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AMERICA'S LARGEST TELECOMMUNICATION'S MAGAZINE

# PREMIER<sup>TM</sup> TELECARD



\$4.95

EDITION

March • April 1997

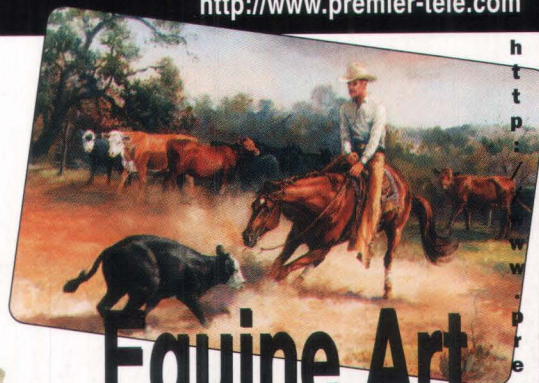
Volume 5 • Number 2

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## EMMETT KELLY JR.

The most  
popular  
clown in  
the country

Page 12



## Equine Art

For The  
Telecard World

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## EMMA K

Makes her debut

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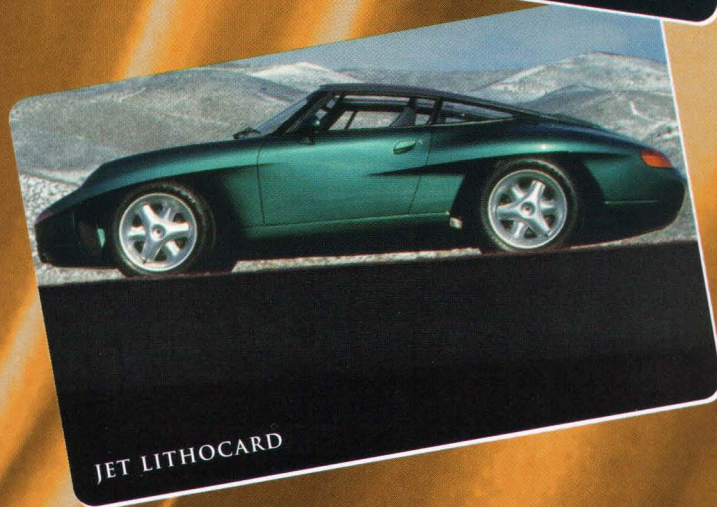
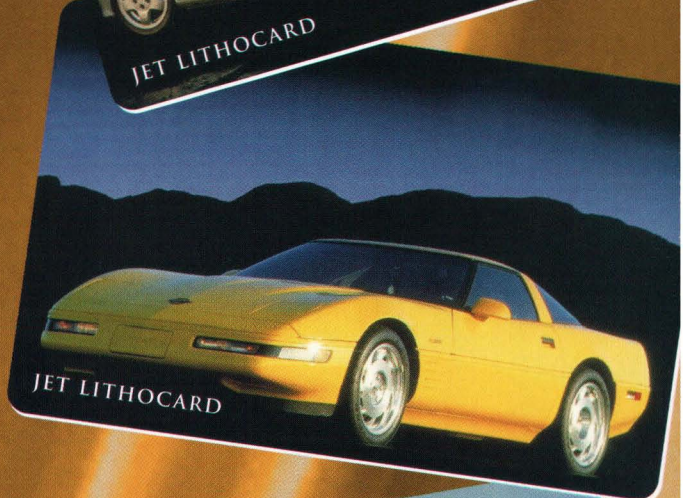
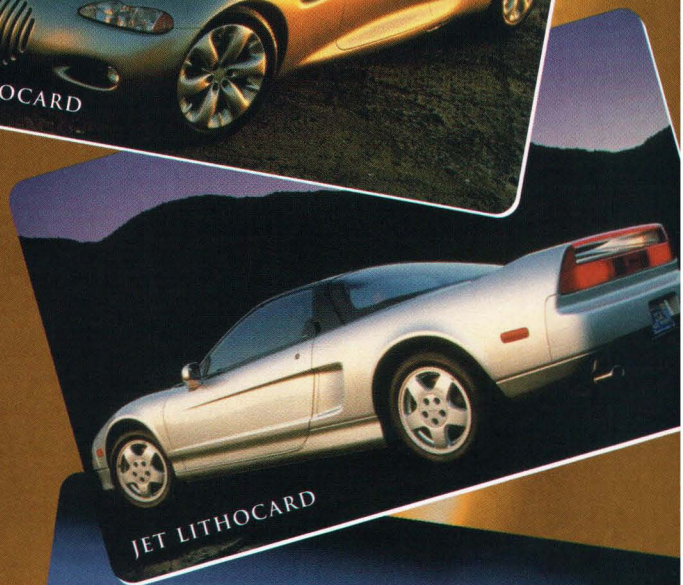
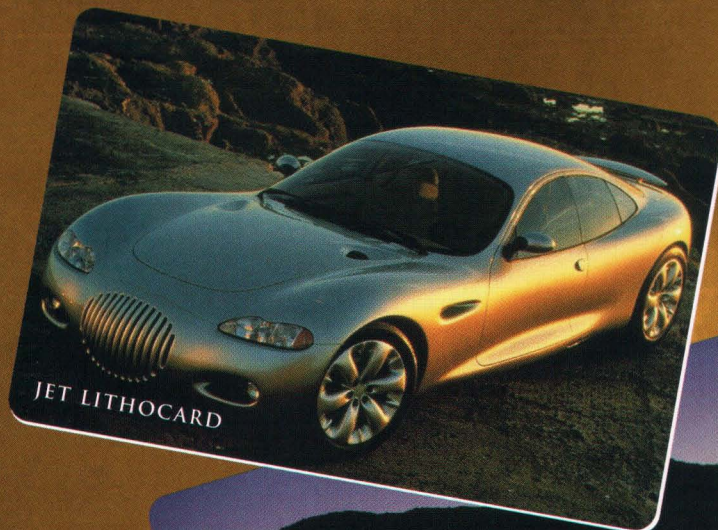
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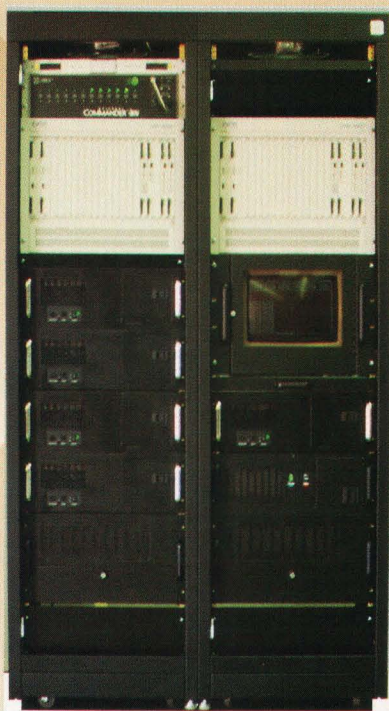
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For more information and to receive a **free 30 minute** demonstration telephone card on the M4000, please call Mark Wagner at (408)541-8827.



**If you answered no to any of these questions, let's talk.**



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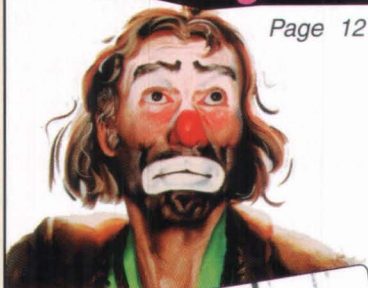
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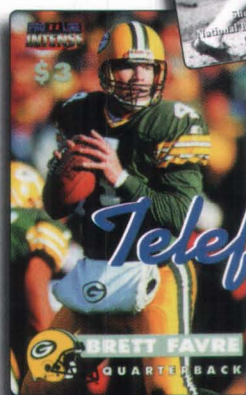
## Emmett Kelly Jr.

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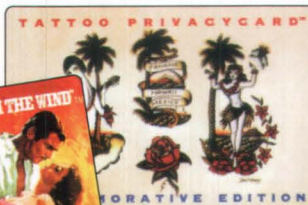


## Telecard Collecting

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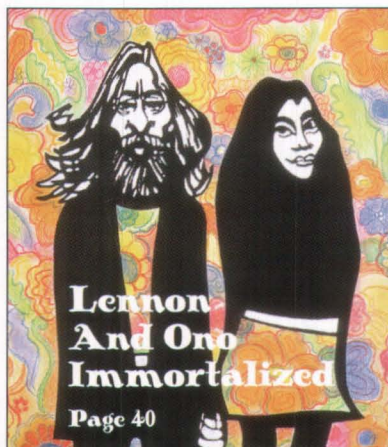


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# It's Our Call...

## PTM Launches TeleConsulting Services Group

As the largest telecom magazine in the business, Premier TeleCard has been at the forefront of this industry's development since the very beginning.

As a natural outcome of this kind of visibility, the phones ring daily here at PTM with requests for help on telecom projects of all kinds.

Typical caller needs range from recommendations for qualified vendors to advice on proven telecard design to market strategies and packaging.

It recently became clear that the time had arrived for PTM to assemble a team of top-drawer industry professionals who would act as a consulting resource for clients who want to launch a telecard program but simply do not know where to start.

As a result, Alan M. Ellis of Chicago, Illinois has been invited to join the PTM team to spearhead the publication's new consulting service.

### Alan Ellis Spearheads PTM TeleConsulting

As an industry professional and experienced consultant, Alan Ellis has maintained a satisfying working relationship with PTM Publisher Bill Jordan for some time.



Alan M. Ellis

Once Jordan detailed the concept of a consulting service to Ellis, both individuals enthusiastically decided to join forces in order to produce Premier TeleConsulting Services Group (PTC) with Ellis as the new Managing Technical Consultant.

A veteran of more than 25 years in sales, management and marketing, Ellis began his career in the telephone

industry during the deregulation era more than a dozen years ago.

He has held leadership positions within the telecommunications field that include Director of Training, General Manager and VP of Sales and Marketing for various telecommunications organizations.

Last year, Ellis was invited to serve on the International TeleCard Association's Tax and Regulatory Affairs Committee, an experience he found very rewarding.

He developed an aptitude for marketing and business administration at Northern Virginia College and is a graduate of DePaul University's Telecommunications Program.

PTM is excited to have Alan M. Ellis on board and looks forward to a mutually rewarding association.

## Here's To The Industry

It never seems to amaze us here at Premier Telecard Magazine the versatility of the telecard collector's market. The variety of availability is enormous.

Telecard collecting is nothing like baseball card collecting of the previous generation. How many people remember when baseball card collectors would move Heaven and earth for a Whitey Ford, Peewee Reese or Mickey Mantle?

And yet, baseball card collecting pales when comparing it to the currently exploding telecard collecting market.

Today, collectors can find prepaid phonecards depicting classic and modern art, sports and the movie industry. Phonecards with beautiful landscapes, animals, historical subject matter, regional and commercial interests add to the overwhelming number of available images.

But there is more. International themes, corporation cards, images of famous monuments and cards for a cause are also among those being issued.

This is probably the most universal collector's market ever devised. We can hardly wait to see what comes next.

## Early Plans For Turn Of The Century

We have been receiving thanks and accolades from near and far from folks who have received their 1997 Telecard Classics calendar.

We at BJE Graphics, Inc. are truly proud of this publication. The size and layout, the colors and cards are quite unique, and we thank you for all for your kind words and thoughts. And yes, they're all gone. Sold out!

However, as Al Jolson might have said, "you ain't seen nothin' yet."

The 1998 version will be the fore-runner to our '99 and 2000 calendars. We promise you there will be something for virtually everyone in these editions. Please take a moment to view page 34 for further information on how you can be a part of an exciting, energetic, historical time in the life of phonecards. **PT**

*The Premier Team*

### Publisher's Note:

Due to an electronic oversight, PTM erroneously published an outdated area code for the Jet Lithograph advertisement on the inside cover of our Jan./Feb. edition. The actual telephone number and fax., including current area code, are 630/932-9499 (ph.) and 630/932-5845 (fx.). We regret any inconvenience we may have caused Jet Lithocard customers.

### Telefold Card Contacts

KMF Enterprises	.....619/592-9361
Canada Telecom Network	...514/989-3100
Finish Line	.....904/285-6227
Magellan Network Systems	...408/541-8827
IDT	.....201/907-5382
Fenske Art	.....503/281-1655
BDM Mkt'g	.....414/339-0600
Nostalgic Notions	.....602/895-8634
Premiere Comm. Group	...317/674-3301
BRVE	.....214/404-8351
Scord Board Classics	.....609/354-9000



# Need The 411 On Phonecards?

Most card manufacturers claim to be the best.  
Truth is, not all companies are created equal.  
Before you trust your job to just anyone, call us.



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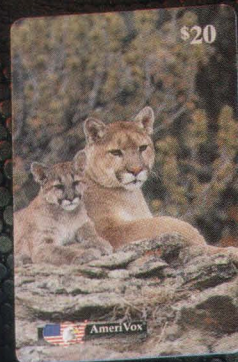


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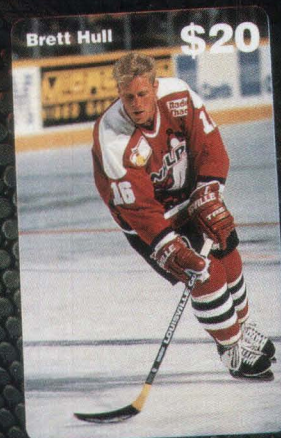
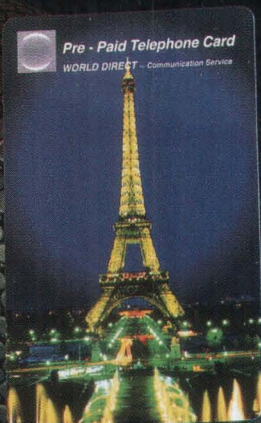
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# Young Readers To Get Phonecards

Bantam Doubleday Dell Books has teamed up with PhoneCard Express to promote the two newest in Francine Pascal's best selling book series. Two prepaid phonecards are to be added-value premiums with the purchase of Sweet Valley High: Cover Girls, and Sweet Valley University: Elizabeth's Heartbreak.

The phonecards will be shrink-wrapped to the back covers of the two books, with a sticker on the face of each book explaining the offer of free phonecards. Each card will be pre-loaded with five minutes of calling time to anywhere in the United States and Canada. There will even be a pre-recorded message from the identical twins who star in the TV hit series, "Sweet Valley High."

Everyone knows that teen girls love to talk on the phone, so what better way is there to reach Sweet Valley's core audience? Pascal's four books Sweet

Valley series has sold more than 100 million copies to date. The phonecard will be a sophisticated addition to any teen's wallet. Fans will have a highly collectable keepsake after they have used up their phone time.

*Books go on sale in March, 1997. PT*



## Phonecards for Stockholders

GTE Card Services recently released some 475,000 phonecards to their stockholders. The cards, each charged with five minutes of long distance time, were produced by Moore Business Forms of Atlanta, Georgia. GTE will be carrying its own in-line services.

This was a first-time effort on behalf of the phone company. All GTE stockholders were given the phonecards. No additional purchase of stock was necessary.

The cards were released in December for distribution in January



and February, 1997. At this early time, it appears that the reception to the phonecard promotion is quite good. PT

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

### HERE'S HOW IT WORKS

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

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

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

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

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

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

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



# Pictionary Board Game Finds New Medium In Television

## PTM Becomes Official Magazine For Pictionary

Pictionary will be adding to its growing worldwide reputation this year by holding its Second Annual World Tournament on May 31, and *Premier Telecard* will be there promoting a new phonecard especially designed for the event.

Pictionary also has laid plans to move into television this Fall. Rob Angel, the inventor of Pictionary, expects to have a new hit on his hands through a syndicated TV game show based on the board game.

At a recent convention in New Orleans, Pictionary was widely regarded as one of the most promising new shows for the fall lineup. Worldvision Enterprises, Inc., a subsidiary of Spelling Entertainment Group, Inc. recently announced that the show has already received clearances to broadcast in nine of the top 10 television markets.

