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May 1994 - Volume 2 Number 5

**Premier**  
**Telecard**<sup>TM</sup>

The Phone Card Network

Magazine

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U.S. Telecard Magazine



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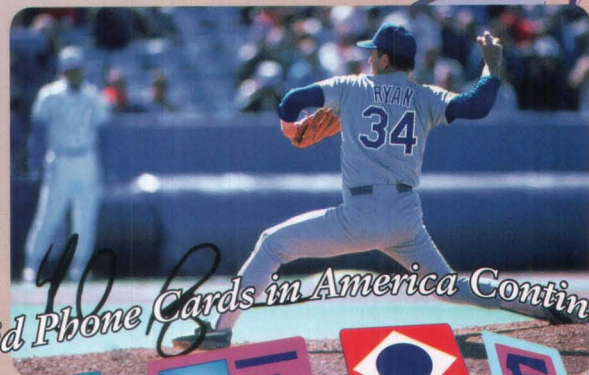
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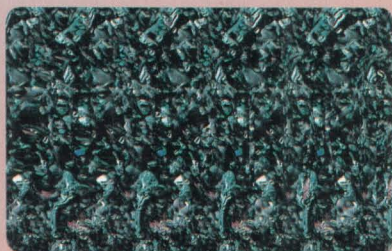
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### An Open Letter To Our Friends From Bill And John

In the wake of the inaugural Phone Card Phair in San Francisco, we have heard from so many of you it has been impossible to personally respond to each one as we would have liked to do. So this is more than a token acknowledgment of your good wishes, compliments, expressions of encouragement, constructive criticisms, and helpful suggestions. This is our salute to you... all of you who not only want us to succeed with our magazine and our show but have done everything you could to foster and sustain that success. Thank you!

*Premier Telecard Magazine* responded to a flow of information that started as a trickle, then became a stream, next a river, and is now a torrent. We have been making a number of changes in our content and format in order to satisfy the demands of our readers as well as the fast-moving developments of the industry. Not only has our magazine grown from 24 to 48 pages and progressed from a bi-monthly to monthly publication, but our circulation has been boosted through cooperative mailings to become an international publication.

As the first in the U.S. to publish in the field of phone card collecting, we have received many requests to design advertisements and cards. Today we design up to 50% of the ads in our magazine. That is one of the reasons we changed our corporate name first to Bill Jordan Enterprises, then to BJE Graphics and Publishing. Many people have asked whether we are owned by this or that company. Staff members hold stock positions, but there are no outside investors. We have designed several of our own commemorative cards, but apart from those proprietary releases, our company does not produce or market phone cards.

With the unqualified success of our first Phair, we have announced our second, Phone Phair II, in New York City, September 30-October 1, 1994. This Phair will have special booth accommodations for the collectors as well as meeting space for their convenience. *Premier Telecard Magazine* plans to introduce exciting new products and programs at Phair II, including a new concept of phone card collecting just for kids.

We support the establishment of the U.S. Telecard International Association, the industry's own organization, having made the founding contribution from the proceeds of the Phone Phair banquet. We are taking an active part as members and will continue to report on the progress of the association in our magazine.

We at *Premier Telecard Magazine* are dedicated to the needs of our readers and to the best interests of this amazing hobby as well. For this reason, we both need and welcome your input and suggestions as we continue to explore the growth possibilities of prepaid phone cards. As your needs change, we will change to meet those needs. Our commitment to excellence and quality shall not waver.

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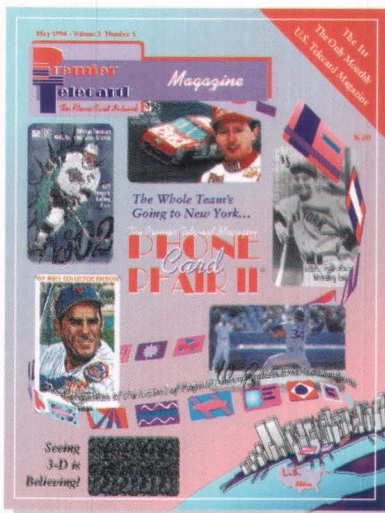
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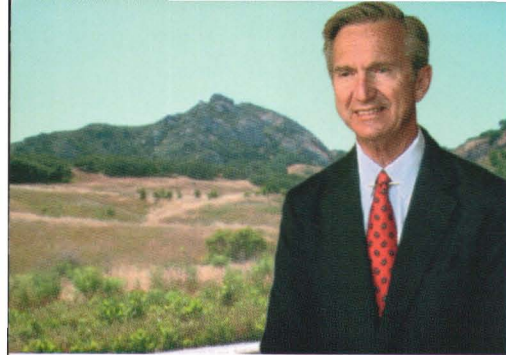
## About the Cover...

When the swirling winds of fall scatter the fallen leaves—gold, brown, red and orange—of Central Park, and sports fans don warm parkas against the chill, then telecard collectors everywhere will embark on their chosen pilgrimage, a journey to the islands, in search of phone card treasures in Manhattan, at the Premier Telecard Magazine Phone Phair II. Eager sports card collectors will transfer their

enthusiasms to the images of their favorites on phone cards. Useful starter packages will provide kids with the necessary tools to begin their collections in this new hobby. Hidden images within the cards will puzzle and challenge the observer in the domain of the Magic Eye. Whatever your sport or collecting preference, there will be a team there, playing your game. The activities are all beneath one dome, the beautiful stadium of The New York Sheraton, and the games begin on September 30 continuing through October 2, 1994.







## It's My Call...

Remember when you were a child and you first had the experience of looking through a kaleidoscope? Wow! You felt like Alice in Wonderland, didn't you? How about those letters you used to write in "invisible ink" that needed smoke from a flame in order to be read—wasn't *that* a thrill? And then, years later, you had holograms to delight your eyes.

Well, hold on to your hats, folks, 'cause we now have *Magic Eye*, imposing a 3-D image onto a telecard.

Sure, kids all love magic, but the truth is, adults do too. The child in all of us will be intrigued by the *Magic Eye* cards, with their hidden images, and will want to master the art of seeing them. These new *Magic Eye* telecards by Global Telecom Network (GTN) of Fort Lauderdale, Florida, were unveiled at the International Phonecard Fair in Essen, Germany, May 5-8.


Truly, our eyes are magical, and there are a lot of very special people in the world of telecards whose vision encompasses "more than meets the eye." Take Marcea Wolf, who saw a terrific traffic jam in San Francisco one day that threatened to make her miss an important appointment. But when the bus driver announced the reason for the delay—a human chain blocking all lanes on the Golden Gate Bridge in protest against the slowdown of AIDS research—Marcea saw things in a

whole new light. She saw an opportunity to do something about AIDS, and the result was Red Ribbon AIDS Foundation's 1st and 2nd issue telecards, which she and friend Bill Carter did in cooperation with Globalcom 2000.

Watching friends die of AIDS was not possible for Nancy Sondag and Matt McClanahan to do without getting involved. The Global Telecommunications Solutions "AIDS Awareness First Day Issue" telecard is their brainchild.

What Simone Tetof saw when she looked at the world was the need to do something about the environment. Her theme "The Environment - You Can Make a Difference" on three telecards launched by Kmart in Australia won her the 1993 Telecom Phonecard Design Award.

In what's been called a "dog-eat-dog" world, how do people like the ones we've mentioned come by their compassion, their empathy, their gritty determination to plod on against all obstacles? In many cases it was their mothers who instilled those virtues, and now there's a new way to say thank you to our first friend, our first champion, our first love, with Gibson Greetings, Inc.'s 1994 Mother's Day series. Each of the four designs of these beautiful new greeting cards contains a prepaid telecard, giving mom the gift of gab, a chance to talk to someone special—maybe you! What a nice way to make amends for all those collect calls you charged to mom.

Clearly, some people's eyes seem to be directly connected to their hearts. Maybe we haven't seen the end of the "Me First" mentality of the '90s as exemplified by the Bakkers, the Milkens, and the Keatings of this world, but at least they are getting competition from folks like the ones mentioned above. 

*...there are a  
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special people  
in the world of  
telecards  
whose vision  
encompasses  
"more than  
meets the eye."*





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"L'ANGLAIS AU MOULIN-ROUGE"

(RIGHT) VINCENT VAN GOGH,  
"PORTRAIT OF CAMILLE ROULIN"

ORIGINAL ART © PHILADELPHIA MUSEUM OF ART



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# The Eyes Have It!

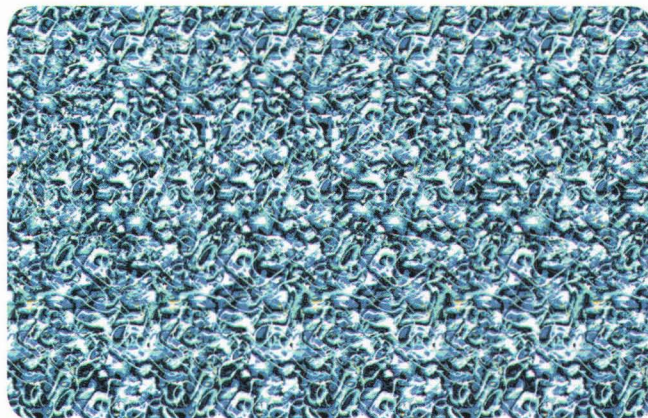
by Nancy Blackburn

The *Magic Eye*, that is! Perhaps you have joined the group staring into a colorful 3D computer-generated print as people encourage you to “just cross your eyes” or “relax and you will see...” the dolphins, the space ship, the heart, whatever. Most likely you have felt

rather foolish as nothing happens, and the image looks the same as it always did.

Here is your opportunity to master *Magic Eye*. Global Telecom Network (GTN) of Fort Lauderdale, Florida, issued seven *Magic Eye* telecards for the International

Phonecard Fair in Essen, Germany, May 5-8, 1994. The technology used is the “Salitsky Dot,” a patent-pending image-rendering system that imposes the 3D image onto a telecard. There will be six hidden image cards: The GTN



Card, School of Fish, Sea Horses, Dolphin, Shark, and Raindrop. The GTN Card is \$10 for 20 units; the School of Fish, Sea Horses, Dolphin, and Shark cards are \$12.50 each for 25 units; Raindrop is \$25 for 50 units. The seventh card, Floating Coin, is a floating art card, and it is \$5 for 10 units. The issues will be limited in number, but the exact numbers were not available at press time.

The concept of *Magic Eye* was first developed in the '60s by Dr. Bella Julesz, a cognitive psychologist working at Bell Laboratories and the University of Chicago. Dr. Julesz studied depth perception in humans using computer-generated 3D images made



## To “see” the *Magic Eye* picture...

two things must happen. First, you must get one eye to look at a point in the image, while the other eye looks at the same point in the next pattern. Second, you must hold your eyes in that position long enough for your brain to decode the 3D information that has been coded into the repeating patterns by the computer programs.

There are two methods of viewing the images so the 3D images jump out at you: crossing your eyes or diverging your eyes. Diverging is the preferred method because depth information will come out backward if the cross-eye method is used.

### Method One: Cross-Eye Method

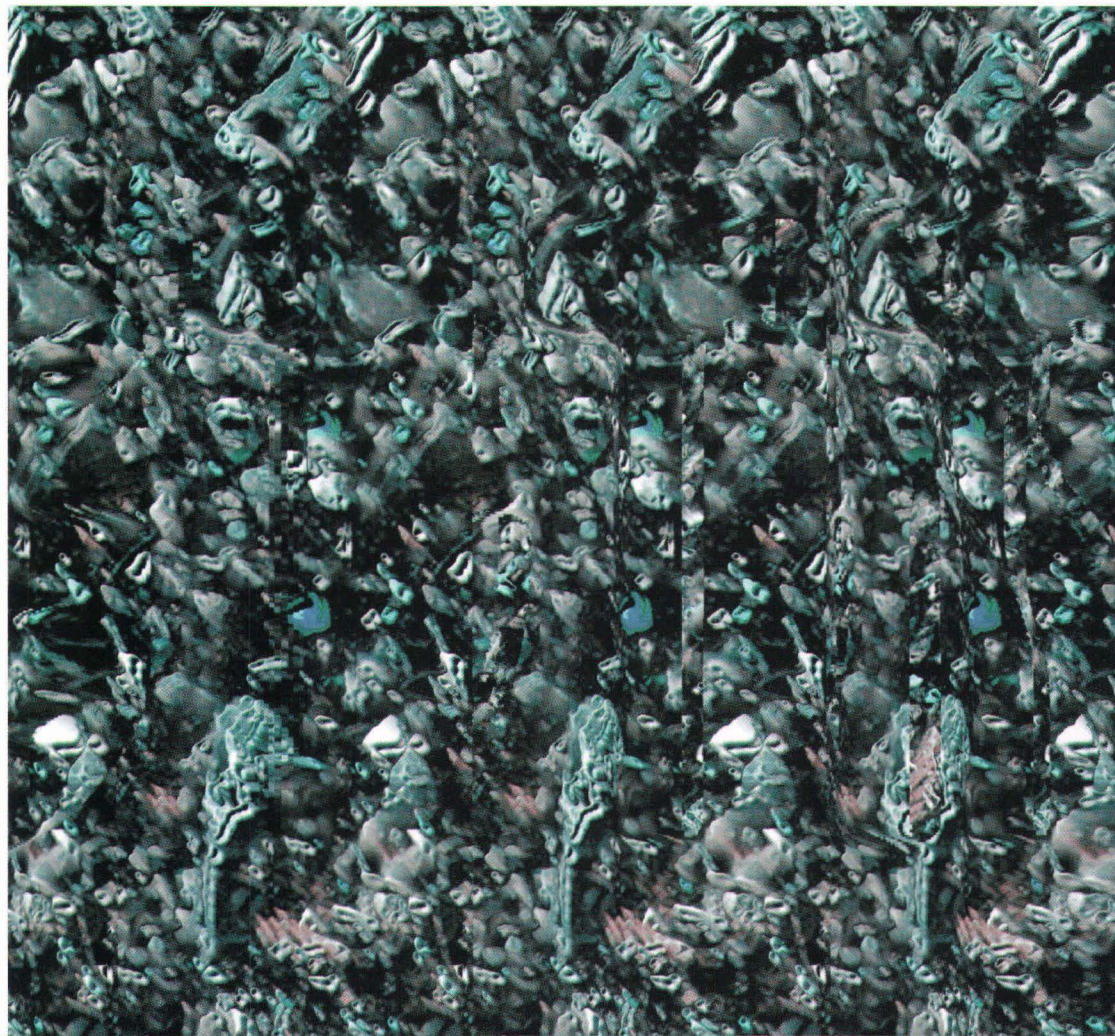
Hold the image so it touches your nose. Let your eyes relax and stare vacantly into space. Observe the image without looking at it. When you are relaxed and not crossing your eyes, move the page slowly away from your face, about an inch every two or three seconds. Keep looking through the page. Stop at a comfortable reading distance and keep staring. When the image starts to come in, you will instinctively try to look at the page rather than looking through it. If you look at the page, you will need to start over again.

### Method Two: Diverging Method

Place the image so you can see a reflected surface either by putting it under glass with or without a light overhead. Simply look at the object you see reflected and continue to stare at it with a fixed gaze. After several seconds, you will perceive depth, and the 3D image will develop like an instant photo.

Another diverging method is to stand in front of a window and hold the image just under eye level. Focus on a distant tree or top of building outside the window. While staring at the distant focal point, raise the image slowly to eye level. The image should come into focus for you.

