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March 1994 - Volume 2 Number 3

Premier
Telecard
The Collectors Network

Magazine

The **PHONE**
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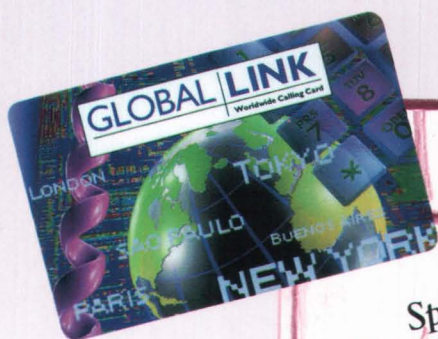
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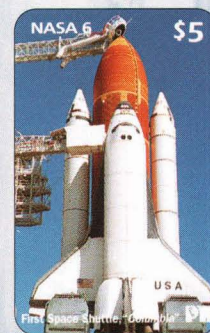
Each graphic, from an early photograph of Mercury program astronauts through a conceptual illustration of the future space station, has been selected for its artistry as well as its historical and educational significance.

The uniqueness of these cards, combined with unsurpassed service and production standards, assures their value as functional objects and as collectibles with investment potential.

Phone service is carried on the Sprint Network, giving users world-class communications quality. Reproduced in stunning full color, on standard size plastic credit card wafers, each card is packaged in a sealed, protective display envelope imprinted in color with educational details about the image on the issue.

Distributors & Vendors, Call Today

If you are a genuine dealer, be sure to take advantage of this introductory offer, because demand will quickly soar. The complete set includes eleven \$5 cards, two \$10 cards, and one card each in \$20, \$50, and \$100 denominations. Please call for purchase details. Inquiries from the general public will be forwarded to a dealer.



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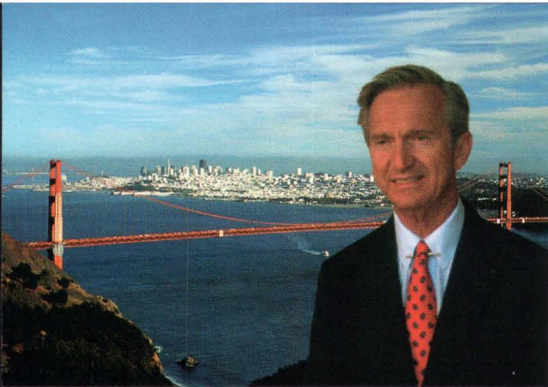
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About the Cover...



Through the singular vision and artistry of a gifted artist, we marvel at the riveting images of a great civil war, whose scars disfigured the social and political life of this country for over 100 years. Even now, the memories of those events haunt us. The survivors of that bloodiest of all civil wars, finally, created a united nation... strong, resilient, free and independent. The essential mobility of the American family is nowhere better exemplified than in the image of a rental truck, ubiquitous, low in cost and instantly recognizable from its color and logo. Ryder shifts into the prepaid phone card market with an attractive new card issue, geared as an incentive to drive up rentals.



It's My Call...

Welcome to
the Phone
Card Phair!

The event toward which we have all been pointing for nine months will be underway within days after you receive this issue. Our eleventh-hour move to San Francisco has been a popular decision among the exhibitors. We have more space, allowing larger booths where needed, more available hotel rooms and another full day of exhibits. Our corporate sponsors have supported the move enthusiastically, and most of the individuals planning to come also like the new venue, Herbst Pavilion, Fort Mason Center, next to the Marina.

If you are learning about this hobby for the first time, visit our *Premier Telecard Magazine* booth and pick up some earlier editions of the magazine to acquire a more complete perspective of this mass movement. Starting in Europe eleven years ago, the collecting of prepaid or debit telephone cards is wildly popular there and in the Far East. There are estimates that as many as two and a half million people collect phone cards around the world. With the introduction of prepaid phone cards into the United States about four years ago and the gradual increase in U.S. issues by a number of different telephone companies ("telcos"), the phone card collecting hobby has spread in this country with increasing speed. You have discovered a hobby that some maintain will dwarf the others, including coin and stamp collecting, within a few years. Dr. Gary Felton calls telephone card collecting, "The first major hobby to come along in one hundred years."

We anticipate an attendance of several thousand people and expect a lot of cards to change hands here. We wish all our guests a wonderful visit to San Francisco and a safe journey home. Before you leave, however, be sure to let our staff know your personal impressions and suggestions for improvement. Special thanks to those visitors who reside in San Francisco and elsewhere around the Bay. Thank you all for coming.

Premier Telecard Magazine is honored to have as our Phone Phair corporate sponsors the following companies:

PTC

Peoples Telephone Company, Inc.

Miami, Florida

ACI

Advantage Communications, Inc.™

Memphis, Tennessee

Because of their cooperation and generosity, we have been able to publicize this event extensively, reaching collectors from one end of California to the other, as well as the United States and those around the world who have been reading *Premier Telecard Magazine* or the other publications in which we have advertised the Phair. In addition, these sponsors are offering several premiums especially for Phone Card Phair visitors, so be sure to stop at their booths during your stay. These are located conveniently near the entrance to the main venue of the show. You may find that you'll get an unexpected bonus for your trouble. We acknowledge the participation of each sponsor with gratitude and thanks.

With every paid registration for the Phone Card Phair, attendees receive a complimentary commemorative phone card from *Premier Telecard Magazine*. Along

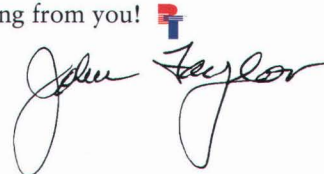
with the Phone Phair logo, this card features an image of a wide-eyed child from a masterpiece by world-renowned artist Margaret Keane. Entitled *Love Makes a World of Difference*, the painting contrasts the pathos and peace, the

sadness and joy in the eyes of the world's children. A lithograph of the painting is displayed at the *Premier Telecard Magazine* booth. Ms. Keane will be present at some of the events for autographs.

Six tiled phone cards, reproducing the painting like the pieces of a puzzle, make up a collector's album created for the Phair. A poster-sized lithograph accompanies each album. Only 2,000 sets are available from *Premier Telecard Magazine*. Space is provided on the album cover for the Phone Phair Commemorative Card to complete the set.

At the risk of sounding repetitious, we announce a further expansion of *Premier Telecard Magazine*, increasing our pages from 40 to 48. This is significant because it is exactly DOUBLE the size of our first edition released in July 1993. We have achieved this growth at the release of our sixth edition and after having changed from publishing every other month to releasing a magazine every month. Those of you who subscribed early in our existence and signed on for 24 issues will enjoy a considerable bonus for your faith in us: double the magazine plus the appreciation on your 1st Issue Celebration sets. Also, despite the heavier weight, our shipping charges remain the same.

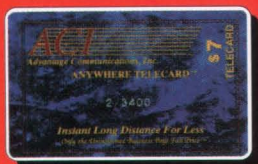
We're still looking for additional subscribers, so, if you're happy with us, tell a friend. If not, tell us what we can do to improve our magazine. In fact, tell us anything that is on your mind about this great hobby. We love hearing from you!



Our eleventh-hour move to San Francisco has been a popular decision

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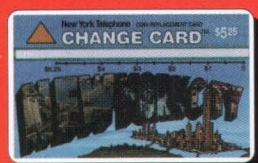
AmCall

Eagle Card \$10
Limited Edition
AMC - EAG - 10



AmeraTel

Gold Card \$25 Collectors Edition has 46
Misspellings on First Issue!
ATL - GOLD - 25



N.Y. Telephone

New York City Card \$7
"Wish You Were Here" Series \$35
NYT - YOU - 7 / NYT - YOU - 35



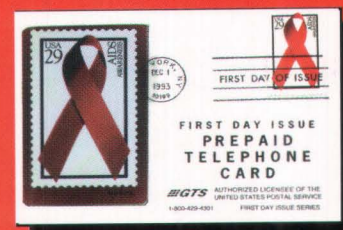
NAT

Florida Card \$20
NAT - FLA - 20



Globalcom 2000

Marilyn Card \$3
"Use her Globally"
GC2 - MAR - 3



GTS AIDS Awareness First Day Issue
Card \$29 GTS - AID - 29



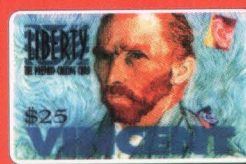
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LIB - ART - 25



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World Cup Card \$10
World Cup Series - Call For Price
SPR - CUP - 10 / SPR - CUP - XX



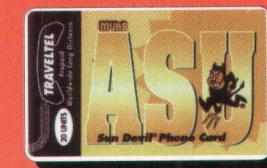
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Darkest Era of U.S. History Becomes Bright Point of MT World Cards

by Nancy Blackburn

The Civil War stands as the darkest era in United States history. As brother fought against brother and Northern states against Southern states, the very existence of the United States of America was jeopardized. In four years, over 600,000 lives were lost, a carnage equal to twice the number of all American lives lost in World War I, World War II, and the Vietnam War combined.

An exciting development has taken place as MT World Card addresses the phonecard collectors' market. Their goal is to issue phonecards as a new and affordable fine art by a blend of quality and uniqueness presented as limited edition series that also supports worthy causes. MT World Card, Telephone Technology Exchange (TTE), and the American Print Gallery have joined forces and have been authorized by Mort Künstler, the foremost American Civil War artist, to produce a series of debit cards that reproduce Künstler's famous works on the Civil War.

An acclaimed historical artist for more than 40 years, Mort Künstler is considered by Ted Sutphen, owner of Gettysburg's American Print Gallery, to be "an artist of the old school—the youngest of the great 20th century American magazine artists."

Künstler went to art school at Brooklyn College, U.C.L.A. and Pratt Institute. His artwork has appeared in *Saturday Evening Post*, *National Geographic*, *Newsweek*, and *Argosy* and is showcased in the book, *The American Spirit: The Paintings of Mort Künstler*. His historical art has hung in the White House and Madison Square Garden and has been shown in New York City's prestigious Hammer Galleries.

A chain of coincidences in 1988 led Künstler to turn his artistic abilities to the Civil War era. As he visited the city of Gettysburg, Pennsylvania, on a research project, he walked the battlefield of Gettysburg. Upon his return to town, he was drawn by the sign, "War Art" in the window of the American Print Gallery. Künstler did not realize the American Print Gallery was owned by Ted Sutphen, America's premier publisher of Civil War art. However, Sutphen related, "I knew who he was, and I had seen his work. I knew he had the talent and background to paint Civil War art like nobody else had ever done."

In the past five years, Künstler has become America's most popular Civil War artist. In December 1993, TNT cable service released the Turner Productions' movie, *Gettysburg*, featuring Martin Sheen. In conjunction with the movie, Turner Publishing released *The Paintings of Mort Künstler*, a collection of Künstler's Battle of Gettysburg artwork.


MT World Card has announced that the first two cards will present scenes from the Battle of Gettysburg. This bloodiest of all Civil War battles took place July 1-3, 1863 and cost the lives of over 50,000 Confederate and Union soldiers. Both cards are planned for release at the *Premier Telecard Magazine* Phone Card Fair in San Francisco on March 4-6, 1994. There will be 999 of each card issued with a selling price of \$50 and a denomination of 20 units. Some of the proceeds will be used to

restore neglected battlefields. The cards will have a continental calling range with bar code and scratch-off PIN codes. Numbering will be sequential.

The first card in the series, "Longstreet and Staff," portrays Lieutenant General James Longstreet, second in command to General Robert E. Lee at the Battle of Gettysburg. Longstreet was born in South Carolina and graduated from the U.S. Military Academy at West Point, New York.

He resigned from the Army and was a brigadier general for the Confederate Army. Considered by many to be a top-notch hero, Longstreet was the only high-ranking general of the Confederacy who was not a Virginian by birth. This caused tense relations with Virginian staff as Longstreet and his staff had a strategic vision of the entire Confederacy while the Virginians had a tendency to focus on Virginia. Gettysburg was considered the turning point of the war when Lee suffered a sixty percent casualty, a defeat from which the South never fully recuperated.

The card "High Tide" is a depiction of brother against brother at the Battle of Gettysburg. As Confederate attackers crossed the stone wall, they met the Union reserves coming forward to fill the gaps. As each Confederate battle flag represented a regiment, the numerous flags in just a few yards of battle front poignantly reflect the thinned ranks of the southern regiments.

Collectors will treasure this Civil War series as a representation of fine art. The front of each card depicts a Gettysburg scene in glowing rich colors as a miniature fine painting. Pertinent card information is printed on the back. Collectors will want to take a look at these cards at the Phone Card Fair. 



Flower Dancers Take Flight



by **Leslie Gainer**
MT World Card Communications Inc. has kicked off a series of telecards aimed at attracting U.S. consumers to the collector market. The limited edition

Southeastern Wildlife Exposition Collector Series of Great Wildlife Art is among the first set of releases from the collector series. The Southeastern Wildlife Exposition (SEWE) Foundation, located in the Carolinas, will benefit by receiving a portion of the proceeds from the sale of the Wildlife series.

The first collector card issued from the SEWE collection was "Flower Dancers" by renowned Southern artist Paco Young. Young is a well-established wildlife artist based near Atlanta, Georgia. SEWE chose "Flower Dancers" for its 1994 poster which is also being sold in the form of a telecard to benefit the Foundation. The artwork which appears on the telecard depicts hummingbirds with ruby-colored throats, wings frozen in flight, feeding on the nectar of trumpet creepers. This telecard is available in a limited release of 999 cards at a price of \$75.00 per card. It was issued on November 1, 1993 and includes a jacket and letter of description. MT World Card is offering this card in a joint venture with TTE, a long distance and debit card services provider based in South Carolina.

The Flower Dancers telecard was issued with the MT World Card criteria in mind. Paco Young's artwork is widely respected and is exhibited and collected in North America and abroad. His paintings focus on the unique and limited topic of wildlife.

"I paint," says the artist, "from real life experiences in the field. I find that I'm usually inspired first by a landscape or setting that seems ideal in terms of composition and design. The animals or birds I paint are elements in the overall design. They must exist within the conceptual framework of the painting, yet remain true to their natural mannerisms. This is the great challenge of the wildlife painter."

Young's love of nature brings a regional essence to his work that is immediately evident to the viewer. He spent most of his boyhood years near Nashville,

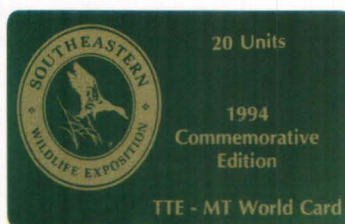
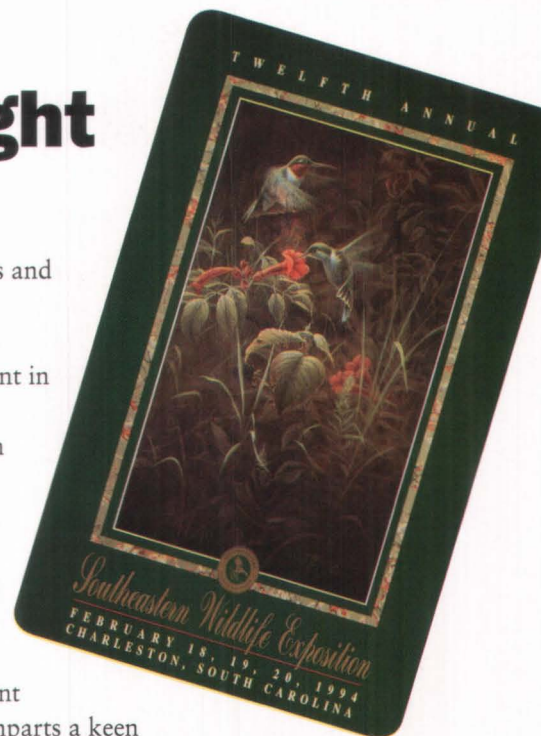
Tennessee, where the woods and streams provided an idyllic environment to learn about nature. His interest and talent in art surfaced early, and his paintings began to sell when he was only a teenager. A true outdoorsman, Young has a special ability to paint evocative images of life in the wild. His lifelong affinity with nature and his ability to paint while actually in the field imparts a keen sense of nature in his artwork.

MT World Card will be releasing additional cards for the SEWE series over the next 12 months. The artwork on the telecards will be based on SEWE posters from prior years. MT World Card will also be

issuing series based on Maritime Art and the Piccolo Spoleto Music Festival. A portion of the money received from sale of all of these telecards will help fund SEWE efforts to protect the ACE Basin, one of the last great pristine nature areas in the Carolinas which are

located in the South Eastern United States.

