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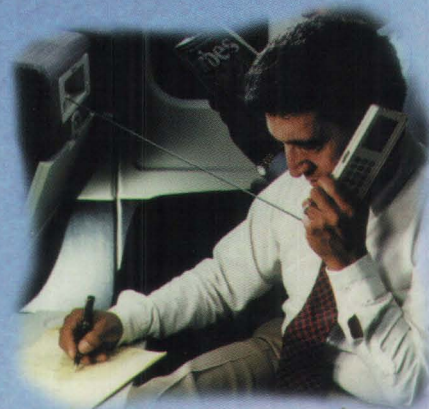
May • June 1997

Volume 5 • Number 3

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page 22



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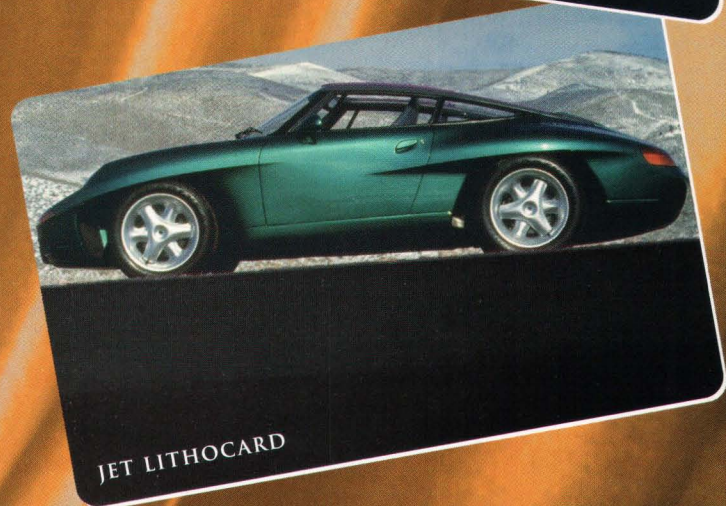
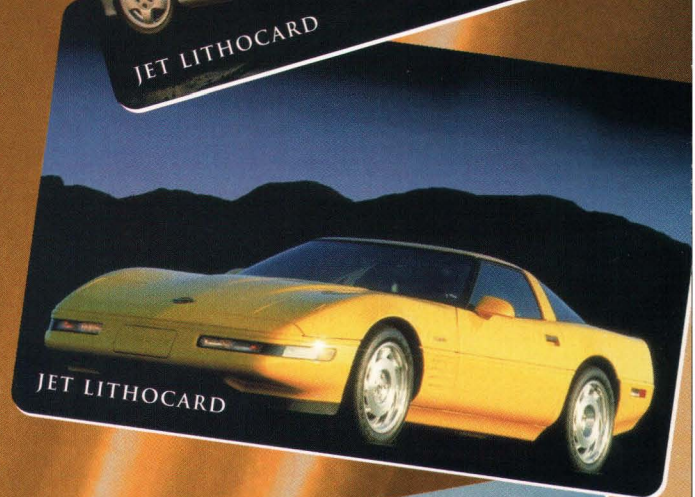
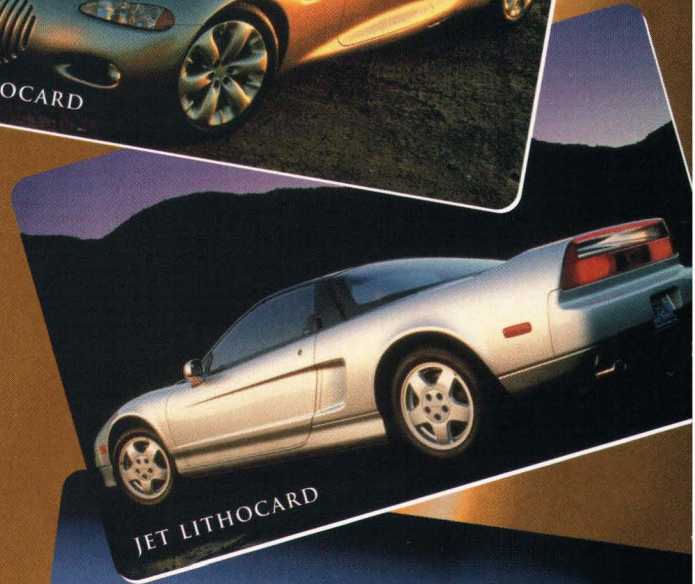
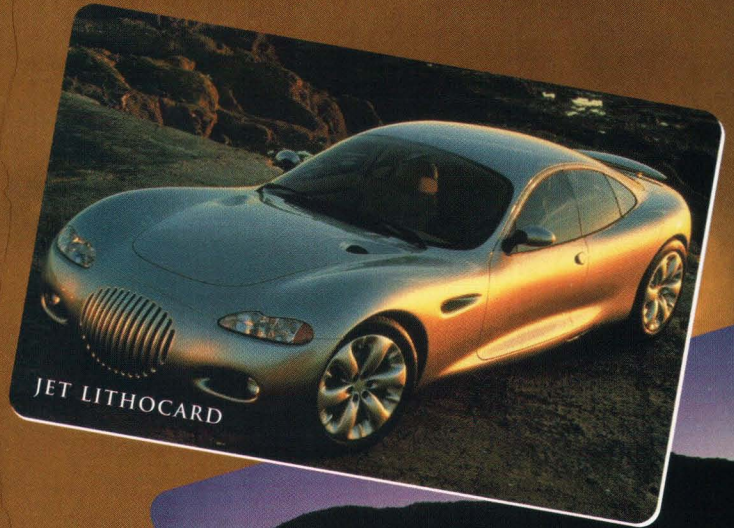
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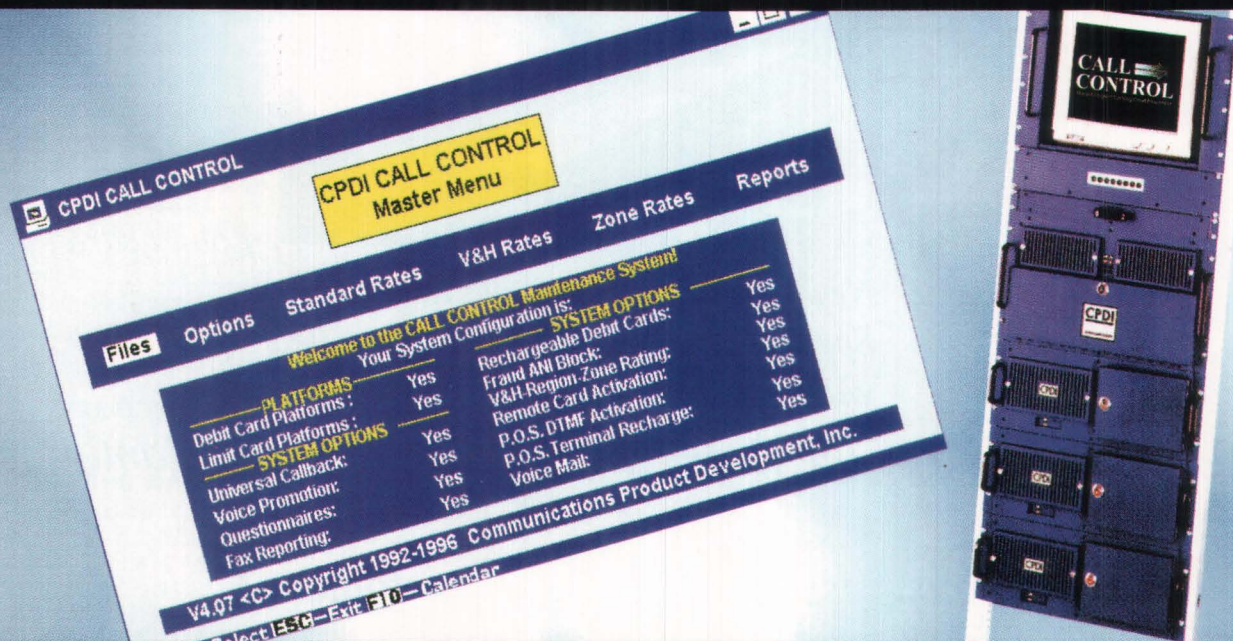
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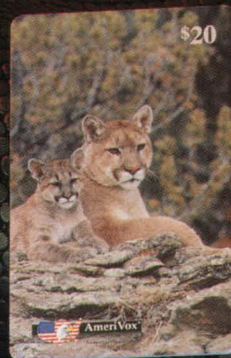


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Published by BJE Graphics & Publishing, Inc., a Nevada corporation. Publishers for Premier Telecard Magazine, The World of Phonocards by Dr. Gary Felton, The 1st Phonocard Calendar in America "Telecard Classics" and the owner of "Phone Card Phair."

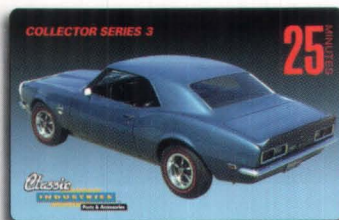
NEWSSTAND PRICE AND SUBSCRIPTION RATES

\$4.95 PER SINGLE COPY. U.S. Domestic rates, \$24.95 for 1 year. International rates - \$60 for 1 year. All subscription rates include shipping & handling. All remittances to be in U.S. funds drawn on a U.S. affiliate bank.

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Printed in the U.S.A.



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It's Our Call...

It's Growing Time Again

BjE Graphics & Publishing, Inc., publisher of Premier Telecard Magazine, America's first and largest telecard magazine, is again adding to its range of focus, this time with a new publication.

As a result, BjE is in the process of adding staff, equipment and space to its operation in order to accommodate the new 48-page magazine, which has an inauguration date of July, 1997.

BjE splashed onto the telecard scene with Premier Telecard magazine in July, 1993, when no other phonecard publication existed. The company went on to promote the country's first phonecard fair in March, 1994, and several other organizations have copied our success.

As the country's number one telecard publication, Premier Telecard magazine offers its international readership news stories, feature articles, and information for both casual and serious readers. Now a new industry will be on BjE's buffet of entertaining and informative publications.

As a way of providing the kind of quality our readers have learned to expect, Larry L. Graff has been

"Larry Graff... photographs have been published in Life and Time and other top magazines."

brought in to spearhead the new magazine as Assistant Publisher.

Graff brings to BjE an extensive background of experience and talent. He has published and edited several local and nationally distributed newspapers. His photographs have been published in *Life* and *Time* and other top magazines. Graff also has run a successful Internet design and consulting company.

His value to the new organization is expected to be extraordinary.

Also, published by BjE is Keith

Ellis' outstanding motivational book "The Magic Lamp." Written as a goal setting guide for those who hate goal-setting, Ellis shares his secrets of wishing your way to success.

As a continuing policy of leadership in the prepaid phonecard industry, Premier Telecard magazine was also recently named the "Official Yenke Motorsports Magazine," which will target the classic automobile and racing worlds.

Similarly, PTM has been named the "Official Pictionary Tournament Magazine," which could result in a 1997 circulation increase for our magazine in the ten's of thousands. A portion of the proceeds will be given to programs supporting children and teens who are affected by AIDS in the family.

BjE is committed to excellence in everything it does, and its staff members are among the best in the industry.

Welcome To The Web

For those who are not already aware of the fact that BjE Graphics & Publishing, Inc. is on the Internet, Premier Telecard magazine has a website at <http://www.premier-tele.com>. For current information on the prepaid phonecard industry, usually on subject matter that is not in print anywhere else, browsers can access up-to-date news and feature articles on what is happening around the world.

We also welcome ideas that can be incorporated into Premier Telecard magazine. Items such as regional and local events that are tied into prepaid phonecards, or hard news items on changing laws, fly-by-night companies caught with their hands in the cookie jar, or any other unusual event that can be converted into a story, are always of interest to the PTM staff.

Our e-mail address is:
premier@premier-tele.com

From Our Readers

It is always nice to hear positive feedback about our work. Occasionally our humanity shows by making mistakes, but we try very hard to provide the best quality work possible. And, every now and then we receive some unsolicited accolades from those of you who appreciate our efforts.

In this instance, a woman from Kansas had never seen our publication before and was impressed with the product. She expressed her satisfaction by sending us a letter. It read: "I just wanted to say 'thank you' for featuring our Endurance Ride Card in your March/April issue. You did such an excellent job. I loved the story and the way you tied in the Pony Express history!"

"What's more...I loved your magazine in general. Sorry to say, but I had never seen an issue of Premier Telecard before. It's a wonderful magazine. Needless to say, I've decided to subscribe to Premier, and also purchase some of the back issues.

"I look forward to receiving future issues of Premier Telecard!!"

Kathleen Kirby-Dobbels

Once again, it's nice to hear from our readers. **PT**

The Premier Team

Telefold Card Contacts

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Eclectic Enterprises	(205) 830-4142
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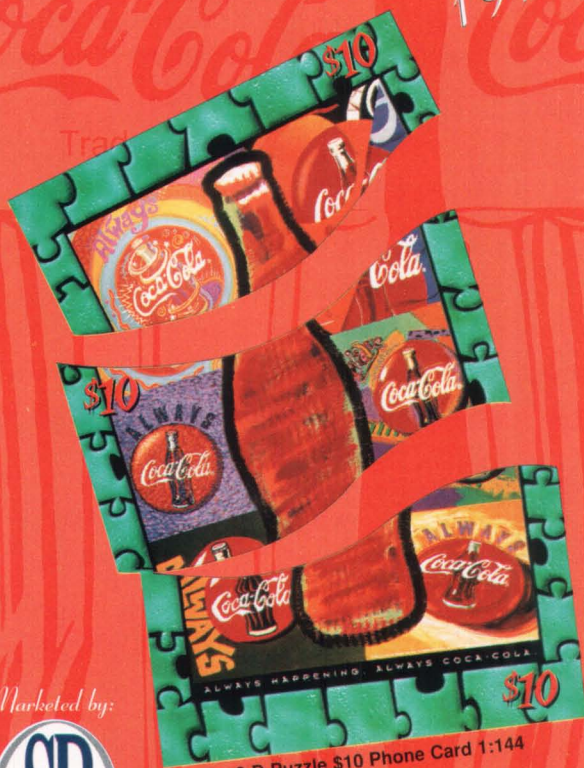
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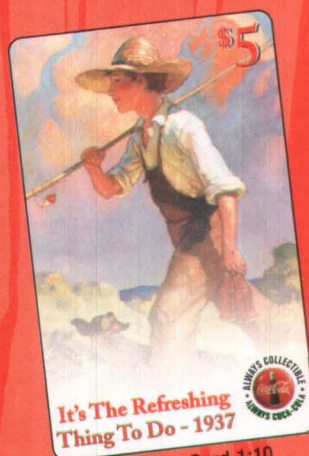
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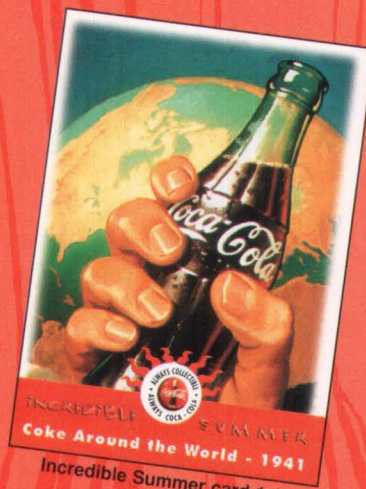
Coca-Cola Polar Bear Die-Cut card 1:72
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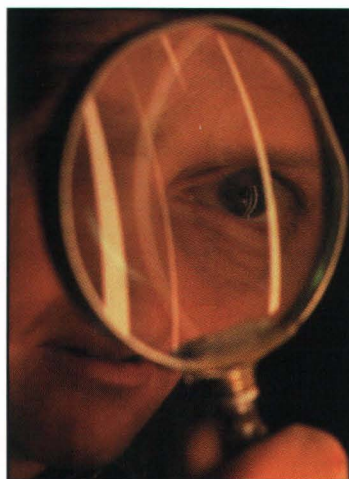
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Avoid Phonecard Scams



The following are suggestions that might save money, time and aggravation.