*Magic Eye: A New Way of Looking at the World*, ©1994 N.E. Thing Enterprises (\$12.95). Reprinted with permission of Andrews and McMeel.





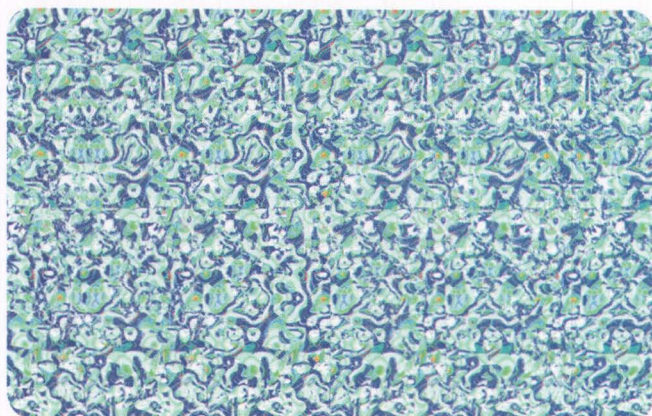
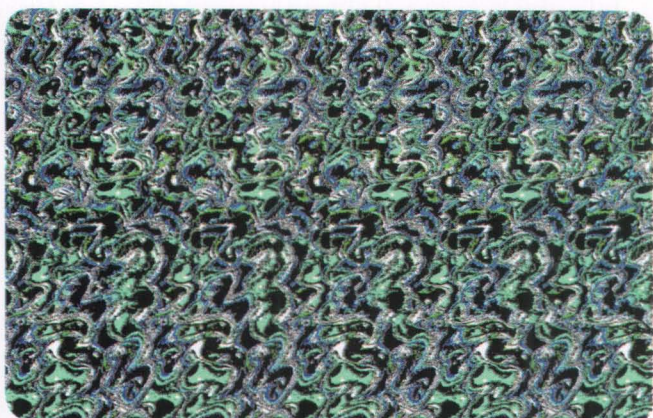
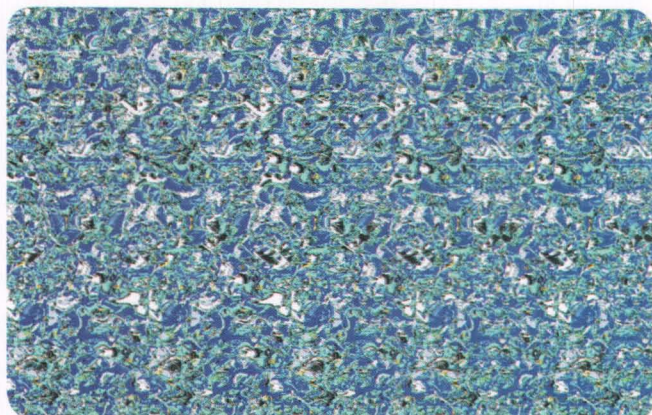
up of randomly placed dots.

In 1986, Tom Baccei, author of *Magic Eyes*, was introduced by his media communications expert, Kathy Madison, to stereoscopic photographer Ron Labbe. Baccei and Madison began to use "Single Image Random Dot Stereoscopy" (SIRDS) images for ads and puzzles. In 1992, Baccei established N.E. Thing Enterprises, Inc., a mail-order business that publishes *Magic Eye* calendars, postcards, and posters. *Magic Eye: A New Way of Looking at the World* was published by Andrews & McMeel



in November 1993 and has been #1 on The New York Times Best Seller List for eight weeks in a row. *Magic Eye* books have been best sellers in Japan and Germany for two years.

For your fun, *Premier Telecard Magazine* has reproduced several three-dimensional images for you to practice on. Try it!



# Seeing the Humor in it All

How times have changed. In medieval days, the only person able to criticize the king—and live—was the king's jester. At the other extreme, Americans consider politicians fair game for jokes and satire and commonly lampoon their public figures in cartoons.

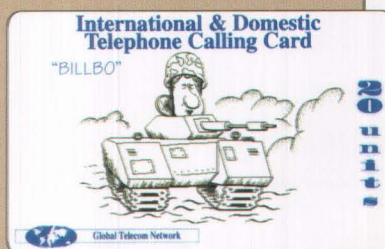
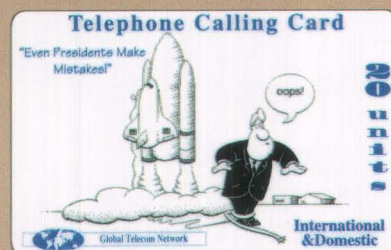
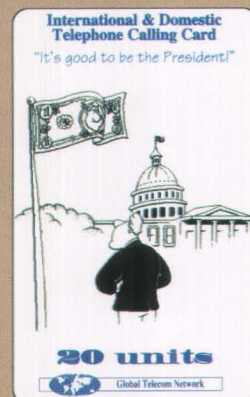
Global Telecom Network (GTN)

of Fort Lauderdale, Florida, plays the role of king's jester with their issue of a whimsical set of political humor telecards. According to Phil Barrett, Promotions and Collectibles Manager of GTN, it was their graphics manager, Scott Zaret, who "thought up these cards as a way to introduce a greater use of cartoons and humor into telecards."

The four-card series presents American president Bill Clinton in a humorous light: "Billbo," "Even Presidents Make Mistakes," "Cool Daddy Clinton," "It's good to be the President!" There will be 1,000 numbered sets of these cards issued with a \$10 denomination for 20 units/domestic and international.

According to GTN, two additional four-card sets will be issued in the future, in larger quantities than the first set. At present, several stores in Ft. Lauderdale are selling the cards to the general public.

The question is: king's fool or wise buy? We think the popularity of these cards will prove GTN's Clinton series to be a boon for the collector.





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



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



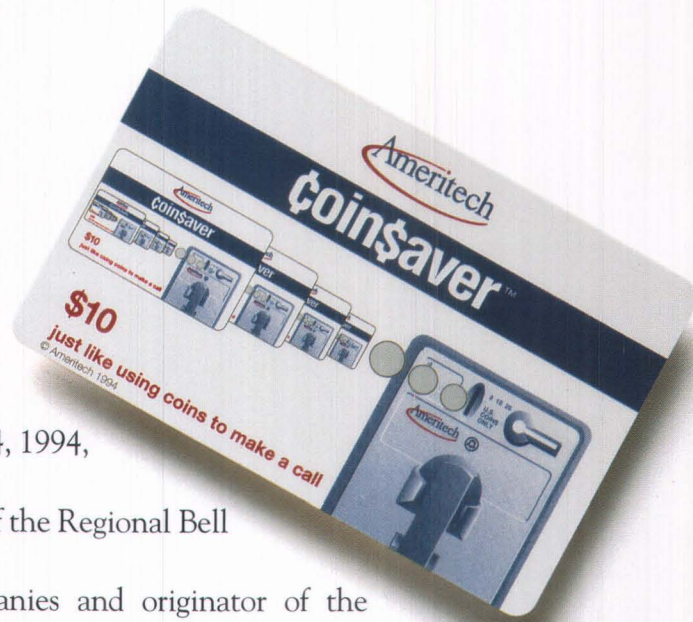
This \$5 debit card, accompanied by a matching holiday greeting card, was designed by a not-for-profit welfare agency serving disadvantaged children.



This complimentary \$1 coinsaver card was specially designed for the first U.S. Phone Card Phair.







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

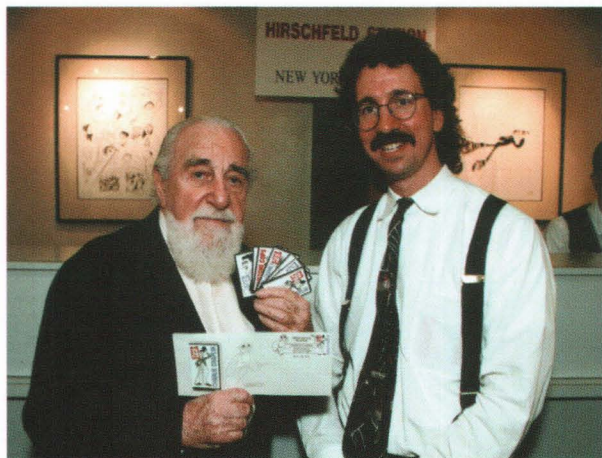
It's the only remote memory debit card issued by  
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# Hirschfeld's Silent Screen Stars



by Annette Amir

April 27, 1994, was a red letter day for telecard collectors. That was the day the U.S. Postal Service released a limited edition series of ten telecards and matching stamps featuring the artwork of the one and only, the inimitable, Al Hirschfeld.

The sets of phone cards and stamps were released simultaneously at the Thirty-seventh Annual San Francisco International Film Festival and the Margo

Feiden Galleries Ltd. in New York City. This release was a joint marketing venture with Global Telecommunications Solutions, Inc. (GTS), also of New York City. It was Paul Silverstein, president of GTS, who first approached Margo Feiden about issuing phone cards. In addition to their other commercial activities, GTS is an authorized licensee of the U.S. Postal Service.

For nearly seventy years Mr. Hirschfeld's drawings have heralded the opening of Broadway shows, whose stars he has brilliantly caricatured. His pen has also captured the essence of famous singers—from opera to the Beatles—classical musicians, ballet figures, and politicians. If you're famous, chances are you've been immortalized with pen and ink by Hirschfeld. The line "the pen is

mightier than the sword" could have been written for this artist, whose earmark is simplicity, an almost religious devotion to the line. Says Hirschfeld, "When I'm rushed I do a complicated drawing. When I have the time, I do a simple one." It is Hirschfeld's simplicity that makes his work so easy to identify, even for non-arty folks who can't tell Keane from O'Keeffe. His drawings are the



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ones that make celebrities more recognizable on the black and white page than they are in person. Hirschfeld's long and happy association with *The New York Times* began in 1927, when that paper commissioned him for a drawing of actor Harry Lauder. Says A.M. Rosenthal, columnist and former executive editor of the paper, "Al Hirschfeld is one of... only three geniuses at *The New York Times*."

Hirschfeld's genius has garnered him, among other honors, two Antoinette Perry Awards, or Tony's, as they are commonly called. He is the first person to have received their award for lifetime achievement in the theater, in 1984, when the honor was instituted. Last June, CBS highlighted his drawings at the annual Tony Awards ceremony.

The work of this extraordinary artist can be seen at the Margo Feiden Galleries, his exclusive representative for the past twenty-four years, where it is on permanent exhibit. David Leopold, Gallery Archivist at the Margo Feiden, was asked why an artist of Hirschfeld's stature would allow his art to be placed on telecards. Responded Leopold: "Hirschfeld doesn't close his mind to things. He recently said 'If you live long enough, everything happens to you. Once, a sandwich was named

after me. But it never generated the intensity [of interest] as this [telecard business].'" Added Leopold, "This is also a very democratic way for people to buy art. They may purchase a Hirschfeld card for as little as \$10.00."

The telecard series is limited to 1,000 for each design. There are 250 matched sets of all ten telecards and stamps, including the first day issue stamp and the artist's autograph. These sets sell for \$500.00. Unsigned first day issue sets are priced at \$200.00. 



## TRA Hosts Prepaid Calling Card Workshop

In addition to being collectible, prepaid calling cards are fast becoming the hottest product in the long distance market. To meet demand for information about this growing opportunity, the Telecommunications Resellers Association (TRA) will feature a Prepaid Calling Card Workshop at its Spring 1994 Conference and Exhibition, May 16-19, at the Westin Mission Hills Resort in Rancho Mirage, California.

TRA is a national association for long distance resellers. Its conference, "Redesigning the Future of Long Distance Competition," will focus on the continuing deregulation in the long distance marketplace and, more importantly, diversification strategies for resellers, such as the development and sales of prepaid calling card services.


The May 18 Prepaid Calling Card Workshop will be moderated by Andrew Isar, TRA's director of industry relations

and a consultant on prepaid calling card regulation. It will feature a panel of industry experts, including Towru Ikeda, president of World



Towru Ikeda

Telecom Group, Inc., Mountain View, California, one of the first prepaid calling card providers in the United States. *Premier Telecard Magazine* publisher, Bill Jordan, and the publisher of *Public Communications Magazine* also will share their insights on potential of the market and how to become a prepaid calling card provider.

For more information or to register for the conference and workshop, call TRA at (202) 429-6601. 





# Payoff at the Pay Phones

Everybody was a winner at the pay phone show April 6-8 at Caesar's Palace in Las Vegas, Nevada. Sponsored by the American Public Communications Council (APCC) and excellently managed by Lisa Roddy, the show was a big success for the exhibitors and set new attendance records for the association. Among the lucky attendees were those who received prepaid phone cards (telecards) distributed by several exhibitors as a courtesy to those who visited their booths. In contrast to the surrounding casino, the exhibit floor was a scene of largesse, with giveaways the norm, rather than the exception.

Telecard collectors may find it of interest that complimentary phone cards were handed out by several exhibitors, including the Telecard Family card by Brilliant Color Cards with five units of calling value; a \$5 complimentary/commemorative APCC card from



Lisa Roddy, Executive Director, A.P.C.C. Show, Las Vegas

Intellicall; plus a "Four-Free" coupon/card with four minutes free calling time from Worldcall 2000.

In keeping with the giveaway theme, AT&T gladdened the hearts of the independent pay phone companies

who attended by announcing an impending share-the-revenue plan, whereby AT&T will donate some of their increasing 800-line cash flow (as well as some payment for 10XXX calls) to the pay phone owner/operators, who previously were bypassed by that revenue stream.


In addition to that pleasant development, independent service providers of all kinds heard some conciliatory notes, through the remarks of the featured speaker, Michael J. Fitzpatrick, Executive Vice President, Sales And Marketing, Pacific Bell. Mr. Fitzpatrick spoke of the new Pacific Bell company logo and signage promoting the slogan "Pacific Bell Connects." Independent phone services firms may now use this logo, lending new credibility to their service locations, whether pay phone, public facsimile, or other examples of computer telephony marketing.

Mr. Fitzpatrick spoke of the need for the elimination of waste and inefficiency, whether at Pacific Bell or smaller firms, in order to

become and remain competitive in an increasingly tough market. Pacific Bell, said Mr. Fitzpatrick, is spending sixteen billion dollars on fiber-optic cable, starting next month, and investing 23% of sales in such capital improvements. Mr. Fitzpatrick sees positive signs for the phone services industry in the growth of new ideas like video conferencing and, on a regional note, mentioned that 32 of the fastest-growing 65 California businesses are part of what he called "the electronic superhighway."

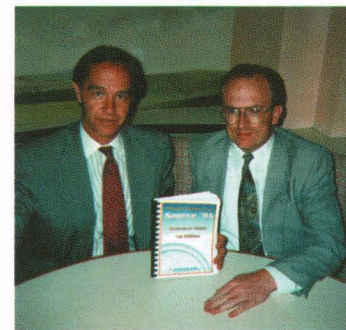
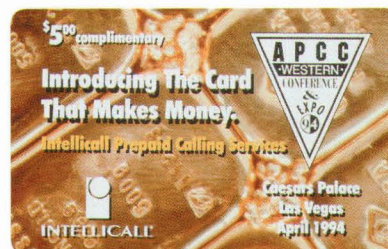
Mr. Fitzpatrick also pointed to the marriage of computers and TV, which produced a program for on-line viewing of realty listings. He predicted that E-Mail could grow to fifteen million subscribers by the year 2,000.

