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November 1993 - Volume 1 Number 3

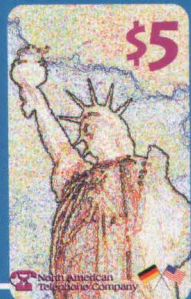
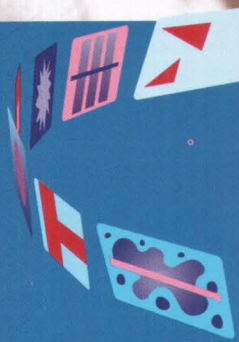
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The Collectors Network

Magazine

The
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Telecard Magazine

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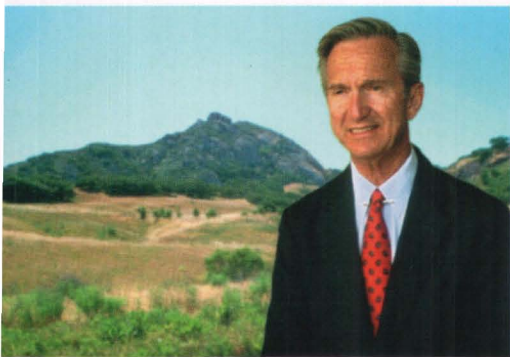
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It's My Call...

As if there were not enough

excitement around this collecting mass movement before, the debut in this edition of the Elvis Presley series by AmeriVox raises the level of intensity exponentially. We are all aware of the power behind the image of "The King." Stories abound of cult-like groups paying homage to the icon, Elvis, through various rites and rituals. *Sightings* are reported in the tabloids daily, it seems. The advent of this series promises to create a new horde of collectors, eager to snap up the famous image. Once having been converted into the phone card ranks, these zealous new disciples will help make telegery in the United States a major hobby far more rapidly than ever before imagined.

A warm spirit of cooperation and friendship is blowing across the Atlantic. Old world phone carders have been waiting for the

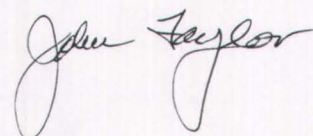
counsel are flooding into the United States, exemplifying the cohesion and altruism of this hobby in an otherwise chaotic and fragmented world.

Excitement is growing about the Phone Card Phair, to be held here in San Luis Obispo next March. Leslie Gainer, Executive Director of the event, brings you more details and information in this issue. Featuring the acknowledged world authority on telegery, Dr. Steve Hiscocks, as its principal speaker, this gathering promises to be a remarkable event. To mark the occasion, *Premier Telecard Magazine* will issue a commemorative card, available only to registered attendees. Add it to your collection.

Glowing reports have come to us from the First International Credit Card Collectors Convention with phone card participation, held recently in Richmond, Virginia. Excitement and enthusiasm were the smiling twins of this hybrid

announces a special, January issue to be released December 10th. In the holiday spirit, this edition will honor 100 outstanding American phone cards on FeatureFold pages like our TeleFold, along with participation by our faithful advertisers and contributing writers. With this festive offering, we plunge into the rushing waters of *monthly* publication, determined to keep you, the collector, informed and up to date. With this January issue, also, we began a new practice which will insure that subscribers get their magazines early. By shipping the next month's magazine on the 10th of each month, we know that even our European subscribers and news stands will have their magazines in hand well before the first day of the issue month.

We thank our loyal readers, whose word-of-mouth referrals and send-outs of subscription forms are bringing in a growing flood of subscriptions, from the Arctic to down under, plus some editorial gifts of interesting articles and engaging photographs. Keep them coming and we'll use them whenever we can. Special thanks and warmest greetings to Ilka-Christiane Fick, the first European collector to visit us, bearing phone card greetings from a unified Germany, where telegery is wildly popular among more than one hundred thousand collectors. We hope to meet a great many more of this wonderful clan in March. 



"we plunge into the rushing waters of monthly publication"

hobby of Telegery to be born in the former American colony of England. The giant in embryo is now a healthy baby, whose arrival is being heralded all over the world. Members of the extended phone card family are arriving on pilgrimages, concerned about the proper upbringing of this precocious future sovereign. Gifts of networking support and caring

union, much information was exchanged and many acquaintances formed or cemented. Considered an unqualified success, this event will be repeated next year, elsewhere. A full report is offered in this issue by Joan Looper.

Recognizing the amazing speed of developing events around this fabulous, exciting hobby in the U.S., *Premier Telecard Magazine*

*It's Time to Fall in Love
with Collecting...All Over Again!*

TELEPHONE CARDS

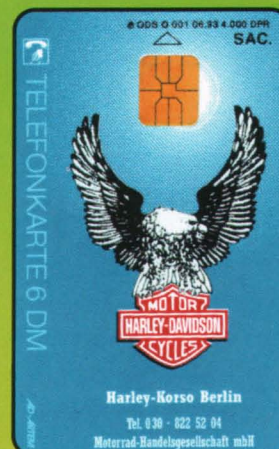
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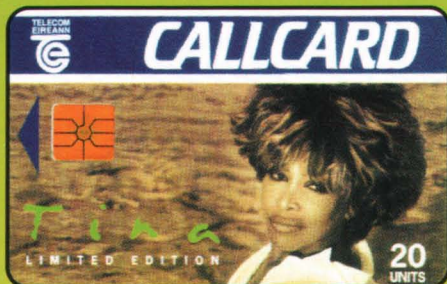
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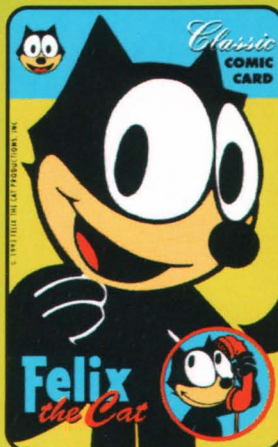
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In this Issue...

The World of Elvis	4
Dark Side of the Moon	6
Credit Card Collectors Convention	8
New York Telephone Card Spotlight	10
Germans Celebrate U.S. History	11
Phone Card Phair '94	12
TeleFold™	14
First Global Prepaid Calling Card Launched	17
Harris & Quest Penal Institution Series	18
AT&T Creates a Rarity	20
Cards in Play in the U.S.A.	22
Classified Ads	24
A Card to Remember	25
TeleFold™ Descriptions	27

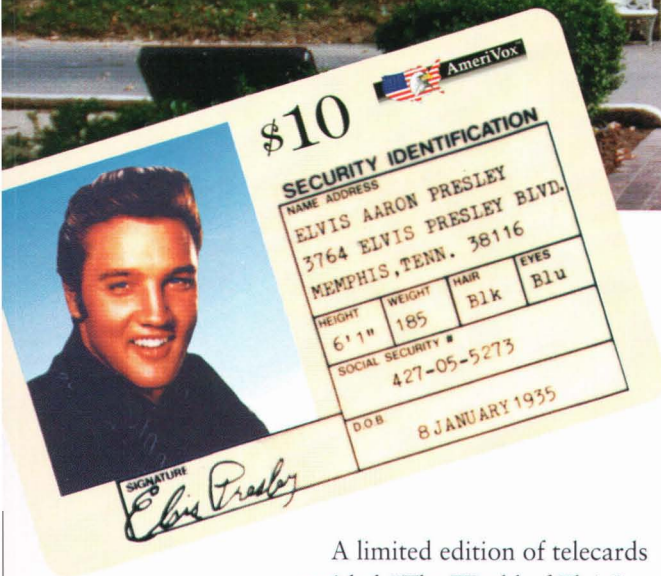
About the Cover...



From a nostalgic place in time and space that we call memory, come the riveting eyes and languid gaze of "The King"... Elvis. A young man, serving his country in a divided Germany, smiles across the flag of freedom. And "Lady Liberty" casts an approving light upon a growing, collective friendship in a united world.

The World of

Elvis



A limited edition of telecards entitled "The World of Elvis" was officially issued by AmeriVox on October 27, 1993. The cards made their debut during a series of press conferences conducted for the benefit of international media. The edition was unveiled on October 27 in New York, October 29 in Los Angeles, and November 1 in Tokyo. This edition is the first in a limited series planned by AmeriVox and authorized by Elvis Presley Enterprises, Inc.

AmeriVox was inspired to develop the series by the timeless international appeal of Elvis Presley. Elvis totally

Photo of Graceland in Memphis, Tennessee, taken by David M. Eastis - © Elvis Presley Enterprises, Inc. 1993

changed the direction of the music industry. He was the first entertainer in the history of music to forge rock, country, rhythm and blues, popular and gospel into an integrated style of music. To date, over 1 billion of his records have been sold, more than anyone in the history of the music industry. Elvis is indisputably the King of Rock 'N' Roll, and is viewed by many as an icon.

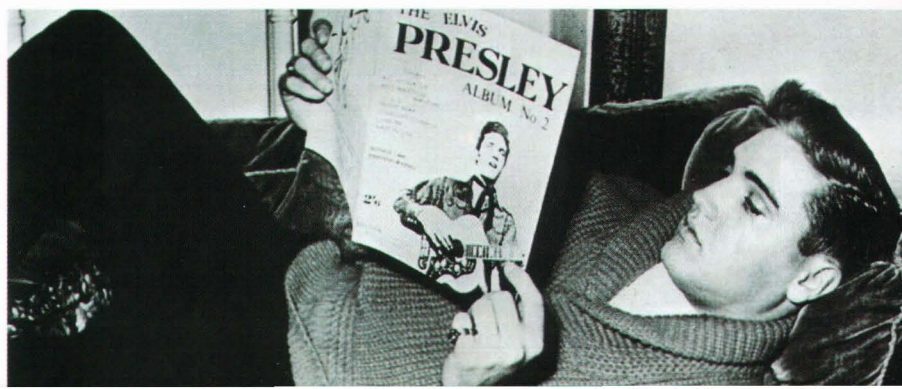
The AmeriVox series is prestigious in that there have been only two other officially sanctioned telecard releases depicting Elvis. One of them has been released in

France, and the other is about to be issued in Germany, Austria and Switzerland.

The first edition of the AmeriVox Elvis cards consist of 100,000 sets. Each set includes one each \$2, \$7, \$11, and \$14 card.

Special packaging has been developed to help symbolically join the technologies of record and card manufacturing. To achieve this, the series will include a multicolor 12" vinyl picture disc LP which features an interview with Elvis. The entire set will be part of an album size double-jacketed case with front and back cover artwork as well as

© Elvis Presley Enterprises, Inc. 1993



two inside display pages that can be seen when the cover is open. The first 20 cards are stored in individualized card display slots. The series is printed in English and consists of 5 sets of 4 different Elvis designs. A 21st card contains a montage of five images of Elvis. The montage card is displayed inside the album jacket. The 22nd card is made of .999-fine gold, and is designed as a removable part of the record label.

The first edition cards consist of rarely seen photographs of Elvis and original artwork. The cover of the package is a hauntingly moving two dimensional color impression of Elvis singing. Inside the jacket, the first view one sees is the initials "E P" spelled out in 20 colorful Elvis telecards. These particular 20 cards are an intermixture of the photographs of Elvis and the artwork of two artists commissioned for the project. The artist selected to create the artwork for the jacket cover is Dana Nyson. Illustrator Krista Minami also participated in the design of several cards. These cards are produced by Brilliant Color Card of San Rafael, California.

AmeriVox is utilizing a unique marketing approach to promote the *World of Elvis* series. The combination of telecard and LP packaging creates cross-marketing options that are mind-boggling. Are we on the verge of seeing telecards sold and traded via record stores throughout the world? AmeriVox has become the pioneer to connect the telecard and music industry. It is conceivably only a matter of time before other telcos will follow AmeriVox's lead and jump into other cross-marketing arenas.

Consumers will be offered two options to purchase the cards. One option is to purchase any or all of the 5 sets of cards. This also entitles the buyer to purchase the album jacket case. The second option is to join the Elvis Phone Card Club that entitles members to obtain various bonus products such as the privilege to buy the picture disc insert, the chance to obtain the special montage 21st card, and mailings about future releases.