1. **Company Reputation**
2. **Customer Service**
3. **Dependability**
4. **Sophisticated Network**
5. **Phonecard Trade Association**
6. **Marketing Support**
7. **Total Package Satisfaction**
8. **Distribution Channels**

The prepaid phonecard industry is growing at a rapid pace. The market is burgeoning with close to 2,000 providers and resellers. Most are sincere, hard-working and honest, all trying for a piece of the prepaid calling card pie. There are some, however, who are less than honest and legitimate. To combat fly-by-night companies and to protect consumers and business customers, the following are suggestions that might save money, time and aggravation.

1. Company Reputation: Always look for a reputable, well established and financially sound card provider. Deal with a company that will honor its prepaid time. Make sure the card has a toll-free number on the back that can be called when in need of assistance.

Generally, it is better if the 800 customer service number is a separate 800 number rather than use the 800 access number and press "0" for service. If a customer service number is not provided, there is a chance that if the card goes bad, the purchaser will be out of luck.

2. Customer Service: Look for a card that offers quality customer service 24 hours a day, seven days a week.

Important features to look for are multi-lingual service and voice prompts in English and other languages. The size of the company does not always directly correlate to the quality of customer service.

3. Dependability: The vendor should be able to provide answers to questions or give you materials that will answer questions. When choosing to buy cards, buy them in small denominations to get comfortable with the service.

4. Sophisticated Network: Look for a provider with a strong network platform, one that is able to customize features and assure call completion.

5. Phonecard Trade Association: If still concerned with the validity of a service provider, call the International Telecard Association at 1-800-333-3513 to request an informational brochure provided jointly by the ITA and MCI.

6. Marketing Support: It is imperative that the provider offer full-service marketing merchandising support for the product, from retail packaging, servicing, point-of-sale support, advertising support, and inventory management.

7. Total Package Satisfaction: Look at the entire package. Comparing penny to penny in phone time alone is not always wise. Also evaluate whether additional resources are required to market and merchandise the product.

8. Distribution Channels: For large retailers with national distribution needs, it is critical to have a provider with the distribution and service capabilities to handle the huge demand.

Phonecards have been popular in Europe since the mid-1970's, and in the Far East since the early 80's. Prepaid calling cards entered the United States market in the early 90's. A \$1 billion market in the US in 1996, the growth of prepaid cards has been more than 25% annually. Some industry analysts predict that the United States prepaid phonecard market will reach \$4 billion by the year 2000. **PT**

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

HERE'S HOW IT WORKS

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

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

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

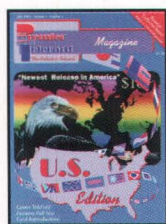
You are saving access fees, surcharges, billing charges, etc. You'll also find that Remote Memory cards are re-chargeable over the phone (usually by credit card). There is also a toll-free Customer Service number available

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

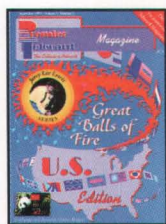
While there may be variations of some of the services from company to company, they are minor and for the most part you will always be able to use your Remote Memory telecard from any touchtone phone. There are also chip-cards, or smart-cards that use stored phonetime in a chip imbedded on the card and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

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

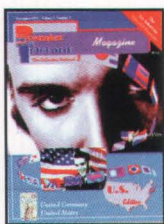
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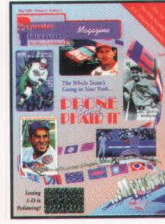
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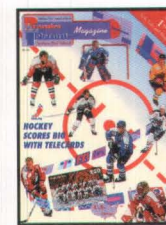
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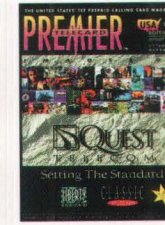
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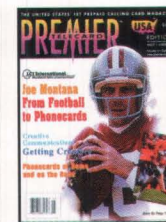
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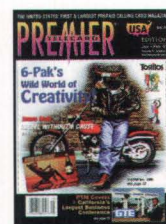
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It's More Than The Wild Blue Yonder...

It's A Golden Anniversary!

The date was September 18, 1947. The United States Air Force was established as a separate service. W. Stuart Symington was the first Secretary and General Carl Spaatz, Commanding General of the Air Force became the first Chief of Staff.

And so begins a half century of history. So important is this event that it will take more than a year to celebrate this Golden Anniversary. The primary objective of the Anniversary program that started last September and continues through the end of this year is to heighten internal and public awareness of the United States Air Force.

The national theme for the program is "Golden Legacy, Boundless Future...Your Nation's Air Force." The theme recognizes the tremendous contributions made by individuals through the years to build the Air Force and make it the powerful force it is today.

The United States Air Force Services has selected MCI as the commercial sponsor for the commemorative prepaid phonecard series. There are five cards in this custom-designed series, each depicting an era of Air Force aviation history.

"This sponsorship offers MCI an excellent opportunity to visibly show our support of the Air Force," said Richard Borakove of MCI Government Markets. "The prepaid cards not only commemorate the legacy of the Air Force, but also give the Airmen a way to call home wherever they touch down."

The five cards are each charged with 25 units of phone time and are available through Air Force facilities worldwide. Collectors and the general public will have opportunities to buy these cards at Air Force air shows and open houses. It should be pointed out that acceptance of this sponsorship does not constitute an endorsement of MCI by the Air Force or the Department of Defense.

Card #1 was released in February, 1997. "A squadron of jets navigating the sky."

Card #2, released in March, 1997 depicting the era of 1957-1967. "World War II and Korean aircraft."

Card #3, released in May, 1997 takes us to the period ending 1977. "Vietnam and Korean war era aircraft."

The fourth card in this series has been recently released and takes us to the Desert

Storm period, 1991.

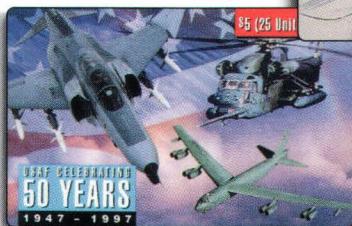
Finally, the fifth card is scheduled to be released on September 18th of this year and displays current and prototype aircraft that would rival any in the star wars fleet.

As you can well understand, the enormity of the subject matter prohibits detailed statistics, but here in chronological order are some of the highlights of the history of the United State Air Force.

Oct. 14, 1947. The first supersonic flight is made by Capt. Chuck Yeager in the rocket-powered Bell XS-1. Later re-named X-1.

Feb. 20, 1948. The first Boeing B-50 Superfortress is delivered to the Strategic Air Command (SAC).

June 26, 1948. The Berlin Airlift begins, Operation Vittles. Eighty tons of supplies were brought into the city on the very first day. By the time the Airlift ended on September 30, 1949,



the airlift delivered a total of 2,324,257 tons of food, fuel and supplies to the beleaguered city.

June 2, 1949. Gen. H.H. "Hap" Arnold is given the permanent rank of General of the Air Force by a special act of Congress.

July 1, 1949. The Air Force becomes the first service to announce an end to racial segregation in its ranks.

Dec. 12, 1953. Maj. Chuck Yeager pilots the rocket-powered Bell X 1A to a speed of over Mach 2 (about 1,650 mph) over Edwards AFB California.

April 1, 1954. President Dwight Eisenhower signs into law a bill creating the Air Force Academy.

July 16, 1971. Jeanne Holm becomes the first female general in the Air Force.

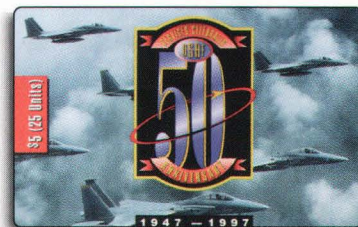
June 10, 1982. SAC's first all-female

crew performed a five hour training mission that included a mid-air refueling of a B-52 StratoFortress aircraft.

July 6, 1989. The nation's highest civilian award, the Presidential Medal of Freedom is presented to Air Force General James Doolittle in a White House Ceremony.

August 8, 1991. Thirty-eight hours after receiving deployment notification, the first F-15C's from the First Tactical Fighter Wing, Langley AFB, Virginia, were ready for combat in Saudi Arabia, joining the Royal Saudi Air Force in air defense operations.

Jan. 17, 1991. Desert Storm air campaign begins. First ordnance delivered against two Iraqi early warning sites.

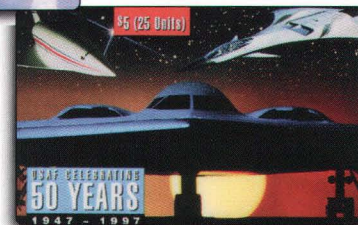
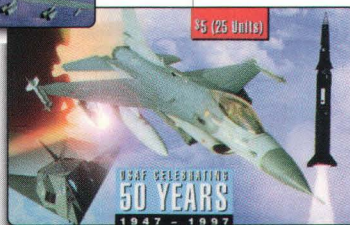


Feb. 28, 1991. At the direction of President Bush, offensive air operations in Desert Storm ceased at 0500Z hours.

July 3, 1994. Retired Lt. General Benjamin Davis, Jr., the first Afro-American Air Force general and founder of the Tuskegee Airman, was inducted into the National Aviation Hall of Fame in Dayton, Ohio.

Feb. 3, 1995. Lt. Col. Eileen Collins became the first woman to pilot a space shuttle. She was at the helm of Discovery.

And here's a question for you. Who was the first U. S.



Air Force officer to become Chairman of the Joint Chiefs of Staff?

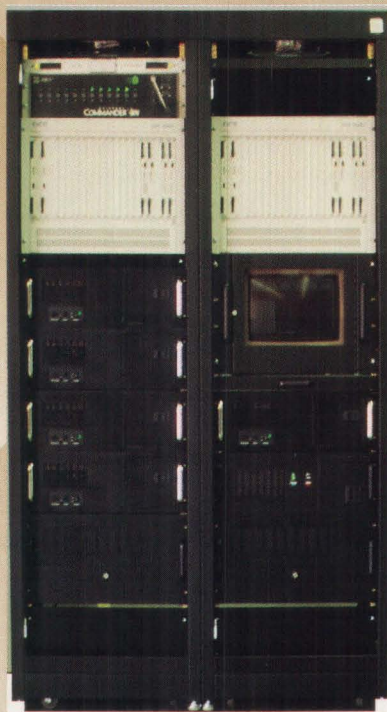
The answer is: General David Jones. Gen. Jones was Chairman from June 21, 1978 to June 18, 1982.

For further information on Air Force 50th Anniversary events, visit its home page at www.af.mil/50th. **PT**

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|--|--------------------------|--------------------------|
| ◆ Does your debit card database support 20,000,000 PIN numbers? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Can your platform grow to 128 T1s or E1s? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Does your system offer standard and transparent callback? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Does your platform provide complete real time system management, billing, taxation and accounting? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Do you offer integrated voicemail, custom voice menus, and 99 languages? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Does your system provide integrated sales, commissions, order entry and customer service? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Can you offer automatic credit card recharge? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Can you offer one number service? | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Can you resell long distance, with time of day least cost routing and account codes? | <input type="checkbox"/> | <input type="checkbox"/> |

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



ONE AND ONLY ON THE PLANET

Billed as "The Rarest COPO Camaro In Existence," this 1968, 427 cubic inch Chevrolet is said to be a one-of-a-kind prototype. (COPO stands for Central Office Production Order, see attached notation.)

Using this information as the basis for a promotional campaign to help preserve antique and historic automobiles, Yenko Motorsports of Vista, California has launched a sweepstakes, and the grand prize winner will take home this extremely rare automobile valued at \$500,000. The anticipated drawing date will be late October to early November, 1997.

Other prizes include jackets, T-shirts, \$1,000, \$500 and \$100 gift certificates, all issued by Classic Industries.

In commemoration of this event, Yenko issued three collector's sets of phonocards. Series One contains two cards, one with a face value of 40 minutes and the other with 10 minutes. Series Two and Three have two cards each with face values of 25 minutes per card. The Series One set was issued in 7,000 units and is the only set of the three that is recharge-

been pampered by its owners every step of the way. Although none of them understood the full significance of the vehicle, that is, until recently.

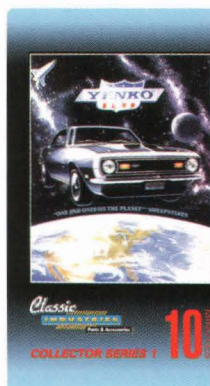
As the story goes, in the mid 1960s Don Yenko earned his reputation as a fiercely competitive road racer, driving specially prepared racing Corvettes. He was also a franchised Chevrolet dealer in Cannonsburg, Pennsylvania.

His experience both as a racer and auto dealer convinced

SERIES



7,000
Mintage
Rechargeable



"One And Only On The Planet"™

"One And Only On The Planet"™ Commemorative Poster and Limited Edition Phone Card Collector Series were created to achieve a heightened public awareness to preserve the hobby of restoring and collecting classic automobiles.

SWEEPSTAKES



Yenko Series One

Issuer: Yenko Motorsport
Carrier: Global Comm. Network
Face Value: 40 minutes
Release Date: December, '96
Limited to: 7,000 Rechargeable: Yes

able. Sets two and three each have a 1,500 mintage.

The history of the vehicle will undoubtedly add a great deal to the public interest in the phonocard, as well as the sweepstakes. It is a tale that could be nearly equivalent to discovering the location of the Lost Dutchman's Mine, gold and all, in the event that it is ever found.

According to Larry Weiner, who is organizing the promotional campaign for Yenko Motorsports, the car exchanged hands several times over the years. But because of its special status as a limited edition vehicle, it has reportedly

him there was a niche market for modestly priced, fully prepared American road racing cars. He was sure that many enthusiasts would gladly buy a race-ready car rather than take the time and expense to build one.

Yenko decided to gamble on this belief and approached Chevrolet with the idea, and he was authorized to design and build a 1966 Corvair Corsa, which he labeled the Yenko Stinger.

The program was so successful that Yenko decided to move into the Camaro market when Chevrolet introduced the popular vehicle in 1967.

In order to make his proposal of a high performance Camaro production vehicle more palatable to GM officials, Yenko offered to guarantee a minimum purchase in an amount that would justify the project. They agreed.

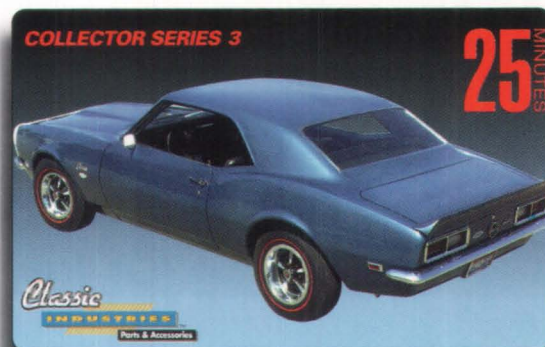
Yenko capitalized on his relationship and track record with General Motors to entice the company into another special project, but there was one hitch. General Motors corporate policy placed a 400 cubic inch ceiling on production vehicles, despite the fact that both Ford and Chrysler had cars featuring engines exceeding that displacement.

Overcoming that obstacle took some ingenuity (see side

SERIES



**1,500
Mintage**



note included on this page), but the 427 Chevrolet engine was born, and Yenko completed installation of the super power plants on 64 1968 vehicles before returning to the factory with yet another proposal.

He convinced GM to do the engine installation on the assembly line rather than to have him swap the engines at his dealership, which was a normal procedure in those days with special edition vehicles.

An extra benefit for consumers to building a factory production model, Yenko reasoned, was the factory warrantee that would inevitably go with the car. Full factory support essentially assured the financial success of the project.

As a result, an estimated 201 COPO 427 Camaros were factory built in 1969 under the code name Excalibur. The cars became known as the Yenko 427 COPO Camaro. The program was not repeated, leaving the car as a one-year offering, and virtually all the cars have been accounted for.

The first owner of a COPO Camaro was reportedly a man by the name of Michael Fell, a recently returned Vietnam jet fighter pilot looking to purchase a car with a performance level that could give someone with his military background a thrill.

The time period was December, 1968 and the location was Jay Kline's Chevrolet in Minneapolis, Minnesota. The car actually bordered on plain, except for a few modest red, white and blue badges proclaiming the Yenko name, three

small 427 emblems and a custom fiberglass hood. By today's standards, the car was quite unremarkable in appearance.