The show, featuring Alan Thicke (of *Growing Pains*) as the host and creative consultant, will combine classic charades on paper board game elements with an interactive viewer play-along.

In the TV game, two teams consisting of two celebrities and one contestant will race against the clock to solve as many linked puzzles as they can. Each team will score points in three rounds, and the winners then go into a bonus round.

"We have worked hard over the years to maintain the Pictionary brand as fresh, innovative and exciting," Angel said. "The TV show, working with professionals like Alan Thicke, Executive Producer Richard Kline (*Win Lose or Draw*, *Break the Bank*, *The Joker's Wild*) and Producer Nancy Jones (*Wheel of Fortune*), allows us to extend that excitement to the TV viewing audience. This is a great show; people are excited by it, and it's fun."

Pictionary, the national tournament, and PTM's involvement have an interesting history, which starts with the inception of the game.

When Rob Angel was employed at a Seattle restaurant in the mid-80s, he would sometimes play a game with co-worker Gary Everson and other friends after work.

Kind of like charades on paper, the idea was to draw pictures — no letters or numbers — that a team-mate could deci-

pher into a word from the dictionary. The game had the essential ingredients for success. It was simple and fun.

The pastime would eventually be converted into a multi-million dollar idea that Everson, Angel and others would turn into the biggest board game success story since *Trivial Pursuit*.

With Everson's death 10 years later from complications due to the AIDS virus, Angel and partners Richard Gill and Terry Langston were glad to participate in a Pictionary tournament on April 14, 1996 to benefit the Seattle Aids support group Rise n' Shine.

Rise n' Shine, which was Everson's favorite charity, is a non-profit organization that provides emotional and other support for children whose lives are affected by AIDS.

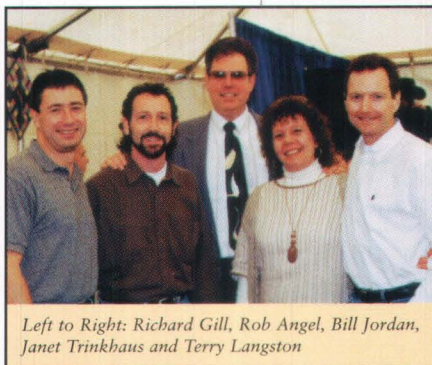
The death of a parent is traumatic under any circumstances. But when children who are dealing with the normal stress of growing up also face the impending death of a parent from a devastating disease like AIDS, with the additional social stigma attached, the emotional toll can be enormous.

Rise n' Shine pairs these children with counselors who help the kids struggle through the trauma. Everson was actively involved in Rise n' Shine during the last year of his life.

In 1996 Premier Telecard Magazine Publisher Bill Jordan worked with the project by producing a special phonecard for the tournament, with the resulting revenues benefiting Rise n' Shine. According to Rise n' Shine director Janet Trinkaus, the event raised an estimated \$37,000, including the proceeds from the sale of the Pictionary phonecard.

Jordan has since embraced the cause as his own and will be involved again this year in the charity tournament with a new card design.

For this year's fundraising event, Premier Telecard will take its involvement to another level by becoming the official magazine of the tournament. The involvement includes a co-marketing plan to comprise the prepaid phonecard and a copy of the magazine with the 100,000 special edition games ready for production to commemorate the tournament.



Left to Right: Richard Gill, Rob Angel, Bill Jordan, Janet Trinkhaus and Terry Langston

Richard Gill, Executive Vice President of Seattle Games, confirmed this plan in a recent letter to Jordan. "...this letter is to confirm that BJE Graphics & Publishing, Inc., the publishers of Premier Telecard Magazine, are solely authorized to create the Official Phonecard for all

Pictionary Tournaments and are the Official Pictionary Magazine thereof," the letter partially reads.

This cooperative effort between PTM and Seattle Games is expected to be exciting for both of these growing companies.

The Pictionary board game has sold more than 30 million units worldwide since its original launch in 1985 and has remained one of the top selling adult board games during that time.

The Pictionary, and Pictionary Junior, board games, which are currently marketed by Milton Bradley, look set for years of further success with the addition of the TV show and the additional exposure from PTM through its international readership.

Another aspect to the rising Pictionary phenomenon is the expected release of a CD Rom by Hasbro Interactive. **PT**



# The Old West On Phonecards

## Frederick Remington's Artistic Genius Carries Over To Set-Of-Three Phonecard Series

The mere mention of the name Remington conjures up stories and legends of the Old West. Frederic Remington was more than a fine artist. He inspired your imagination. He allowed you the luxury to relive the life and times of the West. Now, after almost 90 years since his death in 1909, the Remington legacy lives on through prepaid phonecards.

BDM Marketing of Green Bay, Wisconsin, in conjunction with the Frederic Remington Art Museum of Ogdensburg, New York, offers this four set Remington series for 1997. The series features some of the finest bronze sculptures and paintings on display at the museum. More than 3,000 flat works and 22 sculptures in bronze are at the gallery. It is from this collection that the series has been developed.

**"Remington made his first trip West in 1881. He would make a total of 18 trips during his career."**

Remington was born in 1861 in Canton, New York and spent his boyhood in Ogdensburg, NY. At the age of 14 he went to the Highland Military Academy in Massachusetts. Later, he attended Yale and the Art Student League.

Remington made his first trip West in 1881. He would make a total of 18 trips during his career. The artist's life was cut short when he died of complications following an appendectomy. He is buried in Canton.

His widow, Eva, and her sister, Emma Caten, together with his friends and family, founded the Remington Art Memorial, which opened in 1923. In 1981 the Remington Art Memorial became the Frederic Remington Art Museum. The Museum is located near the banks of the St. Lawrence River.

Throughout the galleries are 17 bronze sculptures, hundreds of oil and watercolor paintings and illustrations that appeared in a variety of publications. Also displayed at the museum are furnishings from the Remington home, photographs of the family and artifacts that Remington collected in the West.

The first set of the beautiful Limited Edition Collector Series was created from some of the collectibles that are displayed at the Remington Art Museum. They include:

### Buffalo Hunter Spitting A Bullet Into A Gun

*This is from an ink wash and watercolor on gray paper.*

The image is the result of Remington contracting in 1892 to illustrate an American classic, Parkman's Oregon Trail (1847).

### The Alert

*This is an oil on canvas.*

A soldier is mounted on a pony in the stony Arizona desert with the Gila Mountains in the background. The painting is signed in the lower left and inscribed is the phrase "San Carlos, Arizona."

### The Outlaw

*This one is a Roman bronze works.*

The Remington 1906 copyright says "Cowboy On A Pitching Bronco Horse." The cowboy is perched on his mount's back while the horse's twisting motion captures that of a real cowboy saddled for its first ride.

Sets two, three and four combine oil canvases and bronze works that feature the "Charge of the Rough Riders," "Stampede," "Dragoons," "The End of the Day" and other great



works of Remington. The three remaining sets are due for distribution later this year. All four sets are licensed, numbered and charged with 10 units of phone time. STS is the



**PREMIER TeleFacts™**

### Remington Series One

**Issuer:** BDM Marketing

**Carrier:** Zenex

**Face Value** 10 Units

**Release Date:** December 1996

**Limited to:** 20,000 sets of 3

**Rechargeable:** No



manufacturer.

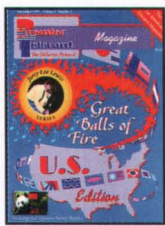
BDM Marketing is also expected to introduce soon a prepaid phonecard collection of the Civil War and a spectacular series on Houdini. **PT**



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



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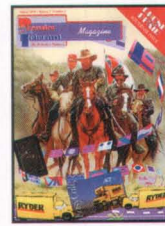
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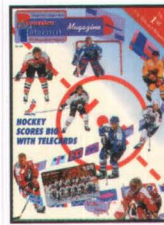
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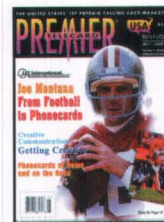
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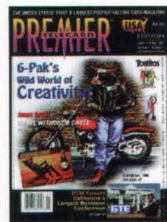
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# Ladies And Gentlemen — Children Of All Ages

## Can't you see it now?

**The Ring Master calls for our attention. The circus maestro is ready to strike up the band — the colorful horses — the exciting trapeze flyers — those cute little dogs and the gigantic elephants — those beautiful girls — wait a minute — wait a minute, where are the clowns? You can't have a circus without the clowns!**

**And, here they come: those wonderful, amazing, extraordinary people who make life and times so much happier.**

**There he is ... Wearie Willie the hobo clown, best loved, most popular clown in the country. He's**

**EMMETT KELLY JR.**

**Emmett Kelly** was born into the circus. Both of his parents were circus performers, and his earliest memories are of traveling the big top circuit. During his school years, Emmett's parents sent him to live with his grandparents. When summer vacations came, it was back to the circus life. Emmett's mother was Eva Mae, the lovely lady artist of the flying trapeze. His father was her flying partner, but he had the heart and soul of a clown.

In Emmett's earliest years he did all kinds of work around the circus, from feeding the animals to helping the gang at winter headquarters in Peru, Indiana. When he was 18, he enlisted in the Navy and spent the next three years in the Pacific.

Following the war he decided to

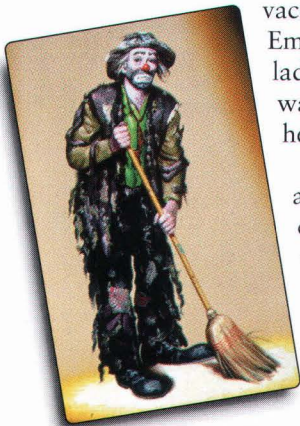
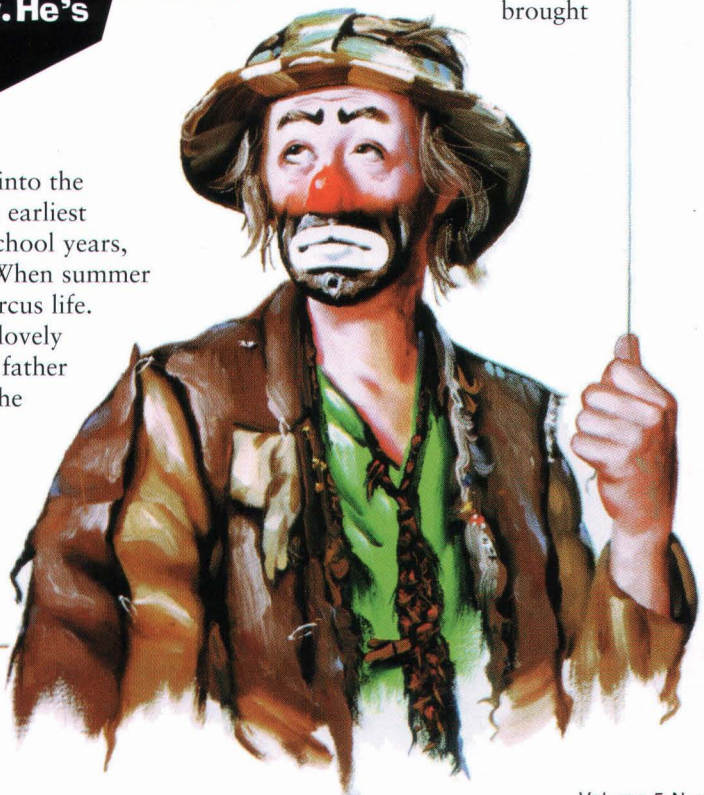
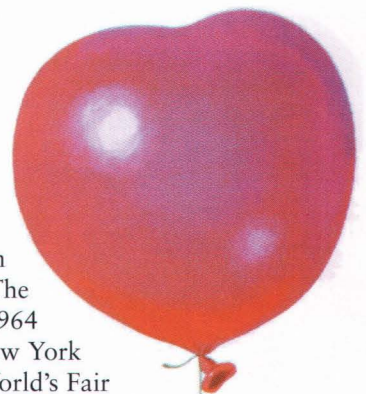
make his living in non-circus ways. He was an auto mechanic, a railroad switch tender, but in the summer months he returned to the circus. He needed to do something special, very special. He wanted and needed to be a clown.

"When I went clowning, I had no instructions from my father," recalls Emmett. "I just went and did it. I was amazed at how easily it came to me. Of course, I knew how my father worked, but I never actually done it before." Like his father, Emmett doesn't speak when he is in costume. "I don't do gags, I do pantomime," says Jr.

The original idea for Wearie Willie came from a comic strip that Emmett Sr. had created in the 30's. For years he performed as Willie for the Cole Circus, and it was in 1941 that he made the big leap to the Ringling Brothers Circus. It was only a matter of time before he became a mega-star.

Even though Emmett Sr. was loved by all who enjoyed his act, he never reached the heights that his son achieved. The year was 1964 and the New York

World's Fair brought





Emmett, Jr. to the Kodak Pavilion.

He became the world's most photographed person — over 5,000,000 pictures were taken of him during the run of the World's Fair. After the fair closed, Wearie Willie became Kodak's Ambassador of Goodwill. He visited almost 3,000 children's and veteran's hospitals from coast to coast. He did television shows and commercials for dozens of clients. Emmett Jr. made personal appearances all over the country. Everyone loved Kelly.

In 1972 Emmett had an idea. What about a Traveling All-Star Circus? A new concept, it was a one-ring circus that played primarily in concert halls and auditoriums. This circus featured a collection of television personalities and clean, clean animals. So clean it played the White House. Emmett Kelly's Cleanest Show On Earth was really big!

**So what's happening with Emmett Kelly these days?**



Plenty! Wearie Willie makes his phonecard debut in this month's issue of PTM. The first in a four-card Classic series is entitled "Sweeping Up the Spotlight," which is Emmett's signature act. The rest of the series will be available in the next few months. Mintage on this series is 2,000, which is a very limited edition considering the 80,000 members of the Kelly Collector's Society.

The 1997 Emmett Kelly Holiday series will cover Valentine's Day, Easter,

July 4th, Halloween, Thanksgiving and Christmas. The grand new Valentine's Day and Easter phonecards are pictured on these pages for the very first time. As you can see, Wearie Willie is checking the heart of a clown with his magic stethoscope, and for Easter, Willie's rusty, trusty scissors come to the rescue.

**There is a new member of the Kelly family to be introduced. Her name is**

*Emma K*



**Emma K** is known and loved by everyone. If you know her, you love her. She's our funny valentine, who reads love stories, bakes

cookies and cries at sad movies.

Emma's the one with a heart as big as all outdoors. On birthdays, she brings a special cake. It's Emma who ends up doing the dishes. Nothing is a chore to Emma, because she just loves life.

As long as Emma has her friends and family to love, she figures she is the luckiest woman in the world. Emma's greatest talent is bringing happiness to everyone around her. So, who is Emma K? She may be your sister, your cousin or your mother, but she's definitely your best friend. Emma K makes her first appearance on the first of the four cards. Welcome to the Emma K series.

What is Kelly up to these days. Emmett Kelly Jr. is well, happy and busy. He is 73, lives on a hill overlook-

ing historic Tombstone, Arizona and still makes personal appearances around the country. No, Emmett Sr. and Emmett Jr. never appeared together on the same venue. Emmett Kelly, Sr. passed away about 14 years ago.

Emmett Kelly's signature act "sweeping the spotlight" is the perfect metaphor for Wearie Willie. He never gives up, no matter what obstacles come his way. Willie keeps his spark of hope and optimism, diligently trying to sweep the spotlight into the dustpan. It's always just a little ahead of him. Can he ever catch it?

**“When I went Clowning, I had no instructions from my father. I just went and did it.”**

**Editor's note:** PTM would like to thank Leonard Green for his invaluable aid in the preparation of materials and information for this story. Mr. Green has been associated with the Kelly family for almost 50 years. We should point out that Leonard Green was the personal manager for Emmett Kelly Sr. and is still serving Emmett Kelly Jr. after all of these years.