**Record Album Cover
preliminary artwork
by Dana Nyson**



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November 1993

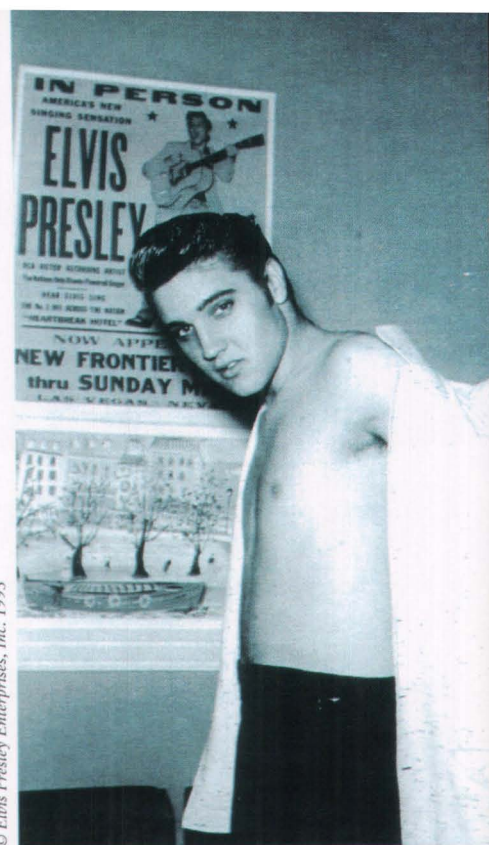
AmeriVox is also releasing a limited number of 15 minute \$10 telecards. There are four versions of the card and each will be a first edition pressing of 25,000. These cards are intended for regular renewable use rather than collecting. They are not a part of the World of Elvis package.

In a follow-up article in the January 1994 issue of *Premier Telecard Magazine* we will display a complete set of all cards and materials contained in the *World of Elvis*. 

Editor's Note:

Premier Telecard Magazine looks forward to following the proliferation of cross-marketing that involves telecards.

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The World of Elvis Series Offers a Set of Firsts:

- The first combination telephone card/record series
- The first officially released Elvis Presley telephone card series
- The first official Elvis Presley commercially pressed 12" vinyl picture disc with a telephone card attached
- The first official Elvis Presley .999-fine gold telephone card
- The first official Elvis Presley telephone card with original artwork of Elvis Presley
- The first official Elvis Presley telephone card/record album jacket

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TeleFacts™

AmeriVox World of Elvis

Release Dates: October 27 thru November 1, 1993

Event: International media events in New York, Los Angeles and Tokyo

Distribution: International

Quantity: 100,000 sets

Denomination: Set consists of one each \$2, \$7, \$11, and \$14 card

Features: Special set packaging plus LP of Elvis interview

**Premier
telecard™**

Dark Side of the Moon



Germany

by Gary S. Felton

Whenever we look closely at specific objects in our environment, we tend to be aware of or to establish in our mind a front part and something other-than-a-front part of such images. For most human-made objects, in fact, there usually is an *intended* or *designated* front part and it generally has had greater attention paid to it than to other parts. For example, it may be more developed, more elaborated, or more artistic in some sense.

In daily life we have come to expect that the front of things will be the better, favored, more important, more valuable, more desirable, more attractive, or more informative part. The back side often is seen more as a necessary "appendage" to acknowledge and work with because it is there and not so much as an entity to recognize or honor in the same manner as is the front side.

We can see common examples of this reality all of the time; designer tee shirts, matchbooks, our house, our car, entertainment and athletic event tickets, our books, our 45rpm record/compact disc/cassette singles, etc. In a more

specialized regard, even collectors working with their collections follow this approach: when using albums or window boxes, numismatists display the obverse (front) of coins; philatelists certainly feature the front aspect of their stamps; post card collectors show off the face of their hobby's main focus; pin/button/badge collectors arrange their collections with the front part of their collected objects showing.

Overall, whether we are dealing with folk art in third world arenas or the advertising world's hip, slick, and cool graphic displays on television commercials or magazine pages, in most cultures we have come to expect more of the front side than we do of the back side. Although there are indeed many different reasons historically, sociologically, and psychologically that this approach to elements in our world has come to operate, for purposes of this writing it is sufficient to acknowledge that the phenomenon is a universal one that crosses international cultural boundaries.

This focus on the front is generally true regarding the manufacture of telephone cards as well. In fact, most phone cards from most countries are designed in such a way that the front side is

where the art work/illustration appears and/or where the

prominent computer chip or optical scan stripe is placed.

If we survey the world's phone cards, we see three different presentations and design formats for the card's back side.

One or the other of these two formats appears on most cards produced. In this regard, occasionally we find that 1) cards with a back side containing nothing, little more than almost invisible control numbers, or some printers' marks (e.g., Isle of Man, Malta, Oman, Russia). More frequently, however, we find 2) cards with written instructions about how to use the card, or information about the edition number of the particular phone card, or name of the country of origin, or evident control numbers, or information about units/time available on the card or actual cost of the card (e.g., Australia, Bahrain, China, Japan, United States). The visual element of these examples basically is print format on the black, white, gray, or brown background and the card image has no particularly attractive or graphically interesting quality.

At the same time that all of the above variations occur, the third format has to do with the fact that a few countries produce cards which feature graphics and art work on both sides of the card (e.g., France, Germany, Holland, Italy, Turkey). Nonetheless, even with *these* cards, it still remains true that generally the favorable, more striking art work is displayed on the front side of the card.

In cases where we see this dual-sided graphics approach, sometimes we find that the back side of the card far and away, in fact, ends up being more attractive than what is *supposed to be* the better illustration on the front side. This outcome is similar to what occurs when the filler *B-side* cut of a



Holland



recording
company's
45rpm/
compact disc/
cassette single
release

unexpectedly out performs on the sales charts it's
presumed better, planned-for-success *A-side* cut.

With all of this backdrop in mind, I have
searched through several thousand phone cards
from more than 110 countries and have located
several cards about which I believe most viewers
would agree that the dark side of the moon outshines
the front side. This unbidden, rarely occurring irony
of back side art work warrants aggregate front and
center exposure here, since it is the aspect of cards
which usually is given a *back* seat and therefore is not
seen very much in advertising, publicity, promotional
efforts, or magazine articles about phone cards. In the
following collection we can find cards from Germany,
Greece, Holland, Iceland, South Africa and Switzer-
land, all of which reflect this irony.

In roaming through the gallery, perhaps we can
think more about two potential gains for all of us
which can emerge from this article's focus. One is the
added value of featuring illustrations on *both* sides of
phone cards and the increased pleasure such a *double*



Iceland

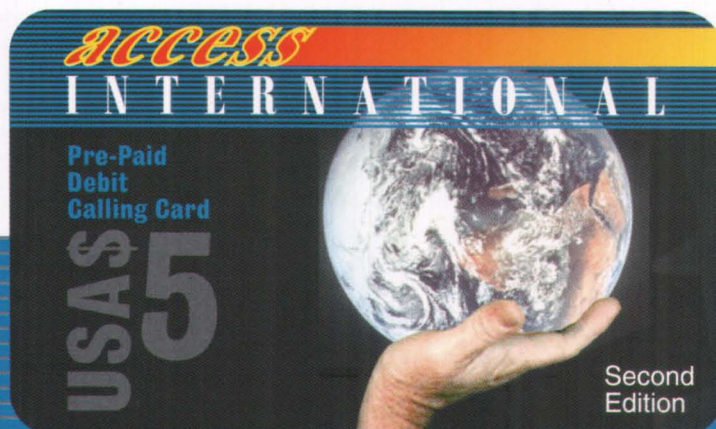
Switzerland



Greece



South Africa



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First International Credit Card Collectors Convention

with Phone Card Participation

David Michael Eastis and Larry Brilliant present Dr. Steve Hiscocks with a personalized phone card.

as reported by Joan Looper & Sandra English

September 24-26, 1993, Richmond, Virginia – The First International Credit Card Collectors Convention was dominated by telecards (prepaid phone cards) in one of those unusual twists of fate inherent in the world of collectibles. The event organizer, Jerry Ballard had modest intentions when planning the show earlier this year. Frustrated by the lack of U.S. venues for credit card collectors, he organized a convention mainly as a forum to meet with other collectors and dealers to trade and sell credit cards. He added prepaid phone cards to the bourse almost as an afterthought.

When pre-registration had concluded, 16 out of 30 tables were reserved for the phone card contingent and a waiting list established. During his opening statement at the convention dinner Ballard remarked, "Phone card collecting is such a mushrooming phenomenon that it warrants its own convention." In fact, he invited all to attend the *Premier Telecard Magazine* Phone Card Phair '94, the first international convention in the U.S. devoted exclusively to the prepaid phone card industry and collectors. It will take place March 4 through 6, 1994 in San Luis Obispo, California.

Informal trading and selling began taking place in the lobby and dining room on Friday evening, although it was not officially scheduled to begin until the next morning. On Saturday, September 25 a special session was held from 8:00 AM to 12:00 noon for private trades and sales among exhibitors. At 12:00 noon, the convention opened to all others and a lively afternoon of active trading and animated discussions went into full swing. The exhibitors were a combination of collectors, dealers

and issuers from the U.S. and Europe. There were also a large number of representatives from various businesses that serve the prepaid phone card industry.

David Michael Eastis of AmeriVox hosted a hospitality suite and presented a free phone card to visitors to the suite. The card was entitled, "The First American Credit Card and Telecard Convention Commemorative \$5 Card," and included \$5 in phone card time. AmeriVox issued a limited edition of 777.

Brilliant Color Cards sponsored a booth that illustrated the process involved in manufacturing phone cards. The company offered a limited edition 4" x 8" prepaid phone card to anyone who was "brilliant" enough to wear a Brilliant Color Card T-shirt throughout the show.

Jerry Lee Lewis telecards were on display by Advantage Communications Inc. (ACI). They also featured the Panda card which is the first (the "E" card) in a series devoted to endangered species. The second in that series, the "N" card will be released this month.

The featured speakers at the Saturday evening dinner presented both a national and international perspective on the current growth of prepaid phone card manufacturing and collecting.

Dr. Chris Scherer spoke on the European market and its relationship to the U.S. market. He gave a history of the evolution of European phone cards and supplemented his talk with a slide presentation. Dr. Scherer recounted that *walkaway fraud* was one of the major reasons for the start of phone cards in the U.S. Walkaway fraud is the making of long distance phone calls by individuals who walk away from the phone before paying the remainder owing on a call.

The U.S. market needs to be supported by "collectors" but not driven.

Phillip N. Hanson

Phillip N. Hanson,
Director of Sales, Quest Communications, Georgia

"Different, new concept, astonishing, wonderful. Look forward to many more of the same in the future."

Prasoon Aggarwal

Prasoon R. Aggarwal,
wholesale stamp dealer in the United Kingdom



Dr. Scherer stated his opinion that the collector primarily looks for low denomination (\$6-\$10) cards intended for use as a telecard. He was critical of cards manufactured with the primary intention of marketing it as a collectible. Kevin Pirolo of Advantage Communications agreed in principle, except that his firm has many clients who use thousands of dollars monthly on their debit cards. Therefore, he said it is important for issuers to be able to meet two goals: (1) issue the card in higher denominations for the regular client who uses the card on a daily basis; (2) protect the integrity of the card by marketing it to users and not merely as a collectible.

Dr. Steve Hiscocks, Editor of International Telephone Cards, published in England, was presented a personalized phone card by David Michael Eastis and Larry

Brilliant. He was further honored by being named "The Father" of this hobby. Dr. Hiscocks will travel to the Premier Telecard Magazine Phone Card Phair '94 to appear as the keynote speaker and to be a member of a panel discussion with international industry experts.