In a final appeal for friendly cooperation between his audience of smaller competitors and Pacific Bell, Fitzpatrick made reference to the movie "Casablanca." At the end of the film, a French officer, Captain Louis Renault (played by Claude Rains) saves the life of Rick (played by Humphrey Bogart), who says, "This could be the beginning of a beautiful friendship." That could

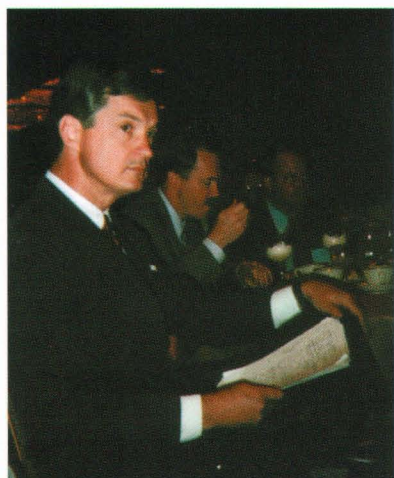
have been the motto for this cordial event. 

## Please deposit twenty-five cents:

*This article was contributed by former editor, John Taylor, who hit the jackpot on a quarter machine at Las Vegas and was last seen feeding the pay phones at Caesar's Palace and saying, "These machines are ready to pay off, I just know it."*



Infomark's Mike Landers & Tom Wilson



Michael J. Fitzpatrick, Executive Vice President, Sales And Marketing, Pacific Bell



Inquire about owning your own . . .

# Keep The Change!

THE PHONE CARD STORE <sup>SM</sup>



**ACI**  
Larry Bird Card \$6  
ACI-LAR-6



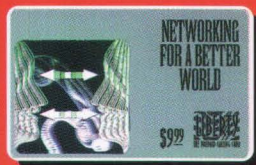
**AmeriVox**  
ANA Card \$10  
AVX-ANA-5



**GTS**  
AZA Demo Card \$3  
GTS-AZA-3



**Globalcom**  
**2000**  
MONA Card \$10  
GC2 - Mon - 10



**LIBERTY**  
Hologram Card \$10  
LIB - HOL - 10



**NAT**  
Prepaid Card \$2  
NAT-TRV-2



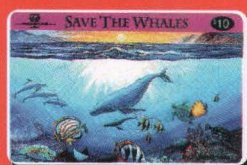
**NYNEX**  
Spirit of Service Card \$7  
NYT-SPI-7



**MT WorldCard**  
St. Patty's Day Card \$10  
MTW-STP-10



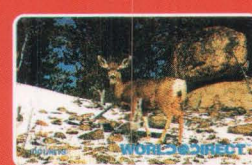
**PTI**  
Discovery Card \$5  
PTI-NAS-5



**Phone Line USA**  
Save The Whales \$10  
PLU-SAV-10



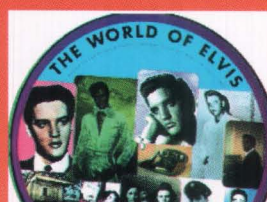
**Sprint/Coca-Cola**  
Monster Card \$40  
SPR-MON-40



**WORLD DIRECT**  
100 Unit Deer Card \$25  
WDI-DEE-25



**WORLDLINK**  
Marilyn Card \$10  
WOR-MAR-10



**AmeriVox**  
Elvis Picture Disk \$29.77  
AVX-ELV-29



**COLLECTOR'S SPECIAL**  
Featuring six (6) Select New Issue  
Cards that we feel are worthy of  
The duPont Collection. \$60.  
With album \$70. KTC-180A



**TRAVELTEL**  
Statue of Liberty  
Card \$12  
TVL-LIB-12

## Telephone Cards of the World Catalog

North American Edition \$28  
WTP-NAE-28

## Telecard Man® T-Shirts

Collectible T-Shirt with the Telecard Man® on front. 100% Cotton White, available in S,M,L,XL \$18. KTC-137A



## ORDER FORM



**SEND YOUR ORDER TO:** The Phone Card Store  
2819 Northwood Boulevard  
Orlando, FL. 32803



**FAX 24 HRS:** (407) 629-4354



**PHONE:** (407) 629-CARD

Qty	Item Number	Description	Size	Color	Unit Price	Total
					Sub Total	\$
					Florida Residents Add 6% Sales Tax	\$
					Add 10% INT'L. / 5% USA S/H/I ( \$4 minimum)	\$
					Total (Include S & H)	\$

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PACKAGES  
AVAILABLE**

## METHOD OF PAYMENT

Please make checks payable to Keep The Change, Inc.

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 ☐ Money Order/Cashiers Check  
☐ Bank Draft in U.S. Dollars  
☐ Mastercard
 ☐ Visa
 ☐ American Express

Card No.

Expiration Date:

Authorized Signature:

Name:

Address:

Country:  Zip:

Phone:  Fax:



**In USA Call FREE : 1-800-510-0101 • Outside USA Call: 407-629-CARD**



# Telecards for a Cause

## BENEFITS FOR AIDS PROGRAMS

by Leslie Gainer

At least three separate AIDS telecards have been released in the last six months. In each instance, a portion of the proceeds raised from the sale of the cards will be donated to organizations that provide services to people who are HIV-positive. This month we are reporting on two of the telecards; the third AIDS telecard is featured in "Cards in Play in the U.S.A."

### Hearts & Voices

The New York City group Hearts & Voices was established in 1990 to provide entertainment and mentors to adults and children hospitalized because of AIDS. In 1984 Nancy Sondag began acting as a care-giver to her two roommates, who were both suffering from AIDS. Over the course of four years, her friends were in and out of five different hospitals. Both were dancers, and one, Joseph, had written a great deal of music. Nancy decided to gather some musicians and singers together to put on a revue for Joseph, who was confined to St. Clare's hospital. Ms. Sondag recalls: "Music seemed to make such a difference to patients who felt isolated and cut off. Many patients never had friends or relatives visit."

Joseph died, and a year went by before Sondag could consider putting on further shows for others in need. She described the revue to her friend Matt McClanahan, who was an actor just returning from a European tour. He insisted that the show must go on. They organized a revue for June 27, 1990, at the Terence Cardinal Cook AIDS ward in Manhattan. The show was a big hit. Before leaving the hospital they pledged to return with a new show each week. That promise turned out to be prophetic. Ms. Sondag re-

counts: "Before the month was over, so many performers wanted to volunteer their time, we had to contact more hospitals to book the revues." By the end of the first year they were arranging weekly revues for six different hospitals.

Now, nearly three and a half years later, Hearts & Voices has had a roster of over 1,400 volunteer performers, 800 of whom are available at any given time. They book nearly 100 performers a month in eight hospitals. It has become a full-time job for three people.

Until recently, Nancy and Matt would do the planning and legwork during the day, "doing word processing at night to pay the bills," Nancy explains. During the second year, they focused on refining the structure of the program, appointed a Board of Directors, and registered as a non-

profit. Nancy adds, "We had outgrown the one computer and single phone line."

Fund-raising had to become a priority for Hearts & Voices in order to sustain the staff and to meet the demand for more hospital programs. Ms. Sondag and Mr. McClanahan consider it a blessing to be a part of the Global Telecommunication Solutions (GTS) AIDS Awareness First Day Issue telecard/stamp program. Hearts & Voices will receive \$4 from every set that they sell. The set includes an AIDS Awareness postage stamp and a reproduction of the stamp on a \$10 telecard. The collection is packaged in an envelope with the U.S. Postal Service first day issue stamp. Hearts & Voices began participating in the GTS program in March of 1994.

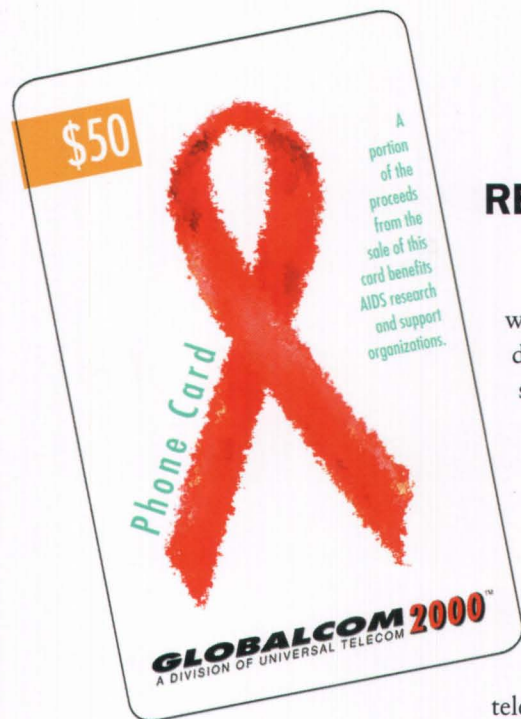
Hearts & Voices has been such a success and inspiration that a Los Angeles program has been established. Performances began in April at two Los Angeles area hospitals. For more information about Hearts & Voices contact: Nancy Sondag, 150 W. 80th St. #7D, New York, New York, 10024-6314. (212) 799-4276.



### TeleFacts™ AIDS Awareness First Day Issue

**Issuer:** Global Telecommunications Solutions (GTS)  
**Manufacturer:** not available  
**Material:** 28 ml. - laminated core - standard credit card size  
**Features:** Sequential numbers - bar code - scratch-off PINs  
**Quantity:** 5,000 \$10 telecards with stamp and cover  
**Price:** \$18.95; 17 minutes @ 50¢/minute, domestic - includes Puerto Rico  
**Calling Range:** International - from the U.S. outbound  
**Date Issued:** December 1, 1993





## RED RIBBON AIDS FOUNDATION

woke up to the fact that if I didn't do something about it, my young sons would have to deal with it on a much larger scale."

In December of 1993, Marcea and her partner Bill Carter attended a meeting at GLOBALCOM 2000. Bruce Perlowin, director of operations, discussed his interest in producing telecards to benefit non-profit groups. Marcea and Bill proposed a telecard to benefit the Red Ribbon AIDS Foundation. GLOBALCOM 2000 said yes. The first issue of cards was released on March 1, 1994, and made a dramatic debut at the *Premier Telecard Magazine Phone Card Phair*, March 4-6 in San Francisco. Bill and Marcea began the show with 120 matched sets and only 60 sets remained as of March 16, 1994.

Marcea recounted: "When people came up to us at the Phair,

everybody told us their story. Nobody came up and just bought a card. In 1984 so few people had a story about a friend or relative who has AIDS. Now, nearly everybody does...." Bill added: "People would come up and talk with us about the card. They would thank us on behalf of a brother or sister they had lost to AIDS."

Non-profit groups that provide services to people who are HIV-positive will benefit from the sale of the telecards.

GLOBALCOM 2000 is donating 10% of the face value to the Red Ribbon AIDS Foundation, a national organization formed to help people living with AIDS. The foundation distributes funds to groups around the country that provide direct services to people with AIDS. They are currently accepting applications for funding from groups around the country. Other AIDS organizations may purchase the cards at 25% off and retain the profits for their group. An additional one to nine percent may be earned based on the volume of sales.

The second issue of cards is scheduled for release by June 1994. The artwork will be different from the first issue. The red ribbon will be large, the type bigger and a different color, a new logo will appear, and the background color of the denomination amount will be different.

Marcea Wolf was on her way to work and growing more furious by the minute as traffic backed up in an uncharacteristic snarl. She was on the verge of missing an important business call. When the bus driver announced the reason for the delay, her fury abated and feelings of compassion took over. A human chain had blocked all lanes on the Golden Gate Bridge in a protest against the slowdown of AIDS drug research. She made a personal resolution, quietly but firmly saying to herself, "I'm going to do something about AIDS." Marcea offered to conduct AIDS prevention lectures for the Marin AIDS Project. That was in 1989.

Meanwhile, Bill Carter had gone through his own period of self-exploration and was looking for meaningful ways to make a contribution to society. He says of the AIDS issue: "I started to see the magnitude of the problem as AIDS began spreading into the high school population because of unsafe sex. I



*GLOBALCOM 2000 representatives Bill Carter and Marcia Wolf present a check to Brian Cotton with the Red Ribbon AIDS Foundation.*

### **Premier Telecard™ TeleFacts™** **Red Ribbon AIDS Foundation - 1st Issue**

**Issuer:** GLOBALCOM 2000

**Manufacturer:** Brilliant Color Cards

**Material:** 28 ml. - laminated core - standard credit card size

**Features:** Sequential numbers; bar code - scratch-off PINs

**Quantity:** \$4 (438) \$10 (246) \$20 (145) \$50 (141)

**Price:** Single cards - face value; matched sets - \$90; 50¢/minute, domestic

**Calling Range:** Continental U.S./International Call-Back Option

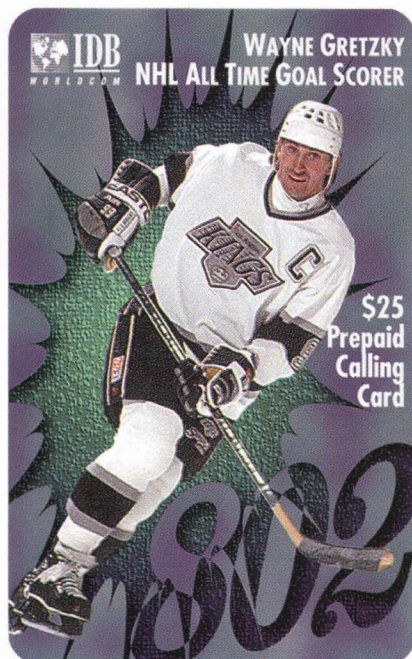
**Date Issued:** March 1, 1994



# TeleSports

*Los Angeles, California*

**He shoots... he scores!**



When Wayne Gretzky of the Los Angeles Kings scored his 802nd goal on March 23, 1994, against the Vancouver Canucks, he became the record-breaking all-time goal scorer in the history of the National Hockey League (NHL).

To commemorate this magical moment on the ice, IDB Communications Groups, Inc., has issued the "Wayne Gretzky 802" prepaid phone card. This is a limited 5,000 card edition. The face value of the card is \$25. It has a domestic and international range and is available to collectors. (See ad page 4.)

"IDB is a new carrier in the emerging prepaid calling card business," said Peter Hartz, IDB's senior vice president of sales and marketing. "What we bring to the party is our Summa Four debit switching platform and our international and domestic network."

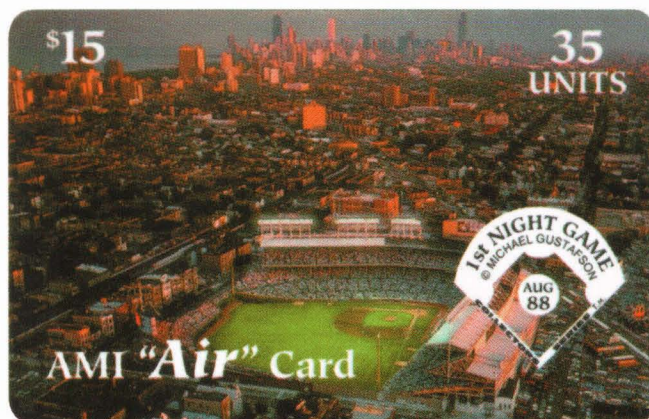
*Dallas, Texas*

Sportscard collectors welcomed the launch of the premier card of a four-card series of the first Nolan Ryan telecard. CommNet Services Corp. (CNSC), through an exclusive agreement with U.S. Long Distance, announced two different releases of the first Nolan Ryan telecard.

Each release is a limited edition print of 5,000 cards. Each card has an authentic signature print of Nolan Ryan and is sequentially numbered. The cards will be issued in a \$10 denomination with 17 minutes of long distance calling time and will retail for \$14.95, including the activation fee. Voice prompts are bilingual. The PIN code is a silver ink "scratch off," and when the ink is removed, the word "activated" will appear. CNSC believes this is a new approach that will alert the buyer that the card has been used. The series is printed by AmeriBadge Card Systems of Dallas, Texas, using digital offset printing with a polish/polish finish.