Fell believed the vehicle was just what he was looking for and purchased it, setting in motion an odyssey that would take decades to complete.

Several years ago, David Heth of Dallas, Texas, current President of Yenko, answered an ad in Hemmings Motor News, which specializes in classic automobiles. He was looking for one of the remaining Yenko Camaros that were becoming more and more rare.

After a few questions, Heth was satisfied that the car for

"The COPO Camaro is a romantic relic of the past and probably will never be reproduced in a modern version."

sale was authentic. The seller stated that it was unequivocally a genuine 1968 Yenko 427 Camaro, and that he could substantiate the legitimacy of the car. Not only could he provide Heth with the original Chevrolet Protect-O-Plate warrantee booklet, but he also had the factory build sheet.

Since the car owner was reaching the final stage of negotiation with another interested party, Heth made an offer over the phone and purchased it sight unseen rather than lose it.

When the car was delivered, he noticed that the factory build-sheet issued with the car reflected something unusual. The codes on the sheet indicated that he may have had in his possession something other than a regular 1968 Yenko 427 engine conversion.

While this factory yellow onion skin sheet was undoubtedly seen by each previous owner as it changed hands over the years, either nobody took the time to read it thoroughly or the meaning of the codes were a mystery until the right person came along to decipher them.

Through the use of the manufacture codes, Heth concluded that his find could be factory prototype COPO 9737 1001, a previously unknown missing link between the 1968 Camaros that Yenko converted to 427 in his dealership and the 1969 factory built 427 COPO cars.

Careful examination of the parts used in the build up of this car and the numbers assigned to them indicated that this was the prototype for the entire run of 1969 cars that nobody knew existed. If there was any chance this may be the case, it was going to have to be proven beyond a reasonable doubt before it would have serious significance.

By obtaining access to General Motors engineering archives through the help of company engineers, Heth indeed found out that the car was in fact the prototype of the Excalibur that had been built a generation earlier.

While there may be Chevrolet representatives who believe that as many as three of these cars were built, this is the only documented surviving "missing link." There is little question about its authenticity, and it is one of the

rarest muscle cars ever built. Its very existence and history also supports the belief that secret projects were developed by General Motors engineers over the years, which leaves the door open for other automobile treasure hunts.

The 1968 missing link, which has since become known as the "One And Only On The Planet," is still owned by Heth. And, it is now the centerpiece to the Yenke sweepstakes program and is expected to be displayed at GM Headquarters in Detroit after a brief tour of the country.

This represents a certain poetry, since the car's final public showing nearly 30 years after it was built will be at the home of its sponsor and developer, General Motors. The prodigal child has returned. **PT**

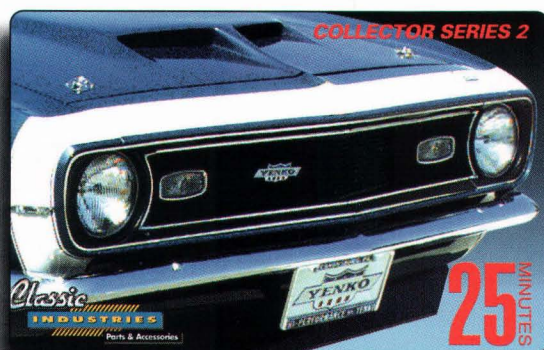
Editors Note:

Yenko Motorsports of Vista, California recently authorized Premier Telecard Magazine to be the Official Yenke Motorsports Magazine, giving PTM an exclusive on the Yenke story, on the results of the sweepstakes, and on phonecard information regarding the Yenke company. PTM leads the industry again in its attempt to be on the forefront of prepaid calling card issues.

SERIES



**1,500
Mintage**



The Car That Was Nearly Not Built

Missing Link

**1968 Yenke
Custom Edition
Engine Exchange
64 built**

**1968 Yenke COPO Camaro
Factory Prototype
"One of a Kind"**

**1969
Factory COPO
Camaros
201 built**

According to Larry Weiner, the Yenke Camaro idea had to slip by corporate officials before it could be produced. Key people at the mid-level of the company were enthusiastic about the project but apparently believed the upper tier of management would either stall or kill production based on typical corporate bottom line financial orientation. As a result, some maneuvering had to occur if the car was going to get built.

"Once all of the engineering for the Excalibur project was completed," Weiner said, "the cars were manufactured covertly as COPOs (Central Office Production Order) to avoid scrutiny from management, and the engine used in the project was coded MV 427 on all of the paperwork, [apparently to hide the fact the displacement exceeded the corporate ceiling]. This ploy got the program out of the door and into the waiting hands of Don Yenke and the approximately 25 franchised Chevrolet dealers who sold his special edition cars."

It also may be of some interest to note the person-

ality of the car and the times. The 1950s marked the beginning of the hot rod age. By the end of the 60s, the street rod phenomenon had worked its way into the mainstream corporate world.

Fast cars for street use were no longer a pastime for shade tree mechanics as they had been a decade earlier. The Shelby Ford Mustang was another example of big money taking an interest in what had previously been viewed as a teenage fad.

Another reason these cars draw so much attention is because today's market is driven by foreign competition, which has dramatically changed the complexion of the American automobile industry.

A major change in world oil prices and the use of new building materials have also affected the design and engineering of vehicles.

The COPO Camaro is a romantic relic of the past and probably will never be produced in a modern version. **PT**

Spring Expo in Chicago, a report by Bill Jordan

The Spring Intel-CardNews Expo held in Chicago this year was a great success with over a hundred vendors and thousands in attendance. Attendees came together to see the latest in new products and services and to participate in the outstanding educational conferences and seminars.

Style meets Attitude

It was in Chicago, April 2, 1997 at the Spring Telecard Expo, when I sat down with Mr. Ray Charles, a man of immense talent. His focus this evening centered on a new release. No, not a new song, CD or commercial, but a prepaid phonecard, yes, a phonecard, a credit card size piece of plastic containing 5 units of portable telephone time. To access the prepaid telecom services, a private code hidden by a scratch and reveal panel is printed on the reverse of the card. However, for the visually impaired, a Braille PIN code strip is provided on the front of the card.

This first release of the Ray Charles prepaid

Ray Charles & Bill Jordan Publisher of Premier Telecard Magazine.



Photo: Olga Y. Lopez



Ray Charles with Christy and Ron Heagy



Photo: Olga Y. Lopez

phonecard marks another step in the advancement and utilization of the portable telecommunications.

Lori Swinford and Marvin Stadeli of Destiny Telecom's custom card department were on hand for this inaugural release. As Mr. Charles, who has been blind since birth, was introduced to Mr. Ron Heagy, who is a quadriplegic, an interesting discussion ensued. Ron said, "Ray, I can't reach out and shake your hand as I only have movement from my neck up. But, feel free to touch me so you can see me." As Ray's hands were guided to Ron's head and shoulders, the two men communicated in a special way that was reflected in the smiles on both their faces.

Ron Heagy is talented young artist who paints by mouth. (See page 36 in this issue.) He told Ray that this new medium of prepaid phonecards had helped him

stay in touch and expand his universe. The new Braille telecard would certainly do the same for him. Ray Charles took one of the new cards and checked the accuracy of the Braille encoding, his fingers gliding attentively across the raised bumps on the telecard. Ray's trademark smile was radiating as the test was completed successfully. Then Ron light-heartedly interjected, "I could test the Braille portion of the telecard as well, but I would have to use my tongue." The whole room broke out in laughter. It was a truly memorable moment.

As I spoke with Ray Charles I asked myself, what more can I do to extend the boundaries of information to the blind? The answer came in the form of a commitment to do this article in Braille and to encourage other publications to follow in kind, to make the extra effort for these special people with special needs.

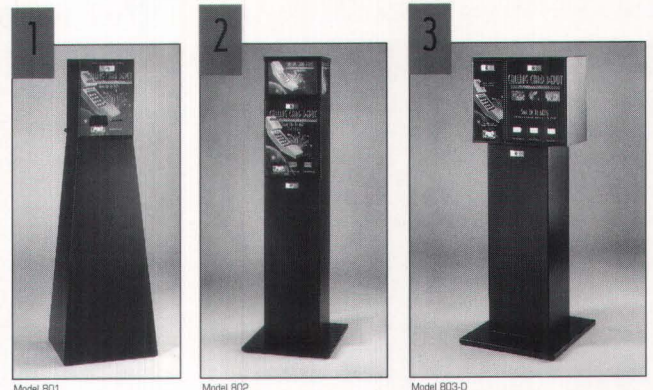
Tonight had been a one of a kind night, with talented people as they extended the growing boundaries of telecommunications. Did Alexander Graham Bell ever imagine a future like this?

The information for this new printing technology is available from The Braille Institute at (213) 663-1111. **PT**



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Calling Card Depot™ vends discount long distance calling cards in three state-of-the-art machines that feature rugged, dependable service. A 4-sided marquee top adorns the two column model and a vacuum fluorescent dot-matrix moving sales message sign is available as an option for additional attraction.

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ability to offer different price points for each column. Bill validators with built-in stackers accommodate up to 300 bills. Operations of all Calling Card Depot™ vending units are controlled by a proven Motorola solid-state microcontroller and proven logic to eliminate jackpots and free vends.

Despite the elegant design of the Calling Card Depot™ machines, they are ruggedly built of handcrafted 14 gauge galvanized steel, rustproofed inside and out to automotive industry standards for years of durable, safe, tamperproof service. Machines come equipped with a tip and theft-prevention auto style alarm system with powerful siren. Calling Card Depot™ units can be placed on countertops, wall-mounted or stand freely on support cabinets or bases.

For more information or to order, call: 1 (800) 797-1666



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PREMIER TeleFacts™

Ray Charles

Issuer: Destiny

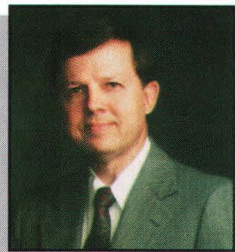
Carrier: Cable & Wireless, Inc.

Mintage: 5,000

Release Date: 4/2/97

Units: 5

What's Hot! What's Hotter!! What's Hottest!!!



Dan Busby

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

by Dan Busby

The hottest telecards for 1997? They are the Pink Panther, egg-shaped "Happy Easter" cards, according to Steve Schwartz at the Sears Phone Card Department in Orlando, Florida. The set includes only 500 each of \$10 purple, blue and green cards. The cards were issued in February by USACard.

A Guardian Angel Art series of three cards is offered exclusively by Sears. Only 100 each of these beautiful five-minute cards featuring famous Victorian-era art were issued by Premiere Communications Group. The images of an angel and children portray gentle peace and protection.

The five-card, 10-unit Sprint, Disney set quickly sold out at Powell Associates. David Phillips of Powell reports that there is increasing interest in early Ameritech and Michigan Bell cards. This apparent interest could be a sign that the telecard collector's market is maturing when collectors look for the important early issues.

Paul Peters at USACard says that the Michael Jordan Space Jam Jumbo card continues to sell well. This 50-unit card was issued in December, 1996 by LDDS with a mintage of 3,000. There

is also interest in a 10-unit regular size card, even though it is an unlimited issue.

One of the Hawaii Winter Baseball cards issued by KOI Kards was featured in the Telefold of the Jan/Feb, 1997 issue of Premier Telecard. This five-card, 10-unit set was issued with a 2,700 mintage. These cards are very nice and come in a lovely padded display holder.

Finish Line just announced its Jeff Gordon Reflections telecards series. Uniquely packaged, this four phonecard set, with a mintage of 2,000, has been especially designed using exclusive photography and computer enhanced design elements.

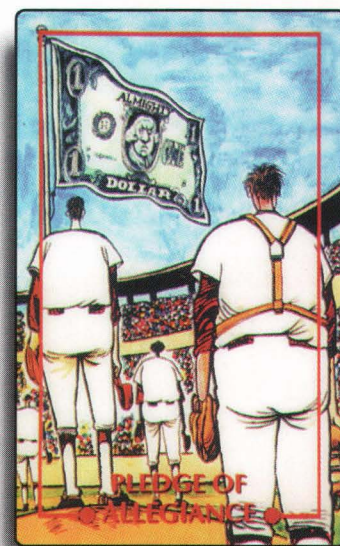
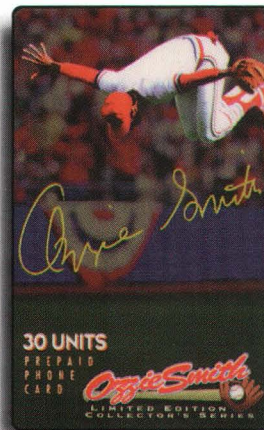
"Dumb or remote memory cards are currently winning the phonecard race, and they will continue to be the card of choice for a number of years."

Each of the four phonecards carries 25 minutes of domestic, long distance calling time. The cards are enclosed in a creatively designed carrier that includes all a racing fan needs to know about Jeff Gordon's 1996 racing season.

Score Board believes that a new alliance with Frontier Communications will help push its phonecards into retail outlets. They expect another 7-Eleven telecard program this year.

The MCI Ozzie Smith four-card set is simply beautiful. Two 15-unit cards and two 30-unit cards were issued, each with a 15,000 mintage. The cards were issued in December, 1996.

Can you help me identify the Pledge of Allegiance card pictured with this article? The card in my collection has a blank back. I have no



idea who issued it or if live cards were made.

Our prediction for smart versus dumb prepaid phonecards? Dumb or remote memory cards are currently

winning the phonecard race, and they will continue to be the card of choice for a number of years. Why? That's easy! The cost of deploying smart card-reading pay phones in place of existing pay phones is enormous.

Then add the implications of a fractured nature of the United States telecommunications industry and the choice is easy. Smart or chip cards are fine when a government monopoly controls the phone system. However, in the US where hundreds of companies own pay phones, remote memory enjoys big advantages.

It is true that companies like USWest and Bell Canada have been aggressive in the smart telecard area. While the technology exists for phonecards to become much more than they are today, for now issuers and consumers seem content to follow the low-tech road to more convenient phone usage.

Are you hooked on telecards? Don't let it bother you if your friends do not even pretend to be interested when you chatter on excitedly about your latest telecard find. Their faces may betray their concern for your sanity when they see your collection.

Once you start collecting telecards, it's almost impossible to stop. Space in an album is simply meant to be filled. Remember, it only takes a few cabinet drawers to hold a sizable collection. **PT**

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French And Canadian Firms Announce Joint European Venture

Schlumberger Electronic Transactions of France and Absolu Technologies of Canada have announced a joint venture to establish multimedia- and Internet-capable pay phones in Europe.

The move follows a pilot installation of 60 web-compatible phones offering voice, fax and interactive multimedia intranet/Internet information services in Quebec.

This partnership links Absolu's design capabilities on compact web-compatible terminals to the resources of Schlumberger's pay phone business and smart card experience.

Corporate representatives say that Schlumberger sought the partnership to expand revenues by introducing new services. For Absolu, the move was reportedly for the purpose of giving an engineering-oriented company access to a pay phone supplier whose resources extend across 60 countries.

The result of the effort is expected to extend web phones to areas such as college campuses, shopping centers, post offices and tourist information centers.

The sites will allow operators to set up intranet-style applications offering mixes of national and local services.

Mission San Luis Obispo

David Garth, President of the San Luis Obispo Chamber of Commerce is also an outstanding amateur photographer. The City of San Luis Obispo is considered by many as the hub of the Central Coast of California and draws visitors from around the world.

The Chamber, having one of the world's famous Missions within the city determined that a perfect "keepsake" souvenir for visitors would be a photo or picture of Mission San Luis Obispo de Tolosa. The decision was made to produce 500 phonecards. Each card is charged with 40 minutes of phone time. The cards are sold at the Chamber of Commerce Visitor's Center in downtown San Luis Obispo.

Here's an idea that offers a beautiful momento of a vacation to central California and an ideal, useful item for the traveler. INET Telecommunications of Carlsbad, California produced the cards for the Chamber.

Financial Services Company Enters Phonecard Market

Fiserv Forms & Graphics, Inc. of Brookfield, Wisconsin announced the consummation of an agreement with BLT Technologies, Inc. to design, produce, market and distribute prepaid phone products to financial institutions and commercial accounts.