The convention concluded on Sunday morning with a meeting of those interested in starting a U.S.-based international telecard association open to collectors, dealers, telcos, manufacturers and others interested in the growth of telecards. Plans were formalized to reconvene at the Phone Card Phair '94 and to elect officers. In the

"I'm very excited about the future of the debit phone card industry."

Laurette Veres
Laurette M. Veres,
Director of U.S. Yellow Pages,
Texas




interim, committees were formed and will confer to set an agenda for the March meeting.

Luis Vigdor and Steve Eyer will lead a committee to formulate standards for industry self-regulation

with an emphasis on protecting both the consumer and quality of the product. Philip Hanson of Quest Telecommunications summed up the sentiment

in the group, "We need to set up guidelines and help to police our own... [and] to concentrate on providing a quality product to our customers." One suggestion was that cooperative ads be done to educate the public about telecard use and collecting. There was also discussion about establishing an industry seal of approval to place on cards of charitable groups who want to guarantee the quality and legitimacy of their cards. Alex Rendon, an international coin expert based in New York will head the newsletter committee and begin setting up a communication network for the association.

To sum it all up, it was a good first start at promoting this industry here in the U.S. A new beginning for a young nation! 

"A superb beginning"

Steve Hiscocks
Steve Hiscocks,
Editor of ITC Magazine, London, UK

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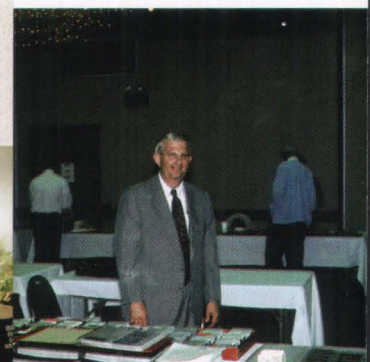
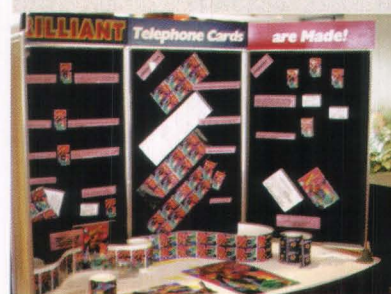
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*"I am hopeful that this
emerging hobby will
honor and enhance the
new technologies of
communications."*

Barry Brilliant
Barry Brilliant,
Brilliant Color Cards, California

Steve Eyer



**Premier
telecard™**

**Make the change
from change.**

Start with a dollar's worth
of calls, free.



fig. A

The New York Telephone Change Card. The new, easy way to make phone calls.



complimentary card, may not be worth very much to the average everyday user of phones. It may provide for a very low value in making long distance calls or for a very low amount of local calls, but it usually commands a very high price on the collectors market. These so called complimentary cards are most likely to be seen handed out during a trial period. They are used to help people try this new method of making calls which in turn helps the company to promote its system of prepaid calling.

New York Telephone has issued two types of complimentary cards since they kicked off their coinless calling operation at the Whitehall Street Terminal of the Staten Island Ferry. This operation, which started in December of 1991, uses the Landis and Gyr's optical phone system. Another test started in January of 1992 in Brooklyn with only 21 phones at the State Supreme Court building. At that time, these \$1 complimentary Change Cards were being handed out to the ferry commuters and to city lawyers. Employees of New York Telephone were dressed up in their bright yellow outfits to promote the phones of the future. They demonstrated and explained how to use these new and innovative phones to many commuters and workers. There was a relatively small printing of exactly 100,000 of these complimentary cards. In the first few months of the trial period, these relatively unknown cards were handed out with a folder explaining how easy it is to make a "change from change." When the cards were handed out at the Brooklyn Supreme Courthouse, they came with a different folder explaining how to use them. This folder was particularly made for the Courthouse as explained on the inner portion of the folder

fig. B



(see figure A). These \$1 complimentary cards, along with their appropriate folders, have a greater value on the collectors market today. There were approximately 10,000 of these folders printed for the Brooklyn Supreme Court building and approximately 20,000 printed for the ferry terminals.

New York Telephone Card Spotlight

by Greg Loibl

A free prepaid telephone card, otherwise known as a

Many of the complimentary cards which were handed out were then thrown away. This was especially true for the Democratic National Convention \$1 complimentary card. This card had a very low printing of only 20,000. At the four day convention in excess of 18,000 cards were handed out to the press and delegates of the '92 convention. New York Telephone proudly gave the members of the convention a telephone directory with many of the important numbers they needed throughout the four days. In the back of the directory there was a folder which explained a new and innovative way of making calls. In this folder it explained how this new system worked. Also in the folder was a \$1 complimentary card which could be used to make calls in the New York area only (see figure B). The cards were also given out during the convention inside Madison Square Garden. Again, the people dressed in yellow were there handing them out and explaining how to use these new phones. It is believed that most of the cards, (roughly 95%) which were given to the conventioners, were assumed to be discarded and never seen again.

In addition to these rare complimentary cards, New York Telephone also had a few distinguished cards for its own testing purposes. In February of 1991, after the decision was made between Tamura, Stromberg-Carlson and the Landis & Gyr system of prepaid phone calling, Landis & Gyr introduced a test card for use by New York Telephone (see figure C). This plain silver card was used for a rigorous testing of these new phones produced by Landis & Gyr. It existed in two denominations, a \$5.25 and a \$1 card. The \$1 card looks exactly like the \$5.25 card, but it simply states "US \$ 1.00" on it. Again, a very limited printing of under 2,000 of these cards were made. Cards such as these two are very difficult for collectors to obtain and would most likely receive top dollar for their rarity.

Along with the test cards, New York Telephone also introduced a technician's card for the internal use of the employees who install and disassemble all of these new phones. These were blue cards with an issue of under 2,000 and featured on it was double tracking. These technician cards had a total value of \$10 - \$5 on each track in phone calls - again it is understandably a collector classic.

US \$ 5.25

fig. C

Germans Celebrate U.S. History



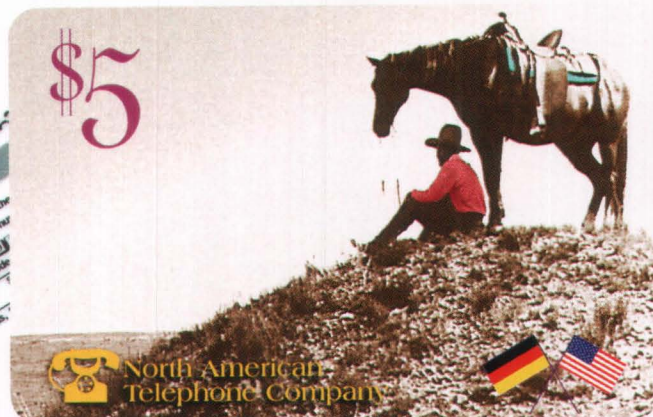
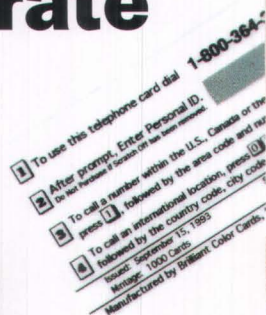
The heritage of the United States is being celebrated through a series of commemorative cards issued on September 15, 1993, in a joint venture by German collector Christiane Fick and North American Telephone Company. Ms. Fick is the sole distributor of the cards. Ms. Fick is based in Witten, Germany and travels extensively as a private collector in order to trade and sell cards.

The two cards were issued in \$5.00 (US) denominations. The issuer created a limited edition, releasing 1,000 of each card.

The first card was inspired by the Statue of Liberty. Ms. Liberty is seen silhouetted against the backdrop of beautiful, billowing clouds. The artwork on the card is in the mode of an updated "modern" Monet — colorful pastels, with a dot-style painting.


The second card is evocative of the old West. A cowboy rests on a bluff overlooking a distant prairie. His loyal horse stands beside him. The cover of the card has a sepia tone over occasional splashes of bright color accenting the card.

A special edition North American Telephone Company logo appears on each card. The flags of the United States and Germany are on the lower right hand corner.



Unusual German/U.S. Venture

The issuance of these two cards appears to be the first joint German/U.S. venture initiated by a *private* German collector using the services of a U.S. telco and a U.S. card manufacturer. North American Telephone Company of Tampa, Florida is providing the telephone time and printing was provided by Brilliant Color Cards of San Rafael, California.

As the rate of collecting picks up its pace in the U.S., it is expected that similar collaborative efforts will emerge. These two cards issued by NAT and Ms. Fick appear to be on the cutting edge of such private/public ventures in the U.S. 

German Collectors Gear Up for Phone Card Phair '94

SAN LUIS OBISPO, CALIFORNIA - Christiane Fick is on a mission. As German collectors and dealers gear up for the Phone Card Phair in March of '94, Christiane visited San Luis

Obispo to meet with the Phair's sponsor and to explore the vast selection of recreational opportunities available to Phair participants and their families.

While in San Luis Obispo, Ms. Fick met extensively with the principals of Premier Telecard Magazine, the sponsor of Phone Card Phair '94. Editor John Taylor and Publisher Bill Jordan conducted business with Ms. Fick and took her on an extensive tour of the region.

San Luis Obispo is a California coastal resort community located halfway between Los Angeles and San Francisco. The region is known for tourist visits to its pristine beaches, outstanding athletic facilities, award-winning wineries, and renowned spas that feature therapeutic massage and natural mineral baths.

Christiane was drawn to the sound of barking seals while enjoying the restaurant's California cuisine beside the harbor at San Luis Bay. Within minutes she had seals and pelicans literally eating out of her hand, with fish provided by the local commercial fishermen.

Later, sipping a glass of local Chardonnay after a stroll through the historic downtown Mission, she remarked about the beauty of the area and the relaxed, unhurried pace. There was a glint in her eyes as she discussed plans for her return to attend Phone Card Phair '94. March will no doubt be a time of work and play for our German and other international guests.

The Premier Telecard Magazine
PHONE
Card
PAIR™



March 4 – 6, 1994

Premier Telecard Magazine is the first and only magazine in the United States devoted exclusively to reporting on the prepaid phone card industry and the burgeoning ranks of telecard collectors. Its readership is international in scope.

The *Premier Telecard Magazine* Phone Card Phair '94 is hosting an international audience of collectors, and industry representatives.

Phone Card Phair '94 is the first international convention in the United States focusing exclusively on the prepaid phone card industry and collectors. *Premier Telecard Magazine* is sponsoring a first-class event for the prominent clientele that will attend. A combination of business and social events will be held to allow participants to mingle with their peers.

Join with an international gathering of collectors, dealers, telcos, and industry leaders on the beautiful California Coast.

Emphasis of the Phair...

- Active trading and selling of cards
- Exchange of information on state-of-the-art cards and equipment
- An international phone card auction

The Phair will feature well-known leaders in the industry as the keynote and closing speakers.