This series of telecards released by MT World Cards and TTE has an international calling range, but all calls must be placed from the United States. The control numbers are sequential, and each card has a scratch-off PIN and bar code. The cards were manufactured by Brilliant Color Cards. MT World Card is the exclusive distributor of the telecards.





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March 4-6, 1994
San Francisco, California

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

Bourse Displays...

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

Phair Event Schedule...

FRIDAY, MARCH 4

Fort Mason Center - Herbst Pavilion

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

Sheraton at Fisherman's Wharf

- 10 p.m. Informal Gatherings

SATURDAY, MARCH 5

Fort Mason Center - Herbst Pavilion

- 9 a.m. to 6 p.m. Exhibits Open
- 9 a.m. to 6 p.m. Silent Auction of donated cards and sets (*proceeds to charity*)
- 12 to 1 p.m. Live Charity Auction of phone cards and sets contributed by worldwide donors (*all proceeds to charity*)
- Celebrities and Card Artists available for autographs
- Designated Charity - **WORLD WILDLIFE FUND**

Sheraton at Fisherman's Wharf

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



Banquet Reservations - \$50 per person. Includes commemorative phone cards from ACI, PTC and Univox, plus drawings for a number of phone cards and phone card sets. Dinner proceeds to help fund charter for new American Phone Card Association.

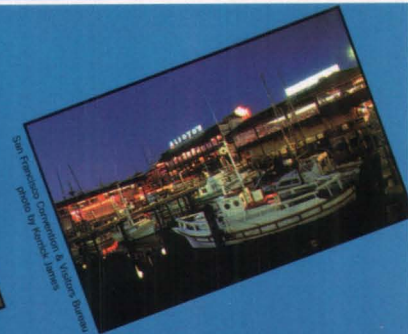
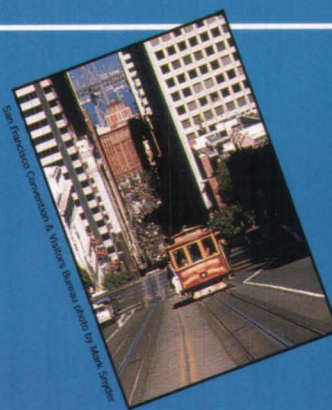
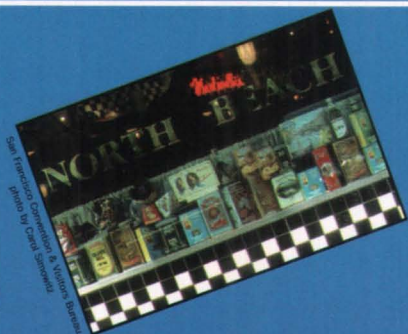
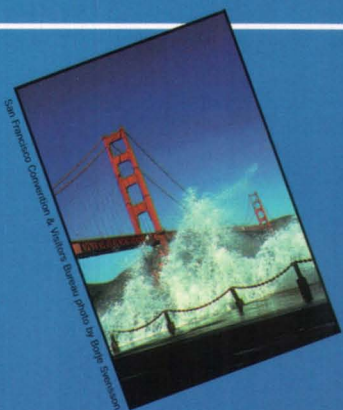
SUNDAY, MARCH 6

Fort Mason Center - Herbst Pavilion

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

Sheraton at Fisherman's Wharf

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



March 4 - 6, 1994, San Francisco, California

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

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

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

Corporate Sponsors...

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Peoples Telephone Company, Inc.

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With your paid registration, you will receive this limited edition commemorative card. A number of other phone cards will be distributed as a courtesy by exhibitors as well.

Phone Card Phair Registration

March 4-6, 1994 • Fort Mason Center • San Francisco, CA

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Company _____
Address _____
City _____ State _____ Zip Code _____
Telephone (include area, country & city codes) _____ Fax _____



Booth Space Reservations

- 8x8 \$400.00 - Collectors & Dealers
- 10x10 \$800.00 - All Other Exhibitors
- Includes two Weekend Phair Bourse Passes*

Phair Bourse Passes - Includes souvenir issue Premier Telecard Magazine and Commemorative Card

- \$10.00 - One-Day-Only Phair Bourse Pass
- \$25.00 - Weekend Phair Bourse Pass
- Weekend Phair Bourse Pass provides access to:*
- Friday, March 4 - Cocktail Reception & Exhibit Preview
- Saturday, March 5 - Exhibits, Auctions & Hospitality Suites
- Sunday, March 6 - Exhibits & Panel Discussion

Banquet Dinner/Keynote Speaker

\$50.00 - per person - Saturday evening
Includes commemorative phone cards from Advantage Communications, Inc., Peoples Telephone Co., Inc. and Univox, plus drawings for phone cards. Dinner proceeds to help fund charter for new American Phone Card Assoc.

Qty. Amount

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Total \$ _____

A registration confirmation packet with complete information will be mailed to you.

Mail Completed Registration Form and Payment to:



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

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ACI
Advantage Communications, Inc.™

by Sandra English, Assistant Phair Director

Due to the enormous response, we find it necessary to switch the venue to a much larger facility. A new 30,000 square foot site, Fort Mason Center, Herbst Pavilion in San Francisco, has been selected for the March 4th, 5th and 6th Phone Card Phair for 1994 *instead* of the San Luis Obispo location. This will allow us to meet the demands of our exhibitors for a larger facility and larger booth spaces. We are upgrading 6x6 booths to the larger 8x8 size. Former 8x8 booth assignments will be upgraded to 10x10 booths. **All this is at no extra charge.** In addition, we will expand the show to include Friday 6:00 p.m. to 9:00 p.m. and Sunday from 10:00 a.m. to 4:00 p.m., as well as additional special events.

For new requests for booth space reservations, Phair Bourse Passes and reservations for the Saturday banquet, please call Devri Pall (805) 547-8500.


A One-Day-Only Phair Bourse Pass costs \$10.00, and includes special incentives for APPC & State Payphone members.

The Three-Day Weekend Bourse Pass at \$25.00, includes Keane Eyes Commemorative Card and souvenir issue of *Premier Telecard Magazine*.

8 x 8 booth for collectors and dealers - \$400.00.

10 x 10 booth for all other exhibitors - \$800.00.

Includes two weekend Phair Bourse Passes, two Keane Eye Commemorative phone cards and two copies of *Premier Telecard Magazine*.

Dinner Reservations - \$50.00 per person. 



Here's a partial list of the wide variety of collectors, dealers, telcos and industry leaders gathering March 4 through 6, at Fort Mason Center's Herbst Pavilion in San Francisco for the Phone Card Phair...

Telephone Companies

Peoples Telephone Company, Inc.
Advantage Communications, Inc.
Laser Radio
Access International
AmeriVox/World Telecom Group, Inc.
Global Telecommunications Solutions
WORLDBLINK
Prepaid Telecommunications International
Internet Communication Services, Inc.
Access Telecom, Inc.
Comtel Corporation
Conquest Telecommunications Service Corp.
Topsis Communication
Worldwide Telecom
International Telecom
Global WATS
North American Telephone
Quest Telecommunications/Liberty
World Direct
Global Telecom Network
Worldcall 2000
MT World Card Communications
GLOBALCOM 2000
Interactive Services, Inc.
CardCaller Canada
Ameritech/Michigan Bell
NYNEX
GTI Telecom, Inc.
Metromedia

Collectors/Dealers

Ilka Fick
Crystal River Enterprises, Inc.
Telecards Hawaii
Phonecards of America
U.S. Telecard

Calling All Cards

AMERICARDS
International Phone Card
Exchange/Roger Streit
Phone Cards International
Landsperger & Associates, Inc.
First Phonecard
Phonecards USA
Helmut Loibl & Greg Loibl
Bo De Vries
Keep The Change!
U.S. Telecard Service
Worldwide Telecom
PM Cards/Powell Associates
Mike Feltault
Philip Flanagan
Credit Card Collectors Association
Stampfinders, Inc.
Telecard USA
Telemark Communications

Equipment Manufacturers, Card Manufacturers, Publishers, Vendors

Safe Publications, Inc.
Stauffenland Global Collecting
Telefon-Karten Journal
PATCO 2000, Inc.
Univox
Plastic Graphics
Homisco
Opal Manufacturing
Brilliant Color Cards
Security Card System
Collectors' Advantage
International Telephone Card Magazine
Collectors Products Corp./Snap-It Products
NBS Moore
Public Communications Magazine
Rembrandt

Commemorative Card Set Sponsors



PICK Inc.
COMMUNICARD™

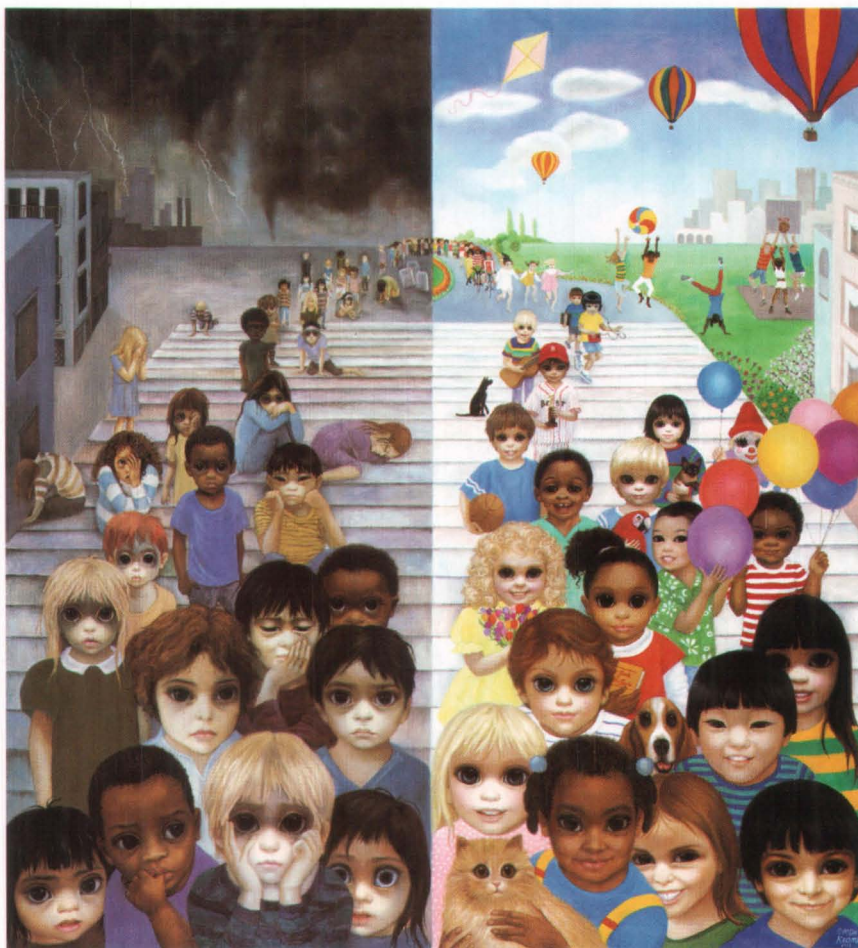
Love Makes a World of Difference

Margaret Keane's latest masterpiece, *Love Makes a World of Difference*, was created for the BEST Foundation for a Drug-Free Tomorrow, an affiliated entity of The Conrad N. Hilton Foundation. The main focus of the BEST campaign is to, "Bring Everybody's Strength Together" to encourage children of all nationalities to stay off drugs, alcohol and tobacco.

The smiling children's faces will adorn the face sides of all six telecards in the Phone Card Pair Commemorative Card Set.

With regard to the original oil painting, this is the very first time the artist has incorporated her two styles on one canvas. Thus you see her style of 30 to 40 years ago depicting the dark, hopeless life of children using drugs. Her transition to a brighter happier outlook is painted on the positive, active, rewarding, playful and non-drug use side.

The problem of drug use by young people is ever growing. At times we may be at a total loss to know just the right words to say to help a friend who is on drugs. Sometimes we are not in a position to say a word, but would still like to express our concern and hope for the best. These emotions we may have pent up inside have come out in this painting by the master Margaret Keane because, truly, *Love Makes a World of Difference*.



Smiles Light up the Eyes of Margaret Keane's Sad-Eyed Children

The big-eyed mournful children painted by Margaret Keane adorned many homes in the early 60s. At the zenith of their popularity, Keane Kids hung on the walls of the United Nations, the Bolshoi Theater in Moscow and were among the personal collections of Red Skelton and Chiang-Shek.

Ms. Keane painted big-eyed children while still a child herself, but it was not until after her daughter, Jane, was born that the sad-eyed children were created.

"In the beginning, I didn't know why I did them. They all have these large eyes. I was painting my own inner feelings. I was very sad and very confused about why there was so much sadness in the world and

why God permitted wickedness."


After her marriage to Walter Keane in San Francisco, her husband began to represent and promote the paintings as his own work. Keane explains, "The whole thing just snowballed and then it was too late." Keanes were divorced in the 60s.

Twenty years later, a legal battle was waged to determine the true painter of the sad-eyed children. After three and a half weeks of trial, Walter Keane and Margaret Keane sat before the jurors in a federal court in Honolulu with brush and canvas in hand. In 53 minutes, Margaret Keane painted Exhibit 224, a small big-eyed boy, considered by some to be her

greatest triumph. Walter Keane claimed that he was taking medication for a painful shoulder and refused to touch the canvas.

Ms. Keane returned to Hawaii and her sad-eyed children became happier. Ms. Keane attributes this change to her own happiness after she became one of Jehovah's Witnesses. Now her work is marked by bright colors and happy Keane-eyed children of all races and nationalities presented on a rich intricate background radiating an aura of peace.

If any lingering doubt remained, *Love Makes a World of Difference* is visual proof as to who really did the famous big-eyed children some 35 years ago. In this unique work, Margaret Keane's portrayal of sad-eyed children on one side is contrasted with the Keane-eyed smiling children of the other side.

"These are paintings of children in paradise. They are what I think the earth is going to look like some day when God's will is done." 

Just for the Fun of It...

by Dr. Gary S. Felton

In most cultures, it is not until we feel relaxed and on established footing that we ease up and tend to let go more. Perhaps this is a partial explanation for the low frequency of humorous themes displayed on telecards throughout the world. After all, even though more than 26 billion cards have been sold in the last 11 years since telecards were born, telecard design is still evolving. Issuers are working hard to accommodate collector demand for interesting and topical cards.

Whatever the reasons, at present humor and its derivatives do not seem to have a high draw for collectors or for publishers of cards. Nonetheless, there are scattered examples for interested collectors who are willing to invest the effort to locate them.

While exploring the world of telegery, we find humor appearing in several different formats. The first to be discussed is the lone card with its own intrinsic message. Even within this one format, there are several variations on a theme. One example of this approach is the MAC computer card from France (#24). This telecard promotes an internationally known and available product. Another example is the Majal phone marathon card from Bahrain (#8). This telecard advertises and promotes a more locally known and available product. An additional example of

the lone card approach shows up with the limited edition (n = 200) Coca Cola/Disney character test card from St. Petersburg (#10). This telecard advertises and promotes an internationally known and available product and does so with internationally recognized cartoon characters.

The more commonly found format is a set of two or more cards which may or may not be sequentially or identifiably interlinked. One view of this kind of arrangement is where there is a universally renowned character or set of characters, such as the famous troupe of feline Garfield and friends, as depicted on the recent set of cards from Britain (#14, 15). An alternative arrangement to this format is where the set of humorous cards may display widely recognized, nationally known and familiar characters such as Burton Silver's Bogor hedgehog family from New Zealand (#1, 2, 3, 21), or the readily identified FAVO personalities on the different cards from Switzerland (#4, 5, 6).

Telecards that use the second format may show a regional or national artistic and/or cartoon thematic style which is characteristic of a particular country. Examples include the Lat cartoon series (#20, 22, 23, 25) and the Nan cartoon series. Both are from Malaysia (#12). Each telecard depicts characters and life situations readily recognized by Malaysians. Similarly, the Beryl Cook fig-

ures on the British telecards (#11, 13, 16) show animated caricatures of Britons on the phone.

A different third kind of format reflected on telecards is demonstrated by the cartoon cards of Dutch illustrator Joost Swarte (#17, 18, 19). These cards from the Netherlands display a continuous action sequence through the presence of two panels on each card. The cards themselves are unrelated to each other, yet each individually manifest the 1-->2 sequencing approach in these stylized renderings.