**The Classic Emmett, Welcome Emma K and the Holiday Series phonecards were produced by Premier Telecom of California for Clint Deal, Nostalgic Notions of Sun Lakes, Arizona. PT**



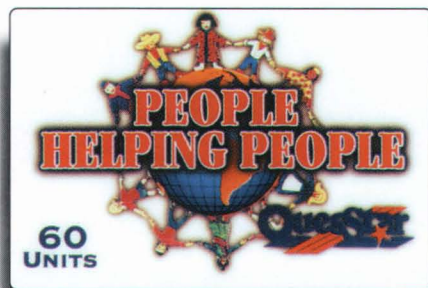
**PREMIER**



# Marketing Firm Establishes Phonecard Service For Hearing Impaired

Billed as a first in the telecard industry, QuesStar International, Inc. recently initiated a program they entitled "People Helping People," with its first project directed toward the deaf and hearing impaired.

The project includes a prepaid phonecard service that is designed to fulfill the requirements of a TTY machine, which is the typing and video equipment used by deaf and hearing impaired people to communicate over the telephone.



**"I am not aware of [anyone who] has gone to the expense to make a closed captioned video for this purpose - and to have the state-of-the-art TTY equipment in-house - as we have."**

*Lawrence Traynor*

QuesStar also promotes multi-level marketing projects, and one of their representatives, Donna Mascherucci, who happens to be hearing impaired, helped the company to develop this special project. Her husband, Umberto, who is also her partner in their multi-level marketing endeavors with QuesStar,

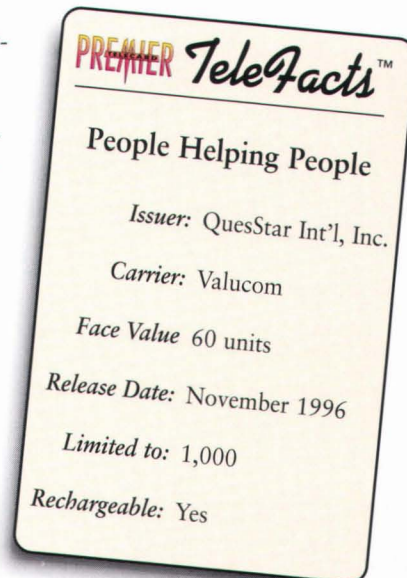
designed the "People Helping People" card.

The hearing impaired project includes a closed caption video, which was developed as a recruiting and training tool for the new phonecard system. Lawrence Traynor, Senior Vice President of QuesStar, believes this video is a breakthrough in the industry.

"I am not aware of [anyone who] has gone to the expense to make a closed captioned video for this purpose - and to have the state-of-the-art TTY equipment in-house - as we have," he said.

The People Helping People program, as Traynor describes it, also encourages non-profit organizations to take advantage of their prepaid phonecard multi-level marketing opportunities with an offer to provide a start-up kit (some valued at \$179) free of charge.

The People Helping People cards offer five units, 30 units and 60 units of calling time, minted at 500, 500 and 1,000 respectively. **PT**



## City Of Mesa Promotes Clean Air With Phonecard

The City of Mesa, AZ issued a prepaid calling card last year as an in-house promotion for its employees to help keep the local environment clean.

Mesa City transportation coordinator Pam Chavez said 350 prepaid phonecards with 15 minutes of calling time each

**"With a limited number of cards in circulation, a collector might have a rare find if a Mesa Clean Air Club card could be garnered for a private collection."**

were distributed to city personnel who for six days used alternative means of transportation to and from work, such as car pools, buses, bikes or walking.

The cards were issued just before Mother's and Father's days of 1996, and Chavez says the program was well

received by those who were awarded the cards.

The clean-air program in

Mesa has been in existence for many years, but this is the first time a phonecard was used as an incentive for participation. Of the original 400 phonecards targeted for the program, Mesa has 50 that were not used. However, no decision has been made if prepaid calling cards will be used for the city's 1997 program.

With a limited number of cards in circulation, a collector might have a rare find if a Mesa Clean Air Club card could be garnered for a private collection. **PT**





# Spring Expo '97 Comes To Chicago

The 4th Annual INTELE-CARDNEWS Spring Expo is about to become a reality.

Laurette Veres, Publisher of the popular trade publication Intel-CardNews, and Director of the Spring Expo, promises the biggest and best of them all for the spring show in Chicago.

The event will be held April 2 through 4th at the Hyatt Regency Hotel. The show is designed to help marketing and telecommunications executives keep pace with changing technology. Those attending the trade show will enjoy three full days of seminars covering every aspect of the prepaid telecommunications industry.

**"We have everything for the Expo... from marketing to promotion, technology, name panelists... even a charity phonecard auction."**

There will be more than 100 companies showing all the latest technologies and equipment. Knowledgeable staff will demonstrate and answer questions. There will be formal presentations, panel discussions and case studies to help "the new guy on the block" as well as the expert entrepreneur.

Included this year is one of the hottest topics of conver-

sation, prepaid cellular communications. For the first time, the Expo will feature an exclusive prepaid cellular showcase with the latest products and technologies. "We have everything for the Expo...from marketing to promotion, technology, name panelists...even a charity phonecard auction."

Ms. Veres promises some outstanding guest panelists for such topics as international issues, switches and platforms, interactive marketing, the collectible market and many more interesting discussions.

Also scheduled is a phonecard charity auction and the annual meeting of the International Telecard Association. This should be an interesting and challenging three days.

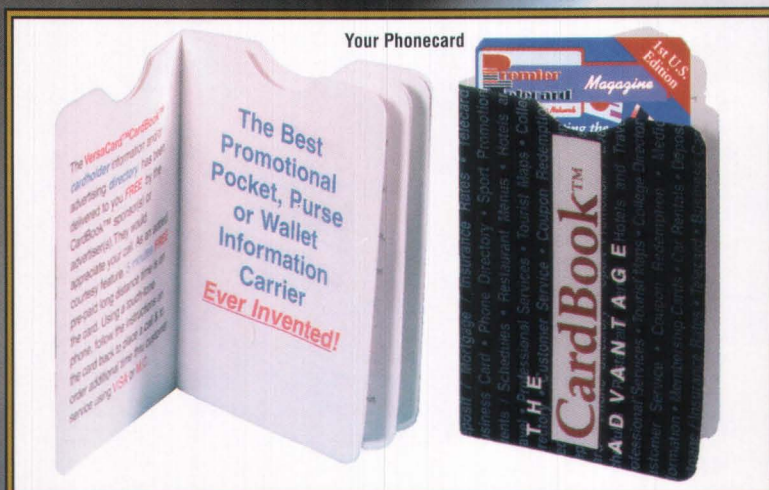
If you have not yet made your reservations for this year's Expo '97, contact IntelCard News by phone. Toll free: (800)883-TELE or (713)363-0961. **PT**



Laurette Veres, Publisher & Expo Director

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# Telecards, More Than A Hobby



Dan Busby

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

REL Collectibles, in conjunction with Strategic Telecom Systems, has issued the first in a proposed set of six, five-unit cards. Each card will feature the image of Shoeless Joe Jackson, the Chicago White Sox outfielder that was banned from baseball by Commissioner Kennesaw Mountain Landis after the 1919 World Series "Black Sox" scandal. The first card in this series is black and white and

Telecard & Telecom. Based on the artwork of Ken Bash, a series of 22 collectible art-forms depicting America's love affair with the automobile through hot rods, customs and roadside architecture is featured. The mintage of each card is 500 and carries five units of Cable & Wireless telephone time.

Garfield, the adorable rebel, appears on a beautiful Happy Valentine's Day 1997 "Goin' My way? Will you be mine?" four unit card with ACMI telephone time. Only 425 of these cards were produced and are exclusively distributed by Sears Phone Card Department in Orlando.

The last three cards in the 12-card Snoopy-a-Month set have been released. Only 500 sets of these cards were made of this highly collectible set.

Bell Canada has released a fantastic 50-page full color catalog. It features all the LaPuce cards issued to date. Get your copy by contacting Bell Collectors Club, 40, chemin Rockland, Ville Mont-Royal

(Quebec), Canada H3P 2V9.

Can you help me identify some hard-to-locate cards? Have you seen any live cards issued by the Bellingham Mariners Northwest League baseball club in 1994? It pictures their stadium on the front of the card and carries a reference to Advantage Communications/BSA Promotions, Inc.?

Has anyone seen these live Amerivox cards? The first one is a card featuring the Las Vegas Stars Baseball Club name/logo on the face. I only have the card with a blank back. This is unusual for Amerivox as they typically print the backs of their "test" cards and show the number issued. How about the "Until There's A Cure



Day" card that features the word "Giants" printed across a baseball with a red

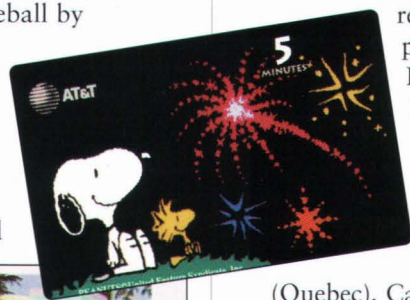
ribbon. I have the test card of which 200 were issued but not a live card.

Finally, there is a Ken Griffey, Jr. "Griffey's Golden Moments" card, printed portrait style. This appears to be the first baseball telecard issued by Amerivox, a 1993 release. It has a pin of "777.777.777" and an indication that only 77 were issued, but I have not seen a live card. This is different from the landscape card of Griffey they released in 1994. Any clues on these mysterious cards?

Mobile Communications holds a key to a vast market for smart cards. Motorola, Inc., the major world supplier of microprocessor chips for smart cards, forecasts that by the year 2000, 19% of the market value of all smart card chips sold will come from mobile phone applications. Siemens Rolm Communications has announced a mobile handset that uses a smart card.

The VISA Cash card trial at the Atlanta Olympics was viewed as a success by VISA executives. However, VISA has been unwilling to reveal how many cards were distributed, or how many of those cards were used for purchases. As a follow-up to the test, First Union Corp. has announced new reloadable, multifunctional versions of its VISA Cash cards.

The American Bankers Association (ABA) has recommended the U. S. Government place a restriction on the issuance of stored value cards. They suggest that only depository institutions should be permitted to issue the cards because the cards are money, by any of the usual definitions. **PT**



based on a photo from the Baseball Hall of Fame. Only 1,300 unnumbered cards of the first image were produced, accounting to Lester Ervin of REL Collectibles.

"Lost in the 50's" is a new series of telecards introduced by Florida



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## FBI Nails Kidnappers Through Phonecard Trace To Switch

According to an International Telecard Association (ITA) report, late in 1996 kidnappers in New England used prepaid phonecards to place ransom calls to the parents of a juvenile victim, believing the calls would be untraceable.

The FBI did in fact trace the calls to the switching stations. One company had kept detailed records of its calls; the other had not.

ITA officials say that because of the information available on the stored records, the child was found and released.

The FBI has reportedly asked that the ITA consider changing its guidelines to include record storage as an industry standard, and also urges all states to adopt similar legislation.

## SmarTalk Establishes Brand Name Rights

SmarTalk TeleServices, Inc. announced a major step in clarifying, preserving and protecting the SmarTalk brand name as it relates to the company's business of prepaid long distance calling cards and other telecommunications services.

Company officials signed an agreement that gives SmarTalk the perpetual right to use its logo as a brand name for the purpose of prepaid telephone calling cards and other related telecommunications services, including services such as sequential dialing, speed dial, Internet services, conference calling and prepaid cellular.

The mark was originally registered to Information Access Technology, Inc. for uses that included digitized, synthesized and/or audio recognition technology unrelated to SmarTalk's business.

"We've created a national awareness of our brand name and marketplace position," said company Chairman and CEO Robert H. Lorsch. "We have a substantial nationwide user base and thousands of retailers selling our products. It's important for us to trade off our existing brand name and marketplace position in all areas of telecommunications as it relates to the company's business."

## BLT Joins With Universal ATM Network

BLT Technologies, Inc., based in Vancouver, Washington, and Universal ATM Network (UAN) of Sacramento, California has announced they will join forces to market point-of-sale prepaid phone cards.

UAN boasts a retail merchant list of 5,000, all of which are expected to carry the new card.

"I have not been this excited about a new product in a long time," said Joseph Vu, president of UAN. "Point-of-sale activated prepaid phonecards add perfectly to the mix of services we offer retailers nationwide. We will incorporate phonecards into our ATM cash dispensers as well as our point-of-service terminals."

## ComTel Launches Daily Metered Billing Service

ComTel Debit Technologies of Lyndhurst, NJ announced that it has launched a new service designated "Daily Metered Billing," which monitors daily usage of prepaid phonecards. The focus of the service is to ensure that card issuers maintain sufficient funds to pay the cost of calls to the contracted long distance carrier.

ComTel company officials expect the service to greatly benefit

the industry and consumers by reducing up-front deposits for issuers, minimizing liability for long distance carriers, and protecting the functionality of cards purchased for end users.

ComTel's Daily Metered Billing Service automatically transfers funds between issuers and carriers every 12 or 24 hours, based on the actual usage at retail an/or carrier rates.

"This service will preserve the integrity of the business and protect consumers from fraudulent opportunists," said ComTel President James Hollywood.

According to ComTel representatives, the prepaid phonecard industry has been receiving negative publicity from a rash of phonecard operators that have sold cards to consumers without fulfilling service obligations.

In some instances, the phonecards were rendered inoperable by third-party long distance carriers because the card issuers were not current in paying their bills for usage. Carriers have typically required large deposits from issuers to protect their businesses from potential losses.

ComTel's Daily Metered Billing Service eliminates the need for up-front deposits and minimizes carrier exposure to bad debt. Acting as an electronic intermediary, the service automatically transfers funds between the banks of the two parties based on metering of actual phonecard usage to ensure sufficient monies are available to cover the long distance carrier charges of the outstanding cards.

## US West & GTE Announce First Smartcard Agreement

US West and GTE have announced a joint venture where their combined 26,000 Millennium pay phones will be able to accept each other's prepaid electronic chip telecards for phone calls.

Users may insert their smartcards into a slot were it is read for balance of calling credit, and where

the electronic balance is deducted after completion of the call. The phones feature a visual display and audible instructions in both English and Spanish.

The phones are multi-use units that also can be used for credit card, coin or calling card calls.

US West has in place 16,000 public phones of this type in Seattle, Denver, Portland, Phoenix and Minneapolis. GTE currently has 10,000 Millennium pay phones installed primarily in California, Hawaii, Washington, Texas and Florida and is in the process of implementing a plan to include the rest of the United States.

The Millennium pay phone being used by these companies is manufactured by Northern Telecom (Nortel) of Nashville, TN, and the cards are available in several denominations, including \$5, \$10 and \$20.

The cards are generally available in many retail outlets within the service areas, such as gift shops and convenience stores, or they can be ordered through USWest and GTE.

## GTS Acquires \$3 million In Financing

Global Telecommunications Solutions, Inc. (GTS) recently announced that it has consummated the sale of \$3,000,000 of notes in a private offering. The notes are payable in two years without interest.

In consideration of the loan, GTS has issued warrants to purchase 3,000,000 shares of GTS's common stock at an exercise price of \$2.50 per share for a period of five years. The approximate \$2.8 million net proceeds will be used for general corporate purposes.

The notes, warrants and shares underlying the warrants have not been registered under the Securities Act of 1933 or any applicable state securities laws and may not be offered or sold in the United States absent registration or an applicable exemption from such registration requirements.

The company has agreed to register the common stock underlying the warrants for resale by the investors in the offering.



## Executive TeleCard Launches New Program For American Express Brazil

Executive TeleCard of Pearl River, New York, recently announced a new program for American Express Brazilian cardmembers that provides access to world direct calling capabilities through their cards.

The service offers direct calling from and within an estimated 60 countries and territories to virtually anywhere in the world, including access to multilingual global network services with 24-

hour customer support and multi-currency billing.

"This relationship has great potential," said Bill Sheils, COO of Executive TeleCard. "American Express cardmembers tend to be extensive travelers, and global calling card features specifically address this target market's needs. Keeping track of your expenses with a card that doubles as a calling card is an excellent way to do business."