BLT, based in Vancouver, Washington, is a national marketer of prepaid telecommunications products and services to retail stores and financial institutions.

Fiserv is an independent provider of financial data processing systems and related information management services and products to an estimated 5,000 banks, credit unions, mortgage firms and savings institutions world wide.

Fiserv is a publicly held company trading on the NASDAQ.

Western Union Phonecard Program Receives Boost

Western Union Financial Services, Inc., a subsidiary of First Data Corporation, recently announced that it has signed an agreement with BLT Technologies, Inc. to furnish support for the Western Union Phone Card.

BLT has agreed to provide services such as card activation, call processing, training, merchandising and marketing.

Western Union is expected to continue to sell the card through its network of retail agents, which number more than 20,000 in the United States.

One of the new services that will be offered by Western Union agents is point-of-sale magnetic swipe activation instead of having to call a telephone number for manual activation.

Financial details of the agreement were not released.

Staples To Sell Prepaid Phonecards

SmarTalk Teleservices, Inc. of Los Angeles, California recently announced that Staples, one of the nation's largest office supply retailers with more than 500 stores throughout the United States and Canada, will begin selling SmarTalk prepaid, long distance calling cards nationwide.

SmarTalk also announced a new distribution arrangement with North Carolina Mutual Wholesale Drug Company, which has a distribution network to an estimated 350 stores throughout the Carolinas.

Other new programs on the drawing board include a promotional program with Macy's and a holiday cross-promotion with Good Neighbor Pharmacy and Ambassador greeting card line.

TELE-I.D. Emergency Phone Card System

TALK TIME, INC. of Auburn California (916-885-9725) has introduced their new TELE-I.D. Emergency Phone Card System. This unique system allows a parent to attach a high visibility plastic tag (actually a controlled prepaid phone card) to their child's clothing, tennis shoes or backpack. Should their child become lost or injured, anyone assisting the child would use the tag to contact the parents by calling the toll-free number and then pressing the appropriate preprogrammed button.

Each kit includes a master phone card and five tags with split rings for secure attachment. Suggested retail is \$19.95 per kit.

Classic Industries Offers New Phone & Credit Cards

Classic Industries of Huntington Beach, California has introduced their new Visa Credit Card created expressly for Camaro enthusiasts. The company states that their Classic, Gold and Platinum cards offer several new features including low fixed introductory APR, no annual fee, transfer balances, free shipping on your UPS ground orders for two years and for those especially interested, you can customize your own new Visa card.

In commemoration of the introduction of the COPO Camaro (see story "Only One on the Planet", page 12) Classic Industries and YENKO have issued three collector's sets of phonecards. Set one has two cards, one with 40 minutes, the other with 10 minutes. The second and third sets each have a face value of \$25.

Wishes *do* come true...

"*The Magic Lamp* is fantastic. It's helpful; it's clear; it's fun to read. Nearly every page is full of memorable, excellent advice."

—Robert Guthrie, MA, Counseling

"Throw away your trendy psycho-pop 'self-help' books. Here finally is a guide to the process of existential self-affirmation that philosophers tend to lose in a labyrinth of words and systems. Keith Ellis delivers a profound message with wonderful simplicity."

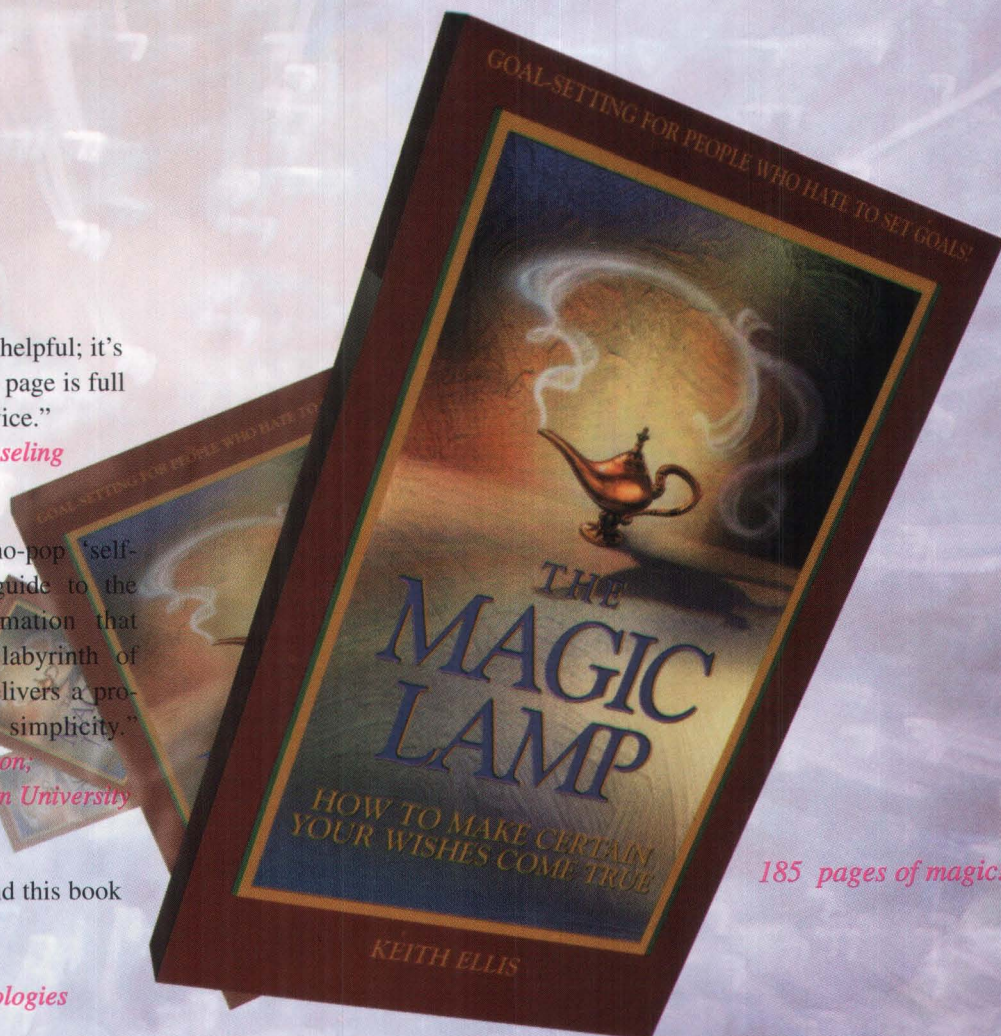
—Dr. James W. Thomasson,

Theology Department, Georgetown University

"My greatest wish is that I'd found this book years ago."

—Craig Landrum

President, Blueridge Technologies



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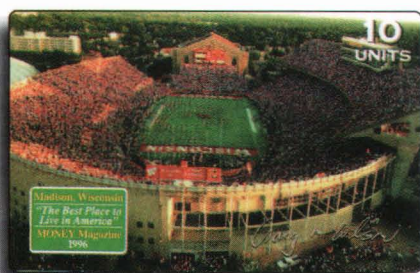
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The Best Place to Live in America

Is your home town the best place to live? Could it be a favorite place you visit once or twice a year? Would you choose a warmer climate or a bigger city? Is the best place to live in the South or out West, or maybe the Hawaiian Islands? What would you say to Madison, Wisconsin?

Madison, Wisconsin is in one of the coldest states in the 48! And, yes, it is ranked as the "Best Place to Live." Let's say it another way. "Madison is not the best place to live, it's the perfect place to live," according to Donna Shalala, and she ought to know. In 1993, Shalala was Chancellor of the University of Wisconsin-Madison. Ms. Shalala left Madison to move to Washington, D. C., but that was because she went to work



for the President of the United States. She is Mr. Clinton's Secretary of Health and Human Services.

Each year, Money Magazine conducts a survey among the 300 biggest metropolitan areas in the country. Madison snagged the top spot during the year of 1996. According to Money, the almost 400,000 residents of Dane County enjoy a robust economy, plentiful jobs, superb health care and a range of cultural activities usually associated with cities twice the size of Madison.

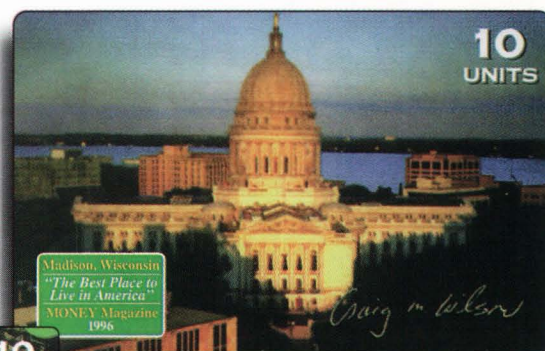
There is a lot more to shout about...low crime rate, affordable housing, outstanding schools, the friendliness of the local gentry. More than 90 percent of the local folks rated their quality of life good or very good according to a recent survey. Let's not forget to mention cheese. It's hard to overlook Wisconsin aged cheddar.



If you are looking for any negatives, consider the weather. Average winter highs are in the 20's, but easily overlooked when you consider all of the winter sports, skiing, skating, even ice fishing. Of course, never too distant is the beauty of spring, the splendor of summer or the magnificence of a gorgeous fall day in Madison.

Reasons why Madison is a great place? Add it up this way: great economy, 1.5 percent unemployment, wonderful hunting, fishing, biking, boating, swimming and jogging opportunities. Throw in the University of Wisconsin and the beauty of the city, you have a superb place to live.

To commemorate this honor, BDM Marketing of Green Bay, Wisconsin produced a 12 card limited edition series for the Greater Madison Convention and Visitor's Bureau. BDM retained the services of photographer Craig Wilson, who shot some very unusual and original photos for this series. (See Editor's Note this page). The 12 cards make up the four, three-card sets. BDM is also handling the distribution.



The set pictured here includes the Wisconsin State Capitol at sunset, a full house at the University's Camp Randall Stadium and the Memorial Union Terrace dining area. The cards are charged with 10 units of phone time for domestic and international calls.

The remaining three sets will be released later this year. Those cards will feature shots that include ice boating on Lake Monona, Farmer's Market at the State Capitol Square, Christmas Time on East Washington Avenue, Fountains at the Botanical Gardens and many others, all done by Craig Wilson.

For the record, here are the remaining cities that make up the 10 best places to live in America according to Money magazine: number two is Punta Gorda, Florida; third is Rochester, Minnesota, tops in health care. Number four is Fort Lauderdale, Florida. Among the safest cities and ranked fifth is Ann Arbor, Michigan, which also has a strong economy.

Two Florida cities captured the sixth spot, Fort Myers and Cape Coral. Gainesville, Florida is seventh, Austin, Texas is eighth. The largest city, Seattle, Washington is ninth and rounding out the top 10 is Lakeland, Florida. It is noteworthy that five of the top 10 cities that were chosen are in Florida. There must be a reason why it's called the Sunshine State. **PT**

Editor's Note:

If someone tells Craig Wilson to "go fly a kite," chances are that he will, and for good measure, take an award-winning photo while he is at it.

Wilson did not pioneer photography from a kite, but he certainly is the modern day specialist in that category. As a matter of fact, kite photography was first introduced in Europe in the 1880's. Then, in 1906 during the San Francisco earthquake, George Lawrence took some outstanding shots from a kite.

Wilson said that he builds his own "kite" that measures some 18 feet and holds not only the camera but a video cam as well. He describes it somewhat as a "cradle" that holds the necessary equipment. He controls everything from a command center on the ground.

While Craig lives in Madison, Wisconsin, he travels wherever clients need him. In answer to his favorite challenge, he shot the Iwo Jima Memorial in Washington, D. C....from a kite!

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

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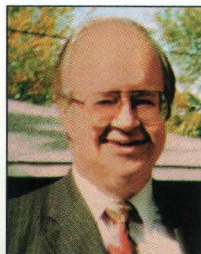
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PrePaid Cards Take Flight



Rich Doty

Richard L. (Rich) Doty is a telecommunications consultant and telecard specialist based in Pompano Beach, Florida. Rich is currently serving as chairman of the American Telecard Society and is also

engaged in a long-term contract as a telecard consultant.

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

If you read my article in the March/April issue of PTM you may remember that I suggested that a new trend in prepaid, "THE UNIVERSAL PREPAID CARD" was coming fast.

Well people here it is, and GTE along with Frontier did it.

Just announced is a new combined use Air-Land prepaid card, produced and sold by GTE and Frontier Communications. The Air-Land prepaid phone card is a real milestone in the evolution of prepaid cards in America.

Just as amazing as this new technology is; is the fact that it is the direct result of cooperative agreements between some real powerhouse companies in the world of telecom.

GTE Airfone, GTE Card Services and Frontier Communications have combined forces to make this new capability a reality and have created a

strong utility service that is especially important and useful to the traveling public.

The Airfone capability will be available on prepaid cards produced and sold by GTE Card Services and Frontier Communications. Initially more than 15 million cards offering land and air telephone capabilities will be produced by the two firms.

The Air-Land cards will be sold at various outlets including retail, hospitality, associations, travel groups, utilities and corporations of all sizes.

Kathrine J. Harless, president of GTE Airfone says, "Prepaid phone cards are one of the fastest growing telecommunications products and are particularly beneficial for today's travelers. It's usable almost anywhere - including in the air - and since it's prepaid, it's budget friendly."

GTE has Airfone service on more than 2,000 commercial and private aircraft that provide voice, data, fax and e-mail access and even passenger conference calling capability.

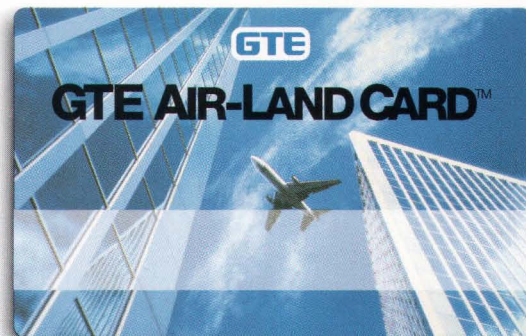
The collector value of the first issue of these new Air-Land cards should be quite evident. There are five reasons for this.



1. They are the first of their kind.
2. They are the result of a collective effort.
3. They are issued by two industry giants.
4. They are the beginning of a trend.
5. They are an advancement in prepaid technology.

These cards will be highly prized by collectors in the future and will be sought after by travelers, not only in the USA, but in the international market as well.

The Air-Land card is just the beginning of this dynamic new trend. Shortly we should see a card that can be used at sea and from hand-held satellite phones that will soon cruise the earth in the pockets of communica-



tions hungry entrepreneurs and forward thinking executives.

We will also see prepaid telecards being used to pay for an awesome array of goods and services, such as a bus ride, cab fares, wireless data, music and entertainment services.

The applications are only limited by the vision of the companies that introduce them. In the past, bold new concepts like the Air-Land prepaid phone card have been the brainchild of small aggressive entrepreneurial-type companies.

Perhaps we are seeing a new trend with the GTE/Frontier alliance, any-



AIRFONE[®] SERVICE

way let's hope so. The prepaid utility and collector market will benefit significantly from

more products like the Air-Land prepaid telecard.

Most people laugh at new ideas because they are new and unusual. GTE and Frontier will also be laughing soon as their profits from this new venture start flowing into their pockets. A positive cash flow can make you laugh, a lot.