Finally, the two avant-garde telecards from Finland (#7, 9) reflect a fourth kind of format which is more abstract humor. The Cosmic Ray Collector and Outer Space Fan are depicted in a style resembling Rube Goldberg. The artist Alvar Gullichsen has adopted a style which adds a nice and different touch to the humor normally found on telecards.

Perhaps what is going on has to do with the evolutionary pattern about graphics on telecards. If we study the developmental pathways of such graphics within each country, we tend to find a common thread in the history of early cards which have been produced. Almost by definition they are more bland, scientific, and void of feeling. After all, we are young as a "science" and are still breaking new ground so that the freedom to be looser and more expressive is still evolving.



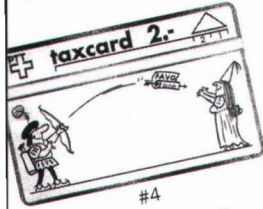
#1



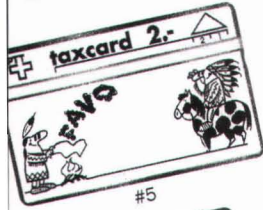
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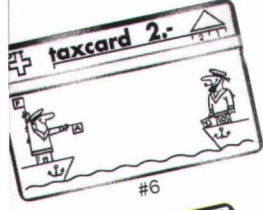
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#4



#5



#6



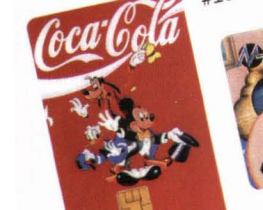
#7



#8



#9



#10



#11



#12



#13



#14



#15



#16



#17



#18



#19



#20



#21



#22



#23



#24



#25

presents

Four Exclusive Images



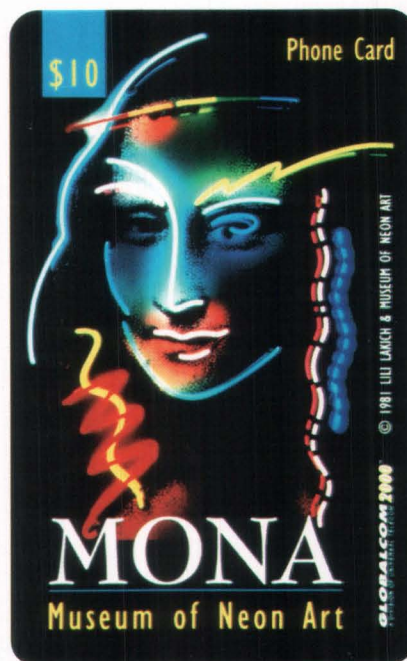
Marilyn is an icon that gets instant recognition. Millions of fans worldwide are sure to make **The Marilyn Card** an instant collector's item. With exclusive rights to Bernard of Hollywood's Marilyn photographs, **GLOBALCOM 2000** proudly introduces its first two images: **MARILYN IN RED**

available in \$3, \$10, \$20 and \$30 denominations. **MARILYN CHRISTMAS** available in \$10 and \$20 dollar denominations.



The first calling card in the world made exclusively for a retail outlet with their logo. The **GLOBALCOM 2000 7-ELEVEN CARD** features the 7-ELEVEN logo, customized voice instructions and access numbers. **Just dial 1-800-RING-711.**

Available in \$10 and \$20 denominations.



MONA isn't only Leonardo's famous painting, but the acronym for The Museum Of Neon Art. **MONA** is the first in a series of beautiful creations by neon artist and founder of the museum, Lili Lakich.

Available in \$10, \$20 and \$50 denominations.

CALLING CARD ORDER FORM

Name _____

Address _____

Phone _____

For phone orders call: (310) 268-6696

For FAX orders call: (818) 992-5424

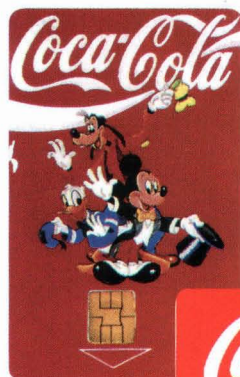
MARILYN IN RED
MARILYN CHRISTMAS
7-ELEVEN
MONA

Qty.	\$3	\$10	\$20	\$30	\$50	\$ - tot.
MARILYN IN RED						
MARILYN CHRISTMAS						
7-ELEVEN						
MONA						
sub. total						
shipping & handling (USA = \$7.00, International = \$22.00)						
Total						

Come Visit Us at the Phone Card Phair!

International Scene

Collectors will want to take note of these three musical oriented German Coca-Cola *Telefonkarten*. Five hundred of these 3-card sets were ordered from the German Telephone Co. as a giveaway for a Coca-Cola sweepstakes in 1992. An interesting feature is that both sides of the card are full depictions. One side shows the Coca-Cola logo in German along with the stored memory golden chip. The other side portrays a saxophone player; two cards show other musicians also. One musician is drinking a Coke, and there is a Coca-Cola logo in the background. This 3-card set is an interesting example of Americana marketing in the world scene. 



The international cachet of the Coca-Cola logo is tastefully reflected in a variety of phone cards from around the globe.

EMINENTLY COLLECTIBLE

Worldcall 2000™

The World's Most Advanced Prepaid Telephone Service

\$25 The Cross
02

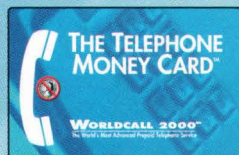
Face Values



\$50 Ice Breaker
03



\$100 Penguin
04



\$10 The Original
01

Start your Worldcall 2000 card collection today with these three first issue cards. Collect all three (\$175) and get the \$10.00 Telephone Money Card free.

This is only the beginning . . . much more to come.

MasterCard and Visa accepted
To Order Within U.S. & Canada

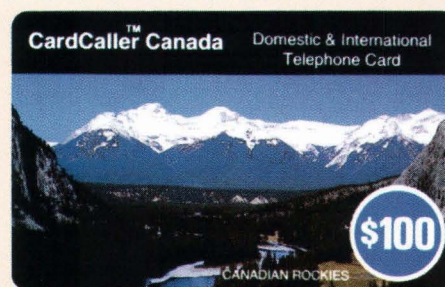
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Outside U.S. & Canada

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It's in our nature.



Total service for the plastic card industry worldwide.
An accepted leader in four colour graphic reproduction.

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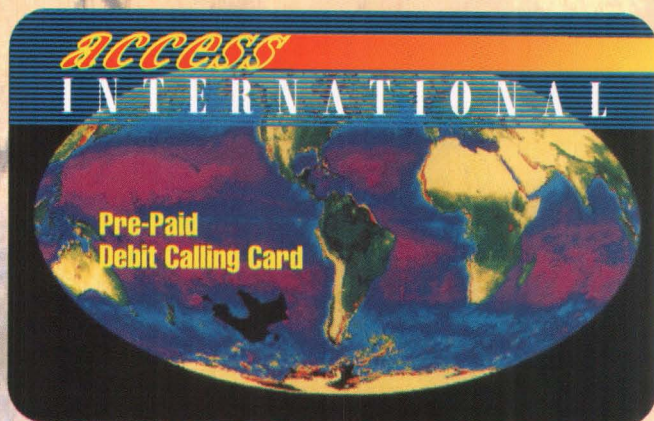
Full Visa, Mastercard and Diners International security certification.

COLLECTABLE? NATURALLY. CALL FOR INFORMATION.

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access INTERNATIONAL



World Class Collection!

Reach for the world with these newest collector cards from California.

Order our First Edition card for only \$25. Second and Third Edition cards for face values of: \$5, \$10, \$25 and \$50.

Industry inquiries encouraged.

Attention Agents and Distributors

Access International is looking for experienced agents and distributors to market our debit card program to the retail and business community.

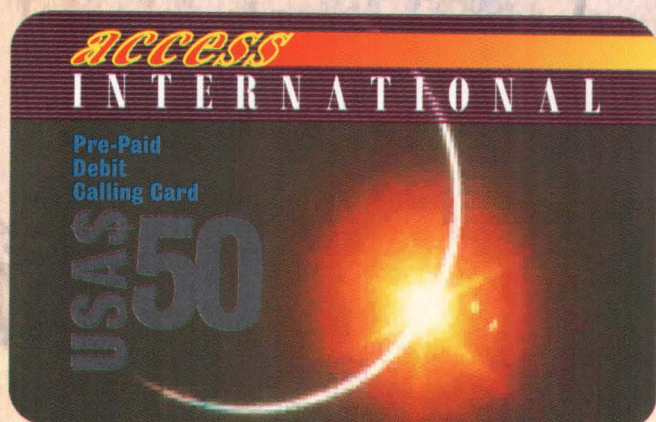
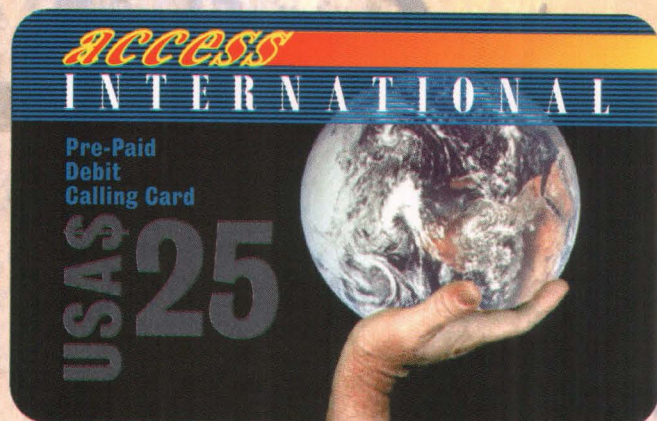
Over 30 years experience in the telecommunications business make us one of the most advanced companies of our kind. Our service uses the most advanced technology available including fiber optic circuits and we operate our own network.

AI has the most aggressive profit package in the industry.

AI will make every effort to be flexible to customize products to meet your requirements.

AI has full-time dedicated agent/distributor support staff.

AI customer service personnel are dedicated to providing each customer the personal attention that is required to assure complete satisfaction.



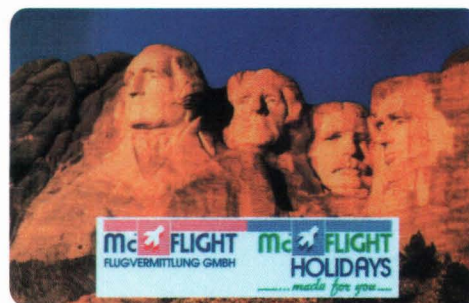
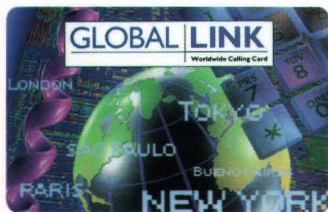
**To get all details regarding this unique opportunity, call or write:
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Telephone Cards...

For the People,

By the Peoples



Stand aside! When the Premier Telecard Phone Card Phair opens Friday, March 4 in San Francisco, Peoples Telephone Company, Inc. (PTC), a major telecommunications corporation, will introduce its collectible telephone cards to the industry.

PTC is the largest independent provider of public telecommunications services in the United States with over 50,000 public and cellular telephones in forty-five states. PTC is a publicly traded company with current annual sales of over \$200 million. PTC also operates phone centers in the U.S. and Russia and is presently anticipating additional centers in South America and Europe.

PTC is proud to announce its joint venture with Playboy Enterprises. The first American Playboy-branded telephone card will be released at the show as well. This venture combines the tastefully sophisticated and diverse images and quality assurance that Playboy is famous for, with the telecommunications expertise that has made PTC the leader in its field. Additional

card designs will be released periodically throughout the year, reflecting both current and nostalgic themes. Keep your eyes on these cards! They will no doubt become as collectible as the magazine itself.

PTC will also be introducing its own private label collector series called Chromium Collectible Global Link C² Cards at the show. This series will be brought to life with PTC's new Chromium™ cards. Chromium is an exciting new patented process that gives images the appearance of an etched mirror surface, making cards more eye-catching, durable and collectible.

Continuum Comics "The Dark" will be featured on the first two of this series of limited edition C² Cards unveiled at the show. "The Dark" artists, Bart Sears and George Perez, are well-known comic book illustrators. Sears' work for Justice League Europe and Valiant's X-O Manowar has brought him a great deal of recognition. Perez is celebrated for his work on "The Teen Titans" at DC Comics in the mid-1980s.

PTC Services, a division of Peoples Telephone Company, is one of the telco sponsors of the Premier Telecard Magazine Phone Card Phair. PTC has been involved in the debit card market under the name Global Link™ since 1992, marketing and distributing the Global Link cards through retail outlets, international tour operators, travel agents, and universities.

Global Link is sold internationally in 24 countries including Japan, England, Germany, France, Spain, Italy, Brazil and Mexico. PTC provides Global Link cards in the following featured languages and printed quantities:

England	221,000
Spanish	125,000
German	11,000
Portuguese	11,000
French	5,500
Hungarian	5,500
Japanese	10,000

There are Global Link \$10 cards which have the PIN code concealed with silver "scratch-off" ink. There are 25,000 printed.

Special Issue Cards produced by PTC are as follows:

7-Eleven Card 1993 National Trade Show in Desert Springs, CA., August 1993 - 1,000 cards.

Global Link Promo Cards, December 1993 - 50,000.

Global Link Promo cards in Spanish, December 1993 - 50,000.


McFlight Card of Mt. Rushmore photo in German, issued November 1993 - 5,000.

CA Ferntouristik Card in German, November 1993 - 5,000.

The Lipton 1994 Tennis Championships Card to Commemorate the Grand Opening of the new tennis stadium on Key Biscayne, FL., February 1994 - 10,000.

1993 NTT Multi-Media & Lan Seminar is the first Japanese NTT phone card usable in the U.S., issued November 1993 - 950 cards were given out free at seminar to 750 Japanese attendees. Card depicts the American flag with NTT flag in right-hand corner.

1993 NKK/NTT Seasons Greeting Card, November 1993 - 250. The second card depicting NTT's logo for one of the largest Japanese steel companies; given out as Christmas gifts.

Joseph Card-1993 COGIC (Church of God in Christ) Convention in Memphis, TN, November 1993 - 10,000 sold at convention. 


Off to a Running Start... CardCaller Canada



CardCaller Canada Inc. (CCI) is proud to be the first licensed and registered multilingual telephone debit card company in Canada. CCI provides fixed-amount, prepaid telephone cards that can be accessed from Canada and the United States to make domestic and international calls. They are Bell-approved and registered with the Canadian Radio and Telecommunications Commission.

Charles Zwebner, president of CCI, emphasizes that CCI's goal is to combine convenience and user-friendly products with the most advanced telecommunication technology available. As part of this system, CCI card users are provided with on-line automated step-by-step dialing procedures in one of several languages of their choice: English, French, German, Japanese, Cantonese, Mandarin and Korean. After customers dial the 800 access number, they select the language instructions of their choice, enter their PIN code, and the automatic prompts are given in the selected language. CCI also has affiliations with travel, advertising, finance, and computer industries and has future plans to provide extensive on-line services to their customers.

Noteworthy to collectors are the scenic cards that CCI has designed and manufactured since February 1993. Each card features a striking view of Canadian scenery: Vancouver Skyline, Toronto Skyline, Canadian Rockies, Niagara Falls. CCI also will produce specialized promotional or premium gift prepaid debit cards for their clients' products and services.

CardCaller Canada Inc. is off to a running start and was able to enlist some of Canada's major corporations as clients. Their goal of providing quality and reliable services to their customers should make them a leader in the industry. 

Have
you
seen
one
yet?



This series is available in \$2, 5, 10, 20 and 50
Dealer and collector inquiries welcome
Call 1-800-815-PICK for information

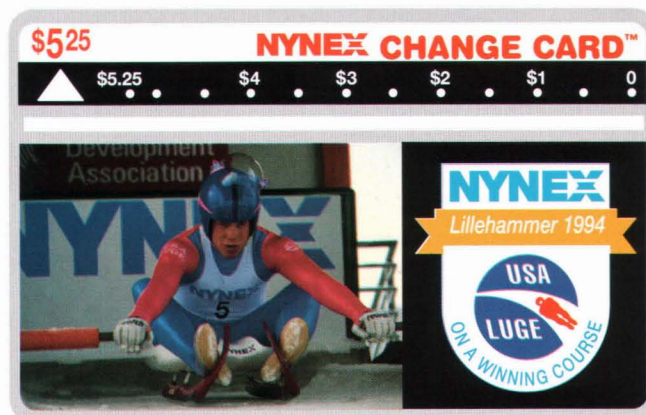
PICK Inc., a Telecommunications Company
189 Berdan Avenue, Suite 171, Wayne, NJ 07474-0936

NYNEX Plans Change Card Product Launch

by David A. Napolitan

The trial of the New York Telephone Change Card™, a prepaid public telephone card, has been a success! The company has announced its plans to place 5,000 Change Card telephones throughout New York City beginning in June. The telephones will be installed in a geographical approach, starting in downtown Manhattan. The majority of telephones will displace existing coin telephones.