## WorldCom Completes Acquisition Of BLT Technologies

WorldCom, Inc. of Jackson, Mississippi announced early this year the completion of the firm's takeover of BLT Technologies, Inc., a privately held company based in Vancouver, Washington.

BLT is being billed as the top supplier of prepaid phonecards through retail channels in the United States. Its most recognizable product probably is the TALK 'N TOSS cards, which are distributed through retailers, vending machines and financial institutions.

Bob Sternberg, BLT president and chief operating officer, reportedly will remain at the helm of the new WorldCom subsidiary.

Sternberg said he and Tom Holce, who is retiring as BLT chairman and chief executive officer, sought out the new affiliation with WorldCom in order to gain the competitive resources of a large telecommunications provider.

WorldCom operates a nationwide digital fiber optic network in the United States and has worldwide network capacity.

Details of the takeover were not disclosed.

## Global TeleMedia Acquires Finish Line Collectibles

Global TeleMedia International, Inc. (GTMI) recently announced the purchase of Finish Line Collectibles, Inc. of Ponte Vedra, Florida.

Finish Line has gained its reputation by producing and distributing prepaid phonecards depicting the licensed marks of the leading personalities in NASCAR Winston Cup Racing. In 1995, the firm reportedly grossed revenues exceeding \$2 million.

Global, home-based in Atlanta, Georgia, maintains its own switching equipment, and the acquisition of Finish Line will place control of a retail product into the hands of a service provider.

"The Finish Line brand name is well recognized and respected in the prepaid telephone card industry," said GTMI Chairman and CEO Roderick A. McClain, "and the licensed collectible phonecard products issued by Finish Line fit perfectly

into our marketing plans."

"The relationship with GTMI will provide the equipment necessary for the development of additional brand name products and increased license base," said Art West, president and CEO of Finish Line.

## GTS Awarded Phoenix Airport Contract

Global Telecommunication Solutions, Inc. (GTS) of Elmont, New York, recently announced that the company has been awarded a five-year contract to be the exclusive prepaid phone provider at the Phoenix (Arizona) airport.

The contract also named Teleport Communications Group, Inc. as the telecommunications services. Sales of the cards reportedly began early in 1997.

According to GTS officials, an estimated 27 million passengers used the airport in 1996, a figure that is expected to increase 10 percent annually. No estimate of additional visitors to the airport for other purposes was provided.

The phonecards will be offered at news stands, information centers and through various other retailers located within Sky Harbor International, Deer Valley municipal and Phoenix Goodyear municipal airports. Vending machines are also under consideration as a possible distribution method.

GTS plans to use scenes and landscapes from around the state of Arizona for card images.

"... approximately 165 million travelers ... are projected to pass through Phoenix's three airports during the five-year term of this agreement," said Gary Wasserson, Chief Executive Officer at GTS. "If

only one percent of the travelers during each year acquire one \$10 phonecard each, this contract could generate \$16.5 million in retail sales...."

GTS is also expected to help market the cards with point-of-purchase and display materials, as well as training manuals and videos.

## Finish Line Takes Phone Home Program To Charlotte

Late last year Finish Line Collectibles, Inc. of Ponte Vedra Beach, Florida passed out prepaid phonecards to children 12 and under at the Charlotte Racing Collectibles Show, which ran between December 12-15.

The cards contained three minutes of calling time with a face value of \$2. Only children accompanied by an adult were eligible for the giveaway.

Promoted as one possible solution to an emergency situation, children were encouraged to use the phonecards to phone for help when in need.

"The Charlotte show [was] the perfect venue for us to help kids, give parents peace of mind and to help promote the phonecard industry all at the same time," said Lary West, vice-president of Finish Line Collectibles.

The phonecards handed out at the South Carolina event featured top drivers and cars from the NASCAR circuit. Each card was good for local and long distance calls within the continental United States and Canada.

The giveaway was part of a Finish Line program called "Phone-Home 2000," developed by Brill Productions, Inc., a California-based consulting firm dealing in the collectibles field.



## Telenova Finds New Use For Prepaid Phonecard

Phonecard users have long since realized the utilitarian value of the product, and the vast array of images have added to the collectability of the cards.

Here is another example of how the prepaid phonecard industry is broadening its horizons by expanding the utilitarian value of the cards while at the same time reaching out to the growing collector's market.

Just before the Christmas holidays Telenova of Woodstock, Vermont released a prepaid phonecard in the shape of a snowman. The card offers five minutes of time, and only 750 were minted.

Catering to the interest of the collector, however, is the fact that the card is designed to be used as a Christmas tree ornament and is distributed with an appropriate method of hanging already attached.

The card is the most recent installment of the Telenova Holiday Series. **PT**



## Wallet-Sized Billboards

That's what Canada Telecom Network calls them, wallet sized billboards. They are correct, but phonecards are a whole lot more. Phonecards can and do save money.

Phonecards are also great for fund-raising, collecting and as a sales tool.

Recently, Canada Telecom Network created a campaign for one of their clients, Canada

Gillette. Gillette wanted to say "thank you" to the retailers who carry Gillette products.

They also wanted to motivate the sales representatives who work the territory.

This card, while circulated primarily in Canada, offers nine languages to its user. In addition to English and French, there is a choice of Spanish, Korean, Cantonese, German, Italian, Mandarin and Japanese.

The card carries 20 minutes of phone time. It is felt by CTN and Gillette that here is a product that can and will be used and saved as a collector card.

Obviously, here is an incentive item that can certainly be called a sales tool. **PT**



## A Grand Re-Opening Idea!

A phonecard was created to help celebrate the re-opening of a Seattle, Washington retailer.

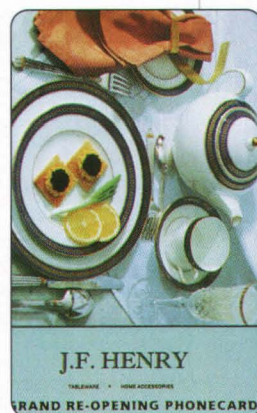
Recipe: Take one smart, alert retailer — mix carefully with a creative, hard-working entrepreneur — sprinkle carefully with a tasteful promotion and — like magic — Success!

J. F. Henry is known for quality merchandise specializing in fine china and other master-crafted items for the well appointed home. Owner Tom Henry realized that even though he sold fine quality home accessories at his "older store," he needed something special to showcase his inventory of exquisite merchandise.

It really did not take long for Mr. Henry to find the perfect venue. Just across and up the street from his old location was a handsome building that would suit his needs, perfectly. In short order, remodeling was started, a move was planned, and J.F. Henry was almost ready for a grand re-opening.

Vince Porteous of Gazelle Telecard is located in Seattle and has consulted with many local accounts on how best to utilize phonecards. Vince thought something different was necessary for this opening. He wanted to offer customers, old and new alike, a particular reason to come and see all that is new at the "new" J.F. Henry store.

Vince and his staff designed a card that would showcase the store and the kind of merchandise carried by J.F. Henry. Several brand names of merchandise carried by the store were identified on the reverse side of the prepaid card. Newspaper and radio advertising were used to promote the new store location. Of course, the phonecard give-away was included in the advertising. The phonecards were a hit



**PREMIER TeleFacts™**

**J. F. Henry**

**Issuer:** Gazelle Telecard

**Carrier:** Ideal-Dial

**Face Value** 15 min.

**Release Date:** November 1996

**Limited to:** 500

**Rechargeable:** No

and contributed greatly to a successful grand re-opening.

Five hundred cards were created for the promotion. Each card, charged with 15 minutes of phone time, was provided by Ideal Dial of Denver, Colorado. The well-planned promotion was created by successful, ambitious people. **PT**



# Telecard Collecting Starts here!



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 Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

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Card No. \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Date \_\_\_\_\_  
 Signature \_\_\_\_\_

Quantity ..... = \_\_\_\_\_  
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 California residents add 7 1/4 % Tax + \_\_\_\_\_  
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# Charity And Universal Telecards

## New Trends In Prepaid



Rich Doty

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

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

Nineteen ninety seven is going to be a huge growth year for cause-based prepaid calling cards. The trend is growing rapidly for these usually conservative organizations, because, statistically, prepaid cause-based cards are selling faster than the plain old vanilla type of cards.

Cause-based telecard promotions will outsell standard retail utility cards by 30 to 50 percent and more if the cause is very, very popular.

The new icons we will see appearing on these cards will be images that have been with the human race as long as any of us can remember: The American Red Cross, Salvation Army, Habitat For Humanity, World Hunger, World Peace, Save The Children, The Trees, The Whales and the environment.

Every cause that you can think of will be out there this year and presented in more innovative ways than have

ever been tried before.

A few feeble attempts have been made to do fund raising with this powerful new telecommunications tool, but most of these have been small, half-hearted attempts. A few have even tried to take advantage of the good reputation of a charity in the name of profit. I think that those days are over. Now we have a corporate telecom hero on the horizon who is going to make everyone sit up and take notice. There will be massive national programs that are going to raise millions of dollars for worthy causes.

The time is right for this to happen, because the technology is very solid. The prepaid market is more mature, and the charities are all hurting for a new source of funding. The government is also withdrawing from the support of charities and causes. They were not very good at it anyway and produced wasted tax money on projects that did not really do much good except to line some greedy pockets. Of course, some money went for good purposes.

The icons and images that are going to come out of the "cause" marketing of prepaid phonecards are going to be some of the most collectible cards ever created. We are talking worthy causes, good works and true heroes coming to the aid of the helpless and the hopeless. The best side of man and woman and the greatness of humanity are all emerging from this process.

These are the kinds of memories that the true collector is trying to capture when they start to collect. Depending on how productive these new marketing projects are, and how quickly the prepaid telecom marketers are prepared to move and invest in the market, it would not surprise me if a new division or collecting specialty is created just for this market.

Another new trend that is closing on us fast is the universal prepaid card. Someday soon, perhaps this year, one

of the very smart carriers will support a universal prepaid card that will allow the patron to use prepaid technology on land, sea or in the air, accumulating minutes as a reward for miles traveled or nights stayed in this hotel or that resort.

There are so many combinations of this idea that it should keep the market makers busy connecting univer-

**"The new icons we will see appearing on these cards will be images that have been with the human race as long as any of us can remember."**

sal use prepaid cards well into the year 2000, when the market will change again because of advances in technology and new patron use trends.

The prepaid collector hobby is just getting better. There are many new and exciting things to look forward to in the next few years. As I learn about new trends I will be happy to pass them along to you with the hope that the information will help you in forming your collection and enjoyment of phonecards.

I need your help in this work. Most of the information I am providing to you is a mixture of personal work that I am doing and feedback that I get from other collectors like yourself. If you get wind of any new trends, concepts, services or products that will aid the collector market in any way, please e-mail it to me at the following address: telecard 1@aol.com. I will be glad to recognize your contribution.

I would like to thank everyone who has been so generous in providing me with information and materials that I can pass along to others who enjoy telegery. Keep it up. Remember, choose a hobby that you love and it will bring you joy forever. *Keep it flowing!* **PT**



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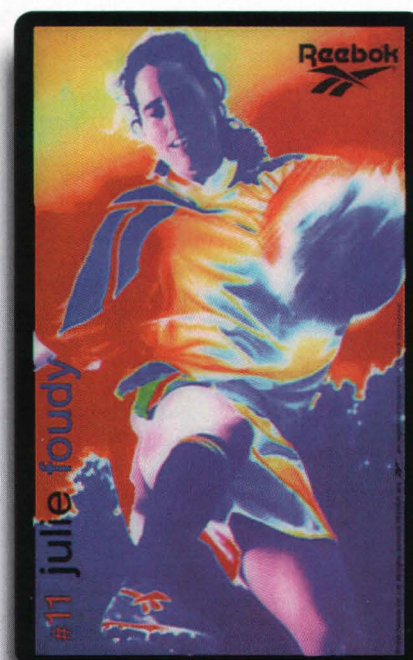
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RM



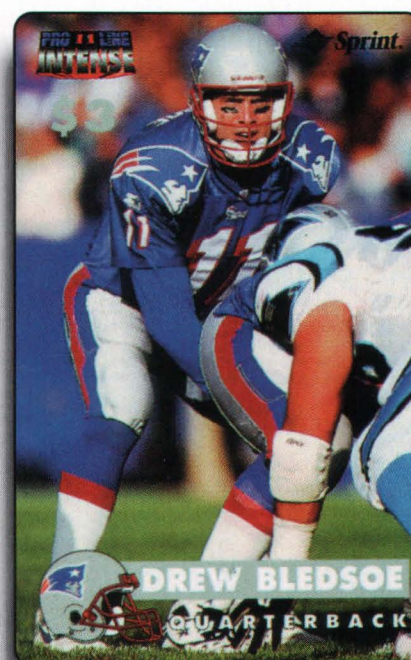
Emmett Kelly - Nostalgic Notions  
RM-R



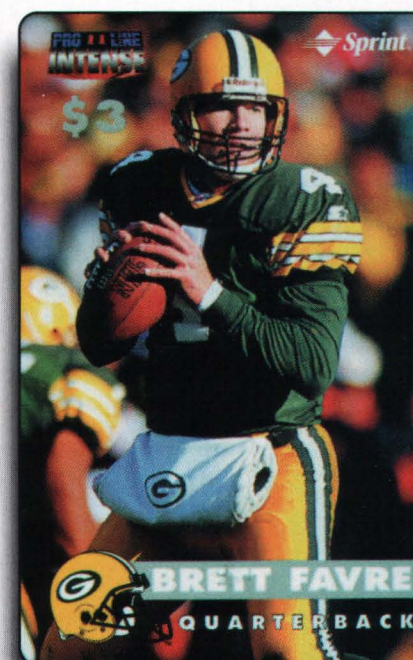
Exploring God's Wonders  
Premier Comm. Group -- RM



Julie Toudy - BRVE  
RM-R



Drew Bledsoe - Scoreboard  
RM



Brett Favre - Scoreboard  
RM



# Premier Cards

Volume 5 • Number 2

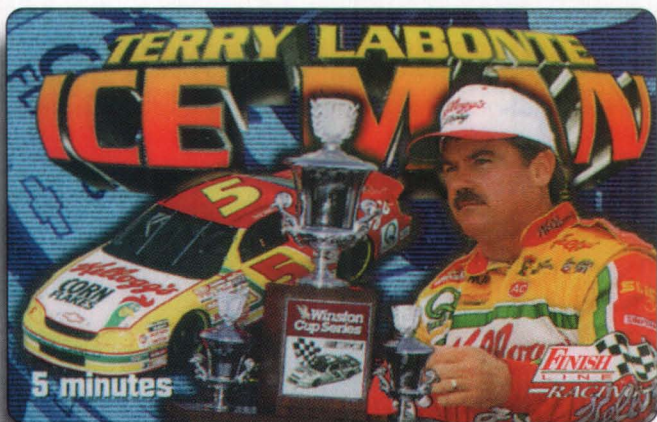
March/April 1997



Blue Angels - KMF Enterprises RM-R



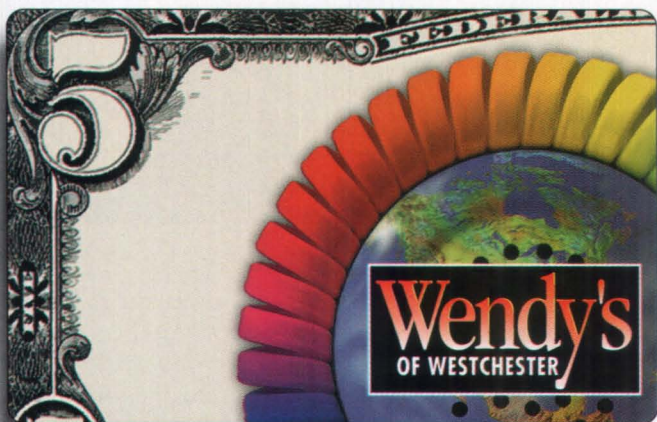
Salon De L' Auto - CTN RM-R



Terry Labonte - Finish Line RM-R



Switch Demo - Magellan Network Systems RM



Wendy's - IDT RM



Delphinus - Fenske Art RM-R



# Equine Art For The Telecard World

## *She Paints Horses - She Loves Horses- Her Passion Is Horses!*

**S**he has been called "America's Horse Artist." She is a writer, a painter, an illustrator. This lovely, talented woman travels

widely in search of her passion: Horses! She paints horses; she loves horses. She is Dr. Marilyn Todd-Daniels, the renowned equine artist.