Only one of the two releases will be available for purchase through CommNet (see ad page 29). The second 5,000-telecard release has been produced for Progressive Concepts Inc. (PCI) of Fort Worth, Texas. As one of the largest cellular resellers in the United States, PCI will offer the Nolan Ryan card as a promotional item to customers purchasing any communication product or service from their Hawk Electronics locations.

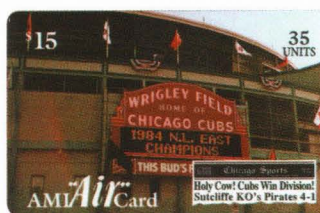
According to Greg Somers, president of CNSC, "A portion of all proceeds will be donated to Mr. Ryan's charitable organization of choice."



*Glen Ellyn, Illinois*

First seen at the Cubs annual convention in Chicago in February 1994, AMI Communications, Inc., issued a three-card series that commemorated significant events in the history of the Chicago Cubs.

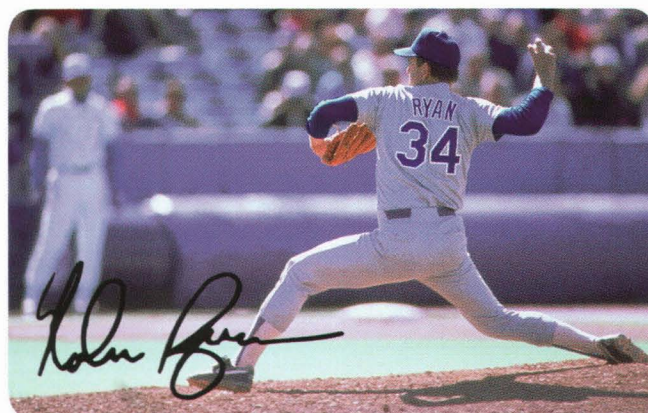
The trademark card is a replica of the famous aerial photo taken by Michael Gustafson of the first night game at Wrigley Field in August of 1988. Called "First Night Game," this telecard is \$15 for 35 units.



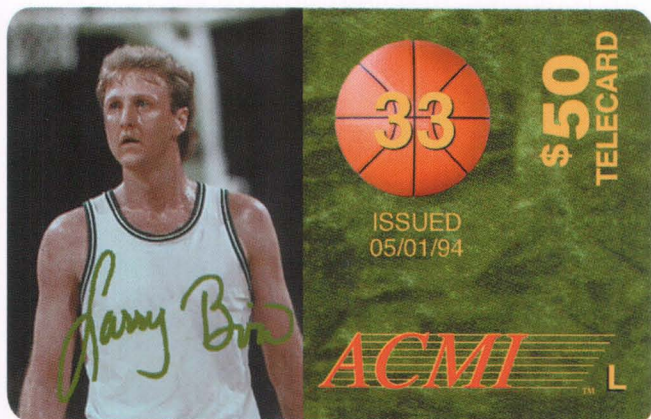
The second card of the series is the "1984 Division Championship" card, taken the morning of the first playoff game against San Diego. This card is also \$15 for 35

units. The third card is "Memories of '69'" and is \$10 for 20 units. Only 20,000 of each card have been printed. They are packaged in sealed custom envelopes with clear windows for the cards. All AMI cards are rechargeable.

As president of AMI, Bob Buchta considers their entry into the telecard market to be "an exciting ancillary product to be selectively added to our main business offerings." Plans are already underway to offer two new series of cards featuring Gustafson's dramatic aerial photos of sporting events as well as city skyline cards.







### Memphis, Tennessee Larry Bird Scores Again

Basketball star Larry Bird has scored again with the first release in a series of nine telecards that illustrate the story of his basketball career. The first telecard is scheduled for release on May 1, 1994.


People who attended the *Premier Telecard Magazine* Phone Card Fair March 4-6, 1994, were given a sneak preview of the prototype for the first card. Bobbie Werling, communications consultant for Advantage Communications, Inc. (ACI), the telco responsible for developing the telecard, said: "Not only did we receive hundreds of pre-orders for the first of nine cards in the Larry Bird Series, but we received numerous inquiries from other agents who want ACI to do cards for their stars."

Werling's connection to Bird is a personal one, going back to the days when they were classmates in French Lick, Indiana. They went to a small high

school where everybody knew each other. Werling was a senior when Bird was a junior. As time went on, she continued to follow his career.

Last year she went home to French Lick while a crew was filming the basketball movie "Blue Chips." Larry Bird was in a parade scene. It suddenly struck Werling that Bird would be the perfect subject for a series of telecards. She called his brother Mark, and soon the plans for a series were set in motion.

Werling and Ann Giles, national sales director with ACI, collaborated on bringing the project to fruition. Like an echo of high school cheers, when the cards are placed together in a complete set, the telecards will spell out "Larry Bird."

Bobbie Werling reflected on the series of events that has occurred. "Who would believe that growing up in French Lick, Indiana, would one day mean a business venture with Larry Bird? I owe him a big thank you." 



### Larry Bird Series #1

**Issuer:** Advantage Communications, Inc.

**Manufacturer:** Brilliant Color Cards

**Material:** 28 ml. - laminated core - standard credit card size

**Features:** sequential numbers - renewable

**Quantity:** \$6 (5,000) \$10 (4,000) \$20 (800) \$50 (200)

**Price:** Face Value; 60¢/domestic minute

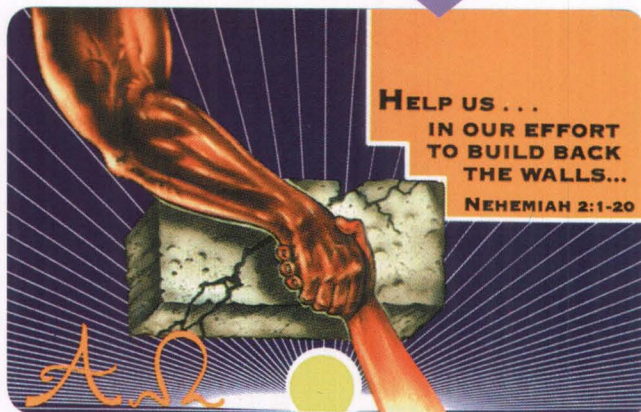
**Calling Range:** International -197 countries from the U.S. outbound

**Date Issued:** May 1, 1994



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

Limited to the first 10 responses.



## Named & Claimed...

Winners correctly identified this card as issued by Communications Gateway

Network, Inc., (CGN), "Local Gateway Access to National Long Distance Networks." CGN is a WinStar Communications company, provider of WinStar Wireless Sports Fan Radio Network and Beauty Labs. CGN is located at 5221 N. O'Connor, Suite 850, East Tower at Williams Square, Irving, Texas 75039. Tel: 214-401-0400, Fax: 214-401-0427.

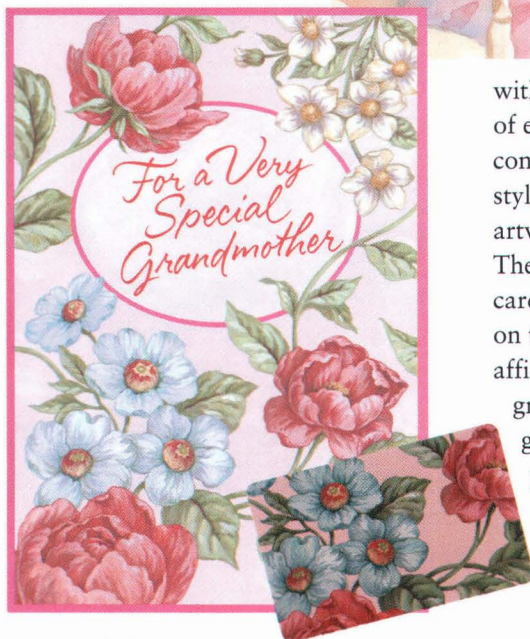
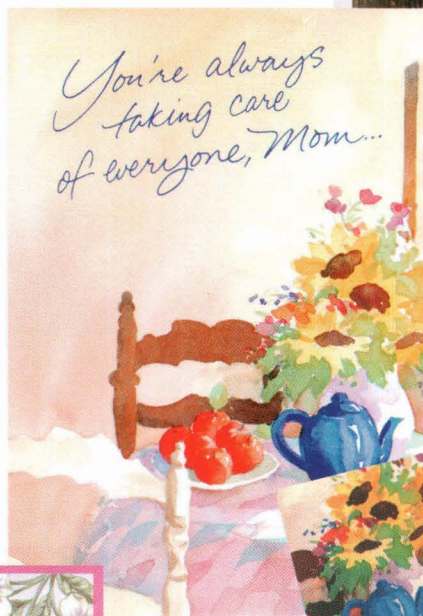




# Tell Mom You Love Her— With A Telecard

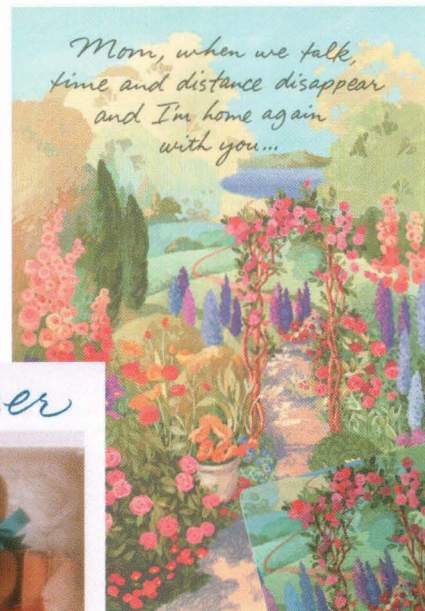
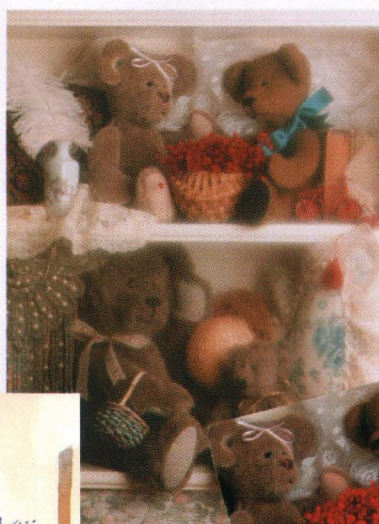
*Dear Mom: "Maybe you could make a little time for yourself and enjoy a talk with someone special. With love on Mother's Day and always."*

Gibson Greetings, Inc., has entered the world of telecard greetings with the release of a 1994 Mother's Day series. On April 4, 1994, four designs were mailed to selected retail outlets in the United States. A total of 30,000 cards was produced,



with 7,500 of each design available to consumers. The four card styles contain different artwork and greetings. The art on the cover of the card is replicated in part on the telecard that is affixed opposite the greeting inside. The greeting card/telecard is packaged in clear protective plastic. An adhesive sticker is affixed to the plastic

*For Mother*



and explains how the telecard is used.

The sale of a greeting card/telecard is the latest innovative marketing practice for Gibson Greetings, Inc., a company based in Cincinnati, Ohio, that is nearly 150

years old and has subsidiaries in England and Mexico. Gibson is treating the release of 30,000 cards as a way to test the pulse of U.S. consumers and gauge whether telecards are a viable retail item for the Gibson clientele. A partial list of retailers carrying the cards include the following regional stores: Midwest: Kroger, Marsh Supermarkets, F & M Drug Chain, Phar-Mor; Long Island: Rock Bottom; PA & OH: Giant Eagle; South: Winn-Dixie, Gibson Greetings, Inc., Page Two; Salt Lake City: Harmon's; Northwest: Bi-Mart; and throughout the U.S. at Safeway and Wal Mart stores. The cards will only be sold at certain locations. Collectors are advised to call ahead to make certain that the store nearest them is selling the cards.

Susan Follick, seasonal counter card product manager for Gibson Greetings, Inc., explained the considerations that motivated the company to test this new product with their customers. "This card is a unique way to make greetings cards valuable. Everyone can use free phone time." She added, "This is a gift where you don't have to worry about finding the size and right color." The greeting card/telecard set retails for \$5 and includes ten minutes of long distance calling time generated from the United States. Callers may dial locations in the U.S., Canada, or the Caribbean. In addition, they may call the long distance



carrier to add more time to the card and use it to make calls from over 40 countries worldwide.

The long distance carrier for the card is ConQuest Long Distance Corp., located in Dublin, Ohio. ConQuest owns and operates its own operator center, switching facility, and network. They provide operator services to over 130,000 hotel and motel rooms, 30,000 pay phones, and numerous hospitals and universities in 42 states. ConQuest has offered debit card services since 1992. (See ad on page 41.)



*TeleFacts™*

**Gibson Greetings, Inc.**

**Mother's Day Series**

**Issuer:** ConQuest Long Distance Corp.

**Manufacturer:** Moore Business Forms

**Material:** UV laminated paper - litho printed

**Features:** sequential/control number - scratch-off PINs - renewable

**Quantity:** 30,000 total - 7,500 of each of the four cards

**Price:** \$5; 10 minutes @ 35¢/minute, domestic

**Calling Range:** U.S., Canada, Caribbean; renewable to use in over 40 countries

**Date Issued:** April 4, 1994

**L.P.**

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**World's Leading Manufacturer of Storage  
Products for Collectibles**



# "We're Off to See the Wizard"

by Devri Pall

What movie has been viewed worldwide by over one billion people, yearly in the U.S. by 60 million, by one out of three children between the ages of two and ten, continues to be a favorite among college students, and is celebrating its fifty-fifth anniversary this year?

Well, if you "only had a brain," you'd have guessed the answer: *The Wizard of Oz*!


If you've ever longed to be "somewhere over the rainbow," then you telecard collectors should click your ruby slippers together and think of Kansas, Scarecrow, Cowardly Lion, Tin Man, Toto, and, of course, Dorothy, and you're "off to see the Wizard, the wonderful Wizard of Oz, because, because, because, because, because. . ."

For the first time, actual scenes from the beloved *Wizard of Oz* are featured on a set of twelve prepaid telecards issued by TeleTrading Cards Inc., of Fairfax Station, Virginia. The first six cards of the series, released in March 1994, showcase "Dorothy & Toto," "Cowardly Lion," "Scarecrow," "Tin Man," "Ruby Slippers," and the "Wizard of Oz Cast." These renewable cards are available in a \$5 denomination and cost 72¢ a minute. Brilliant Color Cards was chosen to print these endearing keepsake cards, with North American Telephone Co. (NAT) of Tampa, Florida, providing the domestic and international phone service.

The founder and president of TeleTrading Cards Inc., Roger Burten, specializes in the marketing and production of prepaid telephone cards. The first licensed character line of cards produced by TeleTrading are *The Wizard of Oz* and

*Legends of Baseball*, featuring Babe Ruth, Lou Gehrig, Ty Cobb, and Satchell Paige. Commenting on why these two themes were chosen, Burten said, "We chose [these] because of their vast national and international appeal to the past three or four generations."

Roger Burten is also founder of Rainy Day Designs (RDD), specializing in the game, toy, and gift industries. He is widely recognized as an independent creative game designer and has designed and sold games to Ungame Inc., Milton Bradley, and the U.S. Postal Service. Linda Long, his business partner, says, "Roger sees a game or toy in almost everything."