The distinctive yellow telephones will contain many new features. Of primary importance is a change from the Landis & Gyr optical card technology to a magnetic card technology. The Nynex Change Card will be a 10-mil magnetic card similar to the GTE Hawaii Card. The change in technology was made after a



detailed analysis by NYNEX. One consideration was the deployment of a magnetic fare card by the New York Metropolitan Transit Authority. Eventually, NYNEX would like to accept the MTA cards in their telephones.

The Change Card system will also feature a state-of-the-art line-powered card reader, audio and visual messages in up to five languages, and multiple layers of security. Customers will also be able to order "auto-dial" cards. Once inserted into the Change Card telephones, the auto-dial cards can automatically dial a programmed telephone number.

The telephones and cards will be provided by Mitsui & Co., Inc., and their manufacturer, Tamura Electric Works Limited in Japan. In addition, a centralized management system and central office based equipment will be provided by Science Dynamics, Inc., of Cherry Hill, New Jersey.

In addition to changes in the product, the name has been changed. Avid card collectors will notice a small difference in recent issues. Beginning in January of 1994, the New York Telephone Change Card has been issued as the NYNEX Change Card™. The change in the product name reflects a new marketing strategy launched by the NYNEX Corporation to strengthen the company's brand in today's competitive communications market. NYNEX, New York

Telephone's parent company, is a major player in the telecommunications industry with a domestic operating region that includes the states of New York, Massachusetts, New Hampshire, Rhode Island, Vermont, and Maine.

The Change Cards can be used to place local, long-distance, and international calls. They will be issued in \$5, \$10, and \$20 denominations. A special collectors' pack will be designed for the first three cards.

Collectors will be interested in one last point: the back of each card will contain special coding information including the month and year the card was manufactured, a code to represent the type of card (public, private etc.), and the issue quantity in thousands.

In closing, NYNEX has chosen a different path from other telephone companies for its prepaid product. While there has been a proliferation of remote memory (800-number-based cards), the NYNEX product will work from only specially equipped Change Card telephones. The benefit to the customer is the convenience of dialing fewer digits. With remote memory cards, more than 15 to 20 additional digits must be dialed to complete a call. However, regardless of the product type, Change Card or remote memory card, the future is bright for prepaid telephone cards in the U.S. market.

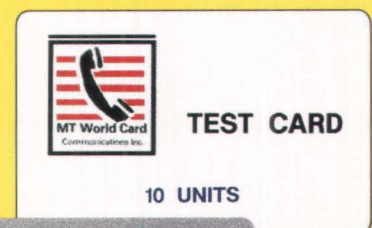
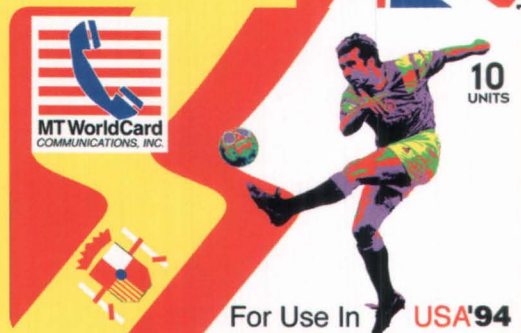


Soccer Calls in '94

MT World Card Communications is proud to introduce the first in a series of world sporting event cards beginning with the Soccer Commemorative Set.



Five cards, limited edition,
issued 10/15/93



TEST CARDS FOR SALE

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



MT World Card Communications Inc.
620 Folsom St. #303, San Francisco, CA 94107
phone (415) 543-9909 • fax (415) 543-9981

Dealer inquiries invited - contact Tony Carcano

MT World Card provides international calling with the convenience of a proven USA carrier.



Longstreet and Staff

1



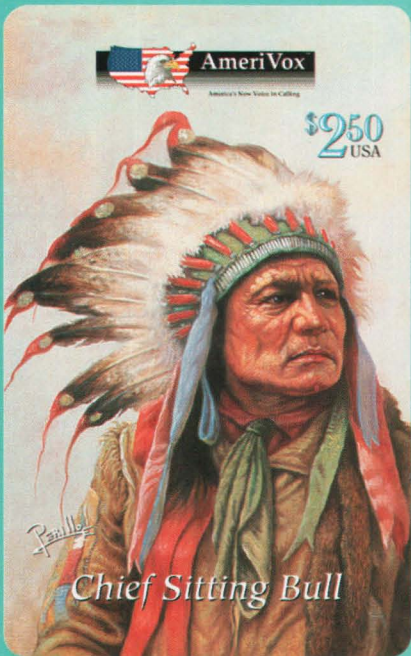
CA Ferntouristik

2



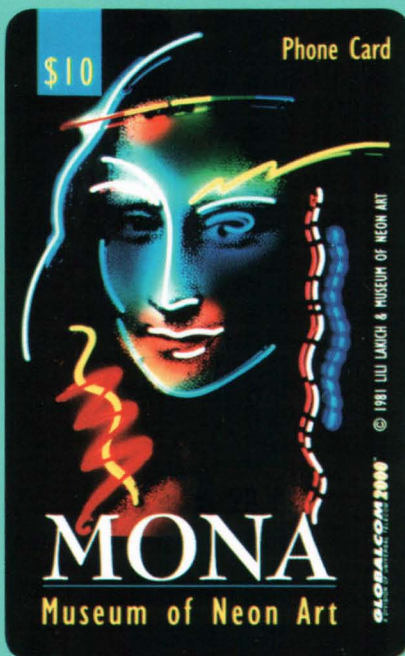
Hummingbird

3



Chief Sitting Bull

4



MONA

5

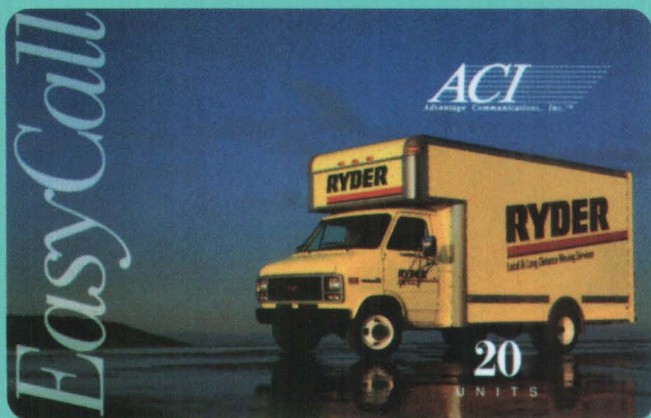


Chief's Headdress

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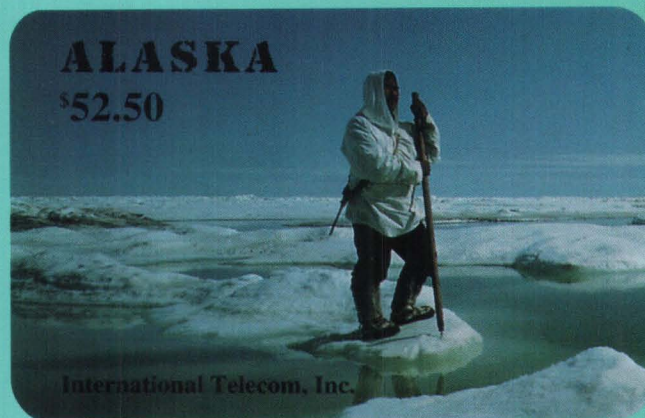
Premier Cards

March
1994



EasyCall Ryder

7



Eskimo Hunter

8



Ellis Island

9



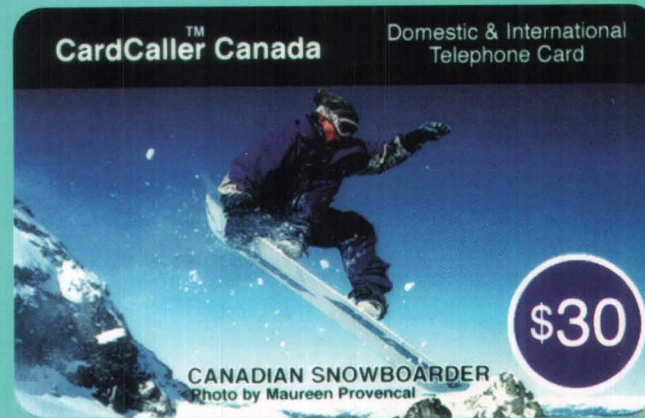
Macaw

10



Rockefeller Center

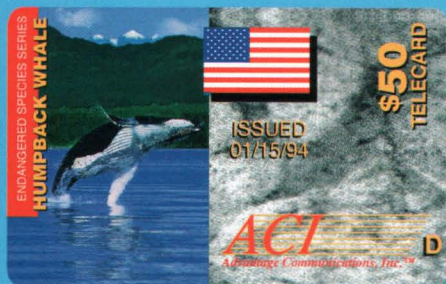
11



Snowboarder

12

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



ENDANGERED SPECIES SERIES HUMPBACK WHALE

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Super Cards from a Super Kid

by Leslie Gainer

Young Jonathon Brilliant turned to his father one day and advised him, "We're spending too much money collecting comic books and cards. Why not collect cards that are valuable?" He suggested that they get out of comic books and into telecards. Jon was eight years old at the time.

Jon's father is Larry Brilliant, a well-known manufacturer of telecards. Larry was pleased by his son's relative sophistication and interest in the business and invited Jon to take a shot at designing a telecard targeted at both kids and adults.

Jon's dad suggested that he develop a card based on a superhero. At first Jon shook his head at the idea and advised, "Dad, it just won't make any money." However, Jon thought about it overnight, and by the next morning, he had a change of heart. His first idea was to call the card and character "Telephone Man," but after pondering the concept, he decided that grown-ups wouldn't understand what it was about. Ultimately he selected "Tele-Card Man" as his first creation.

Tele-Card Man debuted in September 1993 at the First

International Credit Card Collectors' Convention in Richmond, VA. The 5" x 7" Super Card was given free to any convention participant who agreed to wear a Brilliant Color Cards T-shirt during the show. Only 100 cards were issued, and Brilliant hears that they are now selling for up to \$1,000.00.

Jon sees superhero telecards as a way to bring families together.

"I've experienced going to places with my parents where I'd rather not go—like my father's office. I can relate when I see other kids come to the office looking bored at first. Phonecards are fun and a great way to bring families like mine together."

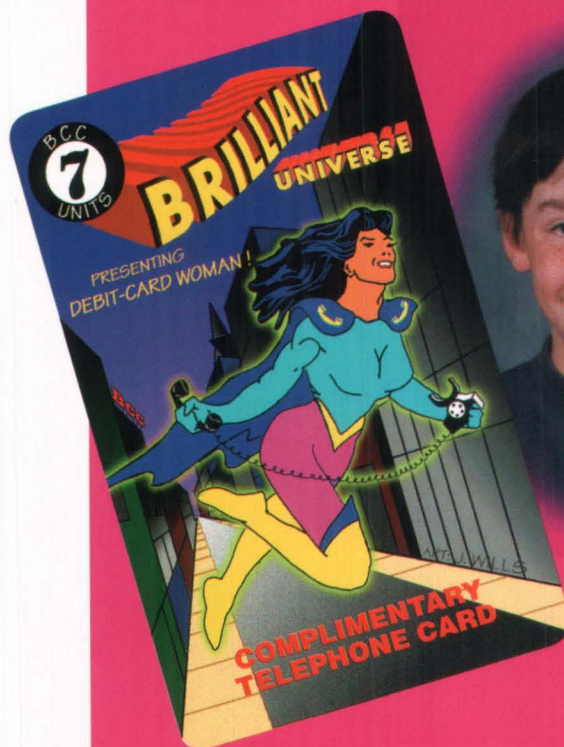
Tele-Card Man was Jon's first, but by no means last, foray into card design. Not content to limit his cards to the male species, he collaborated with Brilliant Color's top artist Jennifer Wills to create "Debit-Card Woman." Jon thinks

that this superwoman appeals to men and women of all ages because "she's very powerful." Debit-Card Woman looks more like a tomboy; she is not too feminine. Pleased with her balanced image, he added, "Her costume—I can't complain about!"

Debit-Card Woman first appeared in November at the American Public Communications Council's Eastern Conference and Expo in Washington, D.C. Five thousand cards were given away to participants; 500 of these were super cards.

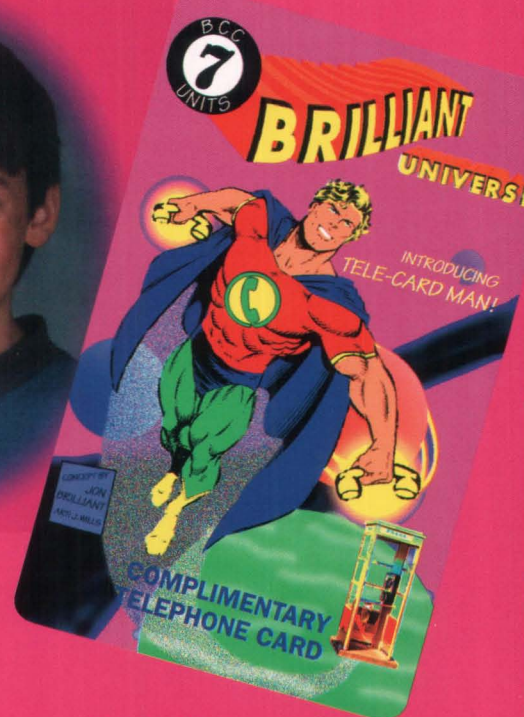
Now nine years old, Jon is in the process of working on another series of cards. There are rumors of a "Brilliant Telephone Card Phamily" to be distributed at the *Premier Telecard Magazine* Phone Card Fair in March. However, Jon is quick to add that this project is in the early phases of development, and, as a result, "I can't talk to you about that yet."

Jon has developed such a good instinct for what sells that his father frequently asks for his opinion on other potential cards. When asked what his wages are for the work he has done, Jon paused and then said, "You know, I've been thinking about that lately. I saw this sign at my dad's office that talks about employee rights... I think that I'm going to ask for 5% of the profits. Yes, 5%." At that point there was an audible groan in the background that could only have been the reaction of poor dad.



Card
Issuer
Quantity Issued
Date Issued
Location Issued
Special Features

Debit-Card Woman
Brilliant Color Cards
4500 Standard/500 Super
11/17/93
APCC, Washington, D.C.
Original artwork by Jennifer Wills,
Art Director of Brilliant Color Cards.
2nd in a series of promotional
complementary cards for
Brilliant Color Cards



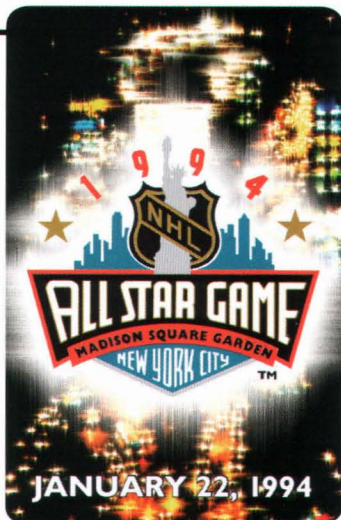
Tele-Card Man
Brilliant Color Cards
900 Standard/100 Super
9/25/93
U.S. Telecard Show, Richmond, Virginia
Conceived by Jon Brilliant, age 8,
and designed by Jennifer Wills.
1st in a series of promotional
complementary card for
Brilliant Color Cards



Cards in Play in the U.S.A.

