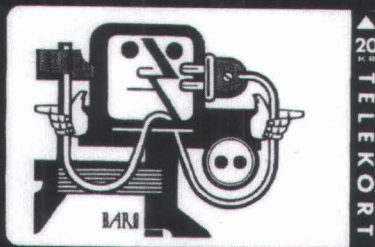
If we do consider this limited segment of the phonecard population, it is fascinating and intriguing and a world that is quite different from the world of phonecards in color. In fact, in many ways it is more revealing of shape, form, size, space, configuration, and shadow—elements which we may not intentionally and customarily think about when we view phonecards. Our opportunity to do the latter is changed when we work with color as background. For cards that are in color, beautiful and wondrous as they are, the color actually tends sometimes to mask these elements or soften or blur them in ways which make it less likely that we will actively pay attention to them. When we have only black and white to view, we are more aware of the elements for many reasons, some beyond the scope of this writing.

To learn more about these elements and phonecards, I have extracted from my large pool of black and white cards the 32 shown here. There are two different sets to view. The first contains basically a white background with black in it. The second consists of 10 cards which truly are black background with white interspersed, first shown in their natural state and then shown with reversal of image. The overall point is to demonstrate how there is so much more to see in phonecards that we may not be aware of when we are excited and involved in the everyday business of buying cards and collecting them and when most of what we see is full of color.

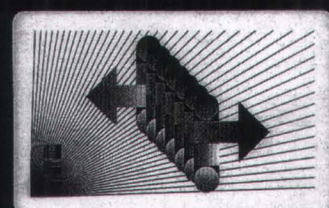
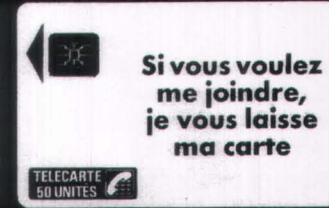
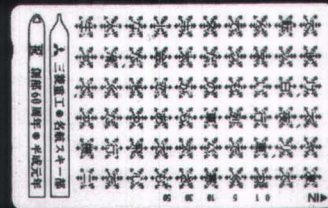
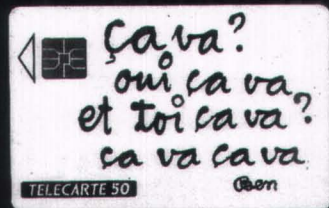
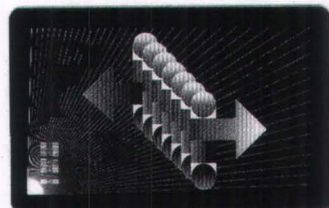
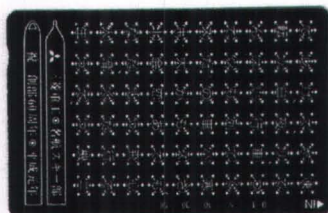
You might try to ease your way through these different cards and note your experience. If it opens your awareness and knowledge of shape, form, size, space, configuration, and shadow in the graphics on phonecards, you might extend this experience to cards with color in them and see what the effect is for you.

There is much more to the world of phonecards than meets the eye. In cards which show an absence of color, there is in fact a splendid pathway for us to open our understanding about cards where there is the presence of color. 











# Standing Room Only at TRA

The Telephone Resellers Association (TRA) Spring Conference and Exhibition, May 16-19, featured a workshop on prepaid telecards that was delivered to a standing-room-only audience. The discussion started with a look at the regulations and then moved swiftly to *Premier Telecard Magazine's* publisher Bill Jordan, who made a presentation on card manufacturing, licensing, and collectibility. The balance of the program was handled by Michael McLelan, vice president of World Telecom Group and Phone Club USA, who spoke on getting into and running a business, its challenges and rewards.

Mr. McLelan summarized for the crowd a history of Phone Club

USA. Many people did not realize that in 1987 the club was actually a prepaid long distance service. For a \$150 membership fee and a \$50 annual fee, members placed phone calls at the flat rate of 30¢ a minute, but no telecard was involved in the process.