Bourse includes a wide variety of industry booths:

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

Sponsored by



Schedule of Phone Card Phair Events

Friday, March 4

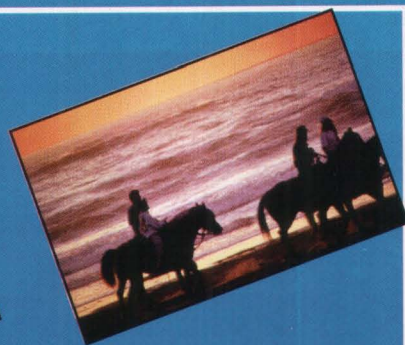
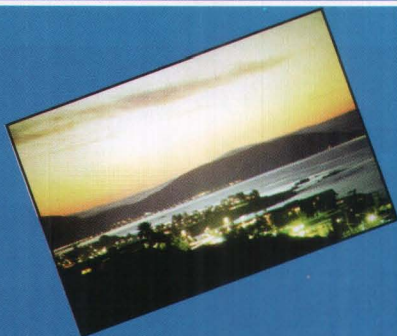
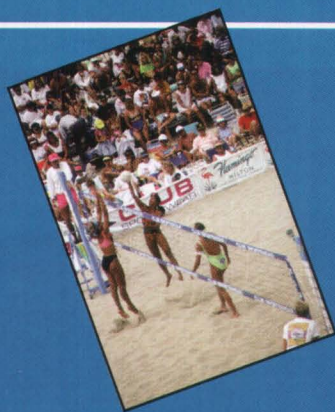
- 6 - 8 p.m. Official Welcome
 Keynote Speaker - Dr. Steve Hiscocks
 Reception & Preview of Exhibits

Saturday, March 5

- 8:00 a.m. - 4:00 p.m. Vendor Show
 4:30 - 5:30 p.m. Phone Card Auction
 7 p.m. Western-Style BBQ

Sunday, March 6

- 10:00 - 11:30 a.m. Panel Discussion - International Industry Experts
 Election of Officers for the new USA Collectors Association
 12:30 - 5:00 p.m. Premier Telecard Magazine Golf Tournament at the San Luis Bay Resort
 12:30 - 2:00 p.m. Lunch at the San Luis Bay Resort
 5:00 - 6:00 p.m. Cocktails and farewells



Recreation

San Luis Obispo County is rich in recreational activities such as: sailing, horseback riding, cycling, kayaking, sportfishing, tennis, golf, limousine tours to wineries & winetasting, visits to the historic Hearst Castle, shopping excursions to the quaint coastal village and artists' community of Cambria, or an afternoon at Sycamore Mineral Springs Resort for natural mineral baths, massage and lunch. The Pacific Suites Hotel staff will be happy to help make arrangements for you and your family.

FREE
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Air/Ground Transportation

National and International flights connect to San Luis Obispo airport via San Francisco (SFO) and Los Angeles International (LAX) airports.

Pacific Suites Hotel provides complimentary transportation to and from the San Luis Obispo airport. Please provide them with your arrival and departure information. The hotel staff can also refer you to local rental car agencies if you desire the use of an automobile.

No Smoking Policy: Please note that the City of San Luis Obispo prohibits smoking in public areas, including public indoor areas. Smoking is permitted in designated hotel sleeping rooms. Should you desire a hotel room where smoking is permitted, be certain to request a “smoking” room when making your hotel reservations.

Hotel Reservations

Reservations must be made directly with the Pacific Suites Hotel. Indicate that you are attending the Phone Card Phair and receive a discounted room rate of \$99.00 + 10% tax per night for either a single or double room. Reservations must be made by February 11, 1994 to obtain discount.

Pacific Suites Hotel, 333 Madonna Road
San Luis Obispo, California 93405
Toll-free in the U.S: 800-864-6000 or
805-549-0800 Fax: 805-543-5273.

Phone Card Phair Registration

March 4-6, 1994 • Pacific Suites Hotel • San Luis Obispo, CA

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Telephone (include area, country & city codes) _____ Fax _____

Booth Space Reservations

6x6 \$300.00 - Collectors & Dealers

8x8 \$600.00 - All Other Exhibitors

Includes two weekend Phair Bourse Passes

Phair Bourse Passes

\$12.50 - Phair Bourse Pass for Saturday only

\$25.00 - Weekend Phair Bourse Pass

Weekend Phair Bourse Pass provides access to:

Friday, March 4 - Keynote Speaker & Exhibit Preview

Saturday, March 5 - Vendor Show & Auction

Sunday, March 6 - Panel Discussion - Int'l. Industry Experts

Phone Card Phair Western-Style BBO

\$25.00 - per person - Saturday evening

Phone Card Phair Golf Tournament

\$60.00 - per person - includes green fees and lunch

\$20.00 - per person - lunch only



Qty.	Amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total \$	_____

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

*Mail Completed Registration
Form and Payment to:*



Premier Telecard Magazine

P.O. Box 3451

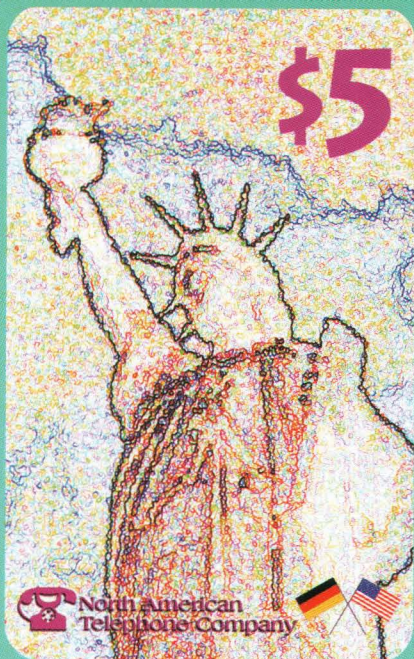
San Luis Obispo

California 93403, U.S.A.

Questions?

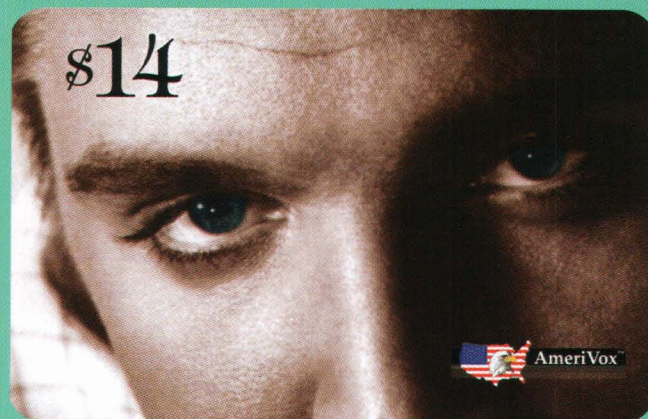
Phone 805-542-9346

Register Early to assure your reservations!



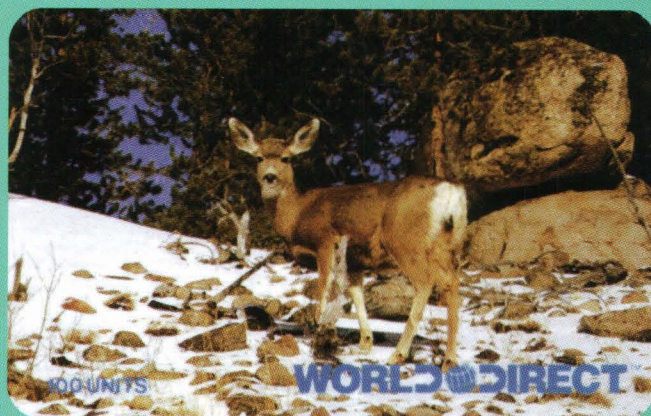
Lady Liberty

1



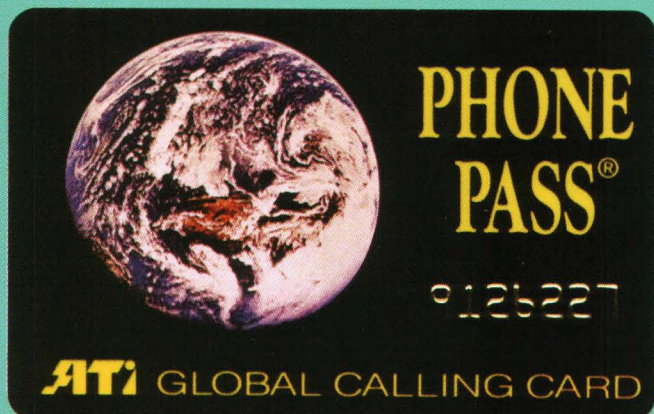
Elvis Eyes

2



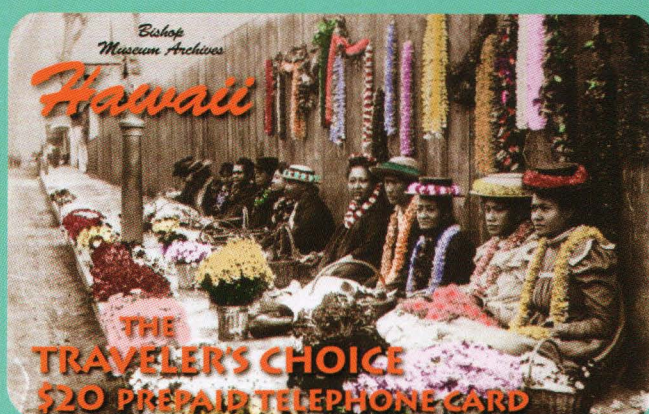
Deer

5



Phone Pass

7

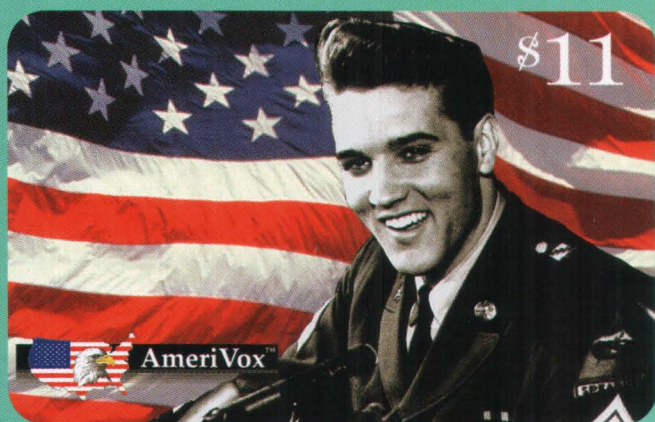


Lei Ladies

8

emier Cards

November
1993



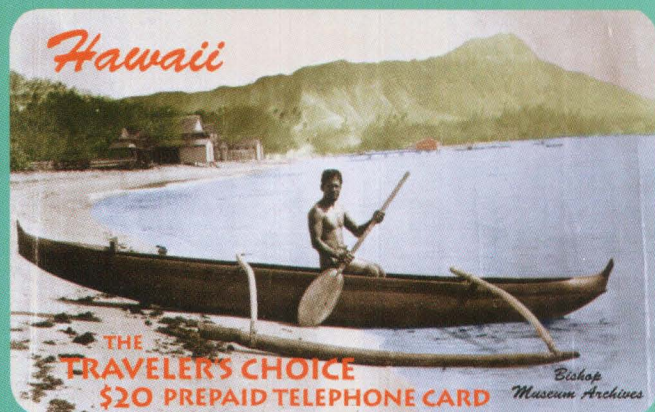
Elvis Military

3



Yosemite

6



Outrigger

9



American Bowl 93

4



Brown Bear with Salmon

10

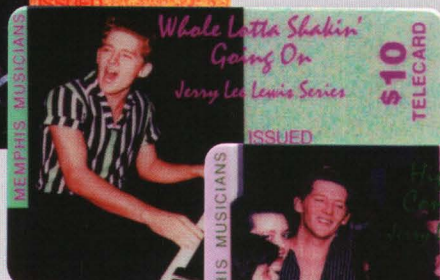
The Advantage is Yours™ with these ACI initial releases...

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Jerry Lee Lewis Series



Great Balls of Fire



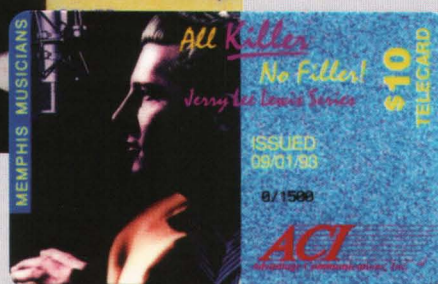
Whole Lot of Shakin' Going On



High School Confidential

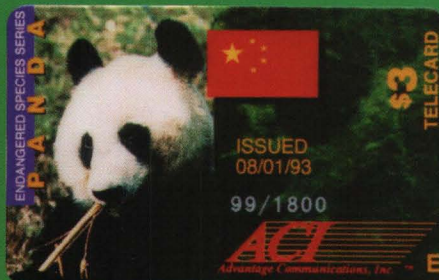


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First Global Prepaid Calling Card Launched

WorldDirect, Ltd., which is an affiliate of Executive TeleCard, Ltd. (NASDAQ-NMS: EXTL; PHLX: XTL) has launched the first prepaid calling card that can be used from virtually any developed country to anywhere in the world. The WorldDirect card can be carried from country to country.