New York City

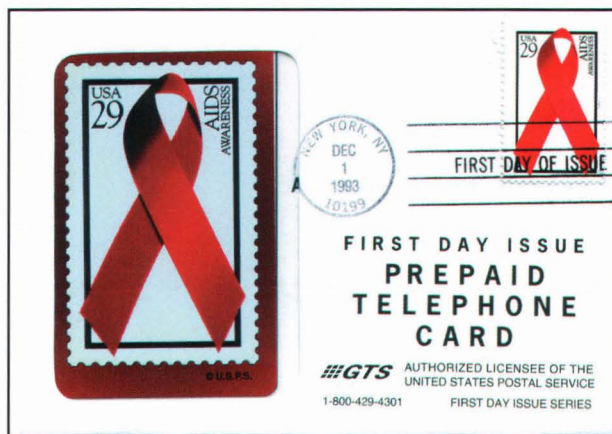
Global Telecommunications Solutions (GTS) of New York City has introduced a striking combination AIDS phone card and First Day Issue Stamp, all in the same package. Besides the obvious advantages to charity, the merger of two hobbies has melded the interests of collectors from both fields. The first in a series of stamp/phone card combos, this issue also represents a first in USA stamp faces on phone cards with worldwide distribution.



York on January 22, 1994, the cards will also be sold in arenas, through collector's shops, and direct via a phone order arrange-

GTS is also introducing the first prepaid phone cards bearing the National Hockey League (NHL) team logos. First sold at the League's game in New

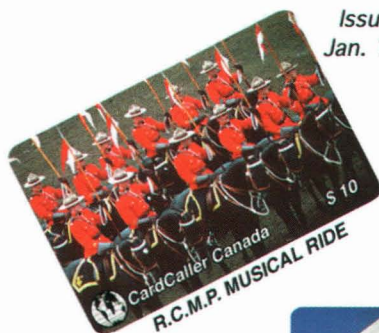
ment. GTS President Paul Silverstein sees unlimited potential in using prepaid phone cards as promotional devices. "Any consumer will respond to free long-distance minutes you can carry around," said Silverstein.



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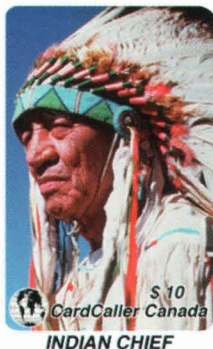


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Tax (Can. orders GST + PST) \$
TOTAL CDN \$

METHOD OF PAYMENT

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3. ☐ MasterCard 4. ☐ VISA

CARD NUMBER:

EXPIRATION DATE: _____

SIGNATURE: _____

DATE: _____

NAME: _____

ADDRESS: _____

CITY: _____ COUNTRY: _____

POSTAL / ZIP CODE: _____

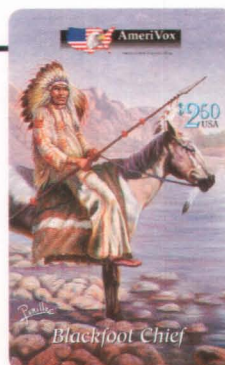
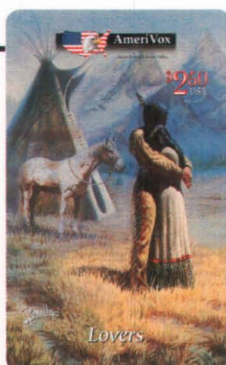
PHONE: _____ FAX NO: _____

Cards in Play in the U.S.A.



Denver, Colorado

Pride and beauty... describe the First Edition Indian Telecards that have been commissioned by PM Cards and produced by AmeriVox Telecom Group. The fine artwork has been done by Gregory Perillo, considered to be one of the foremost Native American artists in the United States as well as an authority on American Indian culture, customs, and history. The Perillo Indian Telecards will be released in 6 different sets of 3 cards for a total of 18 different numbered images. The cards will have a face value of \$2.50, and



5000 will be released. However, less than 2000 will be available in the U.S. as the cards are being distributed worldwide.

Card No. 1 portrays Chief Sitting Bull, well described on the reverse side of the card as "perhaps the most widely known of all the great Indian Chiefs, he earned his heroic reputation as a mighty

warrior as well as a powerful leader who successfully negotiated for his people's rights."

Card No. 2 is "Lovers," depicting a Sioux brave and maiden in an embrace. The Sioux, also known as Dakota or Lakota, were the largest tribe of Plains Indians.

Card No. 3 is "Blackfoot Chief." The Blackfoot tribe lived in the Rocky Mountains and was held "together through discipline and leadership of the chiefs."

At press time, 90% of the first series edition, released December 1993, was sold out. Orders for future editions are being taken by the Rocky Mountain Coin Exchange, Inc., International Telecard Division and PM Cards in New York.

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7. ☐ Marketing/Sales Executive
8. ☐ Legal Affairs/Regulatory Analyst
9. ☐ Public Relations/Information Officer
10. ☐ Consultant
11. ☐ Other _____

3. Number of employees in your organization

1. ☐ 1 to 10
2. ☐ 11 to 50
3. ☐ 51 to 100
4. ☐ 101 to 500
5. ☐ 501 to 1000
6. ☐ over 1,000

4. INDUSTRY (Check Only One)

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- C. ☐ Operator Services Provider
- D. ☐ RBOC/BOC
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Cards in Play in the U.S.A.

Miami, Florida

Several interesting new cards have been released by Peoples Telephone Company, Inc.

Created especially for NTT America (NTT holds the monopoly for telephone services in Japan), these cards were issued as a courtesy to 750 people attending an NTT seminar in the U.S.A. NTT used the cards to demonstrate American debit card technology, and they were put into a special folder designed for this purpose.

One of the firms attending that seminar was NKK, a large steel manufacturing company in Japan. At their request, Peoples Telephone produced 250 cards which NKK

gave as Christmas gifts to their key executives.

The prevailing technology in Japan for prepaid phone cards is known as "magnetic stripe" and requires telephones especially designed to accommodate this method of "reading" cards for calls. The cards described above are the first ever issued by NTT which employ the American "remote memory" technology.

Peoples Telephone Company is one of the corporate sponsors of the *Premier Telecard Magazine* Phone Card Fair that was originally scheduled for San Luis Obispo but was moved to San Francisco when the show grew larger than all the available space in the local venue.



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Pictured above is Opal's "Mini" card dispenser.



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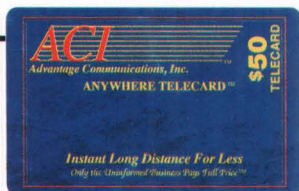
105 Brisbane Road, Unit 12, Toronto, Ontario, Canada M3J 2K6

Cards in Play in the U.S.A.



Memphis, Tennessee

Advantage Communications, Inc. (ACI), announces the release of the 4th card in their outstanding Endangered Species series. This is the "A" telecard and features the macaw. Brightly colored intelligent birds, macaws are found in the tropical forests of South America. This series has been selling out quickly according to Kevin Pirolo, president of ACI in Memphis, Tennessee.



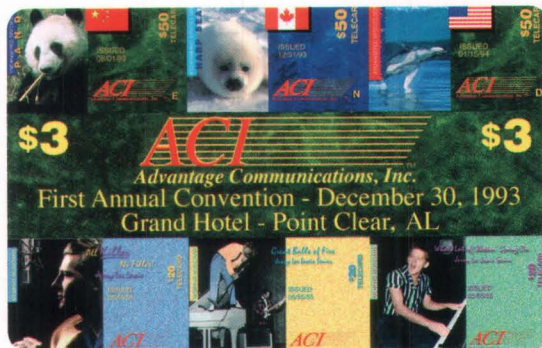
ACI has also released a second edition of their own corporate telecard, similar in design to the original, but with bright new colors. The new card is available in these denominations and quantities: \$3...5,000; \$7...3,400; \$20...1,000; \$50...400; \$100...200.

Mr. Pirolo also announced that ACI will have a half-dozen new card releases ready for the Phone Card Phair, March 4-6, 1994. Advantage Communications, Inc., is one of the corporate sponsors of that event.

Clear Point, Alabama

Convention goers expressed delight with the ACI Commemorative TeleCard that was issued especially for the 1st Annual ACI Consultant Convention held at Grand Hotel - Point Clear, Alabama, December 30, 1993 through January 2, 1994. This Special Edition Card is a colorful collage of ACI's Endangered Species Series and Jerry Lee Lewis Series that were issued in ACI's first year of operation. These remote memory

cards are renewable, and 1,000 cards were issued in a \$3 denomination with a \$3 activation fee.



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Pick Up a Truck, Pick Up a Phone...

by Leslie Gainer

Ryder Truck Rental, Inc. is about to take some of the stress out of moving by offering customers a telecard with 20 minutes of prepaid phone time for calls placed within the continental U.S. If you're in between houses and without access to your telephone, this Ryder "EasyCall" telecard is meant for you. A card will be given to each customer who rents a Ryder truck between February 7 and March 27, 1994. This promotion is being jointly sponsored by Ryder and Advantage Communication, Inc. (ACI), the telecommunications company based in Memphis, Tennessee.

There have been 300,000 telecards printed, and they will be issued throughout the promotion or as long as supplies last. Ryder has authorized 3,000 of the cards to be specially designed as "Collector Edition" telecards. These special edition cards will be randomly inserted among the other cards and distributed as they appear.

The Ryder/ACI telecards are standard credit card size and material. They are 12 ml thick. Each card contains a bar code and sequential control numbers. Every card has a scratch-off PIN. They are valued at 20 units.

Ryder sees these cards as an excellent new way to provide an important service for their custom-

ers who are in transition from one home to the next. The EasyCall card allows its holder to make a telephone call from a private telephone, pay phone or hotel without incurring costly surcharges which are often assessed for credit card and collect calls. The EasyCall customer dials a toll-free number and completes a simple verification procedure by supplying his or her secret PIN; at this point the call is connected. The Ryder customer may continue to use the EasyCall card until the 20-minute allocation has been exhausted.

Savings don't stop for the customer once the 20 minutes are up. Card holders have the option of adding funds to their existing account and thereby extending their calling time. ACI estimates that the card holder may save up to 50% off their normal long distance service rates.

Ryder is very enthusiastic about the convenience that these telecards will provide for their customers. They hope that people will recognize the utility of these cards and take advantage of the service that Ryder and ACI are offering. However, they recognize that prepaid calling cards are still an

anomaly in the United States. As a result, they plan to embark on a nationwide public education campaign to educate consumers about the benefits of using the Ryder EasyCall telecard.

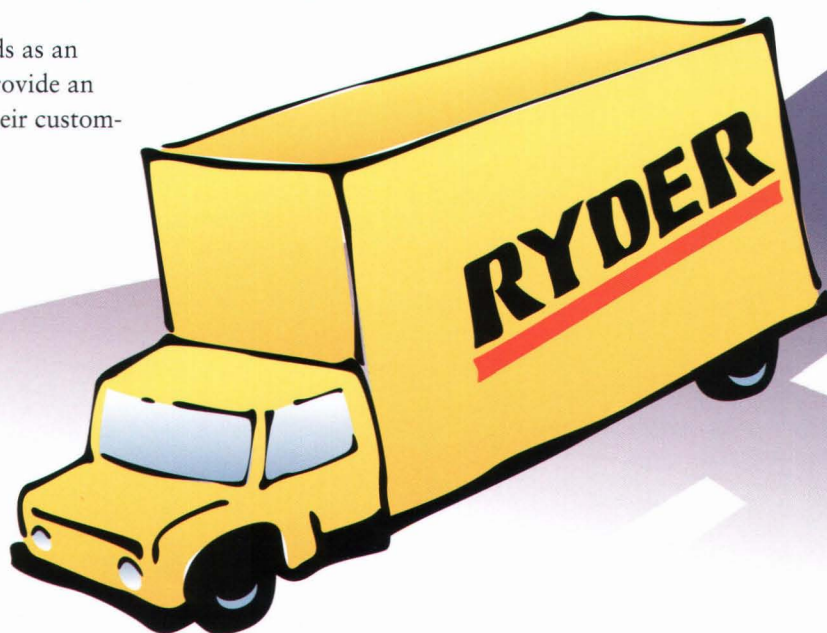
In February, Ryder will kick off a one-week national television campaign to advertise the EasyCall telecard. This will be complemented by a four-week radio

promotion. Last fall, Ryder implemented a similar plan to highlight their Domino's Pizza promotion. In that program,

Ryder customers were given a certificate to obtain a free Domino's Pizza during their move. The emphasis of Ryder's special promotions is to provide conveniences to their customers. Moving can be a hassle-filled, fatiguing process. Ryder's goal is to ease the pressure by offering thoughtful ways to serve customers' needs during their moves. A free pizza or complimentary phone calls are a few of the extras that Ryder has discovered helps cushion the stress.



300,000 Printed



And RYDER Picks Up the Bill

The EasyCall telecards will be offered at all 4600 Ryder dealerships in the United States. The Ryder and ACI promotion was developed by On Target Media, Inc., a targeted marketing services company, to introduce dealers to the concept of prepaid calling cards. Dealers were educated about the program in advance, and each one was given a 12-unit Ryder EasyCall telecard to use as they wished. This type of first-hand experience with the telecard will make the dealers well equipped to help promote the EasyCall service at their stores. A total of 4600 of the 12-unit cards were printed.

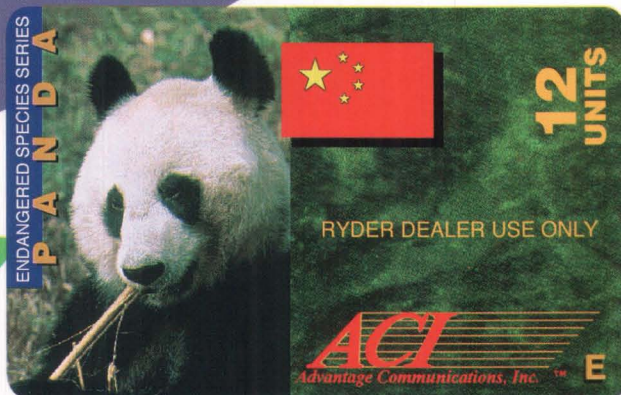
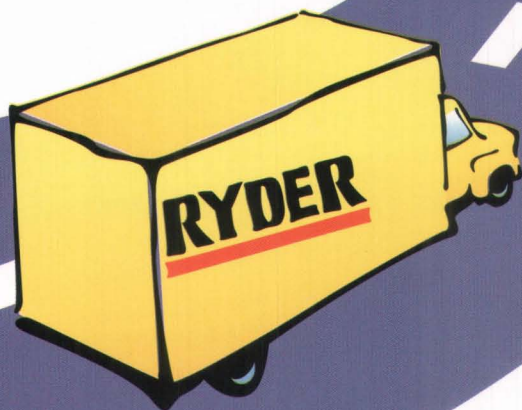
In its program to dealers, Ryder emphasized the catchy slogan: "Pick up a truck. Pick up a phone. And we'll pick up the bill. Get 20 minutes of free long distance with every truck rental."

Stephen Adelman of ACI commented, "I am sure that

collectors will be renting Ryder trucks to get a Ryder telecard in addition to the excellent value of the Ryder rentals."

"Opportunity doesn't knock, it rings," according to Ryder. Karla Scott, a Ryder Consumer Product Line Manager added, "We continually look for ways to add value to the Ryder experience and to make it easy to move with us. During our off-peak season, we provide extra incentives to rent from Ryder with premiums that are directly related to the move and

can be used immediately with no strings attached. Giving away free long distance telephone service is a natural. Consumers who move are in need because they disconnect their telephone service, and fewer and fewer Americans like to carry volumes of change to use pay telephones. We expect to see strong positive results in both our transaction activity and our revenue behind this effort."



Todd Nelson, Executive Vice President of Advantage Communications is the key person behind the Ryder/ACI EasyCall cards promotion initiated and developed by On Target Media, Inc.

After studying physics in Texas and Arizona, Nelson took a change of pace and entered the telecommunication field. He started with Com Systems, spent two years as an account executive with MCI and then joined Fiberline as Regional Manager of the northeast region of the United States. As president of Garnell Consulting for two years, Nelson provided consulting services for long distance carriers nationwide. With this array of experience, Nelson had the necessary know-how to bring two national companies together in what should prove to be a very successful adventure.

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INTERNATIONAL


In an industry where much of the technology, the equipment and the people are newcomers to the business, William Wade, president of Access International in Westlake Village, California, stands out as unique. The founder of Global Electronics in the 60s, Mr. Wade, has more than 30 years of experience in the field of telecommunications.

Access International was founded to provide low-cost international call-back services from originating countries through the United States as well as low-cost national and international calls originating in the United States using prepaid debit cards. Both domestically and internationally, Access International is establishing additional agents for its program.