In the early '90s, Phone Club USA came under the umbrella of World Telecom Group (WTG). Things began to change when the daughter of WTG's vice president, Larry Huff, encountered prepaid calling calls on a visit to Japan. Based on his daughter's observations, Huff began a careful review of WTG's prepaid program. The result was the formation of the AmeriVox



Calling Card Division and the issuing of prepaid, or debit, cards. Yes, WTG dared to be different.

When WTG issued prepaid cards in March 1992 with denominations of \$250, \$500, and \$1,000, as part of its national mass marketing launch, the market was ready for the alternative to the high prices of credit calling cards. In two years the market exploded and is expected to break \$100 million in 1994 and grow into a multi-billion business in ten years.

Americans, however, according to McLelan, need an educational program coupled with media endorsements to create consumer awareness and condition them to the idea of prepaid cards. The benefits of remote memory cards should prove attractive because, unlike Europe's stored memory cards, they can be used from any touch-tone phone. As American society becomes familiar with telecards, it will discover the convenience and economy of this phenomenal tool of technology.

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# First Anniversary Celebration

Break out the squeakers, whistles, and balloons, put on your clown hat, and come to the party! *Premier Telecard Magazine* is one year old this month. The first telecard magazine in the U.S. and now the only monthly telecard publication, *Premier Telecard Magazine* continues to set standards for quality and excellence in this industry.

This is your invitation to our celebration. Your ticket, naturally, is a phonecard, the official *Premier Telecard Magazine* First Anniversary Celebration card. Phone time is provided by three telephone companies and the cards printed by a single card manufacturer. Each telco sponsor is providing 7,777 PINs, so the total issue is 23,331 cards in 7,777 sets of three. The cards are serialized for collecting purposes. New and renewing subscribers will receive one commemorative First Anniversary Celebration card with their subscription. There will be no reprint. Collectors will note that all previous commemorative cards issued by *Premier Telecard Magazine* have been claimed as premiums or completely sold out, a fact which may contribute to their increased value.

Each First Anniversary Celebration card includes \$5 in phone time at 50 cents/minute, remote memory, and renewable. The First Anniversary Celebration card will be unveiled at the International Sportscard & Memorabilia Expo, Anaheim, California, July 19-25, 1994.

This collectible will feature the cover art from

our July 1993 Premier Collector Issue, the 1st Phone Card Phair commemorative issue, and the last issue of our first year in publishing - June 1994. Also shown is the logo of the telephone company providing the phone time for each card. A new feature of this release is the fact that anybody can purchase this card at face value during the limited time it is available.

With every order for the First Anniversary Celebration card, each customer will receive a party favor, such as a squeaker, whistle, or balloon. The limit is one favor per customer, limited to the first 1,000 cards sold. Do yourself a favor and order early.

Photo by James B. Wand - SMC, Palm Desert, CA, 1992

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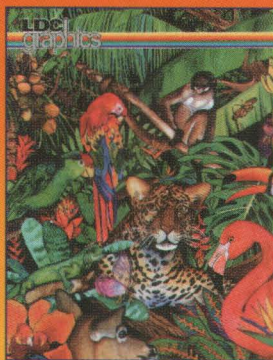
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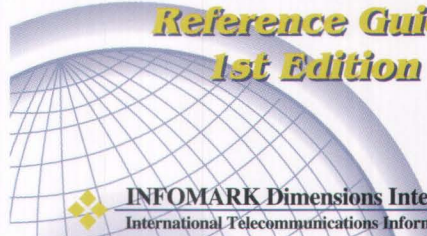
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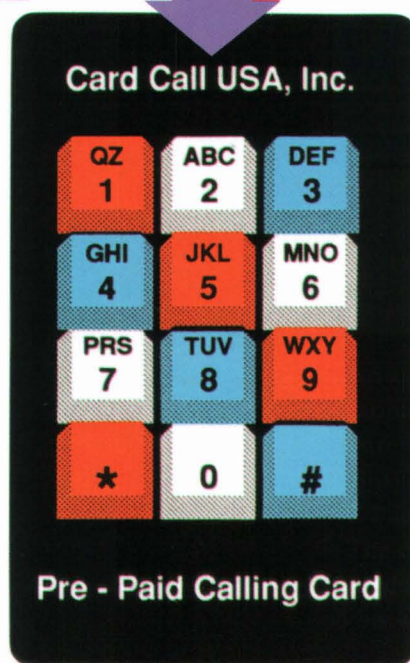




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Our readers correctly identified this card as one issued by COMID, the telecommunications segment of Schneider National, Inc. They are located at 3061 South Ridge Road, P.O. Box 2475, Green Bay, Wisconsin 54306-2475. Phone: 1-800-822-6643. Fax: 1-800-429-4642. The card is a fundraiser for Nehemiah Ministry, founded by Green Bay Packers' Reggie White and his wife, Sara.