So, like Roger, why not let the kid in you "follow the yellow brick road" to your very own set of *The Wizard of Oz* TeleTrading cards, where "the dreams that you dare to dream really do come true." 

## Trivia Quiz: Test Your Oz IQ

- Who played the part of:
  - Dorothy?
  - Scarecrow?
  - Tin Man?
  - Cowardly Lion?
  - The Great Oz?
- What did each request from the Great and Powerful Oz?
  - Dorothy
  - Scarecrow
  - Tin Man
  - Cowardly Lion
- What state was Dorothy from?
- What was the Good Witch of the North's name?
- The yellow brick road led to what city?
- What was the name of Dorothy's aunt and uncle?
- By what means of transportation did the Wizard offer Dorothy a ride home?

**Oz IQ Trivia Answers:** 1. a. Judy Garland, b. Ray Bolger, c. Jack Haley, d. Bert Lahr, e. Frank Morgan; 2. a. To get back to Kansas, b. A brain, c. A heart, d. Courage; 3. Kansas; 4. Glinda; 5. Emerald; 6. Auntie Em and Uncle Henry; 7. Hot air balloon





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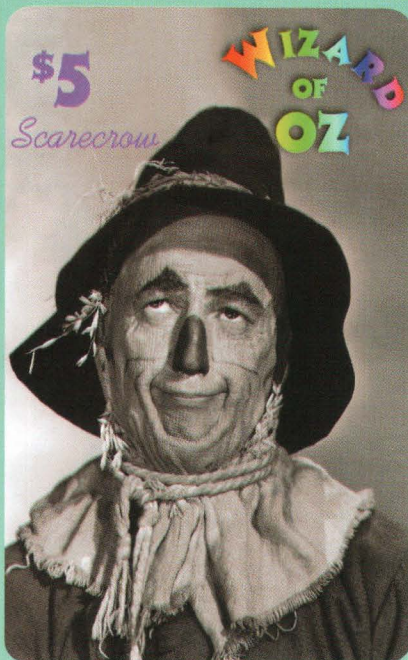
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*Photocopies  
Accepted*





Scarecrow

1



Sweet Dreams

2



Lou Gehrig

3



Wayne Gretzky

4



Clara Bow

5



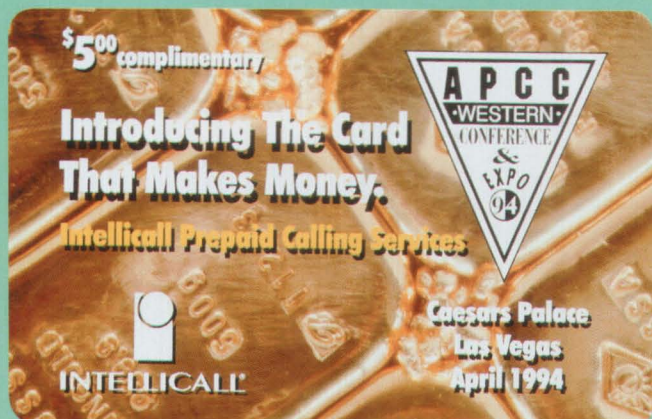
X-Men Wedding

6



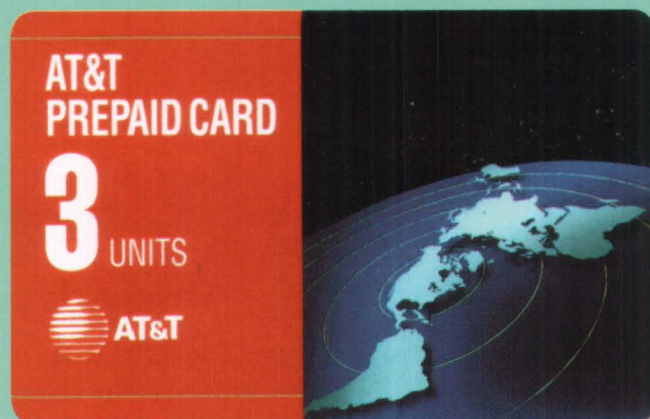
# Premier Cards

May  
1994



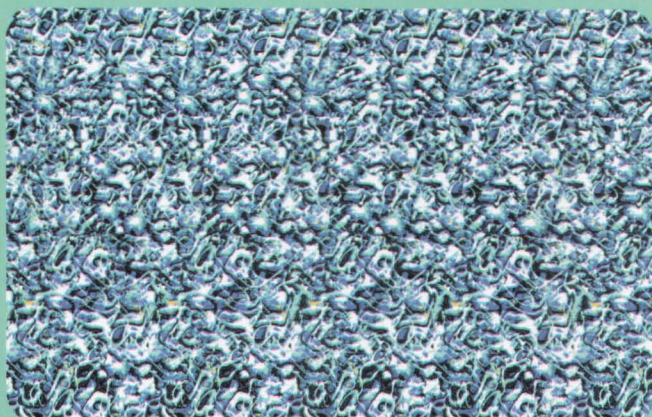
APCC Western Conference & Expo 94

7



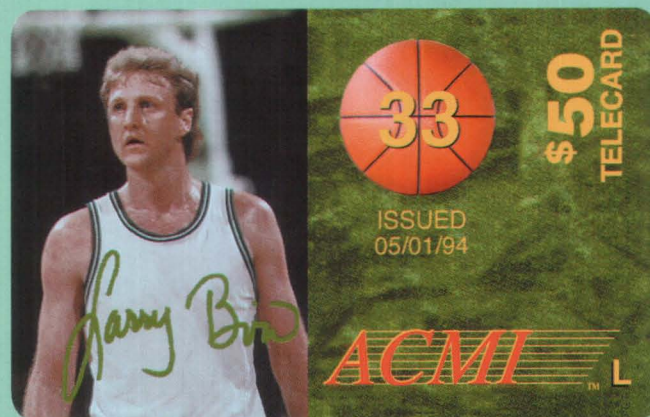
AT&T Prepaid Card

8



Magic Eye Dolphin

9



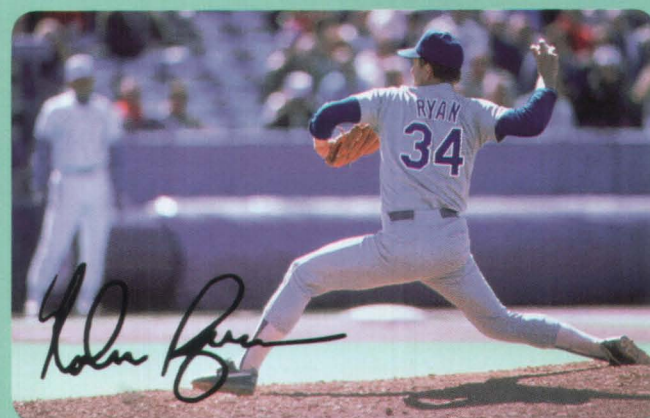
Larry Bird

10



Dog-Phone

11



Nolan Ryan

12



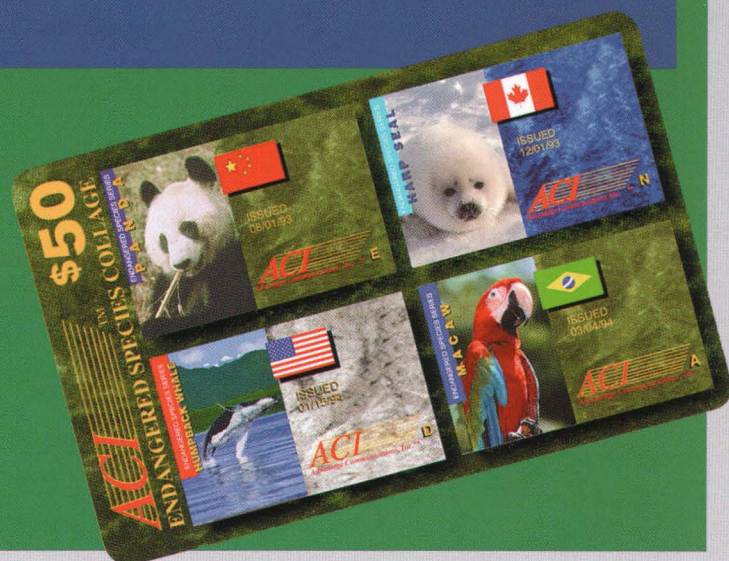
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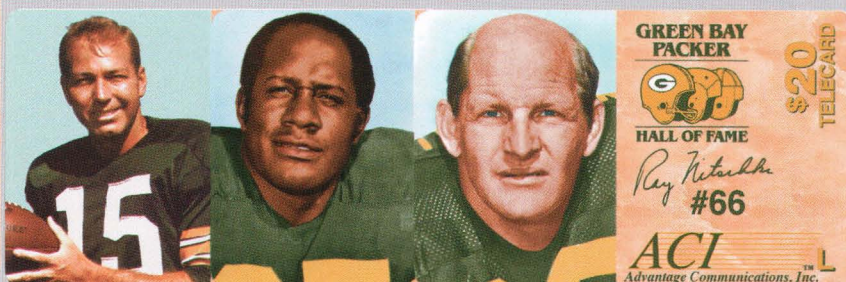
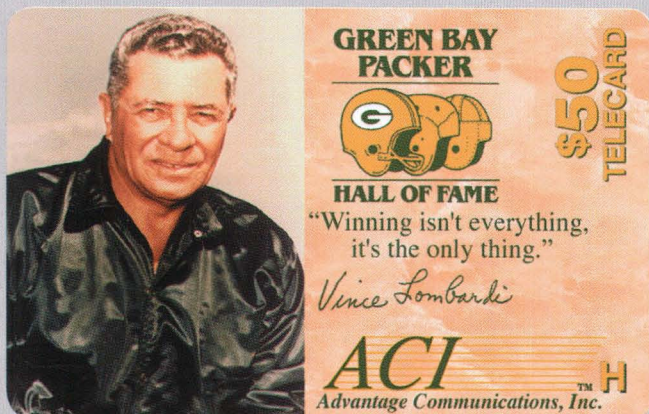
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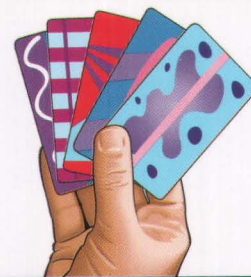
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# Cards in Play in the U.S.A.



## New York City

On February 20, 1994, daytime television stars held their annual casino night, at which they released a limited issue telecard to raise money for "Broadway CARES/Equity Fights AIDS." The telecards were only available at the event, which 2,000 people attended. The fund-raiser was hosted by 120 stars, including several native New Zealanders. Grant Draper, of SuperStar TeleMedia Services (STS), recalled that "The New Zealand soap stars went crazy over these [cards]." Telecards have been a popular collectors' item in New Zealand for several years.

The first set of cards was so successful that STS has plans to release a series of cards, each one a tribute to a famous contemporary Broadway show. The first series of Broadway show cards includes *Phantom of the Opera*, *Les Miserables*, *Miss Saigon*, and *Cats*. The telecards may be purchased at any ticket outlet for Broadway shows, at the Manhattan theaters where the productions are, and by mail order through Direct from Broadway, a marketing division of STS. A donation of 10% from each card sold will go directly to Broadway

CARES/Equity Fights AIDS. Draper is in the process of determining the shows, quantities, and denominations of each new telecard. STS is based in New York City.

**Premier Telecard™** *TeleFacts™*

**Broadway CARES/Equity Fights AIDS**

**Issuer:** SuperStar TeleMedia Services

**Manufacturer:** Applied Graphics Technology

**Materials:** N/A

**Features:** Bar codes; PIN concealed by envelope - non-renewable

**Quantity:** 2,500

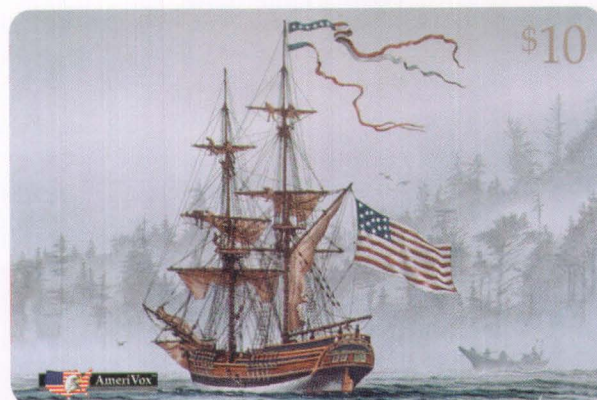
**Price:** \$20; 30 units, domestic

**Calling Range:** Domestic

**Date Issued:** February 20, 1994

## San Francisco, California

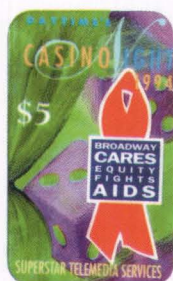
The historic Williamson Ship telecards went "aground" because of a mishap at a Federal Express office in Oakland, California. The telecards were designed, and intended for release, as a commemorative card at the *Premier Telecard Magazine* Phone Card Phair, March 4-6, 1994. The shipment was mislabeled and "got



stuck at the ramp" in Oakland, according to Clay Gibson, senior accounts manager at AmeriVox, the issuer of the cards. Unfortunately, the package couldn't be released in time for the Phair. However, in the world of collectibles, these cards could end up being a hot item. German dealer Chris Scherer is banking on their value as a limited release and purchased 5,000 of the cards for resale. AmeriVox kept the remaining 500 cards.

The telecards depict *Lady Washington*, the first U.S. vessel to visit Japan. That historic event occurred in 1791. Artist James Williamson did the artwork for the card, which was also reproduced in the form of a lithograph. The information about purchase of the lithograph is inside the protective envelope.

The combination of telecard and lithograph brings to mind the first issuance of a telecard in conjunction with a lithograph, at *Premier Telecard Magazine's* Phone Card Phair in San Francisco. That lithograph was created from an original painting, "Love Makes a World of Difference," by Margaret Keane.



## BECAUSE YOU CARE...

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- transferable and economical
- a commemorative limited edition collectible

## **Premier Telecard™** *TeleFacts™*

### Williamson Ship

- Issuer:** AmeriVox
- Manufacturer:** Brilliant Color Cards
- Materials:** N/A
- Features:** Bar codes; scratch-off PIN - renewable (must pay one-time \$10 activation fee to renew) - sealed in window envelope
- Quantity:** 5,500
- Price:** \$5.00 (face value); 50¢ domestic minute
- Calling Range:** Domestic
- Date Issued:** March 1994



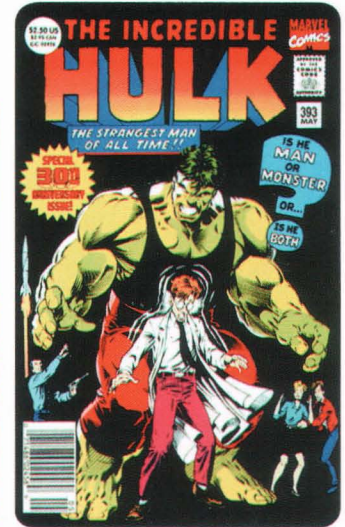


# Cards in Play in the U.S.A.

## New York City, New York

In March 1994, Marvel Entertainment Group released the first three cards celebrating landmark issues of Marvel Comic books. The three cards commemorate "Spiderman Amazing Fantasy," "Hulk 30th Anniversary," and "X-Men Wedding." The telecards cost \$10 each and contain twenty minutes of domestic time. Jan Rimmel of Marvel Entertainment Group reported that the first three cards are back-ordered at this point, and they have ordered an additional run from Global

Telecommunications Solutions. Marvel declined to indicate how many telecards they printed in the first run. The six-card "X-Man" series is scheduled for release



**Premier Telecard™ TeleFacts™**

**Spiderman Amazing Fantasy, Hulk 30th Anniversary, X-Men Wedding**

**Issuer:** Global Telecommunications Solutions

**Manufacturer:** N/A

**Materials:** N/A

**Features:** Sealed in window envelope

**Quantity:** Proprietary

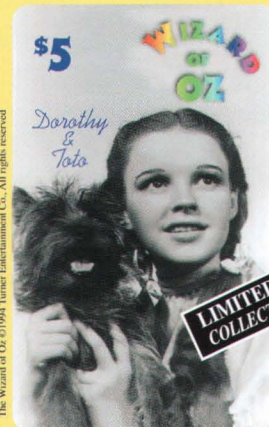
**Price:** \$10 per card @ 50¢/minute, domestic

**Calling Range:** N/A

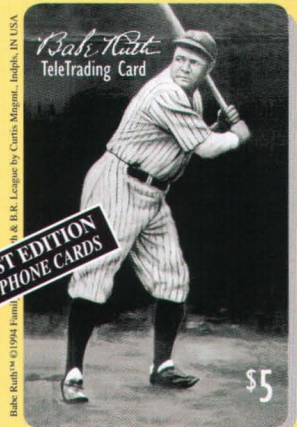
in June 1994, but details on the denominations were not available at press time. The cards will be available individually or in sets. Marvel Entertainment Group telecards may be purchased through their catalog or licensed dealers.