The first issue of cards, the American West Series, depicts 8 photographic scenes of the American West, including the Grand Canyon, Bryce Canyon National Park, Colorado National Monument, Rocky Mountain National Park, Maroon Bells, and other striking nature scenes. The cards have a retail value of \$25.00 per card and can be purchased either directly through WorldDirect or through agents around the world.

The cards are a laminated film with a thickness of 30 ml., and processed in four colors. Only 10,000 of each card will be issued of this limited series run. Each card has a serial number identifying the series and the card as well as a PIN number for calling from any one of the WorldDirect countries to anywhere else in the world. The cards are enclosed in 4 color designer window envelopes and attached to a carrier which has the serial number printed on it as well. A collector's portfolio with all eight cards is available from WorldDirect.

"You can buy the card in France, use it in Paris to call anywhere in the world, get on a train and use

it in Brussels or Rome, get on a plane and use it in Singapore, return to the U.S. and use it at home," reports Michele Hartley, the Director of Marketing for the new cards.

The WorldDirect cards use the facilities of its affiliate company, Executive TeleCard to provide services internationally. The companies have built their network and services on excellent relationships with carriers and agents around the world. Executive TeleCard has established itself as a leader in the provision of international telecommunications services through product enhancement programs offered to PTTs, long distance carriers and credit card companies. WorldDirect is a natural extension of the current customized product and service enhancement programs offered by Executive TeleCard. "We are the only company in the world today," says Michele, "that can provide direct calling from over 45 countries, and that list continues to grow as we add more and more partners." WorldDirect will be issuing prepaid cards in several countries in partnership with various telecommunications companies. The WorldDirect prepaid calling card will be distributed internationally by agents, telecommunications companies, the travel industry, colleges and universities and retail outlets under either private labels or the WorldDirect name.

WorldDirect's technology also allows calls to be made from any touch tone phone without the need for specialized equipment. In addition to state of the art technological capability, the WorldDirect card supports several languages including English, French, German, Japanese, Arabic, Cantonese, Spanish, Portuguese, Italian and Mandarin. Other languages can be selected on the basis of customer demand. 



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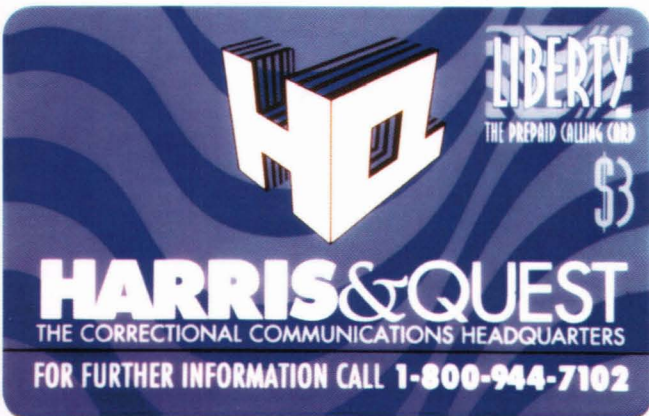
For Details Contact:
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118 S. Westshore Suite 127
Tampa, FL 33609
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58454 Witten
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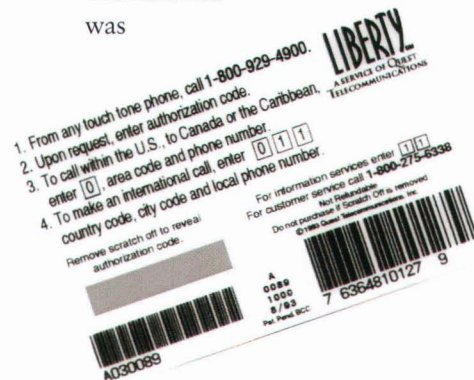
Harris & Quest Penal Institution Series

In a creative advertising approach, the marketing alliance of Harris DTS and Quest Correctional Communications have issued a limited edition telecard strictly for the purpose of promoting a debit/collect calling system designed for use by inmates in penal institutions. The actual calling system is accessed via individual inmate pin codes. Telecards are not issued to inmates due to security concerns. However, a special series

of cards was produced to capture the attention of penal institution administrators who have the decision-making authority to purchase the pin-code driven communication system. The promotional telecards were introduced at two separate American Correctional Association (ACA) trade shows held this year.

The first card was a test card issued by TeleAmerica

Correctional Communications in January at the ACA trade show in Miami. TeleAmerica was



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TICKETS


the corporate name used by Quest prior to its marketing partnership with Harris. The telecard was produced in-house by Quest and is 30 ml. thick. Each card contains an exposed pin number. No serial numbers appear on the cards. While not intended to be renewable, Quest has added time to cards in response to user demand. In all, 510 cards were issued — 500 in \$5.00 denominations and 10 at \$25.00. The art on the card was designed by Phillip Hanson of Quest.

The second promotional card was issued jointly by Harris DTS and Quest Correctional Communications in August at the ACA trade show in Nashville. Brilliant Color Cards printed the card and it is 28 ml. thick. With this series, each

card contains a serial number and exposed PIN number. The cards are nonrenewable. This series is limited to 800 cards in \$3.00 denominations. The art on the card was designed by The Burgundy Group, Inc., an advertising agency based in Nashville.

In both cases, scratch-off coating was not considered essential since the cards were given away as a part of the promotion. Both promotions have had such an enthusiastic response at the conventions that Quest anticipates more series will follow.

The use of telecards to highlight and promote the PIN-based correctional communications system is yet another creative

application of phone card technology. The correctional series telecards could become valuable in the collectors' world due to the limited availability of these cards. Time will tell. 



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AT&T Creates a Rarity

by Steve Eyer and Karl Traut, with kind
assistance given by Alex Rendon and Larry Brilliant

AT&T, the giant long distance spin-off of the deregulated Bell Telephone System, introduced its TeleTickets in an unlikely spot, and created their first of several collector rarities. In a market test, in San Diego, California in 1992, AT&T launched the first of a series of 26 major types of TeleTickets. The 200 happy recipients of complimentary 50 unit cards were the press and dignitaries attending the April 12, 1992 press conference for the Americas' Cup 12 meter yacht race. The regatta was held in April and May off the coast of San Diego. With a total mintage of 500, equally split among 4 languages, the card is the gem of the series of 26 types of *public* AT&T TeleTickets. Several corporate *private* cards have also been issued, and a new liberal policy of issuance now promises many more in quick order.

We can loosely define a private card as a card that is distributed by someone other than AT&T. However, AT&T is responsible for the smooth operation of the card and telephone system and services offered until the expiration of the TeleTicket. The 1993 ET card is a private card made for Universal Studios, but the original 1992 ET was distributed by AT&T and so is a public card. The McDonalds' Big Mac card is also a private card. We'll come back to those cards and other private cards you've probably never heard of in the next installment. Stay tuned!

The America's Cup test in San Diego was deemed a winner, as was the American yacht, and the regular issue cards were launched shortly after. However, three other experiments were attempted even after the decision to issue the regular TeleTickets in May 1992 had been made. The first of three experiments came with the issuance of the first 10 unit ET card, which we'll discuss in the next installment. Then, keying upon NYNEX's issuance of two telephone cards for the Democratic Convention, AT&T (with much shorter production time than the optical cards of NYNEX's producer, Landis & Gyr), rushed into production with their entry, the Democratic National Convention TeleTickets. With a very limited mintage of 1,800, it was certainly a small total compared to

NYNEX's combined mintage of 32,000 for their two types of convention cards. But the Democrats did not have their collector hats on, and most of these were thrown away, especially the free (complimentary) ones from NYNEX, which showed up near the bottom of a very thick stack of handouts.

However, AT&T didn't quit. In an equal time move, the company appeared in August in Texas with three TeleTickets for the Republican National Convention. The total mintage was 1,500, and the 50 unit is practically unknown. (Ross Perot was never given equal time.) AT&T's low mintage public TeleTickets stopped there.

What did AT&T's market tests prove? 1. Americans don't mind too much punching in all those 800 numbers and PIN numbers. 2. Foreigners think it's incredibly cumbersome. 3. Anyone will take a phone card as long as it's free. 4. Multiple language cards make sense, although they raised the cost of providing the service.

AT&T charges 60 cents per unit (minute) for their TeleTickets today, but you can have them in 10 different languages, with prompts and operator assistance included! Also included are other special services not available with other telephone company's phone cards including real time translation services. A card that's all things for all people.

Even before the Democratic and Republican convention experiment, AT&T formally introduced TeleTickets in May 1992 with two press conferences, one in New York and one in San Francisco. The press kit in New York contained the Statue of Liberty card in a 10 unit denomination, but a special one for the occasion without caption under the picture. In San Francisco, California, the 10 unit denomination was included, but here with the Golden Gate Bridge, again with no caption. These two special types have proven especially elusive for collectors to find. I haven't seen them. Press conferences were held worldwide, and if anyone has cards from these conferences, please contact me so we may report them.

After the press conference, AT&T began marketing the first six of their now-familiar TeleTickets worldwide through their marketing representatives and through their distributors. To date the thrust has been to sell to tour operators and to travel agents overseas with the goal to place a prepaid 10, 25, or 50 unit TeleTicket in the hands of incoming travelers, many of whom are confused by our pay telephones and the requests for extra coins (with English language prompts only). The six types of TeleTickets were issued in May of 1992 in 9 different languages: Dutch (DU), English (EN), French (FR), German (GR), Italian (IT), Japanese (JA), Korean (KR), Portuguese



(PO), and Spanish (SP). Later a tenth language Mandarin Chinese (MN), was added (July 1992). All but one of these designs are *pictures*, with the bland logo design still available, but not on the standard TeleTicket order blank. Ditto the telephone receiver spanning the Atlantic (AT&T's nomenclature: "Swamp Phone"). It is a probable sinker, although still available in August 1993. This parade of 6 was expanded to 10 in August 1992 with the addition of Redwood Forest, Nubble Lighthouse, Lunar Module, and World Trade Center area of New York City.

In early 1993, the last of the thirteen currently available cards were added: Miami Beach Art Deco, U.S. Capitol Building, and Hawaii's Waimea Bay.

In November of 1992, the last reverses were changed. Prior to then, the reverse showed a series of letters and numbers over the bar code (which is used to activate the PIN number in the computer prior to shipment). An exception to this is the lack of bar codes on the America's Cup and the two Press Conference issues. In November, the numbers were dropped and only two letters for the language of the card (and the operator services the 800 numbers provide) appear.


A short-lived series of six cards was added to the product mix for three months in November 1992: the Holiday Series. These six cards, issued in English and Spanish only, sold out and were taken off sale on January 31, 1993. The Spanish cards differ slightly from the English—they have the recyclable symbol on them. Four of the Holiday TeleTickets show close-ups: Christmas tree and Christmas present views, and two show winter scenes. One of these shows the spectacular Christmas tree at Rockefeller Center in New York City at night. The mintage was quite low for a regular issue series at 65,000 for the English and 25,000 for the Spanish, but we experienced little demand at issue time in the collector sector of the market.

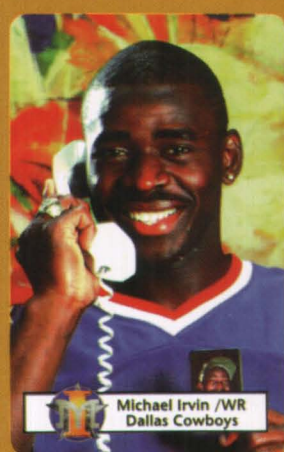
At press time two issues have been removed from the distributor order blank—the AT&T logo and the "Swamp Phone." It would seem that now AT&T will be offering 11 types in 10 languages.