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# Essen Card Show

telecard portrayed the entrance gate to Grugapark, where the show was held. There were 7,000 issued in the denomination of 6DM, with an actual issue price of 30DM.

Two sets of cards of special note were issued. Telekom of Germany and PTT of the Netherlands, in the spirit of new European Economic Community (EC), put out a set of six cards that fit next to each other like a puzzle and depict an area of the

Rhine River. The set was limited to 5,000. This was a historic first in that Telekom and PTT used technology that



made the cards operable in both German and Dutch phones. Telekom also issued a four-piece comic card set that fit in an actual comic book and was designed by Chris Scheuer of Austria. Long lines formed to obtain these cards, which were limited to 5,000 pieces.

AmeriVox also issued a commemorative card symbolizing the merging of the 10th International

Stamp and First International Phonecard Fair. The flags resembled stamps, and the stamp had a telecard symbol.

RCM International Telecards, a division of Rocky Mountain Coin, Inc., had a very limited mintage of 350 "Coin Collecting — Complimentary Limited Edition" telecards issued by CardCaller™ Canada.

Despite the large turnout, the consensus of dealers was that dollar amounts spent were down. This was attributed to dealers wary of U.S. cards produced by new or unfamiliar telcos. Apparently a lot of trading took place on the floor, as some dealers believed that the exhibit fees were exorbitant.

**Reported by Klaus J. Degler, R.M.C. International Telecards, Denver, Colorado.**

Collectors were out in force for the Essen, Germany, 10th International Stamp and First International Phonecard Fair, held May 5-8, with attendance estimated between four and five thousand.

Several telecards highlighted the show. The official



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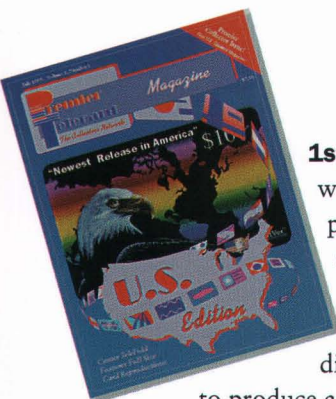
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# A History of Telecard Firsts

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

*Premier Telecard Magazine is also responsible for a number of other firsts...*



**1st** prepaid card magazine in the world to focus on the U.S. prepaid phonecard industry. July 1993 issue.

**1st** company to combine eight different telcos and issuers together to produce a unique set of eight 1st issue phonecards celebrating the arrival of telecards in the U.S.A. and the 1st issue of *Premier Telecard Magazine*. The faces of the cards were all alike with the exception of the issuer's logo on the bottom. The backs reflected the proprietary numbers and issuer's directions, along with a serial number and card manufacturer. These were some of the first scratch & reveal cards issued nationally from the U.S. There were only 2,000 complete sets printed with \$5 of phone time on each card. July 1993.

**1st** US phonecard journal to advance from a bi-monthly magazine to a monthly publication, starting with the January 1994 issue.

**1st** to launch phonecards on a nationally recognized platform. The inaugural event was the first Phone Card Phair held in San Francisco, California, March 4-6, 1994, with over 3,000 attendees as well as 113 exhibitors including card issuers, manufacturers, telcos, distributors, vendors, marketers, consultants, collectors, and dealers.

**1st** U.S. magazine to contract with an internationally recognized living artist to advance a tiled set of 6 phonecards along with a lithograph of the original artwork, thereby merging art and technology. There were 7 different telcos and issuers working in harmony to produce an outstanding set of 6 "Keane Eyes" phonecards and the 1 card given away to the attendees at the first Phone Card Phair – a total of 7 cards celebrating telecards in the U.S.A. The faces of the 6 cards



together formed a representation of the happy children depicted in Margaret Keane's original *Love Makes a World of Difference*.