First Impressions Telecard recent-

**"Perhaps the highlight of my career took place in 1977, when I received the Helen Jones Fellowship. In 1988, Dr. Daniels received her doctorate from Texas Tech. University."**

ly announced the signing of an exclusive agreement with Dr. Daniels to produce and distribute limited edition collectible phonecards featuring her equine art.

Dr. Daniels has been a regular contributor of articles, complete with illustrations, to "Equine Images," a national magazine for horse enthusiasts. She has also published a major work entitled *The Complete Book of Equine Drawing*.



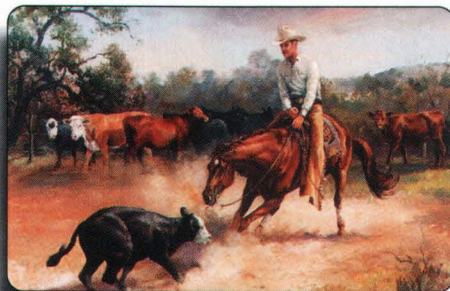
*Homecoming done in New Mexico at the San Patricio Valley*

Included among Dr. Daniels' favorite achievements is the one-person show she displayed at the

**"Marilyn Todd-Daniels will often see and paint a horse in a setting and later, re-locate the subject in a totally different setting."**

Kentucky Derby Museum in 1988. That same year, she was the featured artist at the Belmont Stakes Horse Fair in New York. This lady, who has received extraordinary public recognition for her artistic pursuits, is most at home with her horses. As she recently said, "I never met a horse I didn't like."

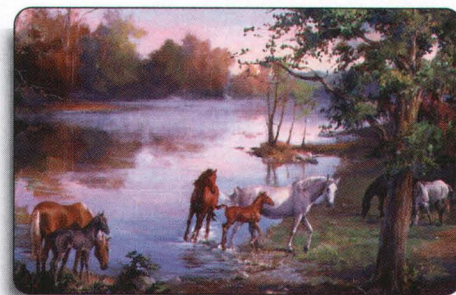
This is a great opportunity for artist and company, alike. First Impressions Telecard is a new company, founded only a couple of months ago by Carlton Smith and



*Cutting Time was done in 1986 and created in Central Texas*

William Koop of Glen Cove, New York. Their goal was to utilize their talents and bring fresh and innovative ideas to the collectible and promotional prepaid telecard market.

It was through the personal friendship of the partners and Dr. Daniels that they were



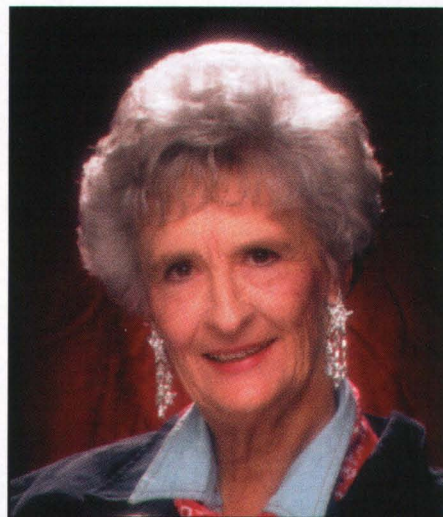
*New Dawn*

able to plan and carry-out this first production.

How does Marilyn Todd-Daniels feel about her work appearing on phonecards? "I am excited about the opportunity to participate in this new industry and introduce others to the wonderful world of horses," she said.

She spent a great deal of time reviewing many years of her art to select just the right work for her new endeavor.

The first series of 3,000 num-



*Artist: Marilyn Todd-Daniels*

bered cards will feature the theme "Horses of the West" and consists of six cards. The first 500 cards will be signed on the back by the artist. The first three images are pictured on these pages. SmarTel is the service provider. **PT**



# New MCI Government Cards

The Prepaid Division of MCI has created a new custom-designed calling card. The timely release of the cards are to recognize the swearing-in of the 105th Congress and the commemoration of the 53rd presidential inauguration. The ceremonies were held on January 20, 1997.

Each of the cards contains five units of free calling time and was distributed by MCI staff employees. The cards were given to Capitol Hill members and staff as well as to passers-by at metro stops and locations surrounding the Capitol and the Mall. Each unit of time represents one minute of calling time.



These phonecards can be used from any phone — public or private, touch tone or rotary — at any time to anywhere in all 50 states, Puerto Rico, the U. S. Virgin Islands and in more than 200 countries worldwide. **PT**



## Blessed With Freedom Art+Phonecards+Innovation=Help For MS

Here's how a group of hard-working sales reps got together to sell phonecards, support one of America's outstanding artists, raise needed funds for a worth-while cause and do it all with pizzazz!

The group is the Phonecard Gallery of Knoxville, Tennessee. The image designer is the noted artist, Jim Gray, and as for the worthy cause, it's MS, Multiple Sclerosis. Now, for the "innovative" way to get the job done.

Last fall, at the STS National Convention in Dallas Texas, Victoria Nicholson of the Phonecard Gallery



unveiled "Blessed With Freedom," the first in a series of four cards done by Mr. Gray. The cards, all 2,001 of them, were to sell for \$50 each. The first 100 cards were signed by the artist and brought \$100 each. At the banquet the following evening, phonecards and the

artist's proof were sold at auction. A total of \$9,600 was donated to Multiple Sclerosis — that's Pizzazz.

A third of a million Americans have MS. This chronic disease randomly attacks the central nervous system. The severity and specific symptoms cannot be predicted. Most victims of MS are just entering the prime of their lives as young adults. The National MS Society supports an international program of research on the cause, cure and treatment of this disease.

The official showing of the remaining three images of Mr. Gray will take place in Atlanta, Georgia on April 24. Those same phonecard images are being shown here for the very first time. Whether it be an original painting, drawing, sculpture, print or a phonecard, a piece of art by Jim Gray promises years of enjoyment.

Jim was raised on the Gulf Coast and has lived more than 25 years in the great Smoky Mountains of East Tennessee. From seascapes to moun-



tain streams, Gray's passion for life makes everything come alive and it shows in his

work. He is on the board of directors of the American Society of Marine Artists. He is also a member of America's oldest professional art group, the Salmagundi Club.

Jim Gray has had 30 one-man shows and has participated in several group shows, including the prestigious Mystic 100 in Mystic, Connecticut. He has paintings in several corporate collections, is an artist in the US Department of State Art in the Embassies Program, and his bronze sculpture can be seen at the Tennessee State Capitol Building. **PT**



# Horses And History

## The Pony Express Continues To Live Through The World Championship Horse Endurance Race

**H**orses and history dominate the image of this phonecard as an all-American theme is combined with a celebration of international horse endurance competition.

The Sixth World Championship for Equine Endurance, which is held every other year, was hosted in the United States last year in Junction City, Kansas; and an American team took home the gold.

After a grueling 100-miles on horseback, Danielle Kanavy finished first, and her mother, Valerie, crossed the finish line one second later, securing the team Gold Medal for the mother/daughter pair.

*"Danielle Kanavy finished first, and her mother, Valerie, crossed the finish line one second later, securing the team Gold Medal for the mother/daughter pair."*

Valerie won the individual gold medal in 1994 in The Netherlands, which garnered both horse and rider separate invitations to the next championship race. In order to provide her daughter a chance to ride in this growing international phenomenon, Valerie lent her horse to Danielle and was subsequently nipped at the finish line after hours in the saddle. Valerie had already won the individual silver medal.

The silver team medal went to France, and Switzerland captured the bronze team medal. The Kanavy mother and daughter team reside in Fort Valley, Virginia, but mom is originally from Wichita, Kansas. So, this was also something of a homecoming for her.

An estimated 10,000 spectators witnessed the athletes from 15 countries as they drove their mounts toward the golden award.

According to Kathleen Kirby-Dobbles, an expert in equine nutrition and anatomy, and an independent representative of Destiny Telecomm International, the Federation Equestre Internationale (FEI) recognizes six equestrian sports for international competition, including endurance riding. The World Championship is one of three main world events sanctioned by the FEI.

The location of the World Championship is awarded to countries based on their history of long-range travel by horse. The Pony Express, which traversed its way from St. Joseph, Missouri to California in the early 1860s, qualified the United States for the honor of hosting this prestigious equine event. Past locations include Rome, Sweden, Spain and The Netherlands.

The FEI accepted submittals on the phonecard image, and Junction City artist Mark Muto won with the image of an endurance rider overlaid on a Pony Express rider. Muto has a degree in graphic design from Kansas State University, and at 32 he is already building a reputation as a freelance artist. This phonecard places him on the international stage.

The card has a face value of 15 units at a selling price of \$15, and it is rechargeable. It can be used for both domestic and international calling.

The card is numbered sequentially, and 1,000 were issued on September 21, 1996, the date of the race.

Destiny Telecomm International, Inc. is the carrier, and the card was produced and is distributed by Tom and Kathy Dobbels of Manhattan, Kansas.



### Pony Express Historical Note:

Of some interest, perhaps, is the history of the Pony Express. The idea grew out of a desire to improve communications between the East and West. The transcontinental railroad, which was just getting off the ground, would not be completed until 1869.

Previous to this period, the only form of public transportation and communication across country was by way of the Butterfield Overland Stage Line, an arduous, three-week trip through some of the harshest environment of the southwest.

The developer of the Pony express told federal government officials he could transport mail to the West Coast in a few days, an astonishing boast. He recruited riders who had to be single, under 135 pounds and experts in the saddle. Way stations were set up for riders to change horses at regular intervals. Probably the most famous personality to emerge from this fantastic effort was Wild Bill Hickock, who would be murdered while playing poker in Deadwood, South Dakota. He held a poker hand of aces and eights when he died, giving it the now infamous "dead man's hand" designation.

The Pony Express, in its brief career, never made money; and it was driven out of business after little more than a year by the completion of a telegraph line connecting the two regions of the country. The demise of the Pony Express, however, was probably inevitable, because a short time later its owner reportedly went to prison after a conviction for government contract fraud in an unrelated matter.

Despite the brevity of the adventure, the Pony Express has remained a romantic part of the history of the American (United States) Old West; and its history is living on in this current phonecard production. **PT**



## TeleFlash

According to Howard Segermark, Executive Director of the International Telecard Association (ITA), telecards may be getting national exposure soon through NBC's "Dateline," which reportedly has been digging for information regarding the industry.

Preliminary reports suggest the tone of the article will be negative.

One potential theme of the Dateline focus could be financial problems. An example of these problems recently surfaced when HT Technologies filed for Chapter 11.

A document issued by the Northern District of California Bankruptcy Court, San Francisco Division, indicates that HT Technologies filed for bankruptcy protection January 31, 1997.

As near as can be determined, HT Technologies has turned off its PIN code 800 number. When a caller attempts to reach the number, a recorded message sites a breach of security as the cause for suspension of services. Customers are being advised to return cards to place of purchase for refund.

Circumstances such as these are undoubtedly going to result in some negative press.

In addition to regulatory responsibilities, the ITA acts as negotiator and safety net to keep abreast of these kinds of problems.

PTM has joined the ITA as one of its newest members, and Publisher Bill Jordan will represent PTM as a voting member of the ITA board.

As part of its commitment to the industry, PTM will keep in publication the Association's consumer hotline number (800/333-3513) in support of the ITA program. **PT**

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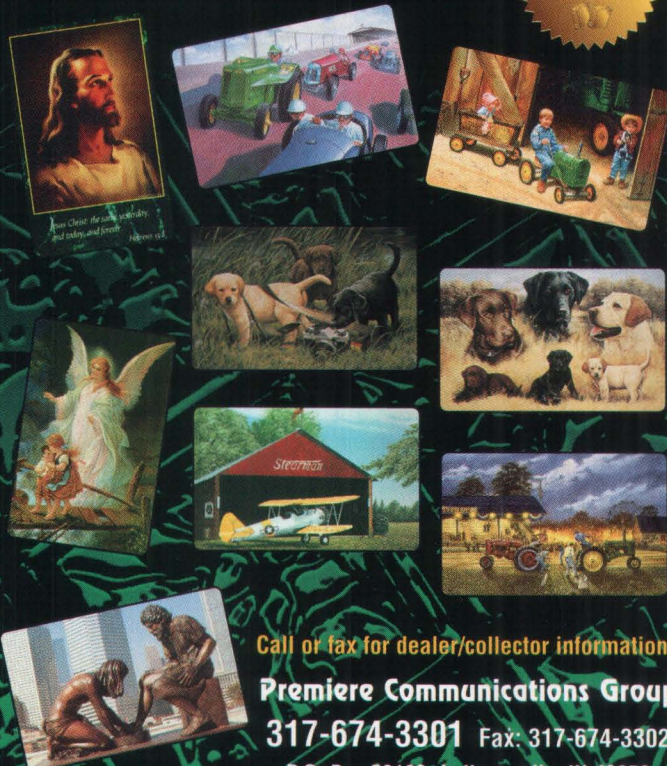
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# Pablo

## On Phonecards

*"I am only a public entertainer who has understood his time."*

*...Pablo Picasso*

By Dr. Gary S. Felton

Arguably the most famous painter of the 20th century and renowned for his sculpture, drawings, graphics, and ceramics as well, Pablo Picasso in many regards was the painter's painter. The wide range of artistic directions which he pursued with boundless energy, the multiplicity of themes that he spoke to in his work, the number of emotions in our world that he responded to on canvas, the many changing human and social conditions that he incorporated into his creative expression, and the numerous challenges of the universe which he readily stepped up to meet all were hallmarks of this global giant of the art world.

Picasso was characterized by a searching, exploratory, risk-taking style, one which over time challenged the viewer's conventional picture not only of art but of life itself. He seemed to react to tension and conflict in our world and to regularly fathom the depths of fantasy and imagination, all of which significantly influence our daily behaviors and emotions.

In many ways he sought to reveal the unknown, hidden ingredients in our unconscious life. In this regard, his figural images reflect the strangeness of our dreams and at the same time have a sense of truth and reality about them.

Born in 1881 in Spain, Picasso traveled to France in 1904 and remained there for the rest of his life. His early-career period actually began when, as 14-year-old prodigy, he was actively underway painting realistic works. From such initial expressions evolved his first definitive personal style, known as the Blue Period

(1901-1904). Its canvases depicted themes of loneliness and despair, as well as shades of blue and dejection in the thin faces of his subjects.

During the next 14 years Picasso evolved along several artistic paths. They ranged from one (1904-1906) which stressed warmer colors and moods and a greater flexibility in the figures (commonly reflecting circus scenes), to another (1906) emphasizing massive, strong figures that could withstand shock and fear.

In the following year (1907), with the release of the landmark piece *Les Femmes d'Alger* (see illustration), Picasso brought forward a clear contrast to the traditional notions of beauty and harmony. Its figures were masked, distorted, twisted, and transformed. The piece was the forerunner of the major art movement known as cubism.

Rounding out the first period of his career, from 1912 through the late



**Above from left to right:**

- 1901..... *Self Portrait*
- 1901..... *Child Holding A Dove*
- 1907..... *Les Femmes d'Alger*
- 1922..... *Two Women Running On A Beach*
- 1924..... *Paul As Harlequin*
- 1932..... *Young Girl Before A Mirror*
- 1932..... *Girl Before A Mirror*
- 1934..... *Bullfight*
- 1934..... *Bullfight*
- 1934..... *Bullfight*

teens, Picasso continued his journey by breaking down the distinction between art and nonart through works that included newspaper clippings, pieces of debris, and stenciled images.

For the next generation (1918-1945), constituting the middle years of his career, Picasso explored form with



an emphasis on brilliantly colored dreamlike images and more classical figures that were huge and stately.