Last month's article reported the AT&T EPCOT TeleTicket. While not particularly low mintage at 7,500, it is doubtful that all have been distributed yet, since I know of none that have come on the market to date. It shows an outstanding view of the geodesic dome at the entrance of the Epcot Center in Florida and was given away to the attendees of a luncheon and press conference hosted by AT&T at a travel trade show in New Orleans in May 1993. If anyone receives news of the remainder of the 7,500 cards, let me know and we'll report the whereabouts in our article on the private issues next time.

To collect every card is a daunting (and expensive) task. We recommend specializing and limiting the collection to your budget. Several ways to collect are listed. If you exclude the early (rare) cards and concentrate on the readily available, the collection is manageable within your budget in one of several ways:

1. One of each type, 19 cards (approx. \$175).
2. One of each type but various languages, 19 cards (approx. \$185).
3. Three of each type (all 3 denominations). 57 cards (approx. \$1,500).
4. Three of each type but various languages. 57 cards (approx. \$1,900).
5. Regular issues only. 13 cards (approx. \$115).
6. Regular issues. All 3 denominations 39 cards (approx. \$875).
7. Specialist collections would add the rare cards, and varieties of the cards that carried the long letter and number combinations over the bar code. Further specialization would add proof and sample or specimen cards whose designs sometimes differ from the issued cards.

The early cards are highly priced, and demand is still much higher than available cards, so much so that most collectors decline to sell, preferring to hold these rare cards until they find some other rare cards to trade for. In most cases, sheer money can't buy the rare cards! If you want all the rare cards, give yourself a few years to search and find them and to talk their owners out of them. Remember that the surviving number is much less than the number printed. After all, they're supposed to be worthless after used up! Thus, they were thrown away, or forgotten. Good luck on your chase! **Next time: AT&T's Private Cards.** 






NFL Player Association Telephone Deposit Cards

- Exclusive Licensing Agreement
- First series featuring ten players
- Limited edition, renewable, voice prompted
- Inquire about other sports & theme cards

Call, fax or write for current player list, availability, pricing, other products, and distributor programs:

227 East Ontario Street; Suite 11-499
Chicago, IL 60611-499
Phone: 312-243-0600, ext. 786 (24 hrs.)
Facsimile: 312-243-4949



Michael Irvin /WR
Dallas Cowboys

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debit card
printer to
produce
your cards
in North
America?*



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We do it for them... We can do it for you!

We print for Telcoms, PTTs, collectors etc.
We have the patent pending debit cards called the "BRILLIANTCARD," our alternative to the "smartcard."

Contact Larry Brilliant • 517 Jacoby, San Rafael, CA 94901
Phone (415) 257-CARD or (415) 257-2273, FAX (415) 257-2280

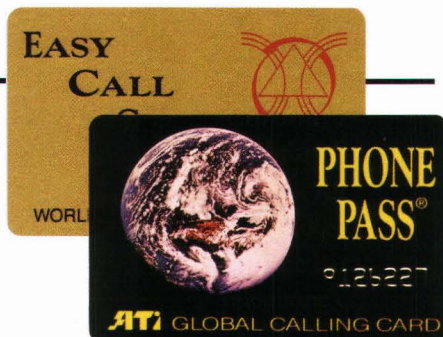


Cards in Play in the U.S.A.

Corona, New York Cellular Rentals & Telecards ATI — Audio Trend Inc.

ATI Rentals introduces the "Phone Pass" a third generation telephone calling card.

ATI Rentals has been in the telecommunications industry for 8 years offering innovative products and services. ATI Rentals was founded by Chris Dowhie, who started the business renting cellular telephones to local businesses. Today, ATI Rentals is the oldest and largest cellular telephone rental company in New York City.



In 1989 Mr. Dowhie saw the need for a prepaid telephone calling card after many requests from his customers. With nowhere to go for information, Mr. Dowhie decided he had to create and design such a calling card system himself. Mr. Dowhie's calling card system was launched in the fall of 1989

and was a complete success. At that time ATI Rentals was the first calling card system in operation for the entire North Eastern United States.

The Phone Pass is ATI's most recent calling card created by Mr. Dowhie. The Phone Pass incorporates state of the art digital technology with many new *user friendly* features. Clarity of voice transmission has been improved dramatically.

The Phone Pass operates like a telephone calling card, with a coin-free, 800 number access code that can be dialed from any phone. The service greets callers, automatically prompts them on how to place their call and informs them when their time is running out.

The Phone Pass also protects the cardholder from unauthorized use if the card is lost or stolen. Anyone finding the Phone Pass cannot exceed the predetermined amount of value already on the card, and one phone call to ATI Rentals will disable the Phone Pass immediately.

This new calling card comes in a unique plastic package and makes an ideal gift, promotional or sales incentive item. Also, the Phone Pass is a great gift for children going away to school or camp.

USA Telephone Cards



for the
Collector

TELE-TICKET

New York Telephone
Summer in the City



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Send for the most extensive USA telecard list available

AMERICARDS
THE FUTURE OF USA TELECARD COLLECTING

CHRIS GARIBALDI

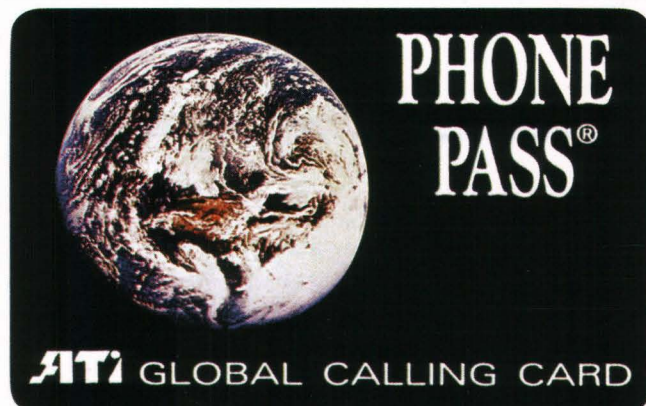
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Your pass to call around the world!



First Calling Card in Northeast - Dealers Wanted
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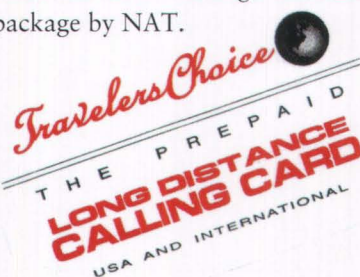
ATI TELECOM 800-4-TELECOM





Tampa, Florida

Convenience is the name of the game, as North American Telecom telecard vending machines, like the ones shown here, start popping up all over the southeast. The switch from change or credit to Travelers Choice telecards is on, fueled by the appearance of telecard dispensing machines next to change machines provided as a package by NAT.



Dallas, Texas

IEM Telecom has released telephone debit cards which were issued to commemorate the American Bowl Series football games. Each of the cards show the helmets of the opposing teams; the date and location of the game; and a logo of the corporate sponsors which were Kodak, Coca-Cola and Suntory Beer. These are the only telephone cards bearing the NFL logo. The cards utilize the remote memory technology, and offer voice prompting, chain dialing and international calling.

IEM Telecom also secured the licensing agreement with

the NFL Players Association to produce cards featuring their players. These cards are distributed exclusively through the AmCall Corporation.



IEM Telecom/America Bowl

Release Date: July 20, 1993

Event: American Bowl 93 football games

Distribution: Berlin, Germany - Tokyo, Japan - London, England & Barcelona, Spain

Quantity: 12,500 each of 4 cards, one for each game

Denomination: \$10

Features: Remote memory, domestic or international calls, NFL team helmets, corporate logos of Kodak, Coca Cola or Suntory Beer

International Phone Card Exchange

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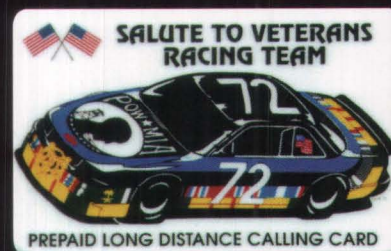
Our Policy: Fair prices, fast payment
Quick response
Write or fax for prices
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Our Services: Collection appraisals
Consignment sales
Individual buying programs

Contact: Roger Streit, President
International Phone Card
Exchange
52 Upper Montclair Plaza
Upper Montclair, NJ, USA 07043
Phone: 201 -509-0202
Fax: 201 -783- 1524



Your Talk Counts and Supports Our Veterans



With every Veteran's Car Card purchased, NAT returns \$40 to support our Veterans.

\$100 Ea.

Limited edition of less than 1,000

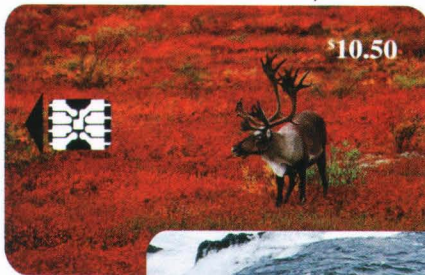
John C. Schaper, President
North American Telephone, TPA, Inc.
412 E. Madison, Suite 1207, Tampa, FL 33602
1-800-864-4004 ~ 813-272-7000 ~ Fax (813) 224-9111

ALASKA

CARDS FROM THE GREAT LAND

Capture the magnificence of Alaska with these beautiful telephone cards. Available directly from the manufacturer, this 3 card limited second edition "National Park Series" is sure to be a prized addition to your collection.

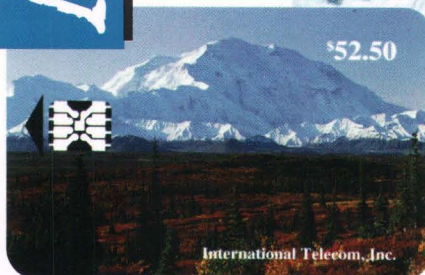
▼ Bull Caribou in Fall • 4,000 copies



▼ Brown Bear with Salmon 4,000 copies



▼ Autumn at Mt. McKinley 2,000 copies



Send for complete price list.

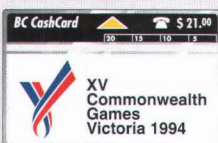
International Telecom, Inc.
P.O. Box 230750
Anchorage, AK 99523-0750
(907) 349-6557
Fax (907) 344-1612

PHONECARDS OF AMERICA Fax Order Form

FAX 206-243-2636 or
604-685-7100
Attention: Denis Braun
Phone: 604-681-5500

MAIL Phonecards of America
2580 S. 156th St. Bldg A-201
SeaTac Airport Transplex
Seattle, WA 98158, U.S.A.
In Europe:
Bravo Technologies
Holzhausenstrasse 36
Ratkreuz, Switzerland CH-6343

Landis & Gyr Optical Cards First Edition Canadian



Schlumberger Chip Cards First Edition U.S. West Telecards



Nº	Card Title	Edition	Price	x	Quantity	=	Sub-Total
BC-01	Summit 93	70 000	\$ 14.00	x		=	
BC-02	Victoria Games	40 000	\$ 25.00	x		=	
USW/1-A	Headband	5000			sold in sets only		
USW/1-B	Baskets	10 000			sold in sets only		
USW/1-C	Bowl-Pestle	30 000	\$ 9.00	x		=	
USW/1-D	Root Bags	10 000	\$ 16.00	x		=	
USW/1-E	Chief Headdress	10 000	\$ 27.00	x		=	
	Complete Set of 5 U.S. West Cards		\$ 85.00	x		=	
					TOTAL:		

Name: _____
Address: _____
Phone/Fax: _____
Preferred modes of payment: ☐ Bank Draft or ☐ Money Order.
☐ MasterCard ☐ Visa ☐ American Express ☐ EuroCard
Credit Card Nº: _____
Expiration Date: _____
Signature: _____

Note: Quantities at these prices are limited. All orders are to be paid in U.S. dollars and the prices include shipping and handling but not insurance. To insure your cards, please add 2% of the total to your order.

INSURANCE

☐ **SUBSCRIPTION:**
Please send me _____ (quantity) of all new cards you issue. These will automatically be sent to me express on the issue date of each card.

Who's the convenience store that started a test on October 15, 1993 with 45,000 cards at 61 stores throughout Idaho, Oregon, and Washington?