The backs reflected the proprietary numbers and issuer's directions, along with a serial number and card manufacturer.

There are only 2,000 complete sets printed with \$5 of phone time on each card. March 4-6, 1994.

**1st** to set up a forum for the U.S. Telecard Association International and to make the founding contribution.

**1st** to get U.S. phonecard issuers to issue promotional phonecards to attendees of the 1st ever Phone Card Phair in America.

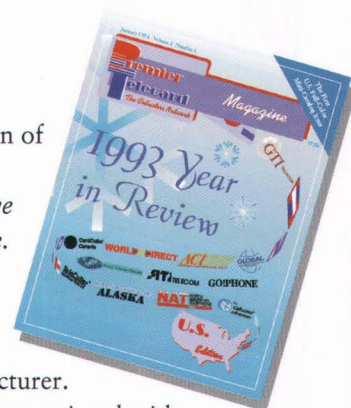
**1st** to provide a live auction on phonecards with the proceeds going to the World Wildlife Fund.

**1st** to complete the national introduction to prepaid phonecards and the technology behind the cards with Phone Card Phair II on the East Coast. The designated charity for the live auction will be the Tomorrows Children's Fund, helping children with cancer and serious blood disorders. September 30 - October 2, 1994.

**1st** to publish a beginning collector's book in concert with author, Dr. Gary S. Felton, a noted collector and lecturer on phonecards. 1st printing June 1994.

**1st** to merge sportscard collectors with phonecard issuers, dealers, and collectors at the International Sportscard Exposition, Anaheim, California. July 19-24, 1994.

**1st** to introduce a collector's starter package with over 12 phonecards from various companies, an album, the beginning collector's book, several issues of *Premier Telecard Magazine* which chronicle the phonecard industry, and much more. July 1994.





# Telecard Events Calendar

DATE	EVENT
July 19-24	<b>International Sportscard &amp; Memorabilia Expo - Phone Card Pavilion</b> , Anaheim, CA USA - (805) 547-8500
August 27-30	<b>Taipei Telecom '94</b> , Taipei +44 (71) 486-1951
September 8-11	<b>CardEx '94</b> , Amsterdam UK - 44 206 768591
September 30 thru October 2	<b>Premier Telecard Magazine Phone Card Phair II</b> , New York, NY USA - (805) 547-8500
October 3-7	<b>CaribeCom '94</b> , San Juan USA - (305) 670-9444

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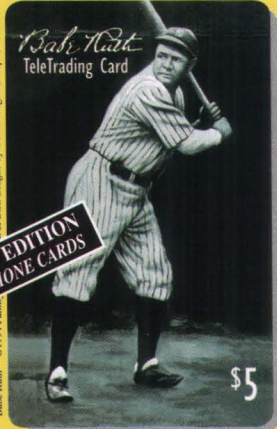
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# Classified Ads

## FREE AD

Premier Telecard Magazine subscribers may now place a **FREE AD** to buy certain cards at a stated price. The ad must be mailed or faxed and cannot be submitted over the telephone. The ad format is specific and must read as follows:

- WANT TO BUY:**
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**USA PHONECARDS.** Write for free list. The Stamp Window, P.O. Box 57-PT, Richboro, PA 18956, (215) 357-2997, Fax: (215) 357-5202.