Keep it flowing. **PT**

Rich Doty

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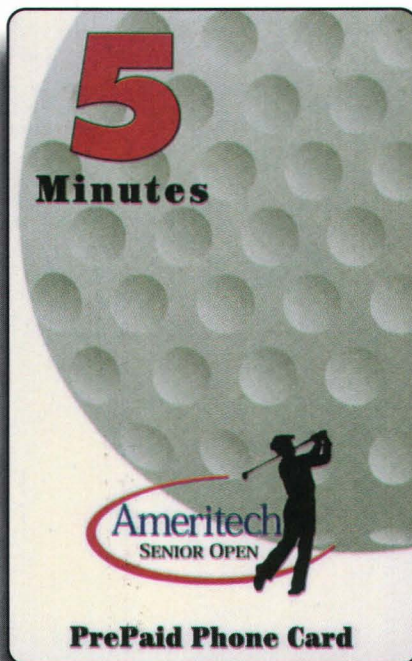
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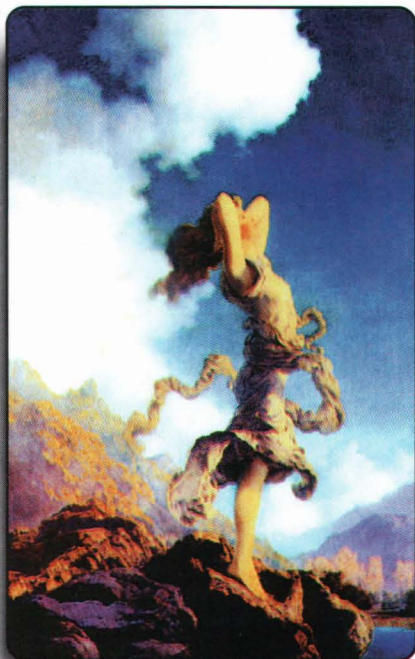
COCA COLA - Score Board Classics
RM-R



SENIOR OPEN - Ameritech
RM-R



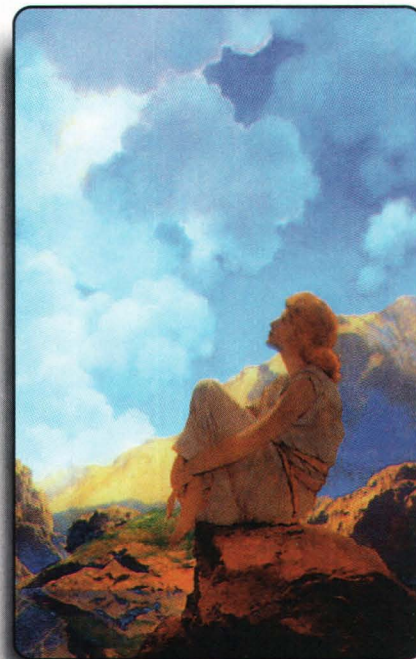
CHANTICLEER EGG - MCI
MR-R



ECSTASY - Grapevine
RM-R



NAT'L DEMO. CONV. - Ameritech
RM-NR

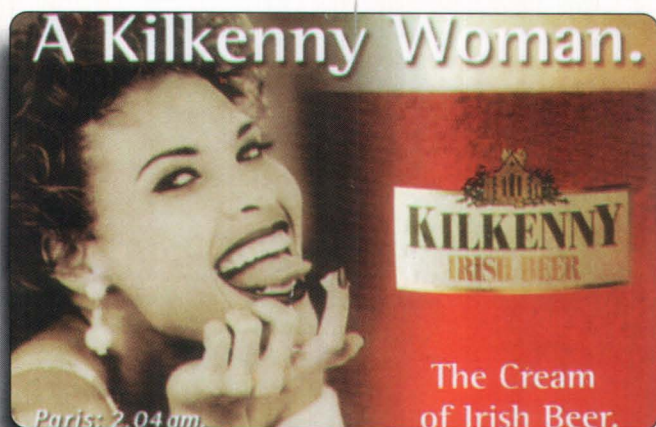


MORNING - Grapevine
RM-R

Premier Cards

Volume 5 • Number 3

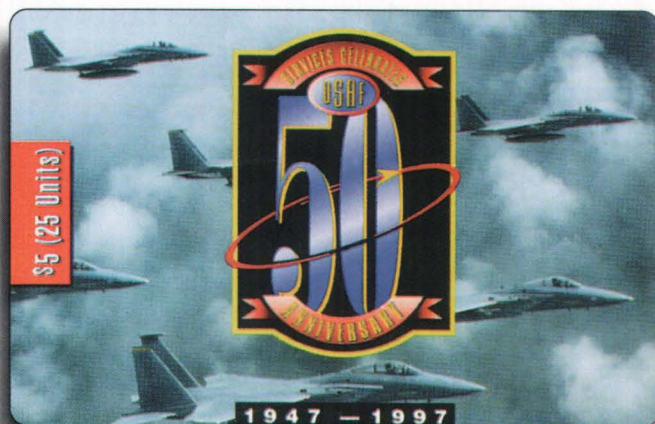
May/June 1997



KILKENNY WOMAN - Cards By Post RM-NR



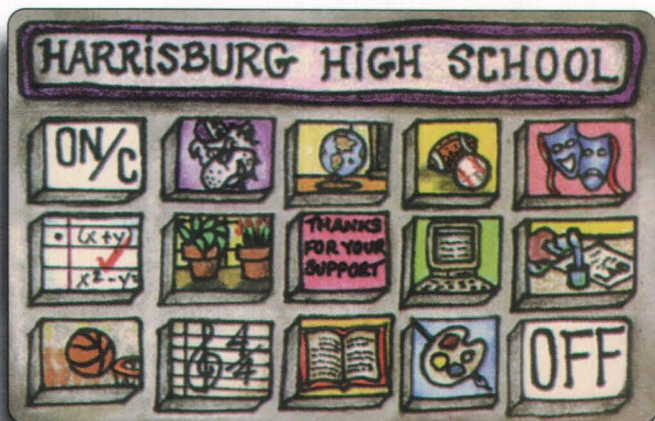
YENKO CAR - Global Comm. Net RM-R



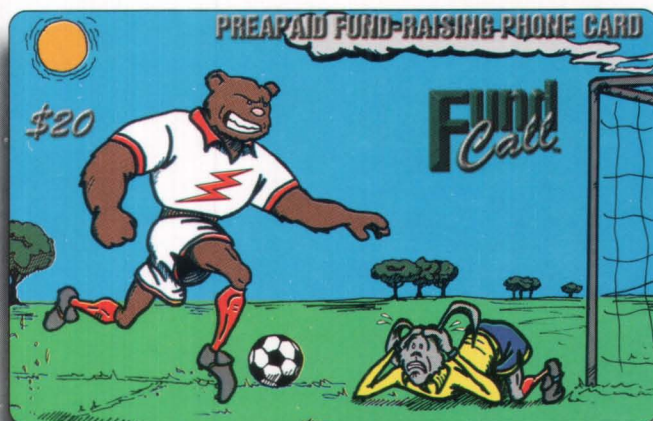
AIR FORCE 50th - MCI RM-NR



QUIVER - Premier Telecom RM-R



HARRISBURG HIGH SCHOOL - Eclectic Enterprises RM-R



QUAKE - Premier Telecom RM-R

Seattle Hosts Second Annual Gary Everson

PICTIONARY® TOURNAMENT



Premier Telecard Magazine Joins Forces With Rise N' Shine Non-profit Foundation To Promote AIDS Support For Kids

The beautiful northwest of the United States will be the location of the Second Annual Gary Everson Pictionary Tournament, and Premier Telecard Magazine (PTM) has been awarded the privilege of designing the official phonecard for the event.

PTM was also recently honored when named the official magazine for all Pictionary tournaments in a letter written by Richard Gill, Executive Vice President of Seattle Games, the organization spearheading the popular Pictionary board game.

"... this letter is to confirm that BjE Graphics & Publishing, Inc., the publishers of Premier Telecard Magazine, are solely authorized to create the Official Phonecard for all Pictionary Tournaments and are the Official Pictionary Magazine thereof."

The story behind the tournament, which is being organized by "Rise n' Shine" of Seattle, Washington, centers on the ingenuity of two men during a period of their lives when they worked as waiters for a Seattle restaurant.

During break periods and after work, Rob Angel and Gary Everson met with friends to participate in what was an enjoyable pastime the two men had created.

Similar to charades on paper, the idea was to draw pictures — no letters or numbers — that a team-mate could decipher into a word from the dictionary. The game had the essential ingredients for success. It was simple and fun.

From these humble beginnings would grow a nationally recognized phenomenon worth millions in potential sales. In fact, nothing has been seen on this level of success

since the invention of Trivial Pursuit.

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

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

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

Approximately 100 children and teens are actively receiving Rise n' Shine services at this time. The program offers support in the Greater Puget Sound region, which comprises an area of about 300 miles, generally from Bellingham, Washington near the Canadian border to Vancouver, Washington, which is located close to the Oregon border.

One of the primary goals of the program is to place kids in a support network designed to help them through their personal problems. "Many children and teens are asked to keep AIDS in their family a secret," says Janet Trinkaus, Founding Director of Rise n' Shine. "This alienates them from peers to whom they normally would turn for support. Children and teens who are permitted to discuss family AIDS with their friends discover that their friends have a difficult time relating to the impact of the disease on people's lives. Rise n' Shine has found that peer groups help bridge this gap by providing the missing emotional support participants so desperately need."

The "Love a Child Program" also offers children and teens an opportunity to overcome the trauma of family AIDS by being matched in a one-on-one relationship with an adult volunteer. "If AIDS-affected children and teens are isolated from their peers, living in a family with chaos, and not able to sustain a continuous relationship with their parents due to the illness, how then do these children build a foundation for psychological well being?" Trinkaus asks. "They are screaming for attention and validation."

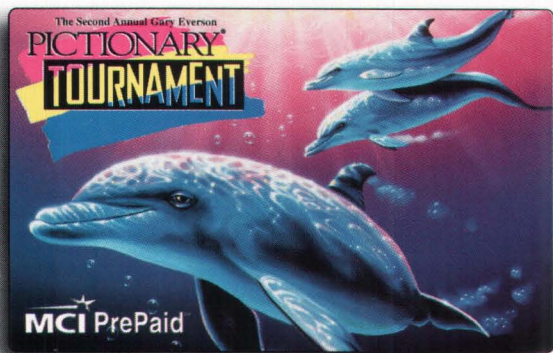
One of the responsibilities of a Love a Child volunteer is to help fill the void on special occasions when parents are unavailable. Being there for birthdays,

Candace Wright

major holidays and school functions are among the activities included in this aspect of the Rise n' Shine program.

Summer camp is a favorite experience for many of these kids. This year camp will last two weeks in order to accommodate the increasing need. "The teens will have the opportunity to be counselors in training the first week and help with the younger children," Trinkaus said. "During the second week, older children and teens will be campers together. This is the only time when some of the children in the very outlying regions have the opportunity to be with other kids affected by AIDS. It is special. They hold on to each other and cherish the friendships they make at camp."

Everson was actively involved with this organization during the last year of his life, and the memory of that commit-



ment has helped to generate the energy necessary to produce an event of this size.

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

"When we went up there last year to cover the show," Jordan said in a recent interview, "we did so with the idea in mind that it was another fund-raiser using phonecards as part of the program. When we got there and met the individuals involved, we saw the magnitude of the program and our attitudes changed dramatically.

"We realized the unaddressed need of so many children who are not infected by the disease but who carry the emotional scarring it leaves in its wake on the survivors. We were motivated to embrace the cause as our own and moved forward by adding Rise n' Shine to our list of charity involvement."

PTM's contribution this year to the

Second Annual Tournament will be in the way of the production of 2,000 phonecards, which Jordan hopes will add significantly to Rise n' Shine's revenue stream.

"As a result of our continuing efforts with this cause," Jordan said, "we have become the official magazine. And, we intend to produce a \$250,000 phonecard program where Rise n' Shine will be the primary beneficiary. One hundred percent of the proceeds will go to Rise n' Shine."

The program includes a marketing plan to comprise a commemorative World Tournament prepaid phonecard and a copy of Premier Telecard Magazine with the 100,000 special edition games ready for production to commemorate the tournament.

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

The Pictionary board game has sold more than 30 million units world wide since it arrived on the scene in 1985 and has remained one of the top selling adult board games over the last dozen years.

Another interesting twist to the Pictionary phenomenon is the apparent emergence of yet another medium to capitalize on the game's interest.

A first-run syndicated TV game show is set to launch in September, 1997. Worldvision Enterprises Inc., a subsidiary of Spelling Entertainment Group, Inc., the syndication organizer, has already announced clearances in nine of the top 10 television markets and 37 of the top 40 markets, which will include an estimated 78 percent of available US coverage.

The Executive Producer will be the Emmy-nominated Producer and Director Richard Kline (Win Lose or Dray, Break The Bank, The Joker's Wild, Tic Tac Dough), and the half hour show will be produced by Nancy Jones (Wheel of Fortune).

Featuring Alan Thicke (Hope & Glory, Growing Pains) as host and creative consultant, the show is expected to combine the charades characteristics of the game with interactive viewer play-along elements.

The Second Annual Gary Everson Pictionary Tournament may be the launch-pad to a new era for both Rise n' Shine and Pictionary; the event is scheduled for Saturday, May 31, and local media is expected to work closely with tournament officials on getting the word out about the outcome.

Steve Sundram, Citizen Of The World



Steve is originally from Australia and has traveled around the world while developing his craft. From Japan and Indonesia to Europe, India, New Zealand, United States and Hawaii, where he currently resides, he has commercially exhibited images through several different mediums, including photo albums, calendars, greeting cards, T-shirts and many others.

In 1996, Steve illustrated a children's book entitled *Three Whales Who Won the Heart of the World*, which promptly soared to the Hawaiian best selling list for books in that category.

He is viewed as an upcoming environmental artist who has sold paintings to internationally recognizable celebrities such as Whoopi Goldberg, Kim Basinger, Carlos Santana and Jack Klugman.

"In all the art that I do, the one element I endeavor to convey is a sense of beauty in my paintings," Steve says. "When I can see the beauty of nature, I feel a sense of well-being. It is then natural for me to care for the environment rather than pollute it."

In submitting his designs to Rise n' Shine for consideration, Steve placed some of his best work in the public eye. As a result, the chosen image, entitled "Serenity," for the Pictionary phonecard may be a great prize for collectors.

Steve donated his time and talent to the Rise n' Shine program for this tournament, and MCI recently announced it would support Premier Telecard Magazine's efforts for the tournament by donating 11 minutes of phone time for each of the 2,000 Pictionary phonecards.

Congratulations to MCI, Steve Sundram and Rise n' Shine for their efforts in supporting this worthy cause.

For more information regarding MCI services, call 800/828-5873 or 212/351-5002. **PT**

Happy Birthday— Happy Anniversary— Happy Days Are Here!

Here's a bit of trivia that is really not very trivial. Which product is older? Tootsie Rolls, Oreo Cookies or Dots Candies? If you said Tootsie Roll was the oldest, you're right. Next is Oreo and then comes Dots.

Congratulations to all three wonderful products. Dots is 52 years old, having their Golden Anniversary in 1995. Oreo Chocolate Sandwich Cookie is 85 years old. Tootsie Roll marks a century of selling one of America's favorites. And how did they celebrate their milestones?

"Since 1912, more than 362 billion Oreo cookies have been eaten, dunked in milk or pulled apart by kids of all ages."

All three products had a very special limited edition phonecard created just for them. Of course, when you see them on this page, it's like greeting old friends. After all, they are probably older than most of us.

For the Oreo cookie story, we even supplied the milk!

The first Oreos were known as Oreo biscuits, as the English-style "biscuit" was enjoying great popularity at the time. The year was 1912, and the first sale of the new cookie was made to S.C. Thuesen of Hoboken, New Jersey. Cookies were not sold in packages as we know them today. Cookies were sold in "bulk" so that you could buy a couple of cookies or a dozen or whatever you wished.

The cookies were placed in bins or

cans with glass covers so you could see what they looked like. We don't know what customers paid for Oreos at the time, but we do know that Thuesen paid 20 cents a pound for the first order and an additional 50 cents for the container that held the cookies.

How about that name...Oreo? One story is that it came from the Greek word "oreo," meaning hill or mountain. Another tale has it that it may have come from a French word for gold (or). A few other stories come from retired Nabisco employees, but frankly, no one knows for sure where the name comes from.

Regardless of how the name came into being, it was registered as a Nabisco trademark in 1913 and has belonged to the National Biscuit Company ever since. In 1921 the cookies became known as the Oreo sandwich. The word creme was added in 1948, and in 1974 the product was renamed Oreo Chocolate Sandwich Cookie.