Access International owns its own domestic network that implements the latest technology in switching and network equipment and has implemented fiber optic circuits to ensure that callers have clear connections. Wade explains the advantages, "Most of the international call backs have to go to another carrier like Sprint or MCI, and there are delays in

connect times and call-back time... what we have is a very quick connect time and a very high level of quality versus companies that have to go through several switches.

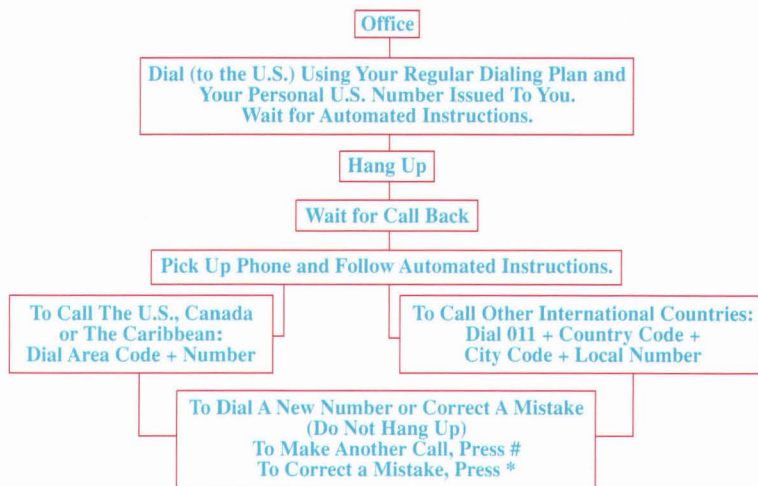
Access International can also customize the system for the needs of their customers with speed dial, individual call-back numbers, project codes, accounting codes and call restrictions. Access International cards can be purchased as throw-away cards or as renewable cards that can be debited to VISA, MasterCard, American Express or automatic bank account.

According to Wade, "It takes a lot of experience in this business to make it work." William Wade appears to be the man with the experience to know what the job requires. 

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International Call Back

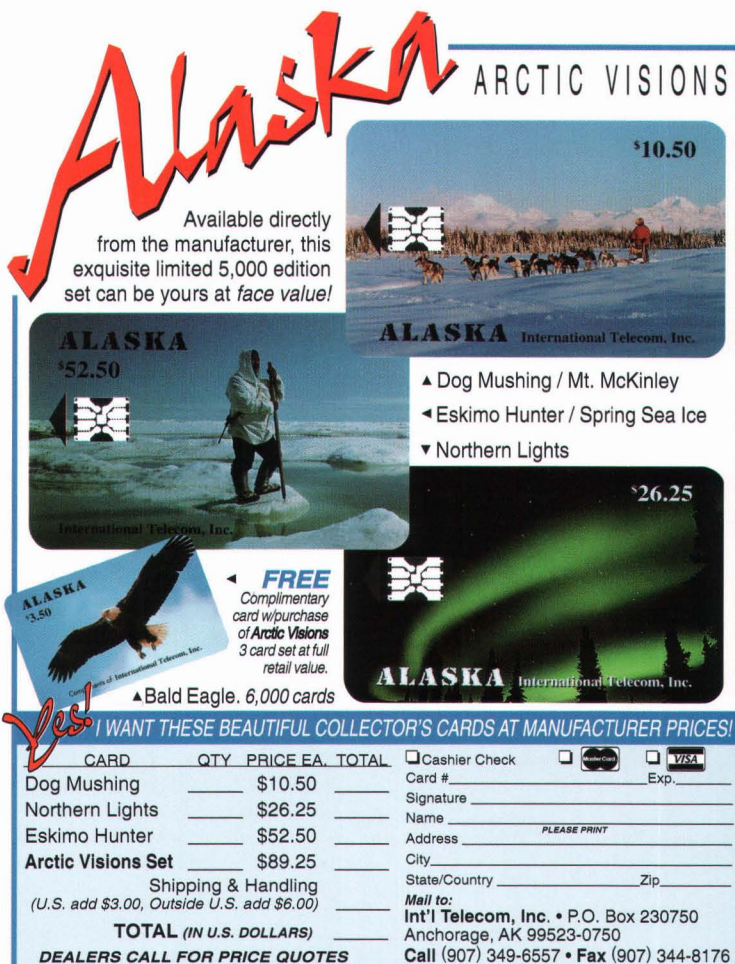
How to Place an Access International Debit Card Phone Call From Your Touch Tone Telephone:




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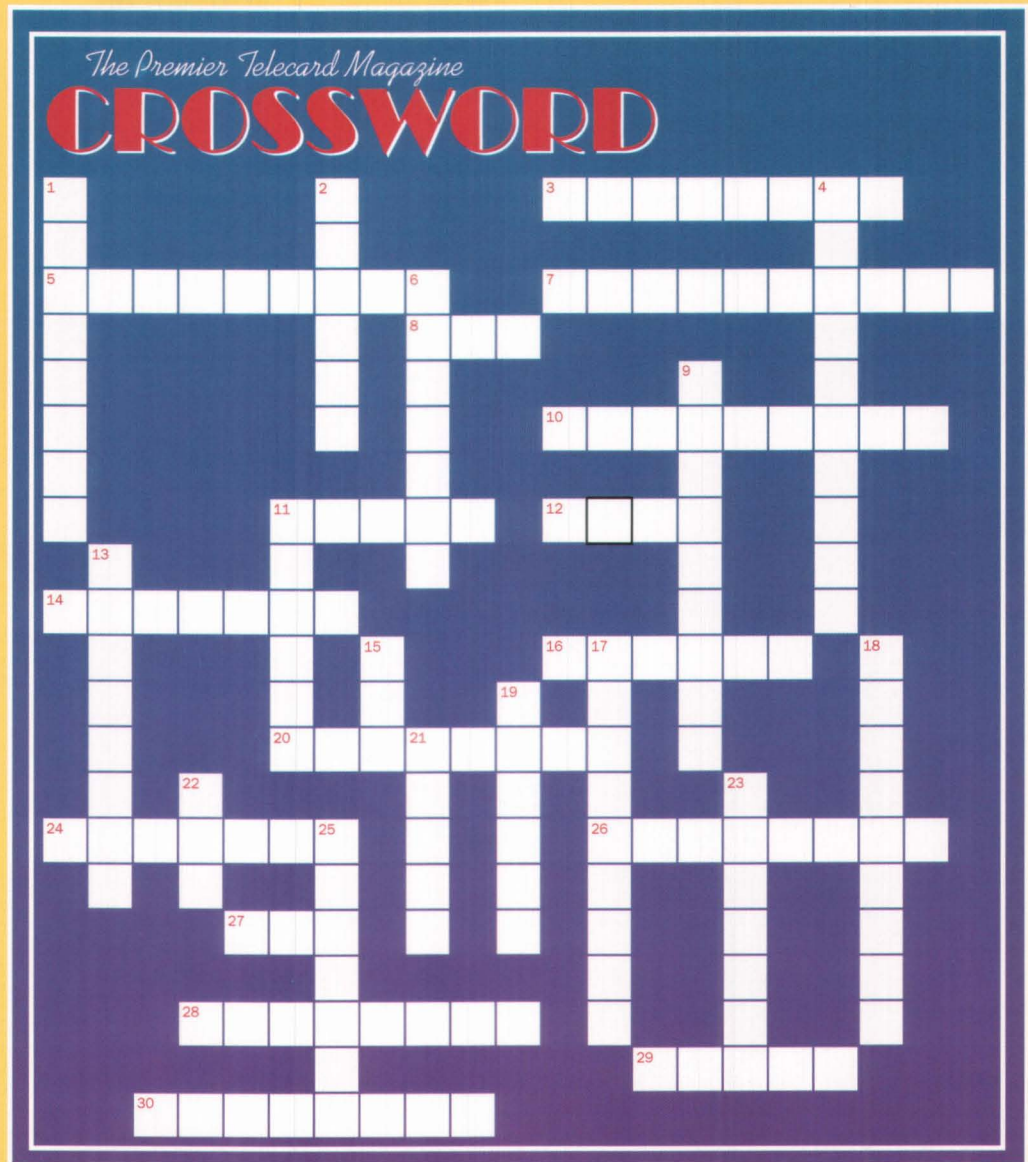
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Test Your TeleKnowledge™

ACROSS

- 3 _____ is the National Park setting featured on this World Direct 100-unit telecard (vol.2 no.1)
- 5 The "Dog Gone Artist" 20-unit telecard featured this kind of dog toting a paint brush (vol.2 no.1)
- 7 Telecards from the company _____ Canada may be used for domestic and international calls (vol.2 no.1)
- 8 This Mt. McKinley telecard in the amount of \$52.50 was issued by _____ (vol.2 no.1)
- 10 This 4-card MTA series was issued in 1/94 and is called the _____ Limited Edition (vol.2 no.1)
- 11 This 10-unit "Surf of the Nile" telecard features which sea creature? (vol.2 no.1)
- 12 Go!Phone issued a telecard featuring this famous artist (vol.2 no.1)
- 14 Premier Telecard issue featuring the "telecard universe" (vol.2 no.1)
- 16 This \$50 Harp Seal telecard issued 12/1/93 features the flag of which country? (vol.2 no.1)
- 20 This telecard features Bart Simpson drinking Sprite (vol.2 no.1)
- 24 This telecom produced a Popeye telecard (vol.2 no.1)
- 26 The Telecaller international calling card is issued by _____ (vol.1 no.2)
- 27 "The Indian is Back" telecard is one of a _____-card set (vol.2 no.1)
- 28 The Mello Yello 500 NASCAR race telecard was issued on Oct. 10, 1993 and sold out by _____ of 1993 (vol.2 no.1)
- 29 WorldDirect issued this 100-unit telecard with a beautiful photo of _____ Canyon (vol.2 no.1)
- 30 The "Smokey" Yunick 2-card series was limited to a set of _____ cards (vol.2 no.1)



DOWN

- 1 This GTI 40-unit telecard featured the _____ Times Dinner & Tournament (vol.2 no.1)
- 2 The "Rad Bad Duck" telecard is _____ units (vol.2 no.1)
- 4 This 20-unit telecard was called "The Perfect Stocking Stuffer!" (vol.2 no.1)
- 6 This 10-unit Cardcaller Canada telecard features a breathtaking view of _____ Falls (vol.2 no.1)
- 9 This ACI series features 4-\$6 telecards as part of the _____ Series (vol.2 no.1)
- 11 This \$10 telecard features a pink flamingo and was issued by _____ (vol.2 no.1)
- 13 This company released a greeting card that includes a telecard (vol.2 no.1)
- 15 This "_____ Pass" series features soccer players and the title "COPA MUNDIAL '94" (vol.2 no.1)
- 17 This \$2 first-edition debit card features snowflakes (vol.2 no.1)
- 18 GTI featured the blimp of which well-known beer company on one of its telecards? (vol.2 no.1)
- 19 This telecom produced a Bugs Bunny card with the phrase "Et Ses Amis" (vol.2 no.1)
- 21 This 40-unit "_____ Rock" card features a dancing crocodile (vol.2 no.1)
- 22 This "Listener Advantage Card" was issued by WLOQ 103.1 FM and which telco? (vol.2 no.1)
- 23 The "Beate Uhse" 3-card set was issued in _____ (vol.2 no.1)
- 25 This telecard had its debut at the Atlanta Motor Speedway (vol.1 no.1)

MONA and MARILYN

A Blend of Opposites

by Nancy Blackburn

Need opposites always clash? Tradition versus modern, old versus new, Beethoven versus Beatles, Leonardo da Vinci versus Picasso, Mona Lisa versus Marilyn Monroe, New York Metropolitan versus Museum of Neon Art?

GLOBALCOM 2000, a company combining telecommunication with sophisticated modern technology, has furthered the blend of old and new by issuing two new prepaid phonecards: MONA and Marilyn Monroe.

MONA is evidence that opposites can blend and form a unique tradition all their own. MONA, an acronym for Museum of Neon Art, blends the traditional beauty of Leonardo da Vinci's classical 15th century Mona Lisa with Lili Lakich's 20th century MONA in big city bright lights neon.



Lili Lakich in front of the Museum Of Neon Art featuring her MONA.

Lili Lakich was intrigued as a child by the vivid display of neon she encountered day and night in the big cities and little towns as her family drove across the United States in the 50s. This gravitation toward bright neon light stayed with her as she attended New York's Pratt Institute and traveled to London. When she moved to Los Angeles in the late 60s, neon became her artistic medium.

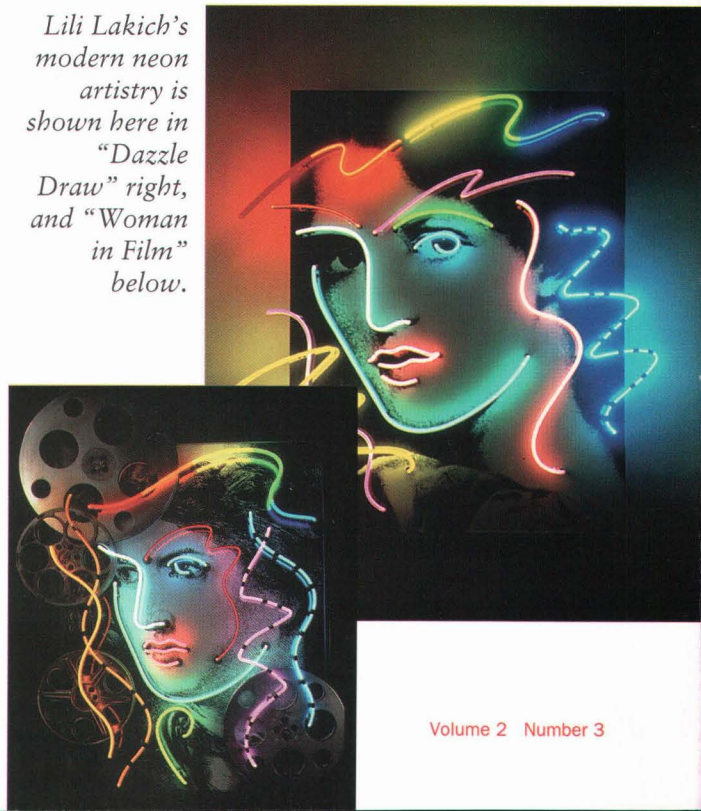
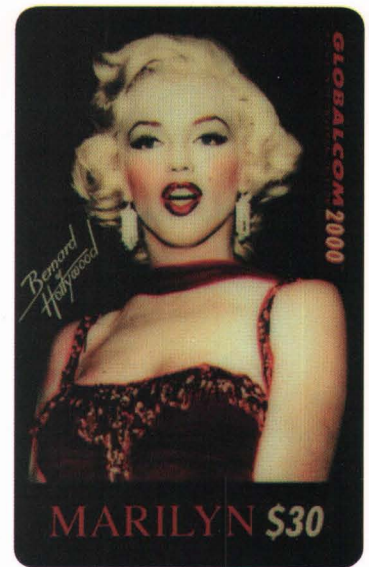
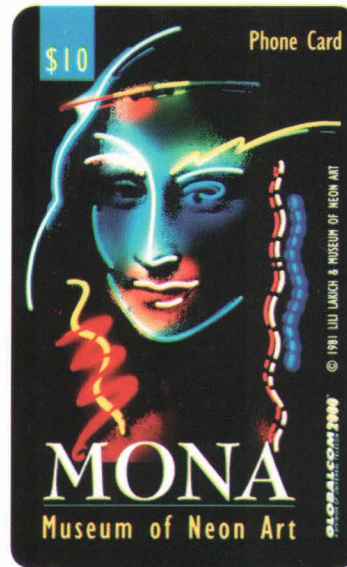
In the 50s, neon lights were produced in bright orange, glowing turquoise and hot pink. Neon is still fabricated in the same way: glass tubes are heated and then shaped or bent into a pattern and capped with electrodes. The tubes must be cured with 30,000 volts of current and then filled with an inert gas. In the 70s, several gasses became available: neon, argon, helium, krypton, or xenon. When the gas is electrified, each glows a distinct color. A range of 150 colors is available when the glass is tinted or the tubes coated.

In 1981, MONA was established by Lili Lakich and Richard Jenkins in Little Tokyo, downtown Los Angeles, CA. The Museum is a non-profit cultural and educational organization that is dedicated to exhibition and preservation of neon art. Lili Lakich was chosen in 1988 to display a 50-piece show at the inaugural exhibition for the Touko Museum of Contemporary Art in Tokyo. This exhibit also toured the United States in 1991. MONA's relocation in May of

1993 to Universal CityWalk, west end of Universal Center Drive, Universal City, CA, has permitted an extensive outdoor display of 20 vintage neon signs as well as an indoor exhibit space and retail store. Extremely popular are the narrated nighttime bus tours of neon marquees and art in the city. The museum is open from 11:00 a.m. to 11:00 p.m. every day of the year, and admission is free.