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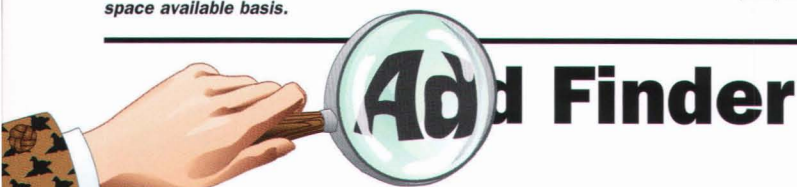
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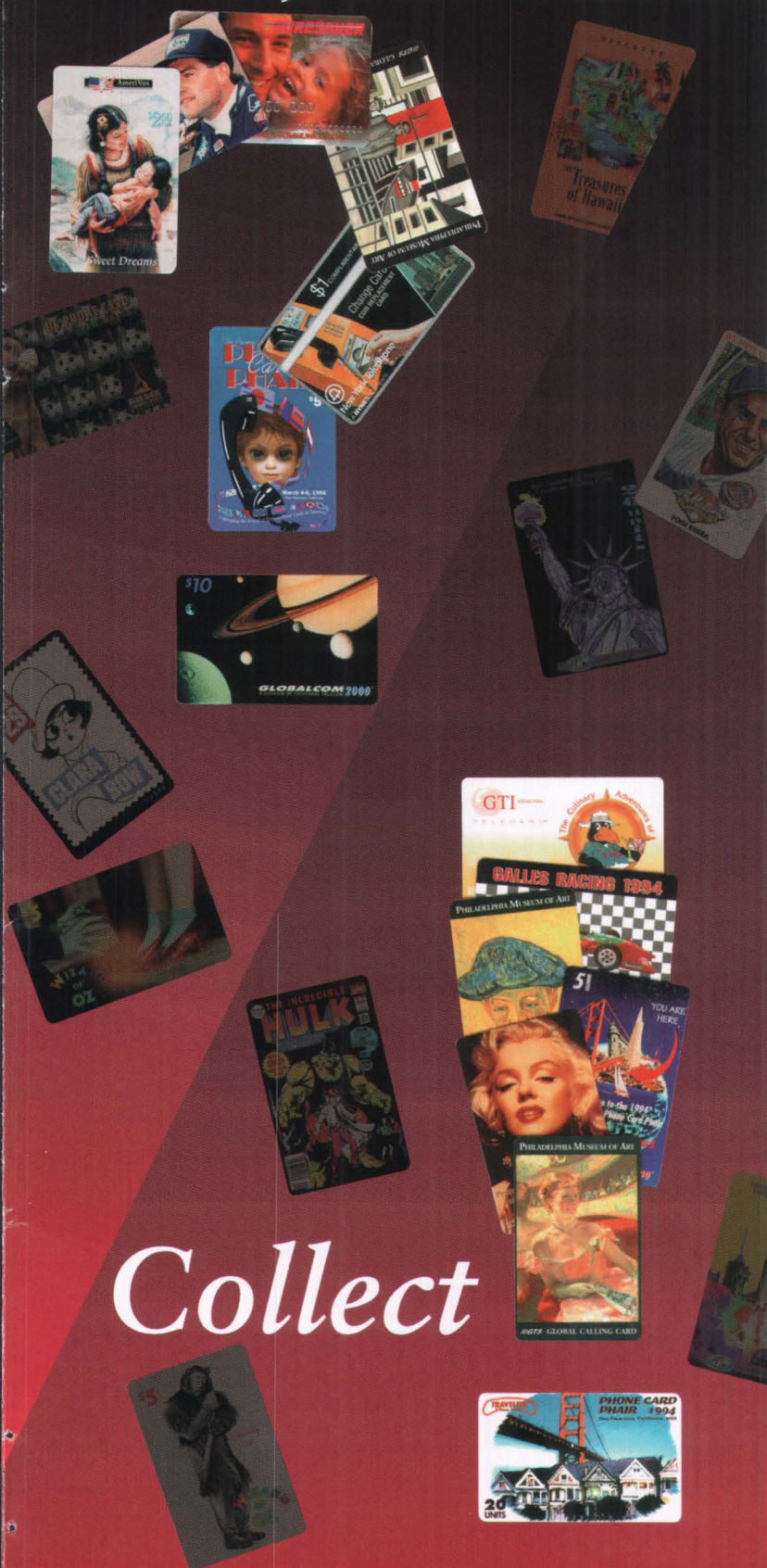
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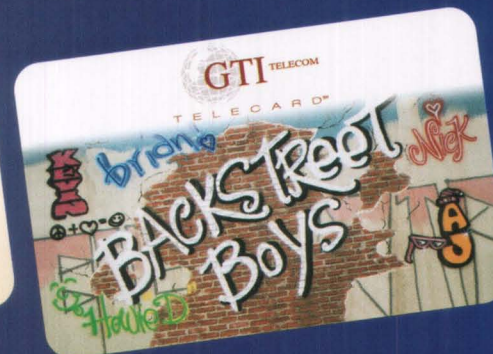
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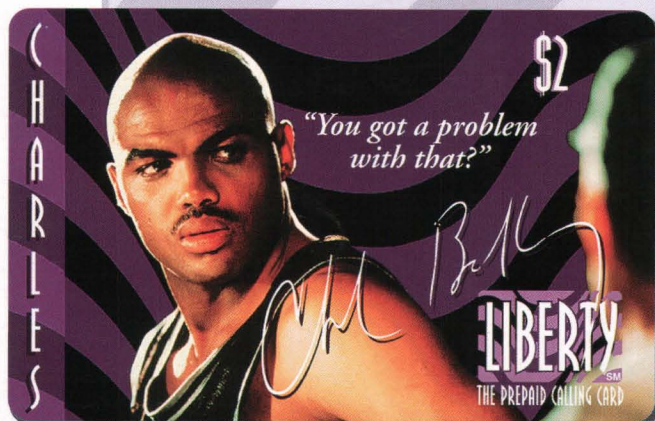