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



## Torrence, California ¡HOLA! Telefácil by Telepass

Need to call Mexico? That's as easy as ordering a taco thanks to Telefácil, a bright new telecard that comes in denominations of 10 or 30 minutes. The 10-minute card costs \$20 and reportedly saves the user \$2.85 in comparison to what the call would have cost from a public pay phone. Calls can be made from any type of phone. The caller simply dials a toll-free 800 number and is prompted in Spanish to enter the personal identification number that's on the back of the telecard. A recorded message advises callers when they have one minute of calling time




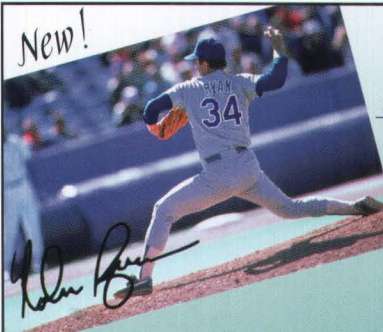
remaining.

Telefácil is committed to providing excellent service to their customers. Their service center is available to take customer calls 24

hours a day, seven days a week, and bilingual representatives are ready to provide information or assist customers with questions about using the card.

Telefácil is a small Latino-owned company based in Southern California, dedicated to serving the needs of their community.

Their goal is to bring families and friends closer together by providing easy, convenient, and affordable communication services. This bright gold card is like Mexico itself: dramatic, exciting, and colorful. It's a hot new addition to the world of telecards. 



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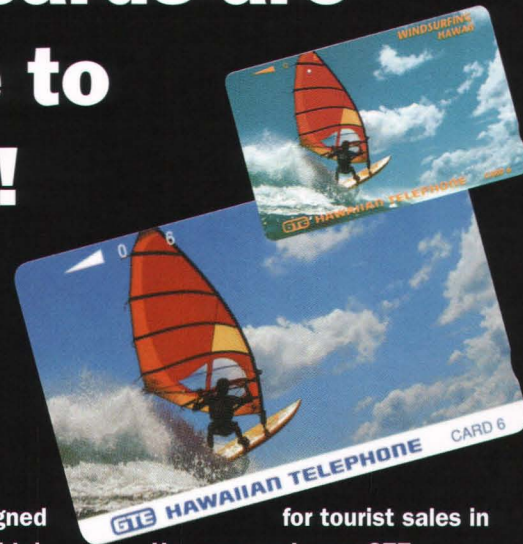


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# Telecards are Here to Stay!



Collecting and hobby crazes come and go. How many of us have pet rocks, Rubic cubes, and matchbooks tucked away in the recesses of our drawers? Hawaiian

children recently collected POGs—pineapple, orange, and guava bottle caps reminiscent of Americana milk bottle tops. Portraying colorful Hawaiian scenes, logos, and local business, their popularity zoomed but is now waning.

On the other hand, certain collectibles such as stamps, coins, and telephone cards have their own designated monetary value as well as the possibility of future collectors' value. Phone cards have become the latest numismatic collectible to sweep from Europe and Japan into North America. The popularity of these cards comes from combining a recognizable need with convenience and attractiveness. These are the elements of a collectible that is here to stay.

Ted Ashworth of Honolulu, Hawaii, is keeping *Premier Telecard Magazine* readers up to date on the evolution of phone card collecting in the Hawaiian Islands. Ted and his wife, Elizabeth, were at their Bear Stamps booth at the Stampex Show held in the Horticultural Halls of London in February 1991 when they were first asked about telephone cards.

Upon returning home, the Ashworths inquired at their local GTE Hawaiian Tel, left their names and addresses and, within two weeks, had two credit calling cards. So back to GTE Hawaii Tel they went, only to learn that no one there had seen prepaid telephone cards with scenes on them. So the search went on. Talking to the manager of a prepaid telephone card service, the Ashworths discovered an entire new world of collecting telephone cards.

In June of 1992, the Ashworths took a number of GTE Hawaiian Tel phone cards with them to the National Stamp Show in Brisbane, Australia—and sold every one! Elizabeth's sister from Brisbane assured them that she frequently uses telephone cards for her local and international calls.

At present, GTE Hawaiian Tel's program of issuing telephone cards

is designed for tourist sales in Waikiki.

However, only one GTE Hawaiian Phone Mart in Honolulu and others on neighboring islands sell the cards. Obviously this makes it difficult for collectors outside Hawaii to purchase these cards. There is also a minimum purchase requirement of 10 cards for each design. Expansion has been slow because funding comes from private enterprise.

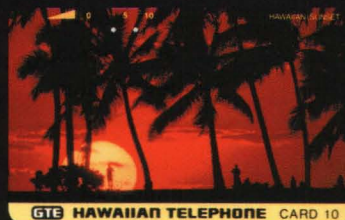
Cards have been issued in 3, 6, 7, and 10 units. The 3-unit card is good for a short call to Canada or a very short call to the Pacific Basin. The 10-unit card can be used for up to 11 minutes on an overseas call. Interestingly, the GTE Hawaiian telephone cards may be used to make calls anywhere in the world—except within Hawaii or to the mainland United States. The 10-unit card costs \$20 plus tax at tourist outlets and is printed by Tamura of Japan on a thinner plastic similar to that used by Telecom Australia.

Some of the cards that are sold in Waikiki are issued by companies such as Fuji Color and Japan Travel Bureau but can only be used for making phone calls in Japan. As nearly all the cards depict Hawaiian scenes, they are often purchased

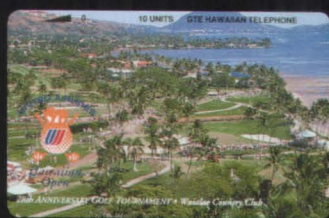
by Japanese tourists as gifts for friends and relatives to use back home. A 50-unit card is equal to 500 yen and can be purchased for \$15.

So when you visit Hawaii, enjoy the spectacular beaches, take in the scenery, bask in the warm climate... and collect a few scenic phone cards to take home with you. Telecards are here to stay!

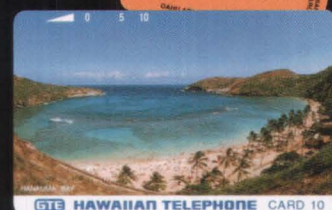
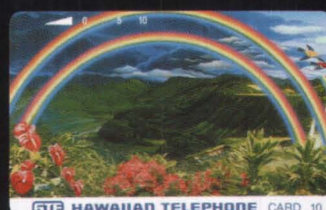
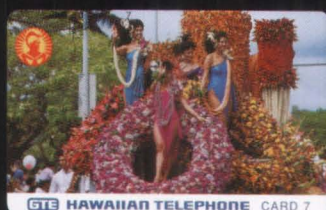
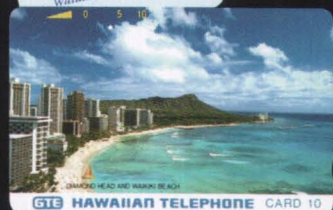
Many thanks to Ted Ashworth of Honolulu, Hawaii, who contributed extensively to this article and compiled the GTE Hawaiian Telephone Card Chart.







# GTE HAWAIIAN TELEPHONE CARDS



	Subject	Date Issued	Units	Quantity Issued	Remarks
1	Diamond Head/Waikiki Beach	1/90	10	90,000	Silver back; obsolete
1A.	Diamond Head/Waikiki Beach - Inauguration of Phone Card Service	1/90	5	2,000	Red stamp on silver back noting 5-unit card; scarce.
1B.	Diamond Head/Waikiki Beach	1/94	10	Unknown	Bronze back; current
2.	Hanauma Bay	1/90	10	10,000	Silver back, blue letters; obsolete
2A.	Hanauma Bay	1/90	10	20,000	Bronze back, blue letters; obsolete
2B.	Hanauma Bay	5/93	10	10,000*	Bronze back, green letters
2C.	Hanauma Bay -2nd Golf Tournament for the Nature Conservatory of Hawaii	11/22/91	5	145	Key card for GTE Hawaiian Tel
3.	Hawaiian Open - 25th Anniversary	2/90	10	750	VSX Distributor Card; scarce
4.	Pacific Telecommunication Conference	1/91	5	1,000	Distributed to delegates; scarce
5.	Rainbow from Directory Cover	5/91	10	9,000	Bronze back (as are all subsequent cards); current
6.	Rainbow from Directory Cover	7/91	10	1,000	Thematic; obsolete; scarce
7.	Aloha Parade Float	7/91	7	10,000	Obsolete
8.	Pa'u Rider on Horseback	7/91	3	5,000	Vertical; obsolete
9.	Windsurfing Hawaii	9/92	6	10,000	White strip at bottom with GTE Hawaiian Telephone; obsolete
9A.	Windsurfing Hawaii	9/93	6	10,000*	Picture overall; current
10.	Pacific Telecommunication Conference - Logo, palm trees scene on white background	1/93	3	1,500	Arrow, numbers in black; obsolete
10A.	Pacific Area Travel Association - Logo, palm trees scene on white background	5/93	3	2,000	Arrow, numbers in pink; given to delegates and clients
11.	Hawaiian Open with view of Waialae Golf Course†	1/93	10	2,000	Thematic; obsolete
12.	Hawaiian Open on white card with prominent UAL logo†	1/93	3	1,000	Thematic; obsolete
13.	Hawaiian Sunset	6/93	10	10,000*	Current
14.	Treasures of Hawaii	6/93	10	5,000*	Tourist promotion; current
15.	Sheraton Hawaii - "In Celebration of Aloha"	9/93	3	10,000*	Vertical format; current

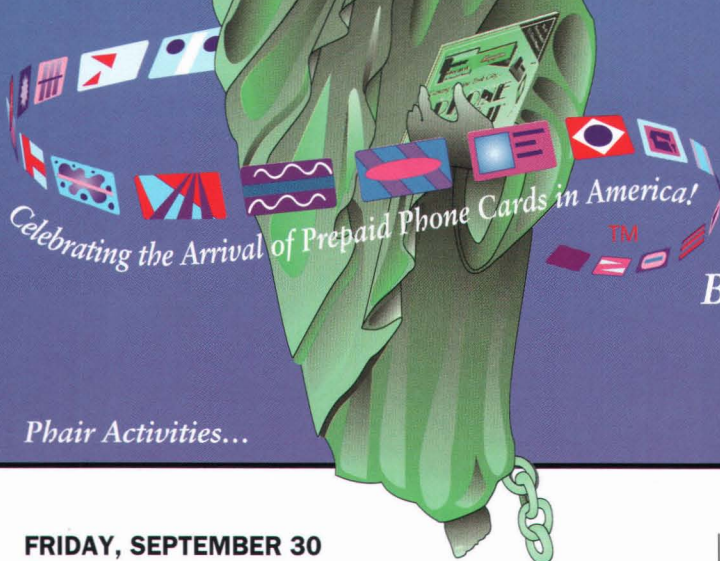
\*Initial printing; could be reprinted. †Hawaiian Open joint venture with distributor. Compiled by Ted Ashworth of Telecards Hawaii © January 1994, Honolulu, Hawaii



*The Premier Telecard Magazine*  
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*Card*  
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**Sept. 30 -  
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- An abundance of telecard give-aways
- Commemorative collector cards
- Active trading and selling of phone cards
- Exclusive trading session for exhibitors
- Information exchange on phone cards and equipment
- Introduction of new phone card releases
- Live Auction of phone cards with proceeds to charity
- Meeting of the U.S. Telecard Association International
- Top industry leaders and recognized speakers

*Bourse Displays...*

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

*Phair Activities...*

**FRIDAY, SEPTEMBER 30**

**The New York Sheraton**

Exhibitors Breakfast Buffet  
U.S. Telecard Association International Meeting  
Exclusive Trading Session for Exhibitors  
12 p.m. to 6 p.m. Exhibits Open to Public  
Hospitality Reception

**SATURDAY, OCTOBER 1**

**The New York Sheraton**

Exhibitors Breakfast Buffet  
9 a.m. to 4 p.m. Exhibits Open to Public  
Live Charity Auction of phone cards  
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Celebrities and Card Artists available for  
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Gala Banquet Dinner

(limited seating - by reservation only)

Keynote & Guest Speakers

Banquet includes commemorative phone card  
give-aways and drawings for phone cards and  
card sets.

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



**SUNDAY, OCTOBER 2**

**The New York Sheraton**

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



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

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



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

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

Focusing on the prepaid phone card industry and collectors, Phone Card Phair II is a combination of business and social events that continues as a first-class event.

The bourse will become a telecard field of dreams for all. A number of phone cards will be distributed as a courtesy by exhibitors. A visit to every booth is a must.