Which drug and variety store began a test September 7, 1993 with 15,000 cards at 23 stores on the West Coast, and will go to all 600 stores November 1, 1993?

What market chain began with 25,000 cards in 30 stores in Hawaii on October 17, 1993?

Answers & cards in the January issue to be released December 10, 1993.

Classified Ads

RATES: \$1.25 per "word" (5 letters including spaces = one word). Minimum 25 words. Double the word count for large type headings. All ads must be paid in advance. **Deadline:** November 10th - seven weeks prior to publication date. **JANUARY ISSUE RELEASE DATE:** December 10, 1993. **SEND CHECK OR MONEY ORDER WITH YOUR AD COPY TO:** Post Office Box 3451, San Luis Obispo, CA 93403 - FAX (805) 542-9358.

TELEPHONE CARD Albums etc. Now you can organize your growing collection! Also holders for cards: \$13.00 per 100 with marking strip \$17.00. Send \$1.00 for 60 page catalog. Safe Publications Inc., Box 263 Southhampton, PA 18966

GO!PHONE ARTCARDS from LASER RADIO \$5 each plus \$1.50 s/h; P.O. Box 100, Rock River, WY 82083 phone (307) 378-2311 or fax (307) 378-2520

WORLDWIDE TELECARD - FREE PRICE LIST ON REQUEST, BOX 9094 TE ARO, WELLINGTON, NEW ZEALAND TEL/FAX: 0064 4 3851 908

USA PHONECARDS, Custom special issue collector's cards. AmeriVox sample card packs. Fund raising consultants. Send \$7.50 (US) for one card and price & info list. Bill Smith, 59 Washington St., Santa Clara, CA 95050 USA (408) 244-9174.

Whisper 106 FM radio custom cards. Available in most denominations. \$10.00, \$20.00, \$50.00, \$100.00, plus \$2.50 shipping and handling. Pristine condition used cards, \$5.00 + \$1.00 S&H = \$6.00 each. Mail to: E.B. 3057 South Higuera #189, San Luis Obispo, CA 93401.

US phonecards wanted for cash. German phonecards for sale. US Telecard Service, H.-Rein-St 6A, 37075 Goettingen, Germany, Fax/Ph. 551-378475.

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121 Cedar Lane #2A,
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Specializing in NYNEX and foreign cards. New offers daily. Please write, FAX or call us in English, French, German, Spanish or Japanese. VISA/MC, all major currencies gladly accepted. Phone ++1 (201) 836-0284. FAX ++1 (201) 836-3807. **LONG LIVE TELEPHONE CARD COLLECTING!**

Price list of worldwide phonecards available now featuring over 75 countries. Exchanges possible for USA, Mexican and Canadian phonecards. Write Cyril Fox, 68 Chelsea Park Drive, Chelsea Heights, Victoria, Australia 3196.

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

W. Ray Dobson, 176 Main Rd., Christchurch 8008, New Zealand. Would like to exchange quality phonecards from New Zealand and other countries for USA cards. All letters answered.

FOR SALE: Used French Telecards... Choice Quality!!!
10 Different French TeleCards \$15 + \$2 S&H for \$17.00
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50 Different French TeleCards \$45 + \$5 S&H for \$50.00
100 Different French TeleCards \$200, S&H PD for \$200.00
Write: H.Z., 4221 Manx Ct, Riverside, CA 92503 USA

Talk 'N Toss cards available. \$10 & \$25. Unused, original package. PO Box 7370, Dept. 2, Spring, TX 77387. 1-800-883-TELE (1-800-883-8353), FAX 713-292-8833.

AMCALL - Charter Member - Have first issue cards (5/31/93). Limited edition. also first set of collectible football player phone cards (10). Limited Edition. Call for prices 1-800-732-2849, fax (919) 882-1281. DISCOUNTS. Dealer inquiries welcome. Openings in all areas.

AMERIVOX TEL. DEBIT CARDS - For inside tract on obtaining collectibles, send \$3.00 for info. pak: L.A. DuPlessis, P.O. Box 118 Chinook, WA 98614, U.S.A.

800 Phone Service: Business/Residential - 18¢/min. inbound, Long Distance Dial-1 Service, 15.9¢/min.; No Surcharge Calling Card, 25¢/min.; 6 Second Billing. 1-800-459-5333.

I Can Swap Phonecards - NZ & 40 other countries for USA, Hawaii, Canada - Write: N. Parsotam, Berkeley dillard Apartments, 70 Nairn St., Flat 46, Mt. Cook, Wellington, New Zealand.

IEM TELECOM
America Bowl Series Telephone Cards
The cards the world collects!
Saints vs. Eagles in Tokyo, August 1
Steelers vs. 49er's in Barcelona, August 1
Bills vs. Vikings in Berlin, August 8
Cowboys vs. Lions in London, August 8
Inquire about other sports, personalities, & themes. For pricing & availability, write, call or fax: P.O. Box 11499, Chicago, IL 60611-0499
Phone: 312-243-0600, ext 227 (24 hrs.)
Facsimile: 312-243-4949;
Direct: 312-243-4343

BUYING: Unused Complimentary D92 (NYNEX) \$1000; Democratic Convention (NYNEX) \$130; Michigan Bell 40¢ \$400; Americas Cup (AT&T) \$1100; Coca Cola (Carlson Stromberg) \$1500; SELLING: Republican and Democratic Convention (AT&T) \$2000; Testcard Bell South \$1000; Ch. Wittig, P.O. Box 45 02 40, 90213 Nurnberg, Germany.


A Card to Remember

When *Premier Telecard Magazine* offered a special card, the 1st Issue Celebration Card, in conjunction with subscriptions to the magazine, the objective was only to stimulate circulation. Savvy collectors quickly taught us otherwise, insisting upon 24-issue subscriptions since that is the only way to obtain a complete set of eight cards, each with a particular telco logo, all with the same registration number. These cards will be shipped to subscribers in November. A word of reassurance to early subscribers, *do not despair*, you may upgrade your prepaid subscription to obtain these cards. Just let us know your interest and we'll advise what you need to do in order to participate fully in this limited offer.

It is very important to note some changes to the details of those logos. Please note the logo illustrations on this page, compared to those included in the article on page 5 of the second issue of *Premier Telecard*

Magazine. Quest Telecommunications Group will use their Liberty logo, InComm will use their TravelTel logo, and North American Telephone will employ a newly designed NAT logo, as well.

On this page, we show the final design for the 1st Issue card. One important new feature is the larger space for the telco logo at the bottom, obverse side. The reverse side will differ with each issuing company's phone usage and service information and each will have a PIN (Personal Identification Number) under a scratch-off security coating.

There are only 2,000 complete sets of eight cards in the release and there will be no reprint. Our next commemorative card will mark the occasion of our Phone Card Phair '94 in March and that subject is reported on separately in this issue. 



access
INTERNATIONAL

NAT NORTH AMERICAN TELEPHONE
TAMPA

WORLD CALL 2000
The World's Most Advanced Prepaid Telephone Service

ACT
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WORLD DIRECT

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Worldwide Long Distance



Name It and Claim It!

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

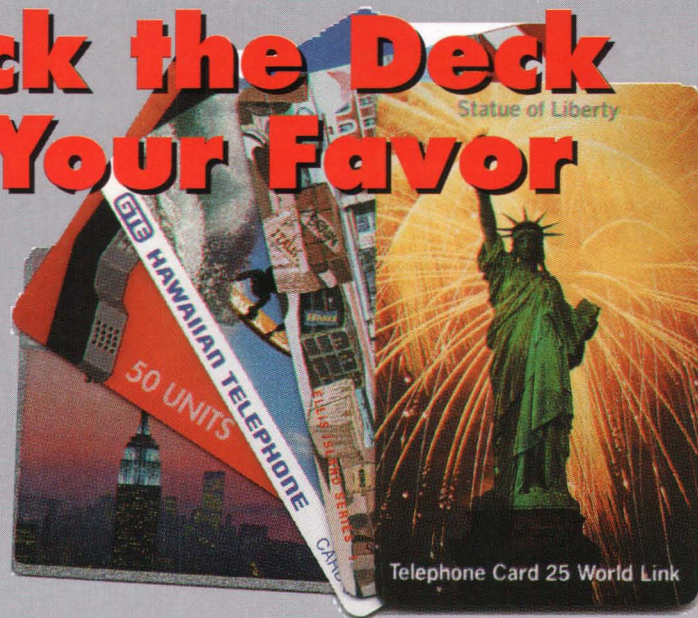
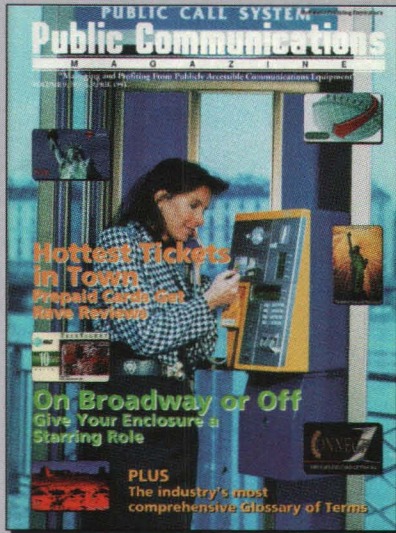
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1. Name _____ Title _____
 Company _____
 Address _____ City _____ State _____ ZIP _____
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 Signature (Required for subscription) _____ Date _____

2. TITLE (Check one that most closely matches your title)

- ☐ CEO/President/Owner
- ☐ Controller/Financial Officer
- ☐ Operations Manager
- ☐ Telecommunications Manager
- ☐ Engineering/Systems Analyst
- ☐ Technician
- ☐ Marketing/Sales Executive
- ☐ Legal Affairs/Regulatory Analyst
- ☐ Public Relations/Information Officer
- ☐ Consultant
- ☐ Other _____

3. Number of employees in your organization

- ☐ 1 to 10
- ☐ 11 to 50
- ☐ 51 to 100
- ☐ 101 to 500
- ☐ 501 to 1000
- ☐ over 1,000

4. INDUSTRY (Check Only One)

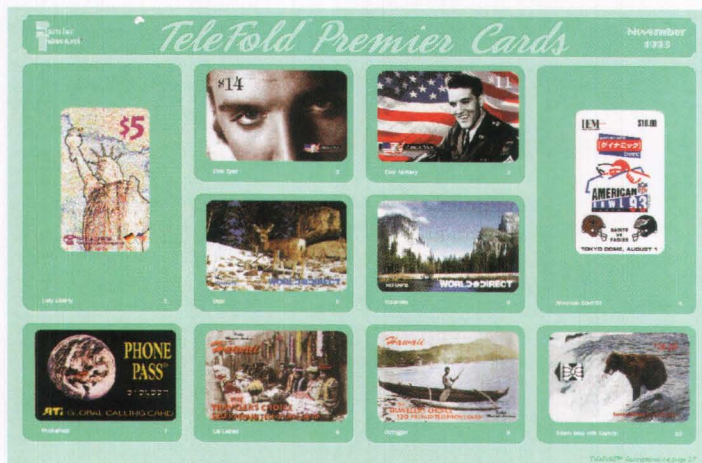
- ☐ Telecommunications Equipment Manufacturer
- ☐ Private Payphone Operator
- ☐ Operator Services Provider
- ☐ RBOC/BOC
- ☐ Independent Telco
- ☐ AT&T
- ☐ Facilities-based Long Distance Carrier
- ☐ Long Distance Reseller
- ☐ Consultant
- ☐ College/University
- ☐ Government

- ☐ Regulatory Agency
- ☐ Health Care Facilities
- ☐ Hospitality (Hotels/Motels)
- ☐ Correctional Facilities
- ☐ Public Transportation (Airports, Truck Stops, Bus Terminals)
- ☐ Retail Shopping (Centers, Grocery Stores, Convenience Stores, etc.)
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 Free offer good in USA only.