Through the 1920s and the 1930s he painted life forms as well as lifeless objects which curiously almost carried a life of their own. By 1937 another of his masterpieces emerged — *Guernica*. Referring to the Spanish Civil War, it symbolized rage, despair, and the expression of total crisis and disaster that was beyond individual control.

In the final stage of his career, beginning around 1945, Picasso's painting, ceramics, and sculpture conveyed a more relaxed and gentle feeling, one which thematically wove through the remainder of his years until his death in 1973.

Given his eminent stature in the art world throughout the 20th century, it makes sense that we would expect to find his work on phonecards around the globe, and we do. In researching this realm I have located 33 different cards featuring his art. They derive from five countries across three continents, one each from the Czech



are from the 1932-1938 period, a very active time for Picasso. All of them are reproductions of his art, except for the one that is his "signature" phonecard promoting a 1994 show of his work at London's Tate Gallery.

All of the images are representative of Picasso's lifelong creative outpourings. From the striking and dramatically piercing self portrait (1901) to



Above from left to right:

- 1938..... *The Cock*
- 1938..... *Woman With A Hairnet*
- 1938..... *Palette, Candlestick, Bust Of Minotaur*
- 1949..... *Child With Horse On Wheels*
- 1953..... *Doves*
- 1955..... *Don Quixote & Sancho Panza*
- 1956..... *Galerie Cannes*
- 1962..... *Bust Of A Woman In A Hat*
- 1962..... *The Woman With A Yellow Hat*
- 1962..... *A Face*
- 1962..... *Face*
- 1967..... *Couple In A Meadow*
- 1994..... *Picasso Signature*

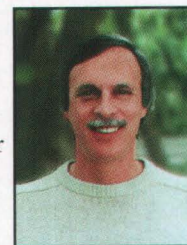
stands so tall among the rest of our 20th century painters and has come to the ultimate ranking of numero uno. Bravo Picasso! Ole!

N.B. Please note that as is usually the case the English titles of Picasso's works vary slightly from their original meaning in French or Spanish, depending on who the translator is or how the idiomatic language is translated.

**Editor's Note:** PTM reminds you of the October 1995 edition when we featured a two-page article entitled "More Than Just A Pretty Picasso Face."

The Picasso family representatives approved every image right down to the accuracy of color quality. Dan Fredrickson, of U.V.Color, reproduced this very special body of work.

Two of those images appear in this month's issue. They are "Child Holding a Dove" from a 1901 Picasso and "Doves" done by the master in 1953.



Gary Felton



Above from left to right:

- 1934..... *Bullfight*
- 1937..... *Seated Woman*
- 1937..... *Portrait Of Dora Maar*
- 1937..... *Bust Of A Woman*
- 1937..... *Woman In A Chair*
- 1937..... *Against A Yellow Background*
- 1937..... *Crying Woman*
- 1937..... *Seated Woman*
- 1937..... *Seated Woman In Front Of A Window*
- 1938..... *Woman Leaning On Her Elbows*
- 1938..... *Little Girl With Boat*

Republic and England, two from Germany, 10 from Japan and 19 from the United States. This collection chronicles 66 years of his life, from age 20 (*Child Holding a Dove*--1901) through age 86 (*Couple In A Meadow*--1967).

Interestingly, one half of the works

the fanciful and playful child-referenced *Visage* (1963), from the eerily haunting and terror-struck image in *Crying Woman* (1937), to the playing-card-like interlacing of rich and vibrant colors in *Young Girl Before A Mirror* (1937), and from the sexuality and explicitness of *Couple In A Meadow* (1967) to the innocence and sweetness of *Doves* (1953), this is Picasso!

As we look through these different canvases we can see some of the themes and emphases described earlier and can take in for personal reflection why it is that this noble Spaniard

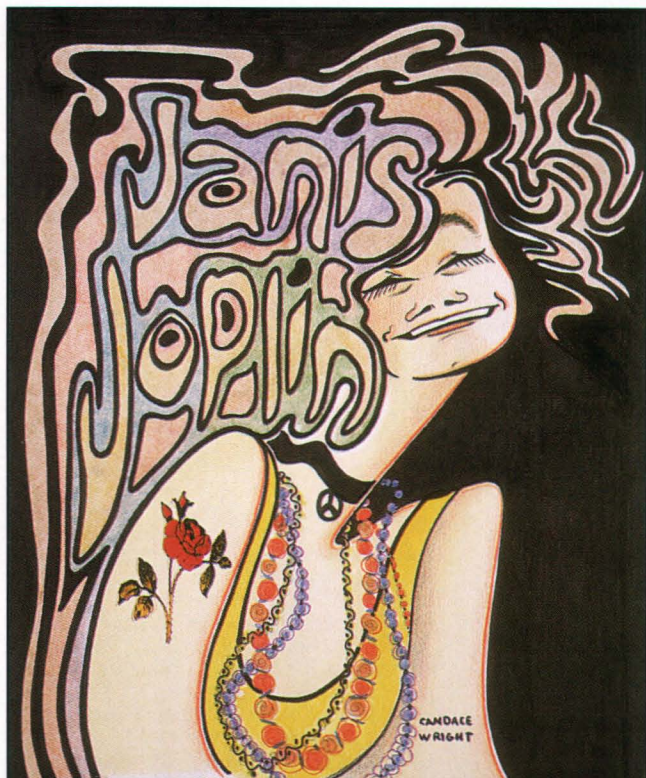




# Cards in Play in the U.S.A.

## Vintage Tattoo Art

**San Francisco Artist Resurrects 60s Tattoo Images For Phonecards**



The PrivacyCard Company recently announced the minting of five new limited edition phonecards to help celebrate the 20th Anniversary of Tattoo Conventions in America. In the case of the tattoo industry, San Francisco boasts of having one of the great archives of tattoo art in the world.

The San Francisco Tattoo Art Museum's artist/historian is Lyle Tuttle, and he is best known for popularizing tattooing in the sixties by putting his artwork on hundreds of celebrities. Among them were Peter Fonda and Janis Joplin.

Fonda's screen role in the cult film *Easy Rider* became a symbol of the motorcycle lifestyle of the period. Co-star Jack Nicholson went on to become one of Hollywood's most famous rebels in his own right. Dennis Hopper, who also starred with Fonda, went on to be a Hollywood bad boy and one of the industry's most talented and controversial actors and directors.

Joplin, the bad girl of 1960s acid rock and a member of the band called Big Brother and the Holding Company, died at an early age as a result of her fast-lane lifestyle.

Tuttle's tattoo art helped to convert the industry from a sailor's pastime or carnival art into the main stream of society, and he is considered by many to be the "Father of Modern Tattooing."

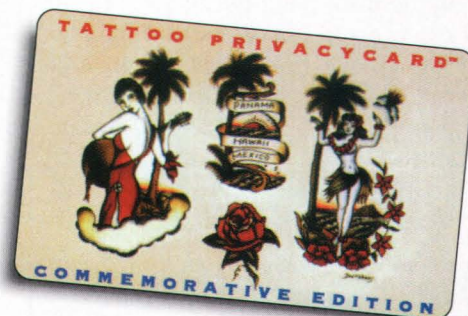
The five cards of this PrivacyCard series display a vintage design sheet known as a

"flash," that is, artwork that hangs on the walls of tattoo parlors. Design sheets of this type commonly portray tattoo art from the 1930s as well as the hippie art of the 60s.

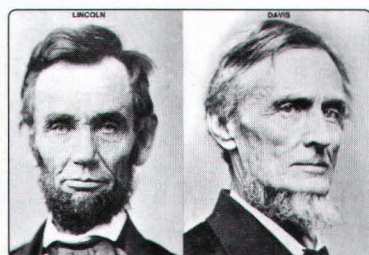
As to the PrivacyCard prepaid phonecard series, each card is individually numbered and charged with 20 units of phone time. There is also a brief description of the cover artwork on the back.

A total of 500 cards of each design were produced and are available individually. There is also a collector's set of all five cards mounted in a book which has been number-matched and signed by tattoo legend, Lyle Tuttle.

PrivacyCard Company is located in Albany, New York.



Candace Wright



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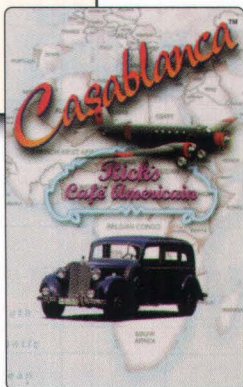
## You Can Almost Hear Clark Gable Repeating Those Words To Vivian Leigh

As if the commitment of "Gone With The Wind" to phonecards was not enough to tantalize the collector, USACard released an

Both movies are among the few registered by the Library of Congress as National Treasures, partly based on their commercial and artistic success. "Gone With The Wind" received the Academy Award for Best Picture in 1939. "Casablanca" took the same award in 1942. Perhaps one day we will read that their phonocards are award winners, too. **PT**



**Rechargeable:** Yes



USACard recreated the famous Rick's Cafe logo across a map of Africa back-

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

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famous Victorian-era art from Germany.

There are only 300 numbered sets of this  
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not identi-  
fy the  
artist or  
artists of  
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images. The  
three images  
appear to  
have been  
painted by dif-  
ferent artists.

The most  
recognizable image, *Guiding the Way*, shows a  
young girl leading her little brother across a dan-  
gerous bridge, confident in the belief that her  
guardian angel is near. *Heavenly Dreams* features  
a mother sitting by the bed of a sleeping child  
with an angel above. An angel is walking in a  
field of flowers with a boy and girl in *Exploring  
God's Wonders*.

With earlier Christian Art Series issues featuring  
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# Cards in Play in the U.S.A.



## Hawaii Company Establishes New Business Card Trend

Could telecards be the wave of the future in the Hawaiian business community?

The Hawaiian Islands are not wanting for exposure, but something new relating to the telecard industry has emerged on the island of Kauai.

Hanalei North Shore Properties, Ltd. recently came out with a prepaid phonecard that doubles as a company business card, which apparently is the first time this has been done in this part of the world.

The image is taken from a photograph of the sign in front of the business office and depicts several famous settings all on the face of one prepaid telecard.

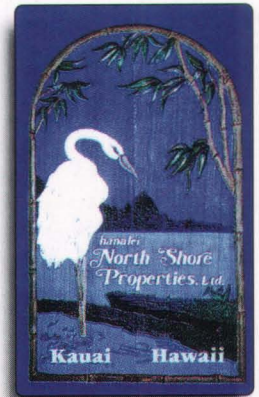
According to Martin Riskin, President of Amaris, Ltd., the marketing firm that issued the card, 90 percent of the movie "Jurassic Park" was filmed on Kauai Island, also called the Garden Island of the Hawaiian Islands.

In the background of the card is Bali Hai Mountain, which was made famous in Rogers and Hammerstein's "South Pacific." The bay where the Egret stands on the face of the card is Hanalei Bay, where, according to Peter, Paul and Mary, Puff the Magic Dragon lives.

Another interesting side note is the fact that Michael Crichton, author of Jurassic Park, lives near Hanalei Bay, and

he insisted that Jurassic Park director Steven Spielberg film the movie on the island.

The card is currently being used by James G. Pycha of North Shore Properties as his personal business card. Each card contains three minutes of phone time, designed to be



**PREMIER TeleFacts™**

**Hanalei North  
Shore Properties, Ltd.**

**Issuer:** Amaris, Ltd.

**Carrier:** MCI

**Face Value** 3 units

**Release Date:** July 1996

**Limited to:** NA

**Rechargeable:** No

used to inquire about properties for sale by the firm.

Riskin said that his association with North Shore Properties began when he purchased property from the real estate firm. Amaris, Ltd. has issued phonecards for Scandinavian Air Lines (SAS), the Waldorf-Astoria (in progress) in New York City, where Riskin is originally from, and various other organizations. **PT**

icTICK T i c k t i c k t



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

## Florida Car Classic Depicted On A Phonecard

Classic cars are the latest phonecard subject in Florida with the inauguration of the Turkey Run Collector Card Series.

For its first image the new series features a black, 1955 Chevy with custom paint and rims.

The card was released on Thanksgiving Day, 1996, hence the title of the event and the card.

In each of the past 23 years the Daytona Beach Street Rods (DBSR) car club has sponsored the Turkey Run, which is held at Daytona



International Speedway over the Thanksgiving weekend. The speedway is located in Volusia County, Florida.

The event began in 1973 and has grown to an estimated 5,000 antique cars and street rods. Event

promoters say the Run is the

largest of its kind in the southern United States and one of the largest in North America. Nearly 30,000 people attend every year.

Last year, Lee Grove, president of Grove Imaging in Orlando, Florida approached club representatives about issuing a phonecard to depict the event, and the response apparently has been tremendous.

Grove said that he is already getting orders as far away as Australia. "It's going real well," he said. "I've got the image on a Web page, and everyone who sees the card is real excited about it."

The card is only part of the story. Every year the DBSR uses the Turkey Run car as a fund-raiser for local charities, including the Volusia County Special Olympics.

"They are a large contributor to the Special Olympics," Grove said.

The card has a face value of \$10 of domestic calling. The photo and art was provided by Daytona Trophy, and the design was produced by Kelly Lynn.

Grove might have let the cat out of the bag by revealing next year's design, but its for a good cause. The second annual Turkey Run image is expected to be a cherry red Impala (year unknown). **PT**

**PREMIER TeleFacts™**

### Daytona Turkey Run

**Issuer:** Grove Imaging

**Carrier:** Zenex

**Face Value** 5 units - \$10

**Release Date:** November 27, '96

**Limited to:** 2,500

**Rechargeable:** No

## President Franklin Never Looked So Good!

Grapevine Telecards has issued a special limited edition replica of the United States \$100 bill. The occasion was the STS Convention held last fall in Dallas, Texas. The handsome phonecard was an instant hit.



Only 100 cards were minted, each containing 100 units. They were produced to sell for \$100, and it certainly did not take long for the delegates at the convention to discover them. So popular were the

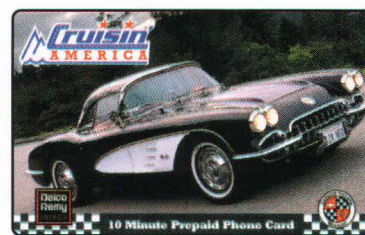
phonecards that before the convention closed, they were selling from collector to collector at \$150 to \$200 each. There were some reports that they were going for as high as \$300.

The prepaid phonecards are sequentially numbered and each attractively packaged in a velvet-lined box. This is the first edition done by Grapevine through STS. Zenex provides the phone service. Grapevine is located in Sausalito, California. **PT**

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



## ConQuest Telecom & Marathon Oil Join Forces On Phonecard

ConQuest Telecommunications announced in January the issuance of a prepaid phonecard that will display a Marathon Oil Company logo and will be available at all participating Marathon locations.

Home-based in Houston, Texas, Marathon boasts 2,400 centers throughout the Midwest, although no information was provided on how many of them will be participating in the new program.



Customers may purchase a card with a \$5, \$10 or \$20 face value, featuring services such as directory assistance and dialing instructions in six foreign languages, including Spanish, French, Chinese, Japanese, German and Korean.

The phonecard can be used to call anywhere in the United States or 180 foreign destinations, and offers 24-hour customer service.

The phonecard image contains an American theme, with a bald eagle and American flag prominently displayed on the face.

Prices listed by ConQuest to various locations within its ser-

vice program are 56 cents per minute to Alaska and Hawaii, 49 cents to Canada, \$1 to Japan, 60 cents to the UK, 70 cents to Australia, 96 cents to \$1.60 for the Caribbean, 69 cents to \$2.48 for Mexico, and 33 cents per minute within the continental United States. **PT**

## Phonecards Expanding Across Canada

As of January, 1997, TSI had an estimated 50,000 distributors in Canada serving the provinces of Alberta, British Columbia and Ontario. This organization is the concept of Stan Dennison and Eddie Keith, who put together an idea on running a successful direct selling business. (See Nov/Dec '96 issue PTM)

Last fall, TSI had more than 200,000 distributors in the United States. Today, the Canadian network of 50,000 distributors have boosted the company's US/Canadian total to 300,000, which includes another 50,000 US distributors added since last fall.