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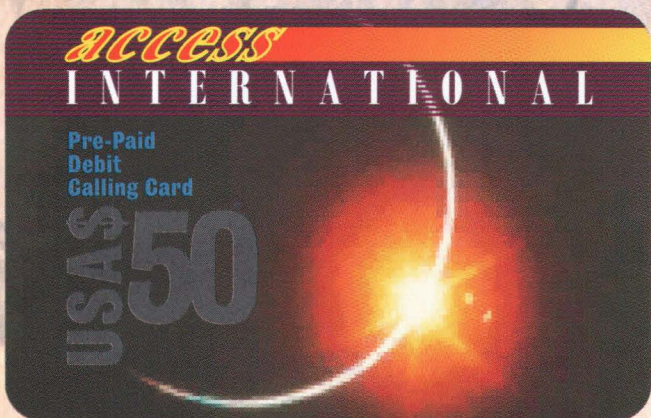
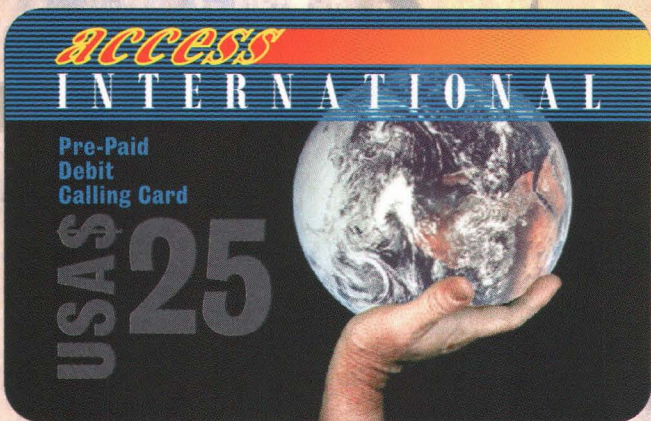
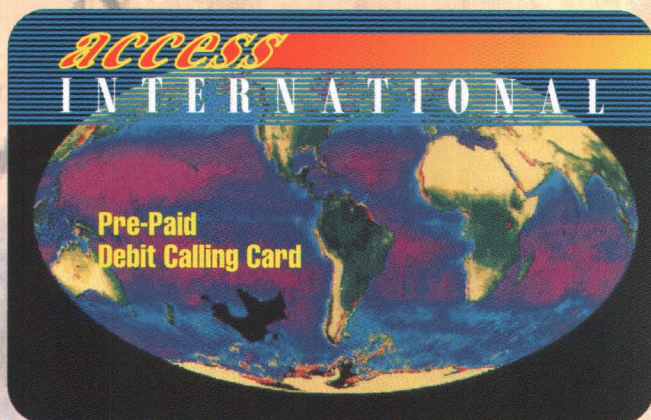
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# Readers Response

Dear Sandra:

It was wonderful seeing you at the Phone Card Phair in San Francisco recently. We feel it was a great success thanks to your tireless team at *Premier Telecard Magazine* and everyone involved. Scott and I were astonished at the contrast to the first [joint credit card and debit-card] convention in Richmond last September. The explosive growth in the industry was certainly evident with many new and exciting players taking part.

We at The Phone Card Store are very excited about what lies ahead for this hobby and we are grateful for the leadership role that you are taking to properly direct the growth.

Again, thank you for all your kind efforts on our behalf and I look forward to the prospect of seeing you and Dan again in the near future. Next time, let's make it the sunshine state.

Warmest Regards,

John M. Bridges

Keep the Change!, Orlando, Florida

Dear Devri:

The Phair certainly seemed to be quite a success! I was very impressed with the turnout and number of exhibitors. My compliments to everyone on the Phone Phair '94 staff.

I look forward to seeing you at the First Annual Phone Card Phair next year. Good luck until then.

Sincerely,

Stuart A. Rosenkrantz

Communications Design Group, Inc., Westville, Connecticut

Dear Bill:

Just a note to express my sincere thanks for your assistance and cooperative attitude. You made my visit to the Phone Phair a very pleasant and eye-opening experience. You also did a heck of a job organizing the event. My congratulations on a job well done!

Thanks again for everything.

Art West

Finish Line, Ponte Vedra Beach, Florida

Dear Leslie:

The Phone Phair was great! I had no idea that there were so many people involved in the industry. My special thrill was to see the actual Larry Bird Telecard prototype, hand delivered by Larry Brilliant of Brilliant Color Cards. Imagine — *my* idea, right there in card form!

The ACI display attracted lots of attention at the Phair. Not only did we receive hundreds of pre-orders for the first of nine cards in the Larry Bird Series, but we received numerous inquiries from other agents who want ACI to do cards for their starts. The Phone Phair was a great success and launched what we believe will be one of ACI's most successful cards.

Thanks to *Premier Telecard Magazine* for all the hard work that went into organizing a very successful event.

Bobbie Werling

Advantage Communications, Inc.

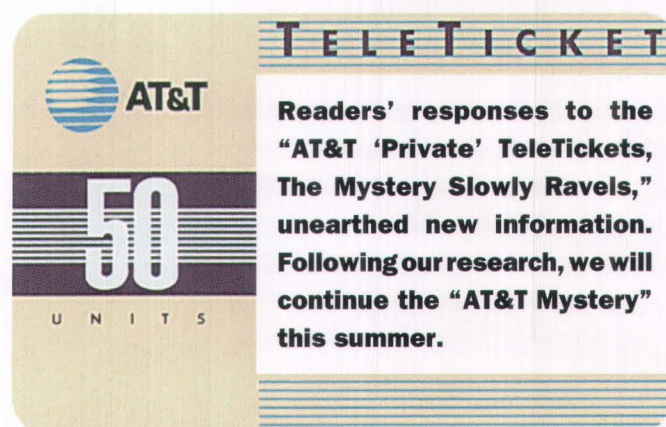
Lexington, Kentucky

## Announcements


### *U.S. Telecard International Association Meeting*

The first meeting of the organizing committee conference for the tentatively established American Phone Card Association took place on Tuesday, March 15, 1994, using an interactive conference call. An election of officers was held, and plans to include board members from various groups were established: dealers of collectibles, trade media, card manufactures, switch-based issuers, switchless resellers, and collectors.

The next meeting was held March 29, 1994, wherein an agenda began to be developed which included the stated purpose to be the formation of an educational umbrella organization which facilitates communication among the various constituents in the industry. The mission of the organization is to create a positive environment for the use, sale, and collection of telephone cards. It is open to all individuals and companies involved in the prepaid phone card industry. The name was changed to reflect a more encompassing group of membership:



U.S. Telecard International Association.

The March 29 meeting was chaired by Larry Brilliant of Brilliant Color Cards. The following items were discussed and/or decided upon: review of the previous meeting and name changed to U. S. Telecard International Association. 





*Susan Taylor-Mills and friend*

**T**elecom Australia introduced prepaid phone cards to the public when they began telecard trials in December 1989. A trial was conducted in the seaside resort of Geelong, which is located in the state of Victoria. The cards were operated by using special telephones that could read stored memory from the cards. The telephones punched a small hole in the telecard after each call was completed, the hole indicating the remaining value of the card. Anritsu Corporation of Japan manufactured the telecards.

The Geelong trial cards consist of six designs. The six-card series was issued in denominations of \$6 "Reach to Rescue"; \$5 "Crew"; two \$3 cards, "Surf Rescue" and "Float and Wave"; and two \$1.50 cards, "Go Together" and "Boats." Each card was issued in quantities of 50,000. The \$3 "Surf Rescue" Telecom Phonecard shown here is a sample from the series.



The management at Telecom Australia was

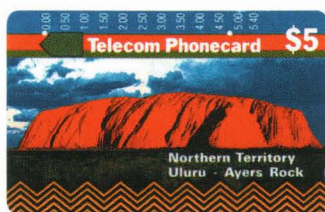
## International TeleScene

# Telecards From Down Under: The Australia Report

comfortable with the results of the trial and moved ahead to issue the first special issue telecards to the public in May 1990. Over the next 18 months, a total of eight sets of special issue telecards were released. The various cards individually honored the six states and two territories of Australia, which include South Australia, Victoria, New South Wales, Queensland, Western Australia, Tasmania, Australian Capital Territory (ACT), and the Northern Territory.

The Telecom 91 Geneva exhibition was honored by the issuance of 11,000 telecards. A total of 5,000 were released at the exhibition, and the remaining 6,000 were returned to and sold in Australia.

In 1990 Telecom Australia issued a \$5 telecard commemorating the 500th Grand Prix in Adelaide. The first Grand Prix was held in Silverstone, U.K., on May 13, 1950. Forty years later, on November 4, 1990, twenty-six heroes of modern motor sport lined up in Adelaide for the 500th Grand Prix. The 1990 Grand Prix was the sixth event held in Adelaide. Each year over 200,00 people enjoy the spectacle,

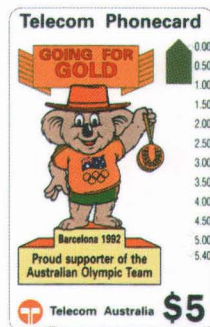


including more than 42,000 overseas and interstate visitors. The telecard features the official logo for the event and a picture of Guiseppe (Nino) Farina at the wheel of his famous Alfa 158, which led him to honors in May 1950. Telecom Australia issued 125,000 of the telecards.

In November 1991, after the States Issues were completed, the first National Issue appeared. The National Issues began with the Australian Red Cross Society 6-card Value Set series. The \$20 "International Red Cross Assignments" Telecom Phonecard shown here is a sample from the series. The series was issued in denominations of \$2 "Health and Safety Education" - 377,000 cards; \$2 "Blood Transfusion Service" - 177,000; \$5 "Community Services" - 190,000; \$5 "Red Cross Youth" - 190,000; \$10 "Disaster Relief" 464,000; \$20 "International Red Cross Assignments" - 277,000. These designs, unlike most of the earlier cards, have aroused little interest.

The Red Cross series was followed by the issuance of a single design to celebrate Australia Day 1992. The card was only available in the \$5 denomination in a quantity of 90,000.

The 1992 "Willy the Koala - Going for Gold" \$5 Telecom Phonecard highlighted Telecom Australia's role as a supporter of the Australian Olympic Team in Barcelona. The \$5 card was issued in the quantity of 190,000. The six-card Olympic Games Special Edition series went through twelve reprints. The other cards are in denominations of \$2 "Women's Hockey Team" - 417,000; \$5 "Swimming" - 980,000; \$5 "Cycling" - 837,000; \$10 "Track and Field" - 704,000; and \$20 "Marathon" - 207,000. Telecom Australia is different from most other issuing authorities because their cards are coded whenever they issue a reprint. Despite the extensive number of reprints, finding either mint or used copies of the Olym-





pic Games telecards could prove difficult for the collector.

Advertising telecards came on the scene in August 1992. At that point, it was a case of Telecom Australia trying to demonstrate the potential of telecards as an advertising medium. This cartoon-like series of four cards includes denominations of \$5 "Answering Machine" - 760,000; \$5 "Hit a Snag" - 229,000; \$10 "Turn up the Volume" - 660,000; and \$20 "Don't Hang Around" - 300,000.

They illustrate the special features of Telecom Australia's pay telephones and various uses of telecards.

In early December 1992, a contract was signed by Telecom Australia with Leigh-Maroom PTY Ltd., an Australian company specializing in the production, embossing, and encoding of plastic cards. The endangered species series released in February 1993 was the first to be produced in Australia by Leigh-Maroom PTY Ltd.

The first series of Christmas telecards was released at the end of 1992. The \$1.50 "Native Bird Choir" is mounted

on a special Christmas card. Sales were limited to mail orders and to collectors who had purchased Telecom Phonecard collectibles from the mail order service between January 1 and November

18, 1992. The card was issued once and limited to a quantity of 10,000. It was sold for \$6 as part of the special Christmas card. The other two cards are the \$5 "Wombat at the Beach" - 500,000 and the \$10

"Koalas on Christmas Eve" - 300,000.

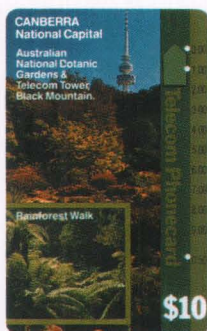
Special Editions are issued whenever a new series of cards is being released. They contain one copy of each card in the series, neatly arranged to display the card to its best advantage, together with a description of the card and the event being celebrated. The Special

Editions provide a very convenient means of acquiring one of each card, packaged in an attractive display. These editions are usually released in small quanti-

ties of 5,000 to 10,000, which have proved to be a good investment.

Two Special Edition collector sets were withdrawn from sale on December 31, 1992. They were the New South Wales six-card set, available in denominations of \$20, \$10, \$5 (two cards), and \$2 (two cards), limited to a release of 10,000, and the Australian Capital Territory five-card set, available in denominations of \$10, \$5 (two cards), and \$2 (two cards), limited to a release of 10,000.

The Australia Day 1993 Edition telecard was issued to mark January 26 as the day Captain Phillip and the



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First Fleet sailed into Port Jackson to establish the settlement that is now called Sydney.

The \$5 telecard shown here is a colorful illustration of the faces of three smiling children. Telecom Australia released 50,000 standard cards and 10,000 Special Edition collector sets of these cards. The Special Edition set was made available in January 1993 and was withdrawn from sale on November 30, 1993.

The Endangered Species Edition was released in February 1993. These telecards are in denominations of \$5 "Northern Hairy-nosed Wombat" - 360,000; \$5 "Bridled Nailtail Wallaby" - 327,500; and



the \$10 "Numbat" - 235,000. The cards draw attention to the fact

that Australia is losing its unique species of mammals faster than any other continent. The \$5 "Bridled Nailtail Wallaby" telecard is shown here. Telecom Australia released 10,000 Special Edition collector sets of these cards. The Special Edition sets were made available in February 1993 and withdrawn from sale on November 30, 1993.

Telecom Australia released a series to celebrate 1993, the United Nations' International Year for the World's Indigenous People. The famous Australian Aboriginal artist Jagamarra was commissioned to design the cards. He produced traditional Aboriginal paintings that depict the dreamings of his people. The telecards issued in The Year of Indigenous People Edition are in denominations of \$5 "Creation of Earth" - 400,000; \$10 "Creation of Life on Earth" - 200,000; \$20 "Eternity" -



100,000; and a fourth available only with the Special Edition collectors' set. The Special Edition set was made available in July 1993 and will be withdrawn from sale on July 31, 1994.

Only 10,000 sets will be issued.

Sydney's bid to host the Olympic Games in the year 2000 was the subject of a single \$5 telecard that was released at a ceremony on June 4, 1993. The Sydney 2000 Olympic Bid displays the Sydney Flash logo.

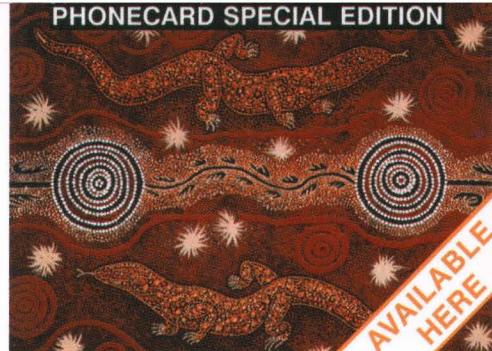
This telecard is a "one holer" card, which Australian collectors prefer to collect rather than "multi holers."

The telecard with the Sydney Flash logo must have carried good tidings, as Sydney was successful in securing the Games. This telecard was limited to an issue of 200,000 cards and is sold out.



Australia is a land of strikingly beautiful vistas, and some of these are shown on the three cards from the 1993 Landscape Series. The telecards in this series are in denominations of \$5 "Kakadu" - 700,000; \$10 "Lizard Island" - 300,000; and \$20 "Northern Flinders Ranges" - 120,000. This series is also available as a Special Edition collectors' set for \$39.50, in a limited issue of 10,000. The Special Edition set was made available in August 1993 and will be withdrawn from sale on August 31, 1994.

The Microscopic World Series made its appearance in September 1993. These cards were issued in denominations of \$5 "Marine Plankton" - 700,000; \$10 "Butterfly Eggs" - 300,000; and \$20 "Pollen Grains" - 100,000. The photos are magnifications of up to 1,600, which give spectacular images. Telecom Australia released 5,000



Special Edition collectors' set folders.

The Telecom Phonecard Design Award is a national, biannual competition for young Australian graphic designers. The 1993 Telecom Phonecard Design Award was given to Simone Tetof of Swinburne University, Melbourne. She used the theme "The Environment - You Can Make a Difference" to encourage people to take positive action to protect the environment. Her striking and original designs are featured on three telecards as well as 5,000 of the exclusive Special Edition collectors' sets. Surrealist imagery is apparent on the \$5 "Recycle" -

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



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500,000; \$10 "Plant a Tree" - 250,000; and the \$20 "Be a Green Consumer" - 180,000 cards.