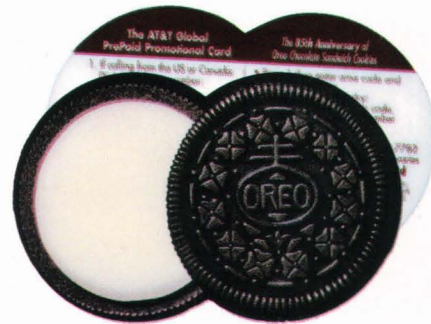
If you are interested in statistics, here's one: Since 1912, more than 362 billion Oreo cookies have been eaten, dunked in milk or pulled apart by kids of all ages.

Marketing research shows that 84% of men eat Oreo cookies intact, 41% of women pull them apart and 50% of all Oreo eaters pull them apart.

The Golden Gate bridge, which is 4,200 feet long, is also 28,800 Oreo cookies long.

We know that Oreo cookies are great dunked in milk, but pity the poor cow. If every Oreo cookie eaten in a given year were dunked, cows would have to work overtime to produce the extra 42.2 million gallons of milk needed to accommodate the extra dunkers.

Nabisco has planned numerous contests and competitions for their anniversary year. Most are youth oriented.



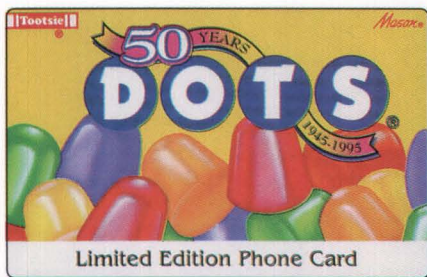
The Oreo phonecard is a limited edition collector's card numbering 10,000 and has a charge of 10 units of phone time. The telecard, as you can see, is a uniquely shaped Oreo that is already twisted open, about ready to eat. See your local grocer for purchase details as these cards are not available for sale anywhere except through Nabisco.

Toot, Toot, Tootsie

When a product reaches an age advanced enough to be known as a national institution, it usually bears little resemblance to its original form. However, this is not the case with Tootsie Roll. That wonderful, chewy, chocolately candy that we all enjoy so much tastes amazingly like the first Tootsie Roll, even after 100 years.

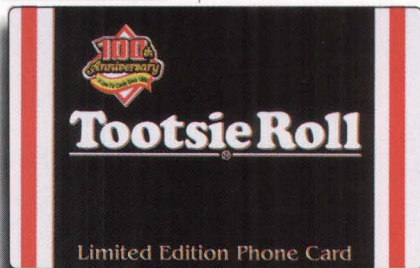
Want a few memories? Tootsie Roll was the first penny candy to be individually wrapped in paper...and still is today! The Tootsie Pop, consisting of hard candy on the outside with a Tootsie Roll center, was the first soft-centered lollipop produced in the 1930s. Now, in its 100th year, the company produces **more than 37 million Tootsie Rolls per day. They are also the world's largest lollipop supplier, producing 16 million pops a day.**

Leo Hirschfield brought his candy recipe with him when he arrived from



Austria in 1896. He set up shop in New York and proceeded to make candy. His hand-rolled confection was delicious, and he named his candy after his daughter Clara, whose nickname was, you guessed it, "Tootsie."

The new entrepreneur wrapped his confection in paper to keep it clean and sanitary, and priced it at a penny. The candy was an immediate hit with kids all over New York City neighborhoods. But he needed to promote his business on a larger scale. In a year's time he merged with a local candy



manufacturer, Stern & Saalberg. And so was launched one of the most successful companies in candy-land.

The growth continued with plants opening in New Jersey and Los Angeles, California and with the acquisition of Mason and Bonomo Divisions of Candy Corporation of America, all company management operations were consolidated in Chicago. The Mason Division contributed Dots and other candies to the overall growth.

Today, Tootsie Roll Industries is one of the country's largest candy companies whose first consideration has always been the maintenance of quality and value. They

have been doing it quite well for more than a 100 years.

The Tootsie Roll and Dots phonecards were produced by Greg Boblak of Image Telecards of Roselle, Illinois. The Tootsie card is charged with 10 units, Dots with five units of long distance telephone time. Services are provided by MCI.

Happy Birthday—Happy Anniversary to two companies that contribute to Americana. **PT**

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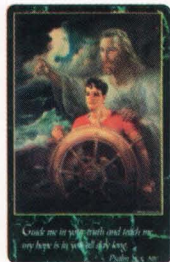
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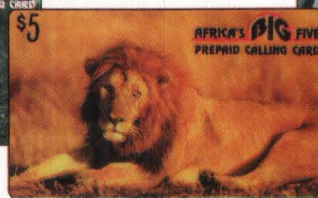
Kelcards
Chynna Phillips
Sept 1995 10 min.
1,000 issued \$6



Premiere Comm.
Christ Our Pilot
June 1995 \$10 face
5,000 issued 5 card set for \$40



ATS Southern Folklore \$13
July 1994 \$10 face 1,000 cards



Creative Programs, Inc.
Africa's Big Five
Aug 1994 set of 5
2,500 cards \$5 face



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



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



Premiere Comm. Photo Labs
Nov. 1995 10 min.
10,000 cards Set of 2 for \$18



Candace Wright

YOU CAN ALMOST feel it!

By Dr. Gary S. Felton

Over the past year in several different phonecard magazines around the world I have been writing about some of the interior aspects of phonecard art. Although the specific focuses of these articles have been on color, form, light, and shadow, the major thrust overall has been to help all of us understand more about what our experience really is when we respond to the phonecards that we end up collecting.

As we evaluate our reactions and the stimuli that produce them, and as we study the component pieces thereof, we become more informed and thereby can expand our knowledge. Perhaps we then are in a position to enhance the way that we collect our telecommunications treasures.

When we think about factors like color, form, light and shadow, we must include one more with this grouping, namely texture. In our considering it, basically we are talking about the visual and/or tactile surface characteristics and appearance of something. Whether we are dealing with an oil painting or a stone wall, carpet fibers or food we eat, we encounter the textural qualities of many things in our world every day.

As is true for the above examples, under most conditions in daily life we actually can reach out and touch whatever we are viewing or are interacting with. As a result we can feel its texture and learn more about our momentary focus. If it is a stone wall, we feel the bumps and ridges and corners and edges. If it is silly putty, we feel

would have were it the original source.

Occasionally we run across a phonecard whose photographic image triggers in us this split second sensation/belief/wish that we can experience the texture first hand. If it is water, we believe that we almost can feel the wetness. If it is bumps, we feel that we almost can sense the bumpiness. If it is fire, we have the reaction that we almost can feel the heat, etc. Although texture does not always play a role in our selecting

As you view the different samples shown, try on the idea of focusing specifically on the textural nature of what is in front of you, one card at a time. While you do so, see what impact or effect such textural qualities have on your overall reaction to the phonecard that you are viewing. You also might ask yourself what role texture has played in your decisions to obtain the phonecards that are in your collection already.

If from this kind of exploratory thinking you begin to learn more about your selection process and what draws you to phonecards, you then might go through



the peculiar quality. If it is fresh snow, we feel the wetness and iciness. And so it goes.

This ability to feel and to 'know' a texture generally allows us for a brief time to feel and to 'know' the entire substance or object that we are touching and, by extension, to be more at one with it. Such outcomes are in great part what intentional and exploratory touching is all about.

When it comes to photographs, we are not in the same position as above since we can only see texture in a one-generation-removed-from-us reproduced form. It is not possible to actually feel it. Nonetheless, with photographs that are well processed and highly sophisticated, sometimes we can so strongly sense the essence of the photographed image's texture that it may seem to us for a split second that we can reach out and truly touch it. When this phenomenon occurs it is almost as though we are having the same experience that we

phonecards to collect, more often than we may realize it contributes significantly to what leads us to pick up a particular card and internally think "I want this one."

Within the global pool of phonecards available to all of us there are many cards whose photographic images feature a textural quality which can create this kind of response. Over the years I have been able to gather a number of them for my own collection and have extracted some for the display that is interwoven throughout this writing.

As you survey these phonecards, you will view many different textures ranging from water to flowers, from gem stones, feathers, coins and fire to glass, hair, trees and stone. Even ice, fingerprint ridges, sand, cotton, spheres, all the way to an insect.

your collection with this new perspective and see what you learn from viewing the different cards which you have accumulated. All of this effort might produce some different results for you the next time you are active in your collecting pursuits! PT



Dr. Gary Felton

Dr. Gary Felton is a leading international writer/researcher/historian on phonecards and the psychology of collecting them. His ongoing series about the art on phonecards, as well as other articles, have appeared regularly in the world's major collector's magazines and journals. He is an international telecommunications consultant and a clinical psychologist in private practice in Los Angeles. Dr. Felton has been actively involved in international phonecard collecting circles since 1983.

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



Cards in Play in the U.S.A.

From Out Of The West Comes Two New Cards

There is a new women's professional basketball team in Seattle, Washington, appropriately named the Seattle Reign. Reign, as in rule, not like the drops that are often falling on your head. US WEST is a prime sponsor of this new team and decided to commemorate the new arrival with the introduction of a brand new phonecard.

US WEST produced a total of 3,500 phonecards for their inaugural showing of the card.

What better place to show off your new card and team than at the Seattle Arena. And indeed, that's exactly what US WEST did. They handed out 3,000 Seattle Reign telecards to the first 3,000 in attendance. The remaining 500 cards are being sold through two new distributors, KARS Unlimited and USACard Corporation.

Meanwhile, the first of the US WEST "Celebration" phonecard series has been released. Need we say, Happy Valentine's Day? The multicolored card is sure to please all of those

lucky folks who received this attractive phonecard for lovers and sweethearts. Gerald Ritchie,

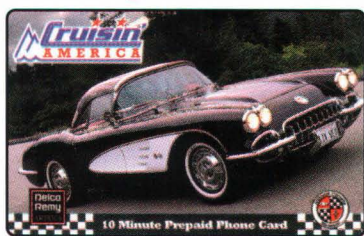


an artist with US WEST designed this particular card for Valentine's Day.

While it has not been disclosed at this time, there are as many as five or six more phonecards in the planning stage to complete the Celebration series. Most of the popular holidays and events in the United States will be developed for phonecard presentation. The Valentine's Day telecard is charged with \$5 in prepaid "local" or "long distance" phone service. **PT**



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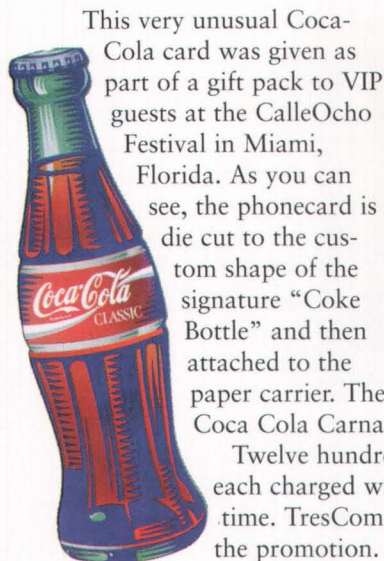
avi@netinternet.net



Cards in Play in the U.S.A.



Siempre Unidos, Siempre Coca-Cola



This very unusual Coca-Cola card was given as part of a gift pack to VIP guests at the CalleOcho Festival in Miami, Florida. As you can see, the phonecard is die cut to the custom shape of the signature "Coke Bottle" and then attached to the paper carrier. The illustration is the official Coca Cola Carnival Miami Artwork.

Twelve hundred cards were produced, each charged with 10 minutes of phone time. TresCom handled the marketing for the promotion. **PT**

Great Fund-raiser

They had a problem at Harrisburg High School in Harrisburg, Illinois. They needed to raise money so more students could afford to buy the annual yearbook.

It took some creativity, but they solved the problem. Natalie Ellis, in her senior year at the school and editor of the Keystone yearbook, suggested they create and sell phonecards.



Harrisburg High's own Illinois Teacher of the Year, Barb Allen, designed the limited edition card, and 1,000 cards were produced through Eclectic Enterprises of Huntsville, Alabama. **PT**

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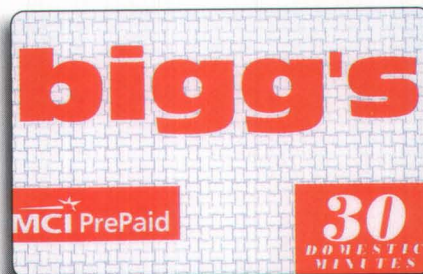
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Ohio Super Store Joins Soaring Phonecard World

Biggs Hypermarkets of Dayton, Ohio recently announced the inauguration of its first prepaid phonecard program.

The Midwest company will make available cards in 15- and 30-minute denominations in all of its 10 stores located in Ohio, Kentucky and Colorado.

The cards are expected to be available for purchase at check out stands, and well as in electronics departments and at customer services desks.



Biggs has plans to issue 10,500 cards, and company officials say if the program is successful, it will be expanded to include an estimated

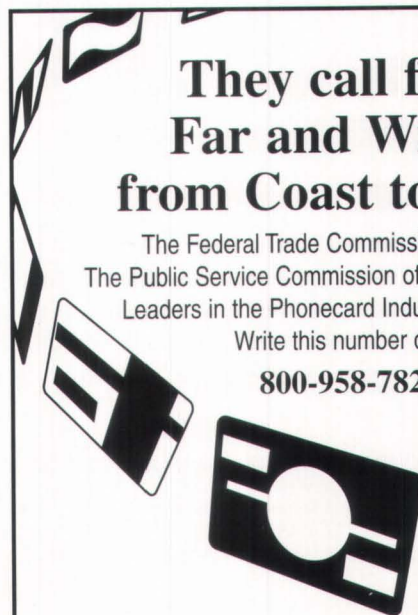
100,000 units annually, with the possible addition of a 60-minute phonecard.

The card was issued in January, 1997 and can be recharged. MCI has been awarded the network services. **PT**

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Cards in Play in the U.S.A.

A Collector's Treasure For Easter And Beyond

MCI and Forbes Magazine have teamed up to produce an exclusive set of one dozen collectible prepaid phonecards from the Forbes' Imperial Egg Collection. The 12 gold and jewel-encrusted eggs created by Peter Carl Faberge' are from the collection owned by Forbes Magazine, owners of the largest private collection of the Imperial Easter eggs in the world.

"These regal works of art are one of the most spectacular collections of fine art ever assembled," said Jeff Lindauer, general manager of MCI Prepaid services. "We are grateful to Forbes for sharing these rare treasures with phonecard collectors and art lovers alike."

The unique collection features Imperial Eggs that were created for the last two Czars of Russia and hand-crafted by the House of Faberge', the world renowned jeweler.

The limited edition cards are available in four, three-card sets. In addition, a very limited number of the full 12 card Forbes Collection will be available at special prices until June 30, 1997. A total of 3,000 sets of 12 have been produced, each individually numbered and charged with \$20 of long distance phone time. The MCI prepaid cards may be purchased at more than 15,000 retail locations nation-wide. **PT**

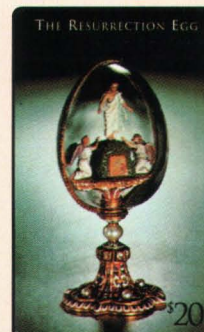
The Chanticleer Egg stands 12 5/8" inches tall. This one was presented to the Dowager Empress for Easter, 1903.



Cuckoo Egg, fashioned as a table clock, is one of six automated Easter eggs created by Faberge', Easter 1900.



Spring Flowers Egg is 4 3/4" tall, including the basket. A gentle twist of the clasp and the shell of the egg parts to reveal a miniature bouquet of wood anemones.



The Resurrection Egg is the first of only two direct references to the religious significance of Easter in the Imperial Egg series. It is believed that the this one dates from 1887.



Orange Tree Egg is 11 3/4" tall and was presented by Czar Nicholas II to his mother, the Dowager Empress Marie Feodorovna, at Easter, 1911.



Lilies of The Valley Egg is one of the most original creations in the spectacular series. A trio of miniature portraits of Czar Nicholas and his two eldest daughters, Olga and Tatiana, rise out of the egg when a pearl button is turned.