TeleFold™ Descriptions

LEGEND: **SM**—Stored Memory, **RM**—Remote Memory, **R**—Renewable, **NR**—Non-Renewable, **TR**—Transferrable Time



- #1 Lady Liberty - Ilka Fick private/NAT
RM, NR (see ad page 17)
- #2 Elvis Eyes - AmeriVox
World of Elvis, RM, R (see ad inside back cover)
- #3 Elvis Military - AmeriVox
World of Elvis, RM, R (see ad inside back cover)
- #4 American Bowl 93 - IEM
RM, NR
- #5 Deer - WorldDirect
American West Series, RM, NR, TR (see ad inside front cover)
- #6 Yosemite - WorldDirect
American West Series, RM, NR, TR (see ad inside front cover)
- #7 Phone Pass - ATI
RM, R (see ad page 22)
- #8 Lei Ladies - NAT
RM, R (see ad page 23)
- #9 Outrigger - NAT
RM, R (see ad page 23)
- #10 Brown Bear with Salmon - International Telecom, Inc.
Chip card, SM, NR (see ad page 24)

Telecard Glossary

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



Subscription Form

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Subscribe Today!

The cards of tomorrow will be seen first in our next issues.

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- ☐ TWO FREE 1st Issue Celebration Cards included *only* with my 24 ISSUE SUBSCRIPTION to **PremierTelecard** - 24 issues for only \$120 plus \$36 S&H = \$156
- ☐ ONE FREE 1st Issue Celebration Card included *only* with my 12 ISSUE SUBSCRIPTION to **PremierTelecard** - 12 issues for only \$60 plus \$18 S&H = \$78
- ☐ Send ____ add'l. 1st Issue Celebration Cards (limits: 3 with 12 issue subscription; 6 with 24 issue subscription) at \$5ea. = \$ _____
- ☐ 6 ISSUE SUBSCRIPTION for only \$30 plus \$9 S&H = \$39
- ☐ Please send me ____ single copy(s) of **PremierTelecard** for the month(s) of _____
@ \$7.50ea. plus \$1.50ea. S&H = \$9ea.

Check/Money Order enclosed for U.S. Subscription/Additional Cards in the amount of _____ \$ _____

International Subscription

- ☐ TWO FREE 1st Issue Celebration Cards included *only* with my 24 ISSUE SUBSCRIPTION to **PremierTelecard** - 24 issues for only \$120 plus \$75 S&H = \$195
- ☐ ONE FREE 1st Issue Celebration Card included *only* with my 12 ISSUE SUBSCRIPTION to **PremierTelecard** - 12 issues for only \$60 plus \$37.50 S&H = \$97.50
- ☐ Send ____ add'l. 1st Issue Celebration Cards (limits: 3 with 12 issue subscription; 6 with 24 issue subscription) at \$5ea. = \$ _____
- ☐ 6 ISSUE SUBSCRIPTION for only \$30 plus \$18.75 S&H = \$48.75
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@ \$7.50ea. plus \$3.15ea. S&H = \$10.65ea.

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Company/Dept. _____

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FAX (____) _____

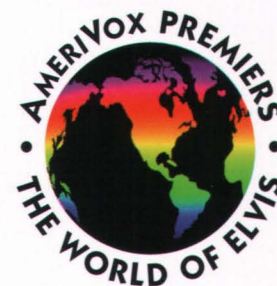
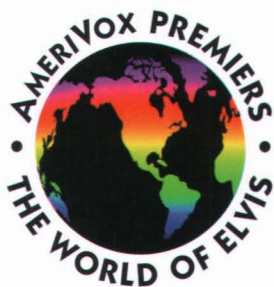
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AmeriVox Proudly Presents The Exclusive Elvis Phonecard Series

*"Elvis Presley is the greatest cultural force
in the twentieth century."
~ Leonard Bernstein*

The AmeriVox "World of Elvis" Limited Edition phonecard series is dedicated to Elvis Presley and the millions of loyal fans who continue to enjoy his music while perpetuating his memory. Each phonecard in the 20 card series represents a unique time, event or milestone in Elvis' life. Every picture in this very special series of phonecards has been faithfully and meticulously reproduced to preserve the legacy of the worldwide icon.

Starting in Europe in 1976 and spreading to Japan and the Far East, phonecard collecting has increased rapidly. It is estimated there are over 2,000,000 serious collectors worldwide with the United States market just ready to explode.

"Phoncard collecting is becoming an international craze..."

The Wall Street Journal,
11 December 1992

"New York Telephone calls them the 'new collectible of the '90s,' and they could become the hottest thing to buy, sell and trade since baseball cards."

Phone+, February 1993

"The prices of the earlier cards of the 'Blue Chip' companies like AmeriVox are rising rapidly."

Dr. Steve E.R. Hiscocks, eminent international phoncard authority, 4 September 1993

Artist Dana Nyson was commissioned by AmeriVox to illustrate the album cover shown above. It is a haunting portrait of Elvis conveying the powerful magnetism of the star, while capturing the inner vulnerability of the man. Nyson has used a global theme to demonstrate the universality of Elvis and the impact his music has on the entire world.

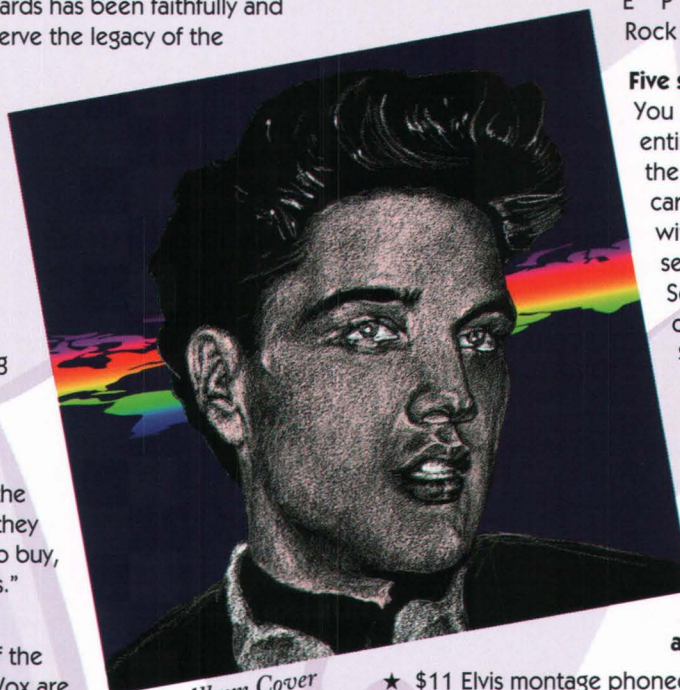
*"Before Elvis there was nothing."
~ John Lennon*

The AmeriVox "World of Elvis" Limited Edition series is comprised of 20 cards—five sets of four cards each, with a first edition production limited to 100,000 sets. A specially designed card/record album prominently displays the complete series inside by forming the letters "E" "P" in honor of the King of Rock & Roll.

Five sets of four cards

You may choose to purchase the entire series of 20 cards or any of the five sets separately. The card/record album is included with the purchase of the entire series or with the purchase of Set #1. Each set contains \$34 of calling time with card values of \$2, \$7, \$11, \$14. Phoncards are equivalent to money according to *Coin World* magazine.

Join the exclusive, first-time ever offered Elvis Presley Phoncard Club. For only \$24.95, you receive these special items and privileges:



Elvis Album Cover

- ★ \$11 Elvis montage phoncard with \$11 calling time anywhere in the U.S.
- ★ Special membership card
- ★ Collectors' storage album
- ★ Privilege to buy .999-fine gold Elvis phoncard series (First design to be announced on 8 January 1994)
- ★ The right to buy a double-sided, 12" vinyl picture disc featuring a significant Elvis interview
- ★ Advance information on new offerings



AmeriVox™

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Tribute to ELVIS AARON PRESLEY • King of Rock & Roll • Icon • Legend

Many people believe the eyes are the window of the soul. Almost everyone seeing these eyes instantly recognizes them as the eyes of the most photographed person in history—Elvis Presley. This closeup of a 1956 photo of Elvis reveals his irresistible charm and youthful anticipation for the future. These eyes could not have seen the magnitude of the fame, fortune and heartache that were to be his in the coming years.



Proudly wearing his United States Army uniform at a press conference in Fort Dix, New Jersey, in 1960, Elvis had just returned from Germany after two years of service and was about to re-enter civilian life. He could have spent his army years entertaining but chose to serve "just like everyone else." Colonel Parker rented a private train to take him home to Memphis and they stopped at various locations for thousands of fans.



Two of the four phonecards from Set #1 are shown above.

Order Form

Send Your Order to: AmeriVox
310 Via Vera Cruz, Suite 106
San Marcos, California 92069.2631 U.S.A.

Fax Orders: 619.736.0112

Phone Orders: **1.800.887.AVOX (2869)**

Description	No. Ordered	Price	Cost
Full Set of 20 Cards with album case	_____	\$189.95	\$ _____
Elvis Phonecard Club Membership	_____	\$24.95	\$ _____
Set #1: 4 cards with album case	_____	\$53.95	\$ _____
Sub Total		\$ _____	
Tax (if applicable)		\$ _____	
Shipping & Handling (USA = \$7.00, Outside USA = \$22)		\$ _____	
Total (includes S & H)		\$ _____	

Card denominations in each set: \$2, \$7, \$11, \$14. Orders to be filled within 6-8 weeks.

🎉🎉🎉 The first 25,777 people who purchase full sets for \$189.95 will receive a unique and specially designed \$7.77 commemorative card FREE, representing the personally chosen number on Elvis' private jet.

☐ I want the full set of 20 cards. Ship me Set #1, along with the album, and deduct \$53.95 NOW (plus shipping/handling and tax, if applicable) from my _____ (VISA, MasterCard or Discover) and \$34.95 per month for the next four months (plus shipping/handling and tax, if applicable). I will receive one new set of cards each month for four months. PT

Method of Payment

Please Print Clearly

- 1) ☐ Check 2) ☐ Money Order/Cashiers Check 3) ☐ Bank Draft in US Dollars 4) ☐ MasterCard 5) ☐ VISA 6) ☐ Discover

Card No.

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Expiration Date: _____

Name: _____

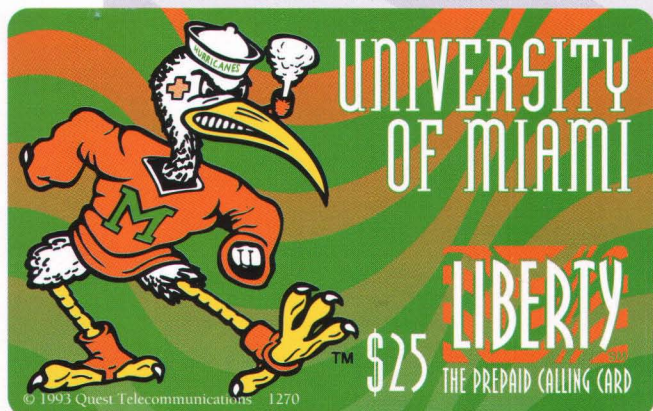
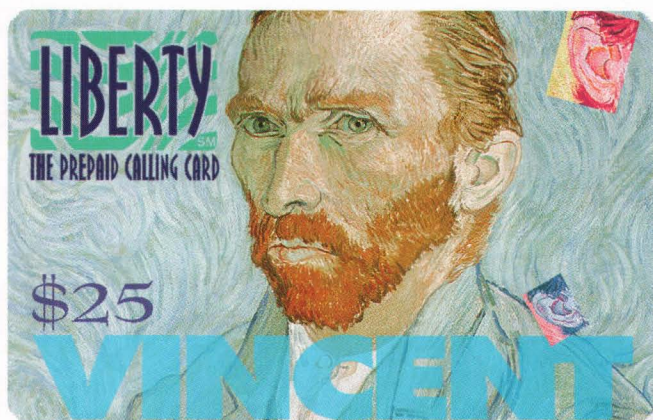
Address: _____

Country: _____ Postal Code: _____

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Signature: _____ Date: _____

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