Dennison gives credit for their unusual growth and success to the hard work and cooperation between company owners and independent representatives.

The two principals have added many "new" products, including specialty phonecards, holiday cards for special events and seasons of the year, and most recently Motorola pagers. Not long ago an exclusive agreement was reached with Motorola allowing TSI distribution for all of North America. **PT**



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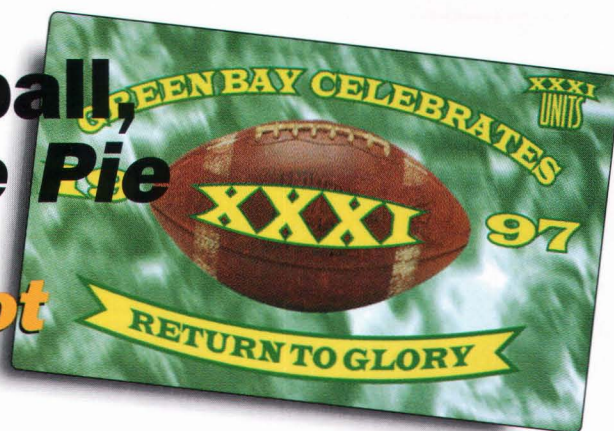
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# It Used To Be Baseball, Hot Dogs And Apple Pie

## How about Football, Hot Dogs And Apple Pie?



At least that is what is on most folks' minds these days, especially in Green Bay, Wisconsin. You can't blame them. Almost 30 years have come and gone since their beloved Packers won it all.

They captured the Division Championship, then beat the Carolina Jaguars for the NFC title and on to New Orleans for the Super Bowl. That's pretty old news by now, but that's okay, particularly if you live within a few hundred miles of Green Bay.

There is a prepaid calling card company in Green Bay. It's called BDM Collectibles. They produce phonecards and other such paraphernalia for the industry. (Editor's Note: See page 10, Remington Art story) They felt a special phonecard was in order to commemorate this particular event.

Let us quote Allie O'Connell, Marketing Director of BDM. "When the Packers won the Central Division championship, we knew that we had to do something to celebrate. Of course, we knew that the Super Bowl was a sure thing." She goes on to say, "So we put our heads together and came up with a brand new card design." That new design needed a new saying, how about "Return To Glory?"

BDM produced 10,000 of the "Glory" cards and in honor of Super Bowl XXXI charged each one with 31 units of time. The feeling is that this card, should it ever leave Green Bay, could become a great collector's card. Most of the country would like one of those cards, except maybe New England. Well, as they say in Green Bay — *how 'bout them Packers!!* **PT**

## Pro Football Lives!

Meanwhile, the National Football League, Score Board, Inc. and Sprint have collaborated on the promotion of phonecards involving NFL players.

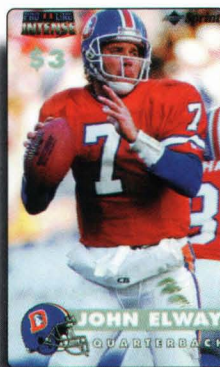
Pictured in the Telefold (pages 24-25) are the two Super Bowl quarterbacks, Bledsoe and Favre. Shown here is another rather well-known passer, John Elway of the Denver Broncos.

Beginning in January of this year, NFL phonecards by Score Board is engaged in a promotional giveaway. There are 599 cases totaling more than 3,000 phonecards. They are in denominations of \$3, \$5, \$10, \$25 and \$1,000. There are also test cards and proof cards. Every three-card pack contains a minimum of \$9 in

phone time, and the cards are sequentially numbered for easy record-keeping.

Score Board and the NFL have cards for most name football players in the league. Linemen, running and blocking backs, passers, receivers, special teams, they are all represented in this wide area promotion.

Apparently, we have to make a change — Football, Hot Dogs, Apple Pie And Phonecards! **PT**



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## Tele-Events 1997

**TeleCard World '97 Orlando  
Conference & Exposition**  
Feb. 26-28  
(713) 974-5252

**Comm. Fraud Control (CFCA)  
Winter Conference**  
Feb. 25-28 Sacramento, CA  
(202) 296-3225

**Wireless '97 CTIA Spring Conv.**  
Mar. 3-5 San Francisco, CA  
Moscone Conv. Ctr.  
(202) 785-0081

**Computer Telephony Expo &  
Conference**  
Mar. 4-6 LA Conv. Ctr.  
(212) 691-8215

**America's Carrier Tele Assn. 25th  
Conference & Trade Show**  
Mar. 9-12 Innisbrook Hilton Resort,  
Tarpon Springs, FL  
(407) 332-9382

**IntelCard News Spring Expo**  
April 2-4 Hyatt Regency,  
Chicago, IL  
(281) 364-0961

**Amer. Public Comm. Council '97  
Convention**  
Apr. 16-18  
MGM Grand, Las Vegas, NV  
(703) 385-5300

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# JFK: LEADERSHIP FOR THE 60's

Funds Unlimited has recently released 3 Limited Edition Cards featuring JFK: Leadership for the 60's.

Each card contains five minutes of domestic long distance time and is rechargeable. Enjoy going back in time while listening to the actual voice of John F. Kennedy, as each card contains a different excerpt from his past speeches. These excerpts can be listened to without using any long distance time from the card.

Each set of three cards is contained in a commemorative collector holder and features a facsimile of JFK's signature. All three cards within the holder display the same number.

A limited edition of 7,500 sets are being produced.

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 Address \_\_\_\_\_  
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 Phone \_\_\_\_\_  
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 Credit Card Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_

Mail order to: Funds Unlimited • 1214 Westerfield Pl. • Olathe, KS 66061

Description	Qty.	Price	Total
JFK collector set	_____	\$75.00	_____
Kansas Residents	_____	_____	_____
add 6 3/4% Sales Tax	_____	_____	_____
Shipping and handling	_____	_____	\$5.00
Total Payment	_____	_____	_____

\* Please allow eight weeks for delivery

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## Tele-Events 1997

**ACUTA Spring Seminar**  
 Apr. 20-23 Alexis Park Resort, Las Vegas, NV  
 (606) 278-3338

**TRA Spring Conf. & Exhibition**  
 Apr. 21-24 Marriott River Center  
 San Antonio, TX  
 (202) 835-9898

**Nat'l. Bus. Marketing Sales. Summit**  
 May 7-9 Chicago Marriot Dntwn.  
 Chicago, IL  
 (203) 358-3751

**Nat'l Assoc. Convenience Stores**  
 May 10-12 The Anatole  
 Dallas, TX  
 (703) 684-3600

**Soc. Tele. Consultants Conf.**  
 May 14-18 Hilton Pointe Resort  
 Phoenix, AZ  
 (408) 659-0110

**CardTech/Secur/Tech '97**  
 May 19-22 Orlando, FL.,  
 (800) 442-CTS

**SuperComm '97**  
 June 1-5 New Orleans, LA  
 (703) 907-7700

**ACUTA Conf. & Expo**  
 July 13-17 Marriott Marquis  
 Atlanta, GA  
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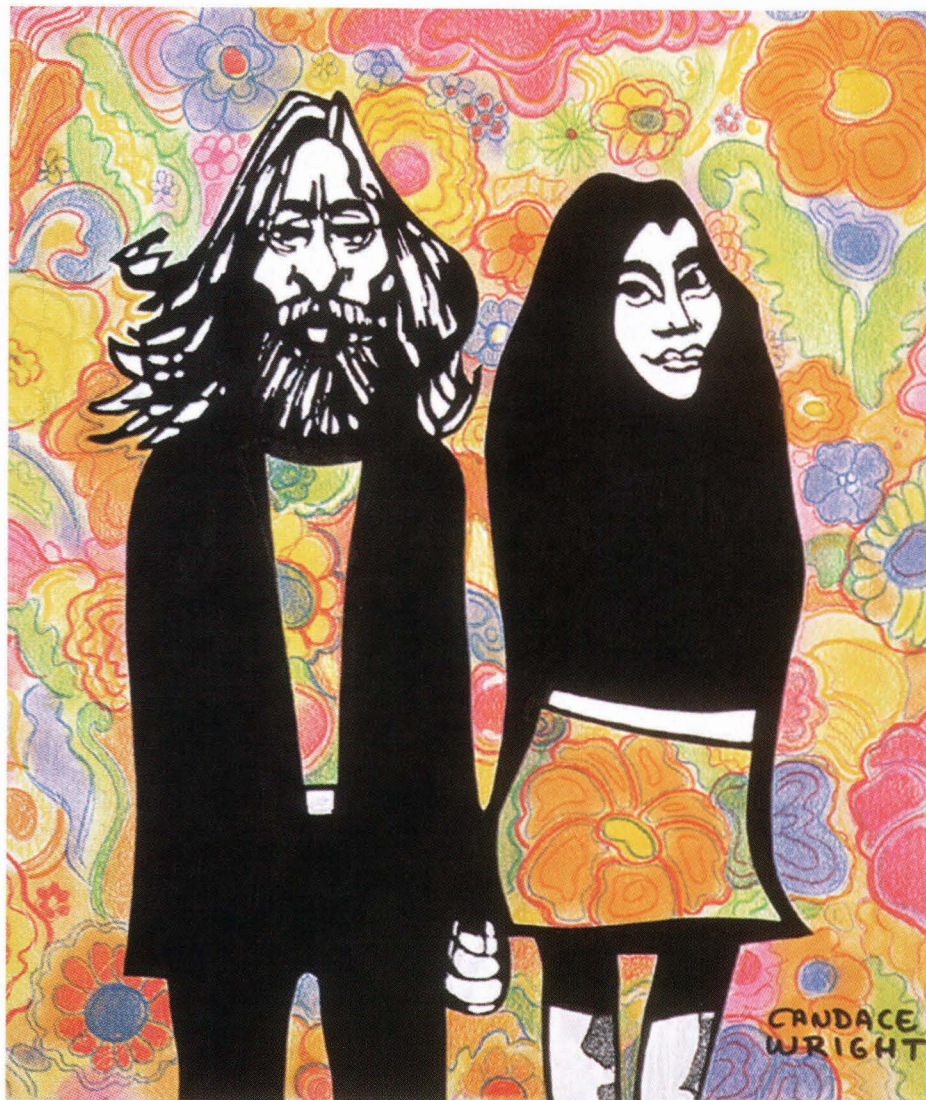
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# John Lennon And Yoko Ono Immortalized In Phonecards

*European Collector's Club Offers Opportunity  
To Purchase Unique Phonecard Of Ex-Beatle*



In our last issue Premier Telecard Magazine offered promotional help to phonecard collector's clubs around the world, and the first to respond is the Gibraltar Phonecard Club of Europe. Anyone interested in joining this club may obtain information by writing

Gibraltar Phonecard Club  
PO Box 929  
C/O Gibraltar NYNEX  
Communications Limited  
Gibraltar

The club was reportedly founded in November, 1994, and the membership costs are \$7 (4 pounds British).

James R. Dauber, Sr. of San Bernardino, California recently became a member, and his first purchase through the club was the John Lennon and Yoko Ono phonecard pictured on this page.

The story behind the image is as interesting as the pose of the pair with the rock of Gibraltar in the background.

At age 28 Lennon married the 36-

year-old Ono at this scenic location on March 20, 1969. According to information provided by the Gibraltar Philatelic Bureau, the couple was married by C.J. Wheeler in the presence of Peter Brown and D. Nutter. It was John's second marriage. The phonecard depicts John and Ono holding their marriage certificate.

Perhaps not coincidentally, 1969 was the year the Beatles separated after producing their "Abbey Road" album.

**"As most music buffs know, John Lennon was assassinated outside his New York apartment building on December 8, 1980, which makes this card an even more rare find."**

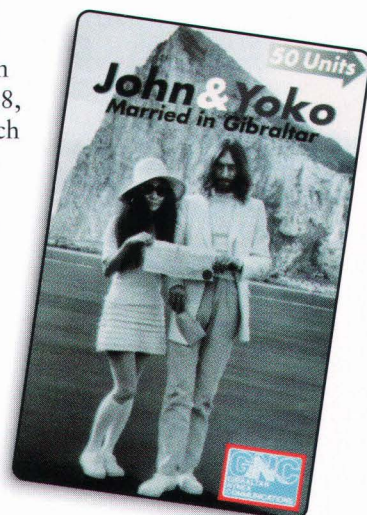
Lennon and Ono's first musical effort as a team was the album "Give Peace a Chance," where the controversial couple appeared nude on the front cover.

As most music buffs know, John Lennon was assassinated outside his New York apartment building on December 8, 1980, which makes this card an even more rare find.

Some of these cards may still be available. Anyone interested can

contact the Gibraltar Philatelic Bureau, PO Box 5662, Gibraltar, tel: (350) 75662.

PTM welcomes contact from other clubs interested in promoting their organizations. **PT**



Candace Wright



# New Buzzwords - Prepaid Cellular

Remember all the hype about prepaid calling cards back in 1993 and 1994? The word "prepaid" was the buzzword of the telecommunications industry. Hundreds of companies were using prepaid calling cards as promotional tools. Sales people were calling them the latest in telecommunications products, and the poor consumers had no idea what to do with the calling cards. The idea of prepaying for long distance was too new for people to grasp.

Well, that was then and this is now. The market has had a few years to catch on to the fantastic world of phonecards, and the idea of "prepaid" has moved to another arena — the cellular industry. No question, this year's buzzwords are prepaid cellular.

The cellular industry had 9.6 million new customers in 1995. That was an increase of some 40 percent over the previous year. It is estimated that an amazing 30 to 40 percent of the people who apply for cellular phone service are initially rejected because of poor credit. That does not include the people who do not even try to get the service because of damaged credit. Just because these people have had poor credit doesn't mean that they do not have money or are not just as busy as the rest of us. They need mobile communications, too.

Allowing people and businesses to pay up front for their phone service and airtime makes perfect sense, because the customer gets cellular service, and the service provider gets

their money with no liabilities. It has worked with prepaid calling cards, why not prepaid cellular service?

Communications Product Development, Incorporated (CPDI) has developed prepaid technology to go with prepaid wireless. As a matter of fact, they have designed two main methods for prepaid wireless: the 800 Wireless and the Direct Connection.

In the 800 scenario, the phone has a store and forward 800 number that automatically dials the CALL CONTROL platform every time a user hits "send." The ESN, or Electronic Serial Number, and destination number are verified by the platform before the call is completed on the outbound T1's or trunk lines.

For existing phones without store and forward the ESN is sent to the wireless switch, which identifies the phone as a prepaid phone. The call is then hotlined over an 800 number to the CALL CONTROL platform to complete the call.

In the Direct Connection arrangement, the CALL CONTROL platform is directly connected to the wireless switch. The ESN from the phone is received by the wireless switch, which identifies the phone as a prepaid phone. After positive identification, the call is sent to the CALL CONTROL platform to verify the account balance and destination number. The call is then sent back to the wireless switch for the call to be completed.

We would like to point out that the system described in this article is an exclusive design of CPDI of Vancouver, Washington. **PT**

## Telecard Collector's Association of America

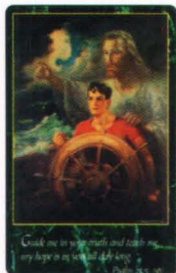
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**1st Phone Phair in America Commemorative**  
March 4th 1994 \$5 face  
\$25 5,000 issued



**Premiere Comm. Photo Labs**  
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10,000 cards Set of 2 for \$18



**Premier Telecard Magazine**  
**1st Edition**  
July 1993 \$5 face  
2,000 cards Set of 8 for \$80



# Magellan Network Systems, Inc.

## The People

As their name suggests, Magellan Network Systems, Inc. is a high technology company on a mission of both discovery and innovation. This communications platform and software company was founded in January, 1994, with CEO Robert Marangell and President Mark Wagner as its principal owners. Wagner estimates his TechTeam collectively supplies his firm with the equivalent to several hundred years of experience in the telecommunications business.