MONA is the first card of a series of four cards planned by **GLOBALCOM 2000** that will combine classic works of art with Lili Lakich's modern neon artistry. Proceeds from sale of the cards will be donated to MONA. The first MONA card was released in December 1993 in denominations of \$10, \$20 and \$50; they are renewable remote memory cards made of a polyester recyclable material. MONA's numbers are sequential with scratch-off PIN codes. There were 20,000 cards issued; at time of publication, the card was still available to the public.

Lili Lakich's modern neon artistry is shown here in "Dazzle Draw" right, and "Woman in Film" below.




A great master of the 20th century, the "Rembrandt of the photographic portrait," and founder of Bernard of Hollywood's, Bruno Bernard found his greatest joy as "the discoverer of Marilyn Monroe." Bernard's innovative genius transformed the innocence of Norma Jean Baker into Marilyn Monroe, America's symbol of glamorous sensuality. His legacy has been carried on by his daughter Susan Bernard as founder of the Bernard of Hollywood Publishing. *Bernard of Hollywood's MARILYN — Images by Hollywood's Great Glamour Photographer*, written and edited by Ms. Bernard, was published in 1993.

Bernard's relationship with Marilyn Monroe went far beyond that of photographer and model: He was her big brother and father confessor. They were two people on the same spiritual wavelength. Through his camera lens came forth an exquisite blending of Norma Jean's vulnerability with Marilyn's beauty to produce a legend for all time.

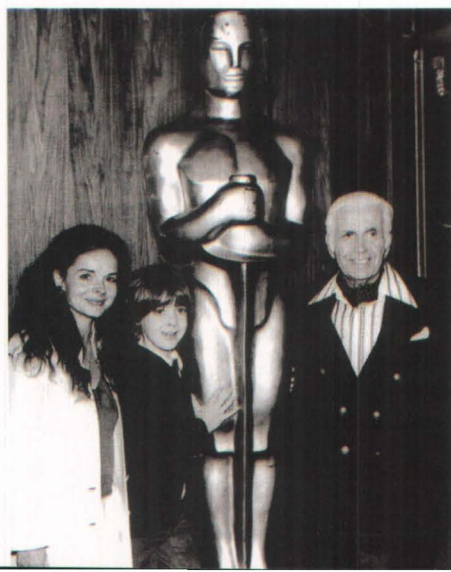
Bernard's gift to the arts was acknowledged in 1984 when the Academy of Motion Pictures Arts and Sciences honored him with its first still photographic exhibit. This 50-year retrospective featured over 120 of his legendary portraits. Bernard's own words capture the emotional allure of his genius, "I



have never retouched any of my photographs. My aim has been to capture the human essence of my sitters and transfer it to the sensitive emulsion of film, and my definition of the ultimate photographic portrait worthy of the name is a photographic biography of the physical and mental makeup of the sitter and, at the same time, an autobiography of the photographer..."

Collectors from several venues have responded with enthusiasm to **GLOBALCOM 2000's** release of the Bernard of Hollywood's Marilyn Monroe Collector's series in December 1993. The card was manufactured by Brilliant Color Cards with an issue of 30,000 with denominations of \$3, \$10, \$20, and \$30. **GLOBALCOM 2000** has announced that in addition to the limited collector's series, two Marilyn Monroe telecards will be released each month. 

In 1984, the Academy of Motion Pictures Arts and Sciences honored Bruno Bernard. Seen here with his daughter, Susan Bernard, and his grandson, Joshua Miller.



Here We Grow Again!


HERE WE GROW AGAIN! has become the credo at **GLOBALCOM 2000**. As calling card technology broadens, **GLOBALCOM 2000** is a company that stands out for its creativity and contributions. Located in Los Angeles, the company was founded in late 1993 by a daring group headed by two stockbroker *wunderkind*, a MLM hot shot, a high-powered CFO, and a calling card industry veteran.

This think tank has added innovative twists to the industry. Their remote memory **GLOBALCOM 2000** "Mobile Office" card can be branded in 19 different languages and includes voice mail and broadcast, fax mail and broadcast, fax on demand, international and remote callback, call conferencing, and international toll-free access in 29 countries. The Mobile Office card's travel menu gives one-touch direct access to airlines, car rental and hotels. All these features are at no extra charge!

GLOBALCOM 2000 has already produced several impressive cards. The 7-Eleven card was the first promotional card ever made for a retail chain. Their Marilyn Monroe cards spotlight Bernard of Hollywood's best pictures of Marilyn. The Frontera card allows inexpensive calling into the first two zones of Mexico. MONA combines 15th century art with 20th century technology. Their "Follow Me" card enables a client to enter the user-friendly menu and redirect the call back to any telephone number desired. **GLOBALCOM 2000** privatizes calling cards for companies to gift or sell to their customers. For the first time in history, the merchant receives a 25% on-going revenue stream from the use of the calling cards. The card holders can make purchases by entering their check number on the free voice mail. The guaranteed check is then presented the next day at the bank at a rate far less than Visa or MasterCard.

GLOBALCOM 2000 has established representations in England, South Vietnam, Mexico, Canada, Hong Kong, Taiwan, Germany and Australia. Randy Sanders, Vice President of Special Projects, is quoted as saying, "The stability provided by our multi-tiered network of marketing-based product has been a catalyst in our fast growth. We've structured our marketing with one of the highest payouts in the industry so our representatives and the merchants make great profits."

GLOBALCOM 2000 distributes both *Premier Telecard Magazine* and *Collectors' Advantage* and has just been appointed U.S.A. distributor for *International Telephone Cards Magazine*.

When asked about the telecard future, Randy concluded, "Certain great companies helped start the telecard industry. These people were the pioneers that carried the economic hardship of blazing the trail. Now the land rush is on!" 

Readers' Response

Dear Sirs,

Thank you for the excellent magazine. Sincerely, it is the best I have seen to date and I have been getting catalogues, etc. from all over the place.


I have enclosed the order form to extend my subscription to 24 months and to receive the set of 8 cards. I have also ordered additional 1st Issue Celebration Cards...

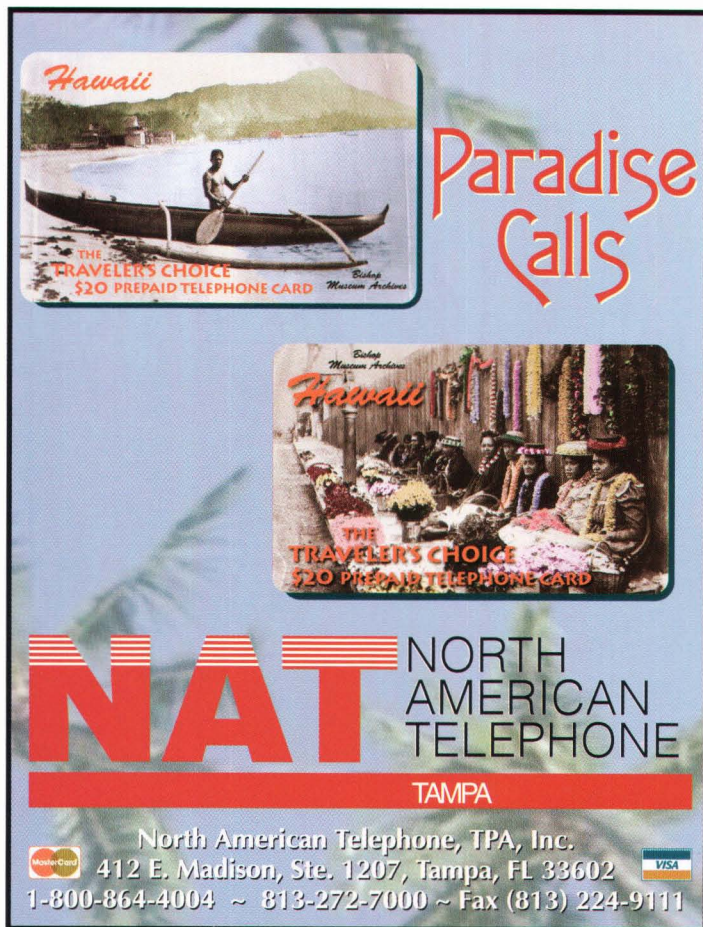
Keep up the great work. Your magazine has made a great contribution to the industry.

Sincerely,

Stephanie A. Burns
Stephanie A. Burns and Assoc.
Mosman, NSW, Australia

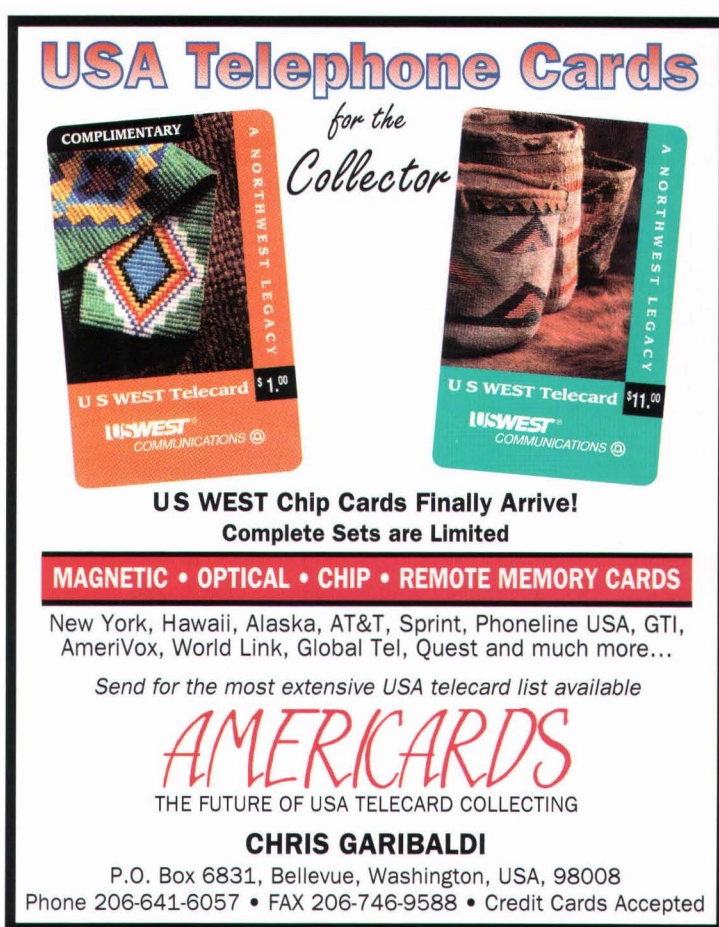
"1993 Year in Review"?

Several readers have called with a question about the cover of our January edition. That cover included the line: "1993 Year in Review" with a number of telco logos below. Actually, this issue reviewed only certain cards chosen by those advertisers participating in the FeatureFold pages, and was not meant to be a comprehensive review of the year's cards even for the FeatureFold advertisers. Those telcos who did not participate are nonetheless appreciated and valued advertisers. Among others, these include: World Telecom Group/AmeriVox, Quest Telecommunications/Liberty, and Access International. Not only are these companies regular advertisers, they are sponsors of the *Premier Telecard Magazine* First Issue Celebration Card as well. Our thanks to the readers who brought this inadvertent omission to our attention. 



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Indian Motorcycles

Like a Phoenix, They Rise From the Ashes

by Leslie Galner

For over 50 years, Indian Motorcycle Company dominated an era of motorcycle manufacturing. The first mass producer of motorcycles in the United States, Indian Motorcycle factory was established in Springfield, Massachusetts at the turn of the century by two young men. Oscar Hedstrom was the inventor of the Indian motorcycle itself, and George M. Hendee was the founder and first president of the Indian Company. The

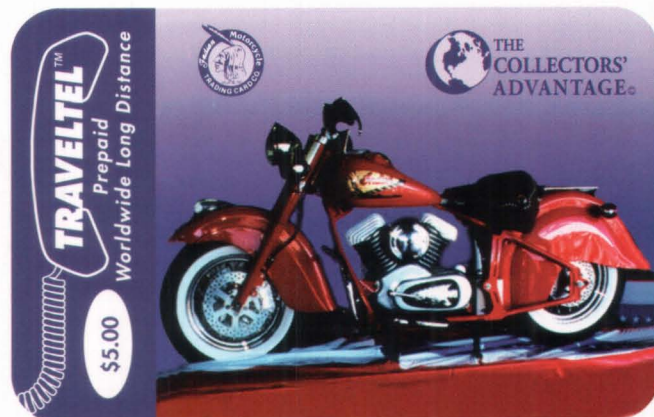
Indian's speed and endurance set official world records: heavy- and light-weight 24-hour records and 500- and 1,000-mile records.

In this day of the automobile, many people are unaware of the role played by motorcycles during World War I. Floyd Clymer, motorcycle historian and the

largest motorcycle dealer in the west during World War I, made these claims: 70,000 motorcycles were ordered by Uncle Sam for military use during the war. Motorcycles and sidecars were used in every army camp in America and on every battlefield of Europe... and could not be compared for a moment with any automobile, regardless of price or horse power, when it comes to economy, power, reliability and superior ability to negotiate the worst of roads under any and all conditions. Indian


Motorcycle claimed to be Uncle Sam's Choice... sixty per cent of all motorcycles ordered for military purposes were Indians. Out of a total of 70,000 motorcycles ordered, 40,000 were Indians.

When the Indian Motorcycle factory suspended operations in 1953, it was the end of a special



era in motorcycle manufacturing. After a 40-year hiatus, the plant has reopened, and 1993 bikes are rolling off the production line in Albuquerque, New Mexico. Like a phoenix, Indian Motorcycles has risen from the ashes.

The Collectors' Advantage will issue a 2-card set of telecards to celebrate the re-emergence of Indian Motorcycles. Both cards are sequentially numbered and contain scratch-off PINs and may be used to place calls within the United States. The initial selling price for the set is \$18.00. The cards are printed in \$5.00 denominations, and each unit is valued at 50 cents. The first card contains a hologram of the Indian Motorcycle logo and is entitled, "The Indian is Back." The second card carries a photograph of the 1993 Indian Chief motorcycle in brilliant red.

Steve Loewenstein of The Collectors' Advantage says that card sales are brisk. He is so enthused about the success of the first series that he has a second series on the board which he has tentatively scheduled for release in summer of 1994. Just a hint: Look for depictions of early Indian Motorcycle classics! 

Classified Ads

RATES: \$1.25 per "word" (5 letters including spaces = one word). Minimum 25 words. Double the word count for large type headings. All ads must be paid in advance. **May Issue Deadline:** March 10th. **MAY ISSUE RELEASE DATE:** April 20, 1994. **SEND CHECK OR MONEY ORDER WITH YOUR AD COPY TO:** Post Office Box 5422, San Luis Obispo, CA 93403 - FAX (805) 542-9358.

ACI ENDANGERED SPECIES SERIES. HARD TO GET. HARD TO KEEP. Get on the list to get yours. Call Global Telecard Orders, 618-483-6146, 302 S. 4th Street, Altamont, IL 62411

Midwest Phone Card Exchange. We have the cards you need to start or update your collection. \$12.50 and up per U.S. card. International cards \$18.00 and up. Write P.O. Box 39286, Cincinnati, OH 45239 or call 1-513-741-9715 (Limited Supply)

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

Buy NYNEX NYNEX - Sell SUPERHEROS SUPERHEROS. Buy N.Y. cards, new only. Sell new German S-110 (Marvel Comics #1, Superheros) at \$240 per pack of 20 or \$18 single, post paid air mail. Order with cashier's check or personal check (allow for clearance). Van Abshoven, Marbachweg 59, 60435 Frankfurt, Germany.

"Overholt's Card Trader"-World's First Publication Devoted Exclusively-Telephone Tokens/Cards-Credit Cards. 12 issues-\$12., FL \$12.84, foreign \$30. Box 8481, Madeira Beach, FL 33738 (393-5397)

START YOUR OWN PHONE COMPANY, Provide U.S. long distance rates from anywhere. Issue, Call back Accts, or Debit Calling Cards. 800-226-8200 x 15, 407-478-1312, Fax: 407-686-7225.