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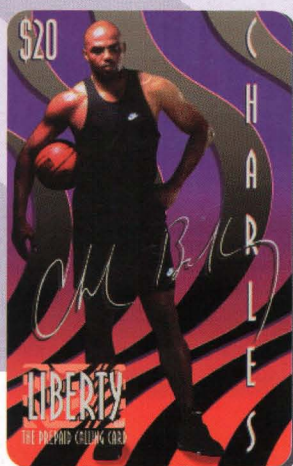
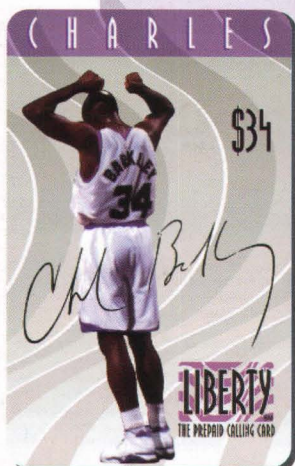
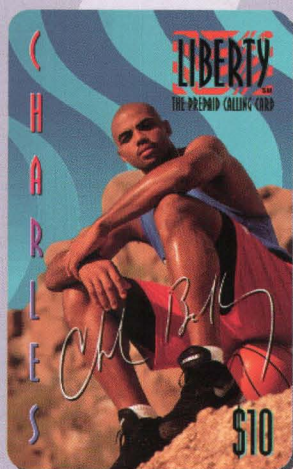
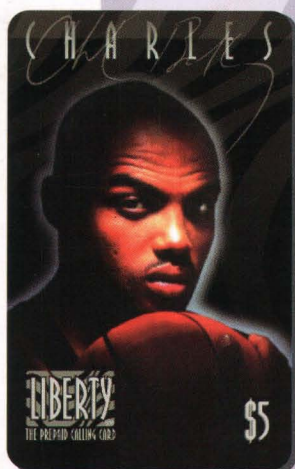
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The series which is LIBERTY'S first to feature a sports figure is also among the first to be designed by Quest's new Graphic Designer, J.P. Sartori. This dynamic series of calling cards was designed using photographs taken by some of the top photographers in the sports industry and communicate "Sir Charles'" direct, innovative, "no holds barred" attitude and intensity both on and off the court.

These distinctive calling cards are being issued in a unique series "A" limited edition set comprised of \$5, \$10, \$20 and \$34 (Barkley's Jersey number) calling cards together with an exclusive, free \$2 Bonus Card. The five calling cards in each set will have matching print series numbers to further enhance their collectibility. The series will also be packaged in a special commemorative display folder and limited to only 10,000 sets.

Purchase your "Charles Barkley" limited edition matched calling card set for only the face value of the cards...\$69, and receive the exclusive, \$2 Bonus Card free. With LIBERTY you never pay an activation fee and always receive our revolutionary long distance telephone service at our standard tariffed rates of only 33¢ per minute, anytime, anywhere in the continental U.S.A.

To place your order for this exclusive series...or to add your name to our mailing list for information on new cards and special limited edition cards...you're at LIBERTY to call our toll-free order line or fax or mail your order to us. Please provide your VISA, MasterCard, American Express, or DISCOVER account number and expiration date. Shipping and handling (U.S.A. - \$5.00, International - based on shipping cost.)

1-800-964-0702

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THE PREPAID CALLING CARD

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