The introduction of Australia's first private advertising telecards was in August 1993. Kmart, the largest discount chain store in the country, launched three telecards advertising their exclusive brands. The cards are AC Cola (100,000 cards at \$5), Jackeroo camping equipment (50,000 cards at \$10), and River Gum Classic clothing (50,000 cards at \$20). At the same time, Castlemaine Perkins XXXX beer issued 100,000 telecards at \$10, featuring a scene of the outback. The card is sold exclusively through Telecom Australia's mail order service and select retail establishments in Queensland.

A two-card Christmas issue was the final release for the year. Artist Vincent DeGouw designed a series of Australian Christmas scenes. The cards were issued in denominations of \$5 "Australian City Christmas" - 600,000 and \$10 "Australian Outback Christmas" - 300,000.

Telecom Australia also issues generic telecards. These don't celebrate any event or honor anyone; they just do the job they are made for: allow people to use pay phones. The first generic series came in denominations ranging from \$2 to \$50 and was released

between May 1990 and April 1992. This first series carries the original Australia Telecom orange logo on different colored backgrounds. It is of interest to note that, in the case of the \$2 card, no less than eight different printings were made.

The first issue of generic cards was released in large numbers. The denominations and quantities included \$2 (4,245,000), \$5 (390,000), \$10 (250,000), and \$50 (100,000). The second issue is in the process of being printed; therefore, the final quantities cannot yet be given.

The tourist series of generic telecards is called Australian Generic and first appeared in February 1993. The series features Australian sites: the Sydney Opera House/Sydney Harbour Bridge (\$5), Kangaroo (\$10), Great Barrier Reef (\$20), and Koala (\$50).

Telecom Australia Payphone Services releases many of their series in Special Edition collectors' sets. Priced at only a small premium above face value, they are an excellent buy. Telecom Australia Payphone Services is located in Parramatta, NSW 2124, Australia.



#### Editor's Note:

*Many thanks to W. Ray Dobson of Christchurch, New Zealand, who contributed this article.*

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# Danell's Floral Fantasy



Danell, of Potten End Hill, England, was willing to try a new concept in advertising and ended up adding a new line to their business—prepaid phone cards for the collectors' market.

Established in 1985 to make and sell glass vases at flower shows, Danell expanded into the mail order market in 1989. Working with British Telephone (BT), in 1991 they designed the "Christmas Gift" Floral Fantasy telecard as a 500-card promotion to be sent free with mail orders of £20. The 5-unit card portrays yellow roses in Danell's glass vases on the front, and a description of the vase on the reverse with Danell's address.

According to Ms. Keen, owner of Danell's, even though vase sales did increase, telecards were the "roaring success," as Danell was inundated by requests from collectors who wanted to buy the phone card and to know if other cards would be issued. Since that initial success, seven additional cards that portray the versatility of the Danell vases with different flower displays have been produced. Limited to an issue of 500, some of the phone cards were given free with the vases and the rest were bought by collectors.

Quick to notice the potential of the collectible phone card market, Danell commissioned Paul Human, an up-and-coming artist whose exhibit "Surround Yourself" has been shown to rave reviews all over Great Britain. The first project decided on was "Hedgehogs' Revenge." Hedgehogs, similar to the American opossum, tend to stop in the middle of the road with disastrous results when caught in the headlights of an oncoming car.

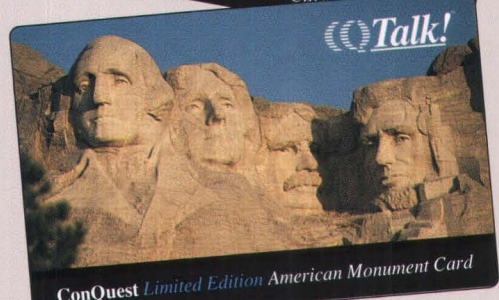
A four-card series of 500 cards each, that portrays imaginative pictures of how hedgehogs get their revenge, was released one a month starting May 1993. Each card portrays a hedgehog or two doing something diabolical to a classic British, European, or American automobile: 1918 Packard, 1922 Wills-ste- Claire, 1930 Alfa Romeo, or 1928 Mercedes Benz.

Having made a commitment to the collectible market, Danell is now targeting the younger end of the market with production of a Jurassic-era dinosaur phone card series. Again in collaboration with Paul Human, who painted the original pictures, the first card of the series, a stegosaurus, was released in late August 1993 with a limited print run of 1,000 cards. The cards are 5 units and sell for £8 sterling plus £2 postage. The second card of the series, a tyrannosaurus from the Cretaceous period, has also been released.

Using their imagination—from flowers to hedgehogs to dinosaurs—Danell is proving that innovative thinking can capture a new market.







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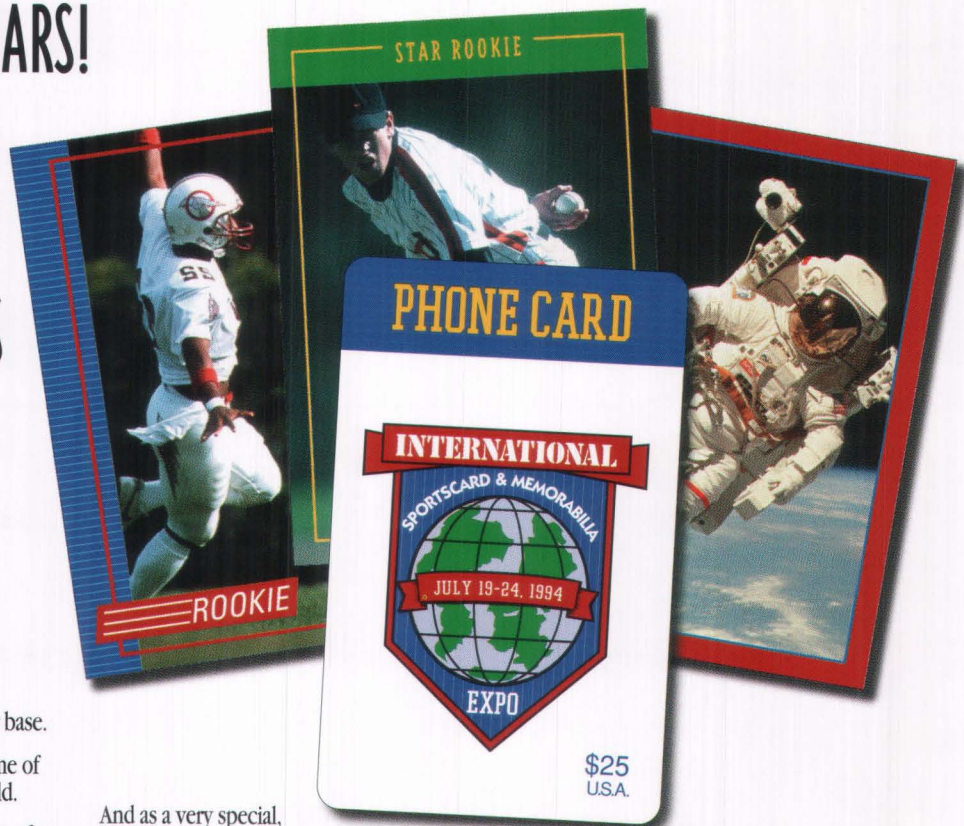
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And as a very special, first-time ever feature, a Phone Card Pavilion is planned on the floor of the Convention Center hosted by Premier Telecard Magazine, the exclusive phone card magazine of the Expo, where the newest and best Phone Cards will be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

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

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

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

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

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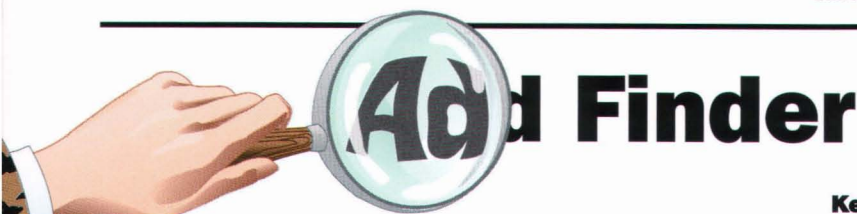
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# TeleFold™ Descriptions

LEGEND: **SM**—Stored Memory, **SMC**—Stored Memory Chip, **SMO**—Stored Memory Optical, **SMS**—Stored Memory Stripe, **RM**—Remote Memory, **R**—Renewable, **NR**—Non-Renewable, **TR**—Transferrable Time



- #1. Scarecrow - North American Telephone, TPA, Inc. - RM, R
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- #3. Lou Gehrig - North American Telephone, TPA, Inc. - RM, R
- #4. Wayne Gretzky 802 - IDB Worldcom - RM, NR
- #5. X-Men Wedding - Global Telecommunications Solutions, Inc. - RM, R
- #6. Clara Bow - Global Telecommunications Solutions, Inc. - RM, R
- #7. APCC Western Conference & Expo 94 - Intellicall, Inc. - RM
- #8. AT&T Prepaid Card - AT&T - RM, NR
- #9. Magic Eye Dolphin - Global Telecom Network - RM
- #10. Larry Bird - ACMI - RM, R
- #11. Dog-Phone - Aero Wave Communications Worldwide - RM
- #12. Nolan Ryan - CommNet Services Corp. - RM

## Telecard Glossary

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



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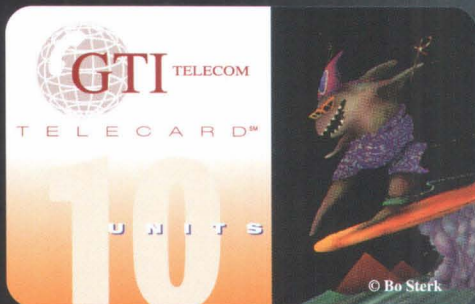
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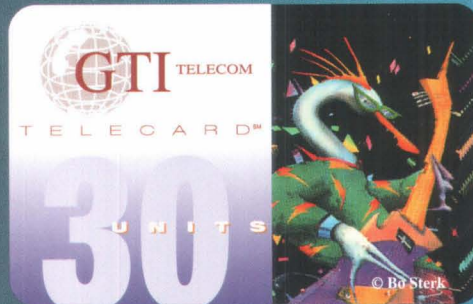


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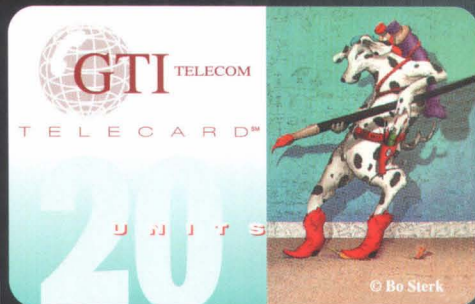
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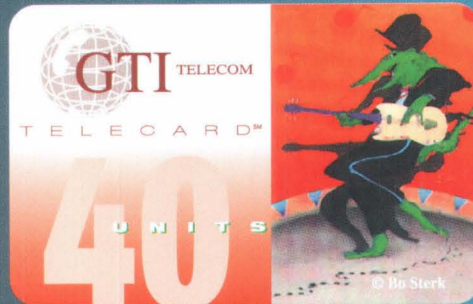
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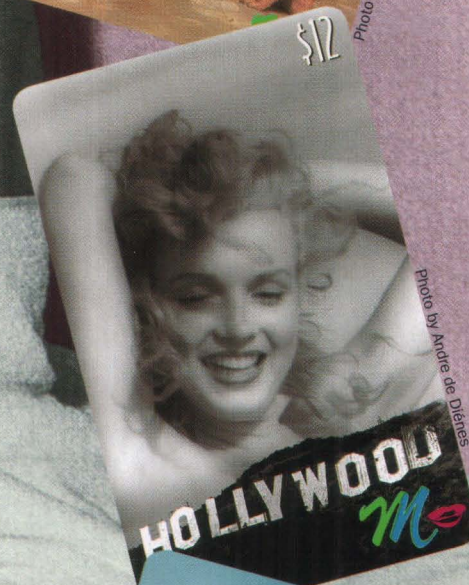


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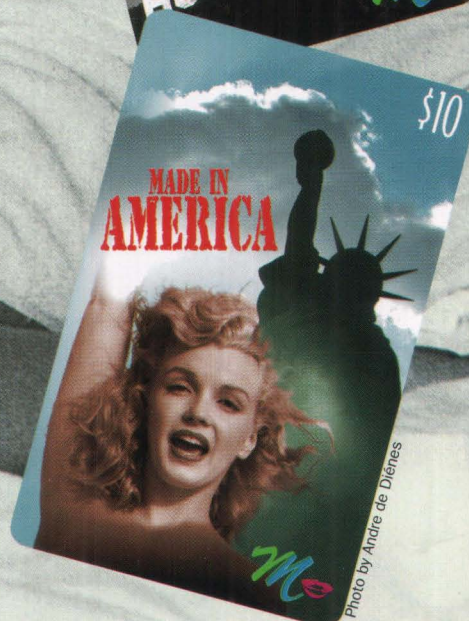


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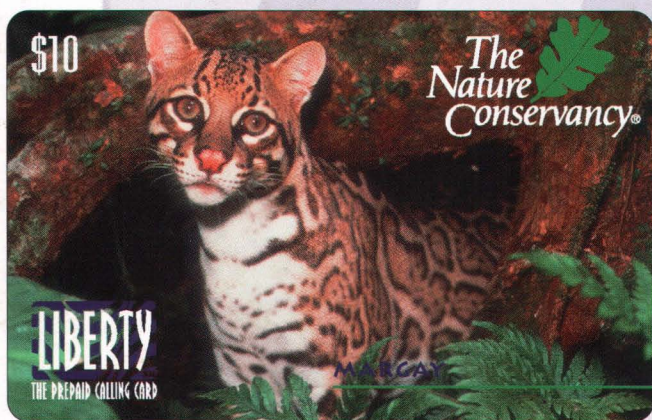
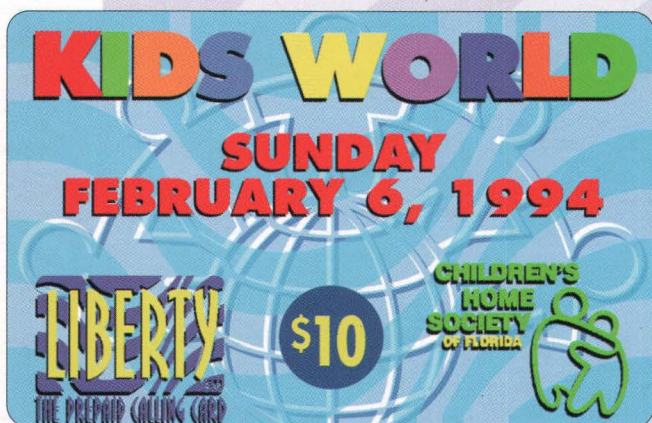
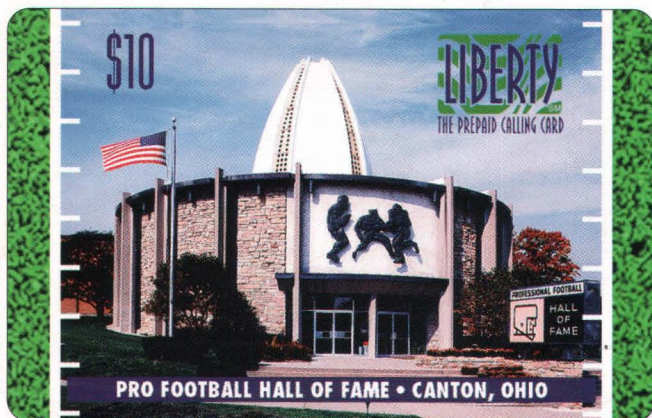
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