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

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Bills vs. Vikings in Berlin, August 7

Cowboys vs. Lions in London, August 8

Inquire about other sports, personalities, & themes. For pricing & availability, write, call or fax: P.O. Box 11499, Chicago, IL 60611-0499

Phone: 312-243-0600, ext 227 (24 hrs.)

Facsimile: 312-243-4949;

Direct: 312-243-4343

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

Buying Unused Cards: Early cards: prison cards \$100/Set, Planet Earth \$300, Michigan Bell 5 Cards \$160, 40 Cent \$420, Carlson Stromberg Coca Cola \$1500; US Payphone \$10 and \$20 for \$150; COMSAT cards before nr. 2020 and other cards make offer: NYNEX: Skyline by day \$60, Complimentary D92 \$1200, package Complis yellow telephone \$800, \$5 Democratic Convention \$170; AT&T: Test Card \$1200 Unused, dtd. used \$800; private cards make offer; US-West \$100 Complete Set; AmeriTech \$42 Complete Set, \$12 Christmas Card; Make offers for other cards of Bell Companies. Christoph Wittig, P.O. Box 45 02 40, 90213 Nurnberg, Germany, 00499114397840.

WANTED-Names & addresses of collectors who want to swap cards and information with me. Mr. I.R. Thompson, 388 Broad Lane, Bramley, Leeds, LS133DF, West Yorkshire, England.

FLANAGAN'S FONECARDS: Free world list. P.O. Box 1288, Coupeville, WA 98239 or Ph. 206-678-0224, FAX 206-678-3326.

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

The PTi Quality Triangle

Prepaid Telecommunications International (PTi) was founded upon the principle of devotion to commendable and lofty goals. To this end, PTi strives for superior customer service and has established a "Quality Triangle" to ensure a product that is functional, educational and collectible. Established by J. Randall Shoemaker and J. Porter McClean in 1993 in Florida, PTi is committed to the ideal that 100 percent of their projects contribute substantially to fund-raising projects that benefit the environment, worthwhile non-profit organizations, and wildlife throughout the world.

Mr. Shoemaker began in the rare postage stamp, baseball card, and autographed sports memorabilia business in 1979 and soon owned and operated a leading postage stamp authentication

bureau. Since 1991, he has worked in the prepaid long distance telecommunication business.

Mr. McClean spent the majority of his 35 years with Sears, Roebuck and Co. as a traveling management specialist stationed in Cutler Ridge, Florida. Now retired, he continues active in community services: Boy Scouts, Rotary, and Chamber of Commerce. As a personal commitment, he founded the Perrine-Cutler Ridge Council to aid the community after the devastation of Hurricane Andrew.

PTi will have released to the public on February 11, 1994, the NASA Phone Card Series 1. This 16-card series features actual photographs from the NASA archives. *Premier Telecard Magazine* readers will recall that two of the cards, NASA 16 and Space

Shuttle, were featured in the February TeleFold.

Each of the 16 cards will be displayed in a #6³/₄ windowed envelope with a four-color process image of the "Space Station, Option A" on the front. The back of the envelope will portray the moon, and a complete description of the enclosed card will be written within the boundaries of the moon.

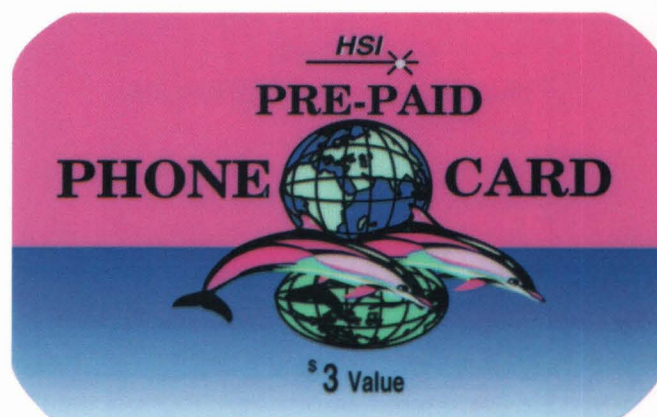
Consistent with the PTi Quality Triangle, the Astronaut Hall of Fame and the U.S. Space Camp in Florida will receive a total of \$150,000 based on sales of the issue. U.S. Space Camp in Florida is open to young people in grades 4-7 from across America so they can train like real astronauts. Space Camp endeavors to foster teamwork, decision-making skills, leadership as well as enthusiasm for math and science. The Astronaut Hall of Fame is a chronicle of the U.S. Space Program from the first Mercury Flight through the Space Shuttle era. 




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

Limited to the first 10 responses.

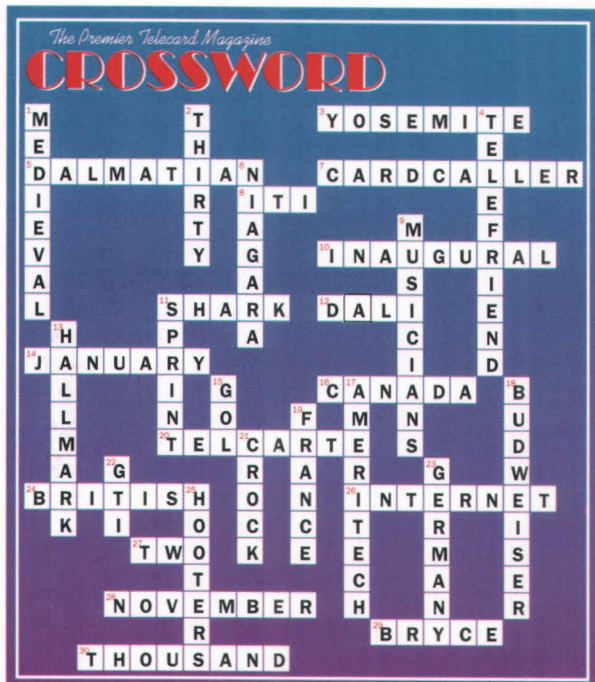
Named & Claimed...



The winners of the January *Name It & Claim It* correctly identified this card as being issued by HSI Telecom, Inc., P.O. Box 851058, Mobile, Alabama, (800) 676-4474 and (601) 867-2698. HSI's primary service is the 1+ and 0+ long distance for hotels. As an interesting side note, HSI provides debit cards to sailors, boat and dock workers out of Mobile for easier access in calling friends and family as they travel. 

Answers

Test Your TeleKnowledge™



Quick Pick

QUICK! Run down to the store... and get milk, bread, ice cream and a PICK COMMUNICARD! Grocery lists will soon need an extra line as Pick Inc., a Telecommunications Service Company headquartered in Wayne, New Jersey, has announced plans to sell their COMMUNICARD directly to major chain store retailers and through distributors for gas stations and convenience stores in the greater Miami, Florida, area.


This is an exciting new concept in making prepaid telephone cards convenient to the American public. The cards can be bought in \$2, \$5, \$10, and \$20 denominations. When the card is used up, it is just thrown away. A feature unique to the COMMUNICARD is the

capability to transfer small amounts of remaining minutes to a new COMMUNICARD by following the voice prompt program. Instructions are included with the card package and are written in English and Spanish. Cardholders can also select to use German or Japanese voice prompts.

The December 1993 issue of the *Florida Grocer*, a national food trade publication, featured the Pick COMMUNICARD. The article recommended the card as a gift idea for family and friends and emphasized the hassle-free conve-

nience and safety of using the calling card.

As a privately-owned corporation headquartered in New Jersey with facilities in New York, Florida, Pennsylvania and South Carolina, Pick Inc., provides long distance services using fiber optic network facilities owned by major U.S. carriers. They are also providing telephone time as one of six sponsors for the Phone Card Phair Commemorative Card Set.

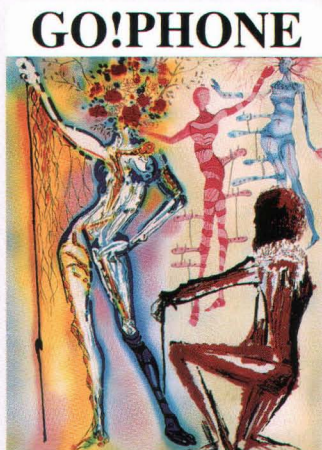
So on your next trip to the store or next stop for gas, make sure the COMMUNICARD is on your list. 

COMMUNICARDSM

GO!PHONETM The NEWS!

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The latest release from GO!PHONE is a 10,000-example release of Salvador Dali's "FASHION DESIGNER." The first-ever Dali phonecard! Only GO!PHONE issues ARTCARDS with signed, numbered and THUMB-PRINTED Certificates of Authenticity. Only GO!PHONE offers phonecard collectors the credentials of a 17-year-old company with a history in both world-class fine art and advanced telecommunications: LASER RADIO.



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

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

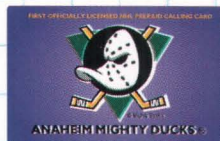
If you want to use your own complete system, we will license the patent for an appropriate fee.

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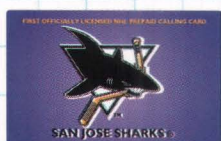
GTS THE GLOBAL CALLING CARD™ Prepaid Call Anywhere Card

NEW! NHL CALLING CARDS

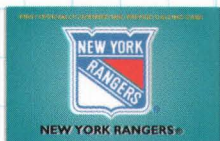
All 26 team logo cards and 1994 All-Star Game Commemorative card are available. Only 5000 of each design printed. Please specify team when you order.



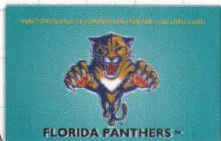
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TOP 10 Best Sellers for 1993!

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2. Michael Irvin - AmCall (3100 points)
3. \$20 Panda - ACI (2700 points)
4. \$2 Global Calling Card - GTS (2500 points)
5. Elvis I.D.- AmeriVox (2200 points)
6. \$7 Panda - ACI (2000 points)
7. \$3 Harp Seal - ACI (1800 points)
8. Christmas Tree - GTS (1700 points)
9. \$3 Marilyn in Red -
GLOBALCOM 2000 (1500 points)
10. \$20 Harp Seal - ACI (1400 points)

'93 HAWAIIAN OPEN



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TeleBago Update

As of January 21, the Keep the Change! TeleBago was spotted in Dallas, Texas, on its way to the Phone Card Phair in San Francisco, California.

PLASTIC GRAPHICS

1710 Cordova St., Los Angeles, California 90007

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RM, R
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- #3 Hummingbird - MT World Card, Inc.
RM, R
- #4 Chief Sitting Bull - PM Cards
RM, R
- #5 MONA - GLOBALCOM 2000
RM, R
- #6 Chief's Headdress - U.S. West Communications
SMC, NR
- #7 EasyCall Ryder - Advantage Communications, Inc.
RM, R
- #8 Eskimo Hunter - International Telecom, Inc.
SMC, NR
- #9 Ellis Island - NYNEX
SMS, NR
- #10 Macaw - Advantage Communications, Inc.
RM, R
- #11 Rockefeller Center - WorldLink
RM
- #12 Snowboarder - CardCaller Canada Inc.
RM, R

Telecard Glossary

IXC	Interexchange Carrier
LEC	Local Exchange Carrier
OSP	Operator Services Provider
PIN	Personal Identification Number
PTT	Postal, Telegraph, & Telephone
bourse	A convention, exhibition etc. where the sale of special items such as rare coins, stocks, securities, and commodities are regularly bought and sold.
telco	Industry term for a telephone company
obverse	The front side, i.e. the face of a telecard as opposed to the back or reverse side.



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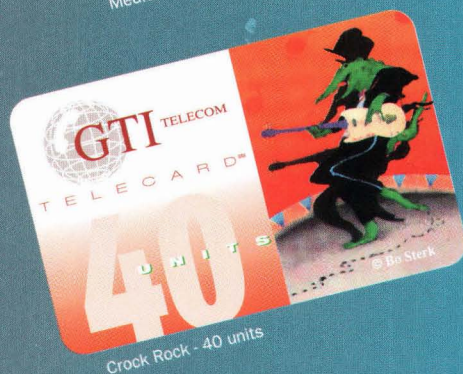
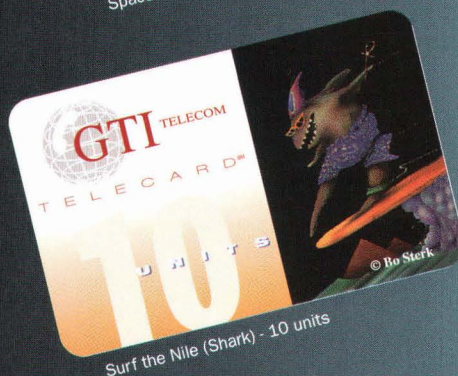
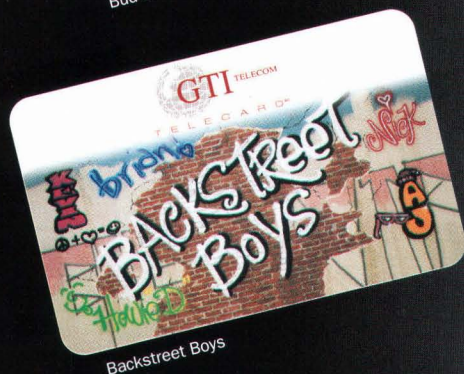
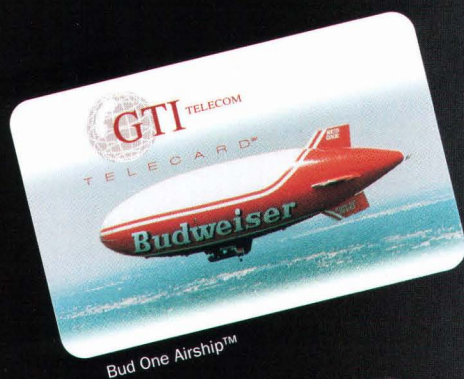
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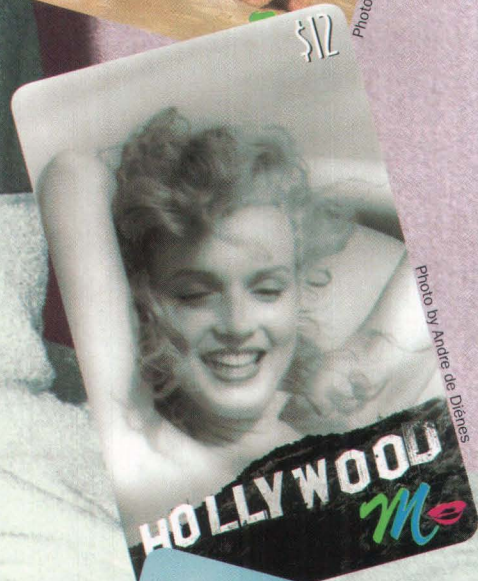


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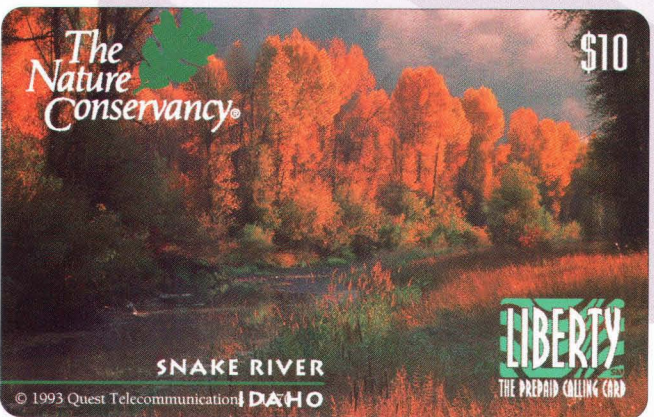
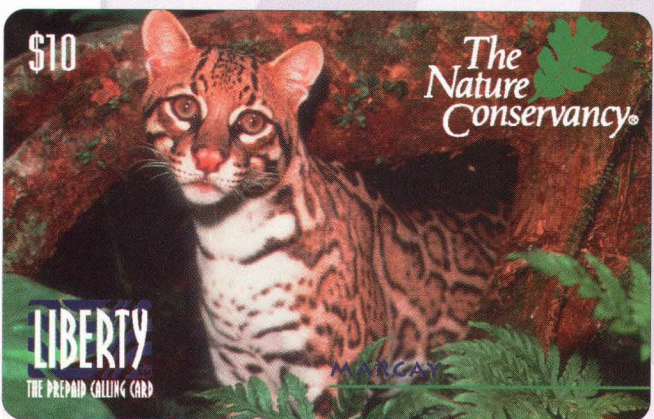
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