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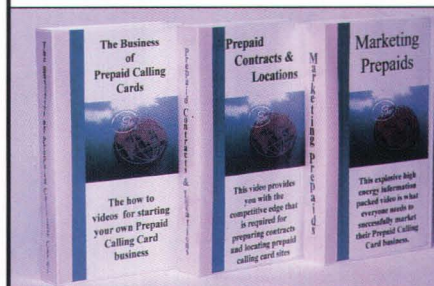
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Cards in Play in the U.S.A.



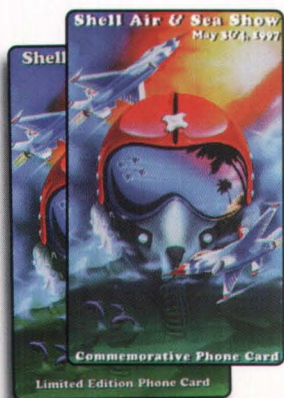
Saluting The U. S. Military

The 1997 Shell Air and Sea Show will be held the first weekend in May. The show is one of the largest spectator events in the world, truly a wholesome family-oriented performance. The venue for the show is a four-mile stretch of Ft. Lauderdale beach in the sunshine state of Florida.

The show, which is free to the public, drew more than 2,000,000 people last year. Almost 5,000 spectator boats are expected this year to line the ocean beaches to see the event. The two-day show features demonstrations by the Pentagon's finest personnel and equipment, along with civilian air and sea performers.

Two-thousand Limited Edition phonecards, each charged with 10 minutes of long-distance phone time, were printed for this event. The face of the card is a copy of the official poster that was used for promoting the '97 show. Shell Oil Company is the show's title sponsor for the third consecutive year.

In addition, 100,000 Commemorative cards were produced as part of a regional in-store promotion between Walgreens, TresCom, Seagrams and Carnival Cruise Lines. The promotional cards allowed five-minutes of phone time.



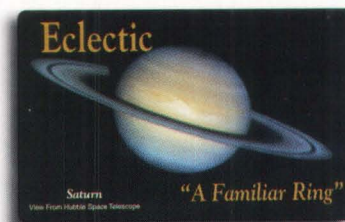
The 2,000 limited edition cards were produced by Ameriplast of Pompano Beach, Florida, while the commemorative cards were done by Korbel International of Milton, Vermont. TresCom International Communications handled the marketing for all the cards. **PT**

Presenting The Planet Saturn!

Eclectic Enterprises, Inc. of Huntsville, Alabama has given us a peek at the planet Saturn. Company president Chet Young and his Vice President, Sammy Nabors, recognized the potential market of prepaid calling cards as collectible and promotional materials and made a decision. They were not about to be left out of this "new" world of phonecards.

In the short 15 months since their inception, they have sold 200,000 prepaid calling cards, representing 2,000,000 minutes of prepaid long distance time. In addition, they have produced a number of promotional cards.

We are showing a July, 1996 release of the Hubble Space Telescope view of the planet Saturn. The card is charged with 10 minutes of time. There were 10,000 cards originally issued. The photo is courtesy of NASA. **PT**



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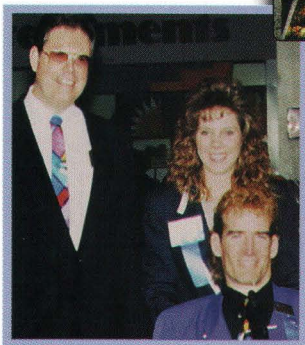
Cards in Play in the U.S.A.

He'll Challenge, Encourage And Motivate Your Life

His name is Ron Heagy, and he is more than a motivational speaker, *a lot more!*

Ron Heagy is an artist who paints using a brush held in his mouth. He has to paint this way because he has lost the use of his hands.

More than that, Ron is a quadriplegic, the result of an accident when he was 17 years old. It happened while he was



Publisher, Bill Jordan with Christy and Ron Heagy at the Destiny show Oakland, California. Feb.1, 1997

spite of overwhelming odds, Heagy's determination finally paid off. Returning to school, he later earned his Masters degree in social work.

In 1992 Ron married the woman who he says "is the great strength and driving source in my life." Ron and Christy tour the United States together as Ron speaks to audiences in schools, churches and other meeting places. It's obvious that he has a love for people. He speaks to groups of all sizes but counsels individuals.

To groups or individuals the message is the same: "Life is an attitude...you need to take what you have and make the best of it."

Recently, Heagy's paintings have become collectible prepaid phonecards by Destiny. There are five in the Barnyard Series, each charged with five minutes of domestic phone time. The cards may also be used for international calls. Services are provided by Cable and Wireless, Inc.

Ron Heagy's fax # is 541-924-0379. **PT**

A Greeting Card That Talks!

MCI recently introduced a new line of hi-tech greeting cards. They are called MCI PrePaid Social Expressions.

Specifically, they are calling cards with personal voice messaging capabilities, offering consumers an innovative and individual way of communicating with family, friends, and loved ones. The package appears to have everything.

There are five sentiments in the series including *Happy Birthday, I Love You, Congratulations, Keep In Touch* and *Thinking Of You*. Each phonecard is packaged in a colorful carrier that doubles as a greeting card, including space for a handwritten salutation.

There is more to this package than meets the eye, or the ear. A unique feature of this series allows card givers an opportunity to leave a personalized message for the recipient that can be heard when they use the card for the first time.



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PREMIER TeleFacts™

Barn Collector Series

Issuer: Destiny, Inc.

Carrier: Cable & Wireless

Face Value: 5 minutes

Release Date: December, '96

Limited to: 1,000

Rechargeable: Yes

Cards in Play in the U.S.A.



The network-based voice mail feature allows the purchaser to record a personalized greeting of up to two and one-half minutes. After recording the greeting, the purchaser can review and re-record the message or approve it. Once approved it will be saved and matched electronically to the

card's personal identification number (pin). The gift of long distance calling time with the recorded greeting is then sent to the recipient.

Each of the cards is sold in 25-unit denominations and may be used to call anywhere in the 50 states,

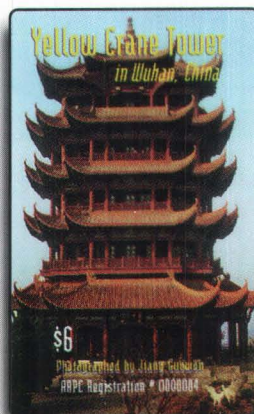
Puerto Rico and the US Virgin Islands. The MCI PrePaid Social Expression Series may be purchased at any of the more than 15,000 retail locations nationwide. **PT**



AAPC Accepts First Foreign Registry People's Republic Of China Joins International Phonecard Market

There seems to be two first time events attached to this card.

The People's Republic of China (PRC) is among the newest countries to enter the international telescene, and the Yellow Crane Tower prepaid phonecard is the first card outside the United States to be registered with the American Association of



AAPC President Rick Syuya reports that this card depicts an image of one of the most recognizable man-made structures in the PRC.

The card was developed — with the aid of Syuya — by AAPC member Jiang-Guowen, who also photographed the image. **PT**

Phonecard Collectors.

The card is also believed to be the first to be issued from the PRC and produced in the United States. According to information printed on back of the card, phone service is provided in Spanish, German, Japanese and French, and presumably Chinese.



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White Sox Honor Stars Of Yesteryear

The Chicago White Sox were looking for a way to honor some of the outstanding stars who played for the White Hose of the Windy City. They not only found a way to pay tribute to the players, but they also discovered a way to show grateful appreciation to the fans.

Phonecards, of course!

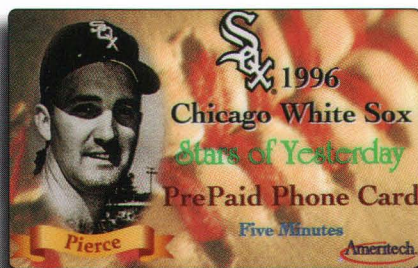
The players to be honored included Nellie Fox, Minnie Minoso and Billy Pierce. Their accomplishments are legend around the baseball world. The White Sox organization commissioned Ameritech of Chicago, Illinois to produce a collector's series of phonecards honoring the players and offering their fans a special "thank you" for their years of loyalty to the team.

The White Sox presented to the first 20,000 fans who attended each of the three games a five-minute phonecard. The cards bear a photograph of a player with the White Sox logo and the year in which the phonecard was given away.

A special bonus of the give-away was the oversized card holder that tells

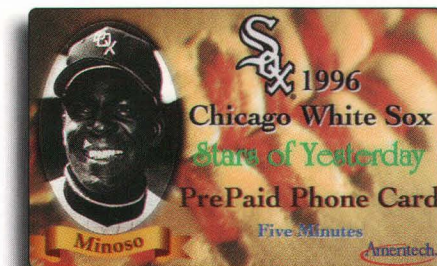
of each player's statistical information.

The first card honors Billy Pierce. The date was July 24, 1996 when the White Sox played the Oakland Athletics. Billy was voted to the All-Star team seven times. He was a 20-



game winner in 1957. Billy Pierce was also the only Sox pitcher to start an All-Star game, and he did it three times.

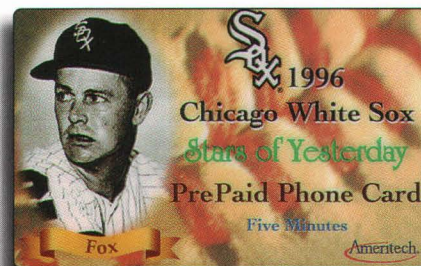
The second card was on behalf of Minnie Minoso. Minnie, too, was voted to the All-Star team seven times,



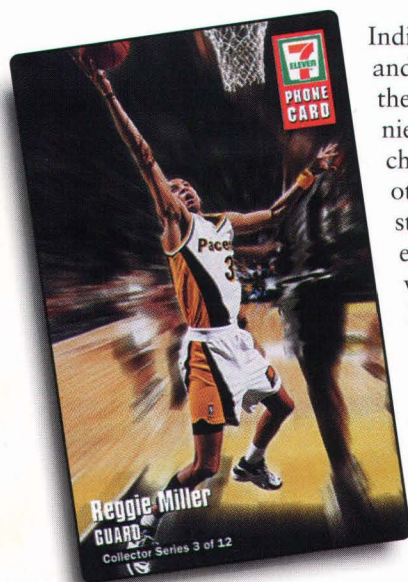
and he batted over .300 for eight seasons. The Sporting News named Minoso "Rookie of the Year" in 1951. This game was played on August 25 against the Toronto Blue Jays.

The third card in this series was for Nellie Fox. Thousands of fans got to see a super game against the Minnesota Twins on September 20, 1996. Nellie Fox always had a special relationship with the fans of Chicago. Nellie was voted to the All-Star team 12 times. He was American League MVP in 1959, and he led the American League hitters in 1952, 1954, 1957 and 1958.

The phonecards are re-chargeable and may be used to call anywhere in the world. **PT**



Reg-gee—Reg-gee—Reg-gee



That's what they yell in Indianapolis when Reggie Miller and the Pacers are on top of their game. Even the convenience store chain, 7-Eleven, is cheering for Reggie and 11 other big name basketball stars. Recently, 7-Eleven entered into an agreement with the NBA to produce the Basketball Collector Series, a dozen phonecards featuring some of the greatest names in pro basketball.

Four cards were released in February, March and April. The February players included Jerry Stackhouse of the 76ers, Gary Payton of

Seattle's SuperSonics, Reggie Miller, Pacers, and forward Joe Smith of the Golden State Warriors.

The March releases included Shawn Kemp, also of the SuperSonics, center David Robinson of the San Antonio Spurs, Larry Johnson of the NY Knicks and from the Utah Jazz, Karl Malone.

In April, Clyde Drexler of Houston's Rockets, Chris Webber of the Washington Bullets, guard, Jason Kidd of Phoenix, and the 12th player is Mitch Richmond of the Sacramento Kings.

Chip Sones, 7-Eleven category manager for phonecards, said that "our baseball and football collector cards have been a tremendous success and basketball should also be a big hit with the fans." Since 7-Eleven introduced its phonecards nationally in 1995, the company has become the largest retailer of prepaid, long-distance phonecards.

In the past two years, the convenience store chain has sold 250 million minutes of phonecard time. If you want to put it another way, 250 million minutes total about 475 years. Even radio talk show hosts don't talk that much! **PT**

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Maxfield Parrish Art

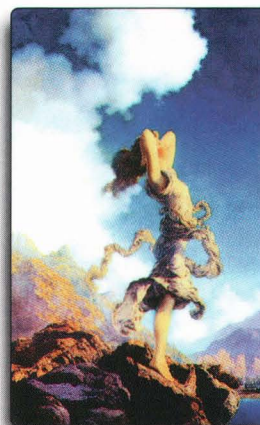
The name Maxfield Parrish may not be as famous as his art. Nevertheless, most people probably have seen his work before. Others might even have owned one or more of his illustrations

During the 1920's, one out of every four homes had an image from his make-believe world hanging on its walls. Parrish was well known for his beautiful paintings of idealized women and fantastic landscapes.

He used a unique method of covering each layer of brilliantly colored paint with a layer of clear varnish. This gave his work the trademark transparency and luminescence that made him one of the most recognizable artists of the century.

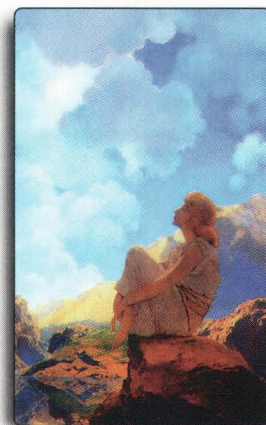
From his first commission to paint a mural in 1894, Parrish rapidly became a sought after artist for magazine covers, paintings and advertisements. His career blossomed during the golden age of American illustration prior to the invention of television and the popularity of radio and the movies.

By the early 1900's Parrish was regularly illustrating for 30 different national magazines. He gained his greatest fame from the mass reproduction of his works on calendars and art prints.



"Ecstasy"

"Morning"



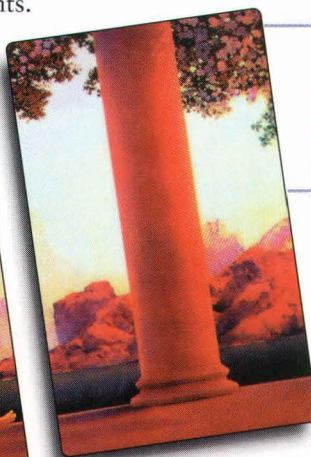
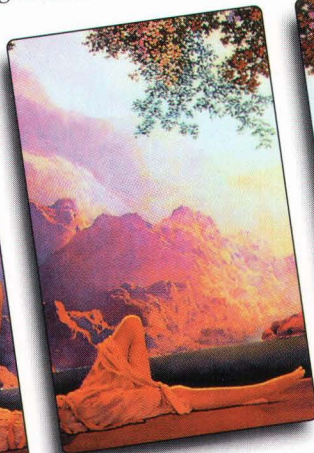
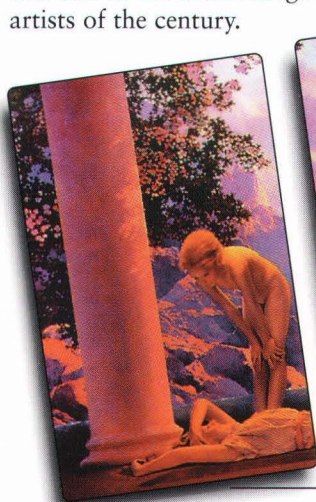
Grapevine
Telecards

presents a phonecard collection of Parrish's most popular images. They include Ecstasy (1929), originally published as a General Electric Company

"From his first commission to paint a mural in 1894, Parrish rapidly became a sought after artist for magazine covers, paintings and advertisements."

sponsored calendar; Morning (1922), a Life magazine cover; and Daybreak (1922), an art print that became one of the biggest selling prints of the 1920's.

A total of 500 five card sets were produced for this first release. Brilliant cards did the color. Each of the five images is charged with 10 units of calling time for domestic and worldwide calling. **PT**



"Daybreak"

The Blue Angels 50th

The phonecard you are viewing is a true collector's card. The card was produced to coincide with the 50th Anniversary of the Blue Angels. This card is a combination of the Blue Angels logo and a painting by the famous artist R. G. Smith, which depicts all of the aircraft that has been flown by the angels in their 50-year history. There's more to this story.