Only slightly farther up the family tree, six-year-old sister company, Magellan Communications, Inc., is considered a pioneer in the voice-mail industry. Managed by Marangell, it specializes in high-end, fault-tolerant, Bellcore-standard, voice processing systems. The company has developed a significant client base around much of the US, as well as several large installations in Europe and the Pacific Rim, including British Telecom, Deutsche Telekom, Swiss PTT and ItalCable.

## The Mission

Magellan boasts a roster of 30 programmers who have the flexibility to quickly react to sudden changes in service demands. "We are a full-service provider of turn-key telecommunications solutions," Wagner said. "Our system is a perfect fit for any client who wishes to participate in virtually every product or service aspect of the telecommunications business. Our company's expertise covers a full range of services from debit card, seamless and international callback, paging, various wireless applications, cellular, prepaid cellular, One + and O+ long distance to least-cost routing, featuring group services, local access, point-of-sale activation, single number service and voice mail.

"As a true switch," Wagner continued, "our M-Series platforms also provide complete traffic analysis, a strong, integrated billing and accounting package and a remote customer service module. We believe Magellan Network Systems, Inc. is the only programmable switch vendor in the world to offer complete traffic analysis, traffic and trunk utilization profiles, busy-hour reporting, LCR manipulation and full reporting

capabilities, including more than 100 real-time management reports."

Wagner discussed the mechanics of platform technology and the challenge of researching the marketplace prior to making a large switch investment.

## Key Components Of A Quality Switch

### *Type of switch*

There are three possibilities.

- 1) purchase a tandem switch.
- 2) purchase a PC-based switch.
- 3) purchase both.

One other option is the Magellan Network hybrid solution that allows the user to enjoy all the advantages of a multi-million dollar tandem, plus the flexibility and functionality of a full-featured, enhanced PC-based platform.

## PIN Capacity

It is widely known that there are clients who have purchased systems only to find it necessary to purchase a second system, simply because the switch's three to five million (average) PIN capacity had been reached. Magellan's M4000 platform has been engineered to a 40 million PIN maximum, which can actually be doubled with the addition of a companion system and controlled as a single common database engine.

## True Realtime Redundancy

Many people talk redundancy, in both components and network, and that's fine; in fact, it's absolutely mandatory. When looking at these systems you find that manual re-routing is too often still required. That means, in the event of a component/system failure, a tech has to be dispatched to manually activate the redundant system. If that dispatch comes in the middle of the night, or in problem weather, that switch can be down for hours. In this case, it's not just a switch that's down...it often means that thousands, or even millions, of customers are without service.

"True realtime redundancy activates the necessary back-up systems automatically; that's system integrity on a

7/24/365 basis," Wagner said. "We utilize sophisticated software called Octopus, which effectively mirrors both host and server programs in real-time. Further, by supplying real-time back-up of host and server 24 hours a day, in the event of a breach in operations, the software automatically switches over to stored back-up data and outpages Magellan Network Central for a tech dispatch." The client's system stays on line, calls-requested are calls-served, and, after all, a satisfied user is both great PR and a revenue generator.

## Technical Support

There is a blizzard of details for the new switch owner to manage, including co-location agreements, carrier contracts, technical staff acquisition and system and software training. With Magellan Network Systems, you get 1) a dedicated pre-sale and post-sale project manager 2) the necessary technical staff to carry out proper installation and testing 3) a systems engineer to manage on-site issues for several weeks after installation and 4) full access to a seven-day, 24-hour, in-house customer service department.

The fact that the telecard business has already surpassed the magic billion dollar mark is certainly no surprise to Wagner, who remarked that sales at his firm have doubled every year for the last three years.

He also expanded a bit on where his company is and where it's going. "We now have more than 60 top-drawer employees and are well under way in the expansion plans for our physical plant," he said. "With more than 20 platforms installed around the country, we are now significantly broadening our reach internationally, and by the end of the first quarter, we will have systems installed in Tokyo, London, Moscow and Toronto, with more global sites in the works."

He shared the names of some key clients, which include AmeriVox, Destiny Telecomm, Cable & Wireless Japan, Cross Communications, TelePacific Guam, IT&E Guam, CyberLight, Pacific Gateway Exchange, Northwest Nevada Telco and Integrity Telecard.

For a free demonstration telecard call 408/541-8827. **PT**



# Polyester And Polyvinyl Rate As The Two Most Popular Substances In PhoneCard Manufacturing

SSI Photo I.D. of Edmond, OK (A division of Stik/Strip, Inc.) reports that the wallet sized, layered polyester card has become the most popular activation device, with the solid polyvinyl chloride (PVC) card running a close second.

Both are synthetic materials composed of a series of molecules, which, when heat and pressure are applied, can be formed into a desired shape.

PVC is a thermoplastic that is softened or melted by heating and cast into a new shape as often as desired.

Polyester, which is a hard, durable thermosetting plastic, configures differently. Its shape is more permanently set when heat is applied during the manufacturing process and is difficult to change.

These behavioral differences are reflected in the personality of each card. The structural configuration of a polyester card is set into memory and will normally retain its flatness after being

flexed, bent or abused in a real world environment.

Under similar conditions, a PVC card may warp, crack and break. Polyester is more temperature resistant and should remain usable and structurally intact when PVC, being a thermoplastic, will soften at high temperature, thereby possibly altering its structural configuration.

Prolonged exposure to low temperatures may cause a PVC card to become brittle and subsequently crack or break if flexed. Depending upon the operational environment, an understanding of these behavioral differences can be critical to the processing capabilities of a given system.

Other differences occur as a result of the manufacturing process associated with each type of card. After printing, PVC cards are cut from white or colored sheets with various card options, such as

embossing, sequential numbering or signature panels being subsequently applied to the outside of the card. Any encoded technology is normally applied at this time. With raw materials and manufacturing costs being less than that for polyester, the initial price per PVC card is normally less.

In contrast, a polyester card is layered. The inner layer or core is white polyester with a thin film of polyethylene extruded to each side. It is to this layer that print and ink colors are applied and in which windows are die cut for subsequent insertion of photographs and data.

Encoded technologies, such as barcode, can be applied directly to either side of the core. The two outside layers of flaps are usually clear polyester, but can be colored or black. The inside of each flap also carries a thin film of polyethylene, a thermoplastic that is used as a hot melt adhesive in achieving superior bond strength during lamination.

The flaps serve to protect and secure all printing and ink colors as well as any insert or encoded technology applied to the core. The flapped or layered version withstands the aspects of everyday use to a much higher degree.

Today's polyester cards normally offer a three- to five-year life. PVC cards, which in most instances carry the various options and encoded technologies on their surfaces, are subject to considerable abrasions and are normally replaced every year or two. **PT**

## USA Global LINK Launches International 800 Number

by Max Erlichman

February 1, 1997 marks a major milestone in international telecommunications history. Global 800 numbers will now be available for the first time for use around the world. In talks given as well as in articles written last year I stated that one of the logical next steps would be the introduction of an International 800 number, probably by mid-1997 or third quarter, 1997.

This has now come to pass. USA Global Link out of Fairfield, Iowa is the first company in the United States that accepts applications for registration personalized 800 numbers. These numbers will be assigned by the International Telecommunications Union (TCU) located in Geneva, Switzerland. These numbers are assigned on a first-come, first-served basis. The non-fundable reg-

istration fee is \$275.

One distinction is that instead of a seven-digit number, as used in North America, international toll free numbers will have eight digits. This allows present holders of 800 numbers in the US to register that identical number with one additional digit. Example: 800-COME HERE to 800-COME HERE or 800-FLOWERS to 800-4FLOWERS. As the examples show, the additional eighth digit can be placed in any sequence in the existing 800 number. International toll free numbers will look like this: 800-5555 1212.

Global 800 service will initially be offered in Australia, Belgium, Canada, Denmark, Finland, France, Hong Kong, Germany, Ireland, Japan, Netherlands, Norway, Singapore, Sweden, UK and the USA. Israel and New Zealand are next to

be added to this list and additional countries as they come on stream during 1997.

Rates have as yet not been established by the various international carriers. Cost will depend on the originating country. Global Link, however, claims to be the world's largest provider of discount international telecommunications service and state that their offered fees are typically 40 — 70% lower than other international carriers. The company has about 5,000 people overseas, working in 200 countries and territories, and is the largest callback company in the world.

USA Global Link is turning into a facilities-based carrier with switches on four continents and provides domestic service in several nations. Further information is available at international headquarters at 1-515-472-1550 or at [ht://www.usagl.com](http://www.usagl.com) **PT**



# European Potpourri



Max Erlichman

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

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

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

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

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

## Finland

Telecom Finland recently announced having the highest per capita mobile phone usage in the world. It stated that 28.1 percent of the Finnish population were subscribers to their cellular phone system. Sweden followed with 27.8 and Norway with 26.8 percent.

What is interesting, and did not hurt, is the fact that Finland has a common border with the then Soviet Union. In the years after World War II, and all during the cold war, Finland was politically forced to maintain a neutral attitude in Europe. It was not allowed to participate in Western institutions such as NATO, the European Common Market, and depended on its trade and commercial relations to a very great extent on the Soviet Union.

It was during this period that Finland constructed an extensive

mobile phone system and network throughout the whole country, ostensibly for private and corporate usage. But then again nothing would have prevented the Finnish military from using this system for its communication needs in the event of military needs. This writer was introduced to this extensive phone system in the early 80's when on a short-term consulting assignment there.

## Spain

Having worked and resided in Spain on three different occasions, from the late 60's till the early 90's, this author is more familiar with the Spanish phone system. The quality and service of Telefonica Espanola was infamous for its service and quality, or lack thereof. In fact, it was only slightly better than the quality and service of the Nigerian Telephone company in the early 60's, and amongst European Telecoms, one of the most expensive ones. But where they shined was in their frantic buying of shares or equity participation in foreign telephone companies, especially in South America. Telefonica Espanola has spent billions of dollars for that purpose.

Spanish consumers however, who were forced to wait, in many cases several years for a phone line, were treated not better than an unloved stepchild, and, to add insult to injury, if and when they finally did receive a phone line, had to pay through their noses for that privilege.

It was announced last week by Telefonica's chairman that it was their (Telefonica Espanola's) aim to achieve 50 percent of its revenues from their international operations during the next two to four years. Telefonica Espanola is now aiming their efforts towards Asia, and to the German market, and towards the US. It is in talks with AT&T, MCI, GTE, SBC and Bell Atlantic about a partnership in the US.

Telefonica's CEO, Juan Villalonga, also announced that no further expansion in Eastern Europe is planned

beyond what had already been established, but will now expand their efforts in Africa, maybe Morocco to begin with.

This unfortunately is nothing but another confirmation of the trend that has become noticeable, namely that Telefonica Espanola, like so many of today's companies, large or small, no longer is in business primarily to supply — as the name may indicate and promise — a particular service or product such as telephone services to their customers, but that their highest and only objective and *raison d'être* is to create profits.

There is, of course, nothing immoral in a company's desire to make money. I feel, however, that when this becomes the first and only purpose, there must be something wrong. It becomes very difficult, if not impossible, to see the customer as a consumer who expects to be supplied and is entitled to receive a quality product or service.

He then is transformed into nothing more than a source and wellspring of the profit peseta or dollar. During all of that, the service and quality of his phone system has not improved by much. **PT**



## Panda Collectible Hits International Collectible Market

This international phonecard depicts the highly endangered Panda. Experts predict that as a species they may disappear from the wild within the next generation.

Their natural habitat is also disappearing. In addition, the animal breeds only occasionally and produces very few cubs — not the pattern of a successful species.

The card issuer is TeleNova. Hong Kong Telecom and Cable & Wireless are the carriers. TeleNova reportedly issued the card last November with a limited mintage of 275. This phonecard will be hard to find. **PT**



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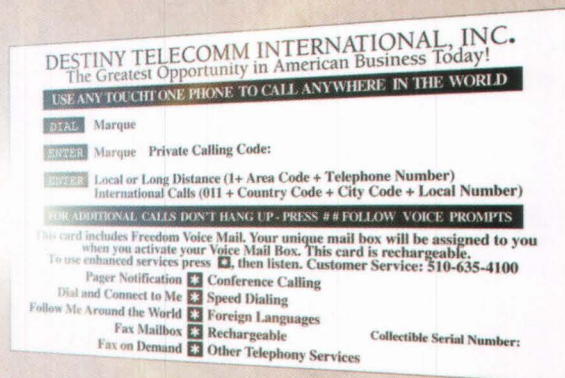
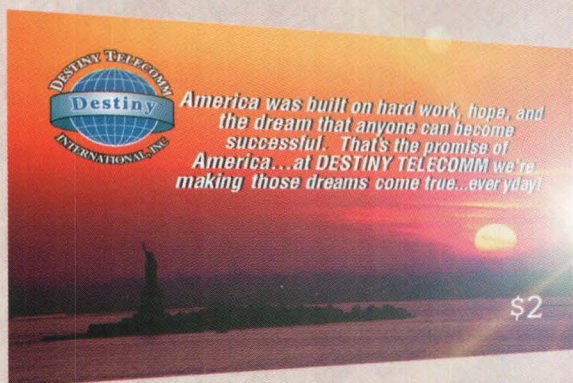
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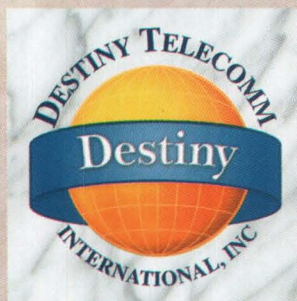
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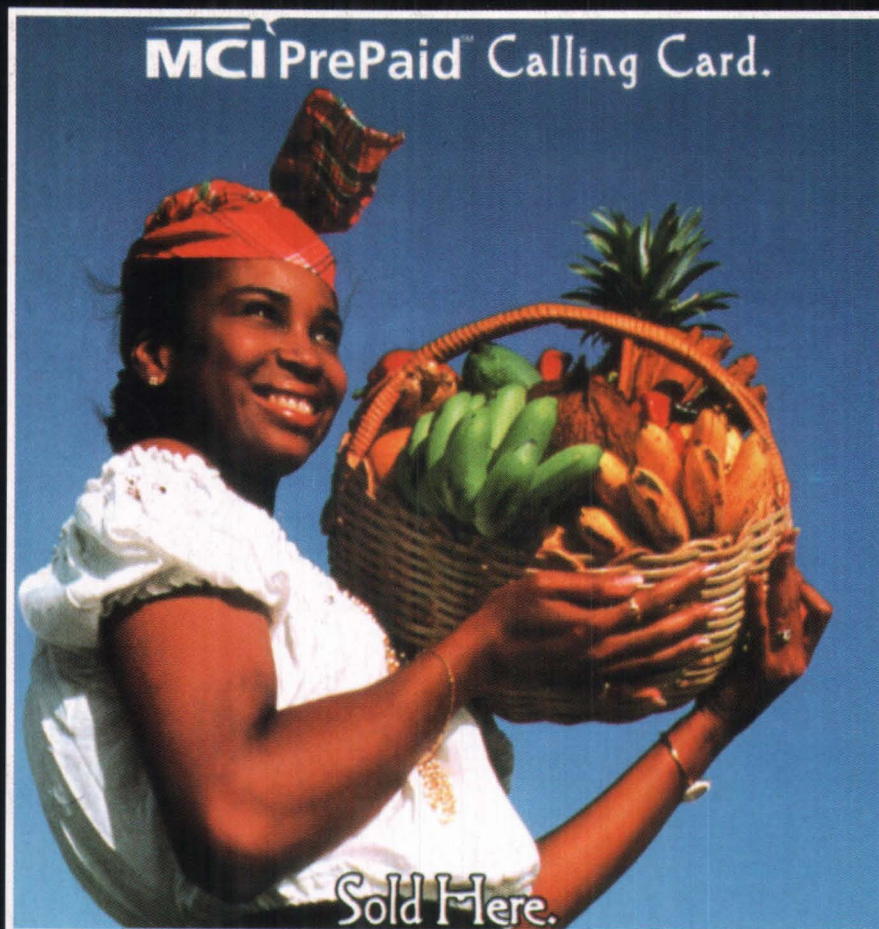
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