This card is autographed by Captain Roy "Butch" Voris, who was not only the first Blue Angel, but also Commanding Officer of the 1946 team of flyers. The other autograph on the card is that of Captain Greg Wooldridge, the Commanding Officer of the 50th Anniversary team. There are but 31 of these cards in existence. This particular card was presented to Bill Jordan, Publisher of PTM.

As for the aircraft on the card, from top to bottom: the F6F HELLCAT, the F8F BEARCAT, F9F-5 PANTHER, F9F-8 COUGAR, F11F-1 TIGER, the F4J PHANTOM, A-4F SKYHAWK II and the current aircraft is the F/A-18 HORNET.

This is the first in a series of Blue Angel cards planned by producer KMF Enterprises. Future issues will show flight maneuvers to include the "Diamond" and the "Delta" formations, solo maneuvers and the Marine C-130 aircraft. **PT**





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An Irish Entrepreneur

It was about 6 months ago when an article was written about a very talented young man who was Ireland's youngest phonecard designer. (PTM Nov/Dec '96)

Jeremy Farrell was barely 21 years old, had completed his college requirements and started his own business. It is called Telephone Cards By Post. To quote Jeremy, "I design and produce limited edition telephone cards for the collector market. My cards are mainly but not exclusively Irish in theme."

Last fall, Jeremy attended the Festival of Phonecards that was held at the Gresham Hotel in Dublin. It was at this show that he was able to showcase some of his most recent work. Of the four cards shown, two are originals by Jeremy.

Cease-fire 1st Anniversary It is a Time of Hope when people of courage have put aside their differences to try and find a just and lasting solution to a complex problem. Only the people of Northern Ireland can decide their future and the legacy they wish to leave to their children. Limited Edition, 2,000 cards produced.

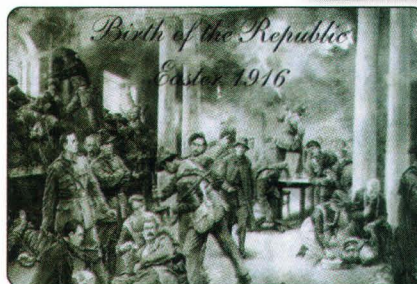


The Great Famine—1845. This is another Farrell original for the collector market. There were 2,000 produced to mark the 150 Anniversary of the start of the Great Famine in Ireland. One of the most tragic episodes in Irish history was the failure of the potato crop. While the crop

failed in 1845, it failed again in 1846, 1847 and 1848. The great hunger had continued.

Starvation was quickly followed by disease.

To make matters worse, the winter of 1846/7 was said to be the "coldest in

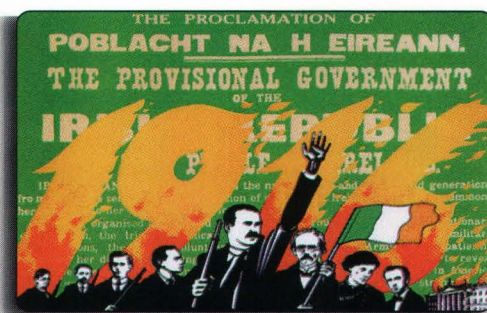


living memory." People died by the thousands. By 1850 the famine was over but by then over a million people were dead and another million had fled to foreign shores.

This phonecard, **Birth of the Republic** was created to mark the 80th anniversary of the 1916 Rising. It was April 24th, 1916 at the very height of the Great War in Europe, a group of Irish Rebels occupied the General Post Office in Dublin and other key buildings around the city. The Tricolor was raised and a Republic was declared.



Festival of Phonecards was held at the Gresham Hotel in Dublin.



The rebellion was led by poets and dreamers. There was no real sympathy for their cause. Thousands of Irishmen were fighting with the British Army in France for the "Freedom of Small Nations." Without any real hope of success, a handful



of Rebels went ahead anyway. By Saturday, April 29, it was over. The center of Dublin lay in ruins, looters pillaged burned out shops.

At the very moment of insanity, this triumph of failure by poets and dreamers and ordinary men was the spark which lit the flame of freedom. A terrible beauty was born. The picture for this card is courtesy of The National Library of Ireland.

The fourth card is the work of artist and designer **Robert Ballagh**. Ballagh is one of Ireland's foremost painters. His striking designs for shows and stage productions have enjoyed international success. More recently he designed "Riverdance" that is very popular with United States audiences.

He was born in 1943, was an architectural student and engineering draftsman, a magician and a postman before taking up painting in 1967. Mr. Ballagh has won world-wide acclaim and is currently Chairman of the Irish National Congress. Just over a year ago he was invited by the European Monetary Institute to submit designs for the Single European currency. There are 1,500 cards of this design that is distributed by Cards By Post, owned and operated by Jeremy Farrell. **PT**

Children's Hospital Launches Phonecard Fund-raiser

In January of this year Loma Linda University Children's Hospital initiated its first phonecard program, and the anticipated income will go toward improving hospital services.

Community outreach is among the hospital's most successful activities, where immunization and anti-drug clinics are available for members of the community. Tattoo removal for ex-gang members is another example of the kinds of programs the hospital offers to Southern California residents.

The Children's Hospital Foundation, which is behind the release of the phonecard, acts as the organization's primary marketing arm, helping in other projects such as child advocacy and capitol funding. The Foundation was partly organized to find ways of purchasing equipment and materials to help the hospital function at peak performance.

On occasion, the need is simply for a new television or VCR. In other instances, more sophisticated equipment is needed to aid in the hospital's high profile services.

For example, the hospital uses cutting edge technology to promote health care in areas such as children's heart transplantation and cancer treatment. There never seems to be enough money to go around.

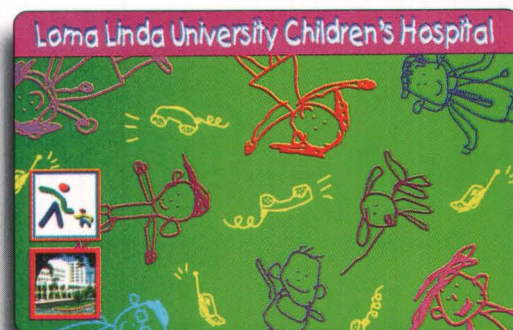
"These days people are aware of the belt tightening that is taking place," said Reiner Roeske, Foundation Director. "Our support could mean life and death for some kids."

Roeske expressed particular pride in the hospital's "Camp Good Grief" program, where help is offered to children who are trying to deal with the death of siblings. This is a one-week activity where kids can meet others their age who have survived similar experiences.

"Sometimes the siblings of a critically ill child get the sense they have been put on the back burner," Roeske said. "And when the child dies, there is tremendous grief. One of the primary lessons the siblings learn is that what they are experiencing is normal."

According to information provided by Roeske, Loma Linda Children's Hospital enjoys a global reputation. The facility operates the world's leading program in infant heart transplantation. Approximately 50 percent of the world's heart transplants in infants less than six months of age have taken place at Loma Linda, with roughly an 80 percent survival rate.

The world's first and only hospital-based proton treatment center is located at Loma Linda University Medical Center. Proton radiation is so sophisticated that it can be directed precisely at the diseased area with little or no effect on the adjoining, healthy tissues.



Loma Linda Children's Hospital is also one of the busiest in California, with approximately 8,700 children expected to be admitted this year alone.

In addition, hospital officials boast of possessing one of the largest neo-natal intensive care units in the world, with 22,000 square feet of space capable of extending services to 72 babies at once.

Two phonecards have been issued for the fundraising event. Seven hundred and fifty, 30-minute cards and 250 cards with 10 minutes of phone time were released February 2, 1997. They are both rechargeable. **PT**



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A Civil War Collection

The Paintings Of Mort Kunstler

He is considered America's foremost historical artist. Mort Kunstler became a successful illustrator in New York where he received assignments from book and magazine publishers.

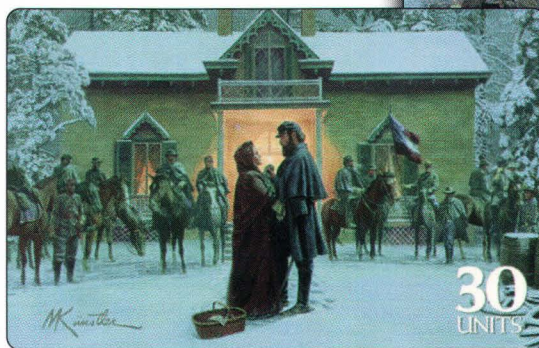
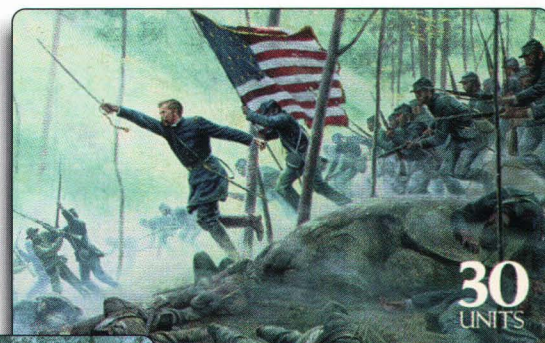
He studied art at Brooklyn College, UCLA and the Pratt Institute and through commissions of historical subject matter from National Geographic Magazine, he learned the value of working with historians. He worked for many years painting historical subjects to achieve his status and reputation.

Kunstler's first major Civil War painting, "The High Water Mark," was unveiled at the Gettysburg National Military Park Museum on July 2, 1988 in celebration of the 125th anniversary of the Battle of Gettysburg. Today, Mort Kunstler specializes in Civil War subjects. He has had numerous one-man exhibitions at leading museums throughout the country.

There are five books that showcase much of Kunstler's work, in addition to a one-hour television special, entitled "Images of the Civil War...The Paintings of Mort Kunstler." The TV special was aired a couple of years ago on A&E network and was the first television show

featuring one artist's work on the Civil War.

The Civil War Collection includes 24 different phonecards in eight, three-card sets. All 24 cards are charged with 30 minutes of long distance phone time by TeleDebit. BDM Marketing of Green Bay,



Wisconsin produced the series. The cards are truly outstanding and each is signed by the artist.

In the first card shown here, "Chamberlin's Charge" depicts an

"Mort Kunstler specializes in Civil War subjects. He has had numerous one-man exhibitions at leading museums throughout the country"

event that took place at Little Round Top, July 2, 1863.

It is the second day of battle at Gettysburg. Troops of the 20th Maine anchored the crucial left flank of the Federal line.

Colonel Joshua Chamberlin, a former college professor, courageously repelled repeated Confederate assaults. Finally, Chamberlin ordered the unexpected: a bayonet charge which saved the day and the battle for the Union.

The second card in this set is called "Review at Moss Neck." The date is January 20, 1863, and the place is Fredericksburg, Virginia.



By January 18th, the daring exploits of General J.E.B. Stuart's Confederate cavalry had earned glory and respect for the gray-clad horse soldiers. At General Stonewall Jackson's headquarters near Fredericksburg, Jackson and General Robert E. Lee reviewed Stuart's cavalry. In the months

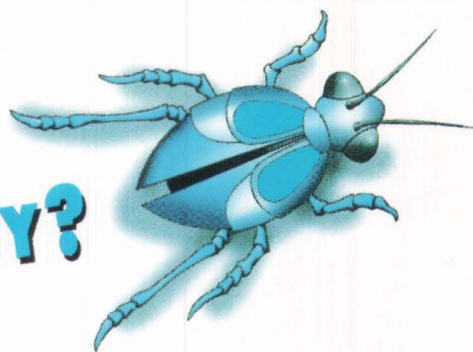
ahead, the storm of war would bring death to Jackson at Chancellorsville and defeat to Lee's army at Gettysburg, but Confederate hopes for Southern independence remained high in early 1863.

It's the Winter of 1862 in Winchester, Virginia. This phonecard is called "Until We Meet Again." Although acclaimed as a military genius and a relentless fighter, General Thomas J. (Stonewall) Jackson was a devoted family man. He and his wife Anna enjoyed a tender, committed marriage based on a shared belief in Jesus Christ. "I do not concern myself about [death]," said Jackson, "but to always be ready...." Indeed, he was killed at the site of his greatest victory, the Battle of Chancellorsville.

Mr. Kunstler has spent countless hours of research that have resulted in an authentic representation of events and places crucial to the war.

Further reference of Mr. Kunstler's written work: The American Spirit-The Paintings of Mort Kunstler; Images of the Civil War; Gettysburg-Paintings of Mort Kunstler; Jackson and Lee-Legends in Gray; Images of the Old West. PT

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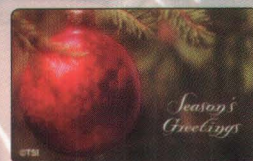
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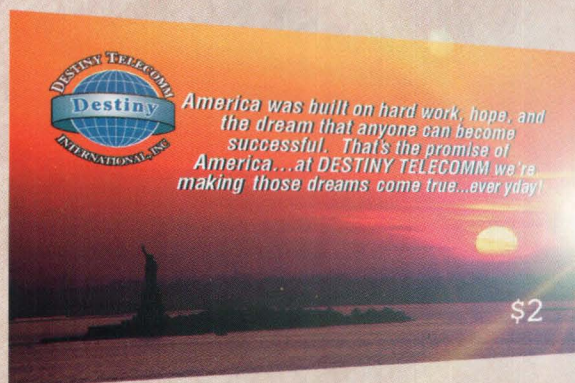


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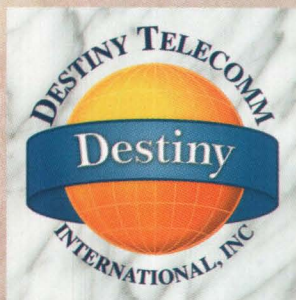
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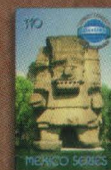
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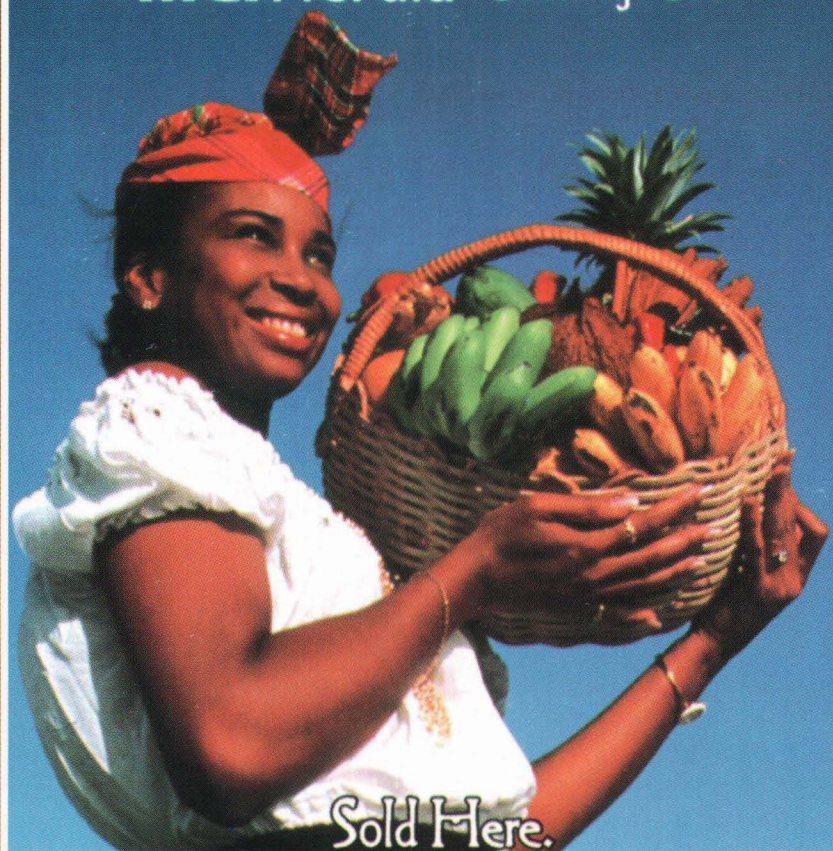
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