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September 1993 - Volume 1 Number 2

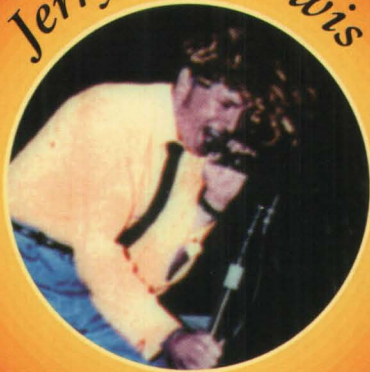
The  
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Telecard Magazine

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*The Collectors Network*

*Magazine*

\$7.50

Jerry Lee Lewis



SERIES

*Great  
Balls of  
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U.S.

*Edition*



*Endangered Species Series Begins*



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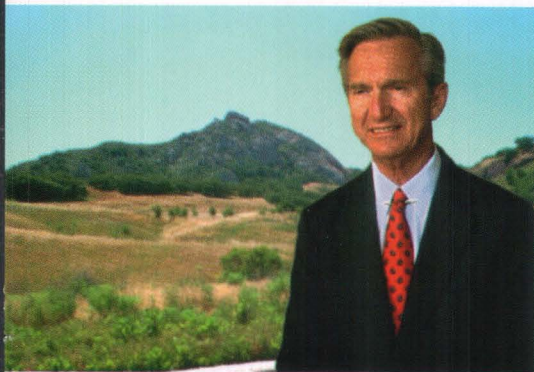
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# It's My Call...

The response to our first edition has been both encouraging and instructive. A healthy blend of praise and criticism has taught us how to keep the best and leave the rest. Our thanks to everyone for their comments; precisely the input we needed from our friends and supporters.

The essential structure of the magazine got high marks and the graphics, the highest. We're requesting and receiving better photographs and adding more information on how to contact our domestic advertisers from overseas. The most significant change in the magazine has to do with size. We have expanded from 24 to 32 pages and doubled the press run, as well.

The proliferation of remote memory cards in the U.S. has followed its predicted path. New issues are appearing almost weekly. Will these releases interest the serious collector and dealer? Eric Elias questions this in his current article. Similar differences over "limited editions" enliven the debate over what you, the hobbyist and collector, really want.

In the light of this rapid growth in remote memory cards, we regard several recent developments with great interest. Tests in the Pacific Northwest of stored memory cards by U S West Communications in Seattle and BC Tel Mobility in British

Columbia are very significant. They are gauntlets, thrown down by the great champions of stored memory cards in Europe. Those who have conceded the field to remote memory cards and omnipotent switches may have underestimated the resolve of those noble knights bearing the standards of the IC Chip, Optic Reader and Magnetic Stripe. Formidable opponents, these now have a common foe and a great new field of battle... the North American continent.

In this issue, we are delighted to be featuring several exciting new releases. Advantage Communications Inc. weighs in with their new Memphis Musicians series starting with Jerry Lee Lewis. An article by Bill Jordan gives you all the information about these limited editions. ACI has set out to be your channel for cards from the world of music.

Like blazing comets, a succession of famous names will light up our universe of cards and the residue could be a memory that you hold in your hand.

The giant Panda is one of the world's favorite lovable bear images and is an excellent choice by ACI for the first of an endangered species

group. Collectors who like animal themes will want to acquire the set, and Kevin Pirollo has promised to keep us on the edge of our chairs, waiting for the next one to appear.

The gold card from PM Cards/Powell Associates, with phone time by AmeriVox sets a new standard in luxury for the collector. It is both a precious metals collectible and a phone card. Will this elegant innovation gild the gap between hobbies? And will the American Numismatic Association cards, starring several rare coin images, inaugurate a series which could further meld the interests of coin and card savers?

*Premier Telecard Magazine* is honored by the participation of eight telcos in the creation of a commemorative card, marking the release of our first edition in July. Purchase of the first card is linked to a subscription, then one

can buy a total of three more. Sold in \$5 denominations, the cards have ten minutes of phone time. All are serialized on the face. PIN codes will appear on the back, under a scratch-off security coating.

Don't forget the Phone Phair in March. The

*Tests in the Pacific Northwest... are very significant. They are gauntlets, thrown down by the great champions of stored memory cards in Europe.*



## It's My Call... *continues*

venue had to be reserved nine months in advance. Start making your plans to attend now. Schedule the time and budget the cost well ahead, so that we can reserve your space and accommodations. Our

hobby is demonstrating a remarkable growth pattern. By March, who knows what amazing things may be introduced at the Phair?

The "name-our-hobby" game continues, with accepted common usage the likely eventual arbiter. You have seen the word *telegery*



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# In this Issue...

from Dr. Hiscocks, and *fusilately* from *Numismatic News*. Luis Vigdor says he finds himself using the vernacular abbreviation, "TK" for "Telefonkarten" from our German friends. He also pointed out that, when NYNEX first issued prepaid phone cards, they used the generic name "Coin Replacement Card."

Finally, a word of gratitude. Our fledgling publication has experienced an unprecedented outpouring of friendship and gratuitous assistance from so many of you who want us to succeed. Our subscription forms have been distributed worldwide. People have purchased hundreds of our magazines for use in their own promotions. Advertisers have signed on for extended appearances, without the circulation numbers traditionally used to support such commitments. A trickle of subscriptions has become a flow and the list is international in scope. We salute you all with a Russian bow... forehead to the floor.

*John Taylor*



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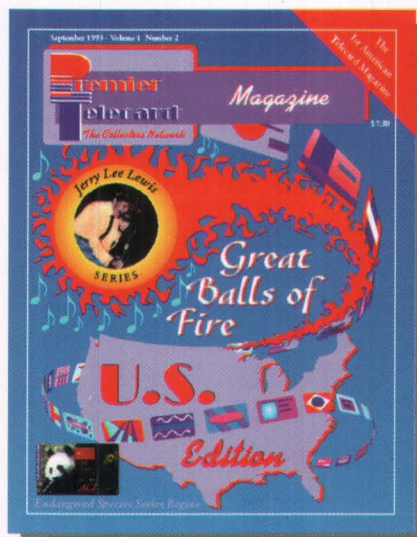
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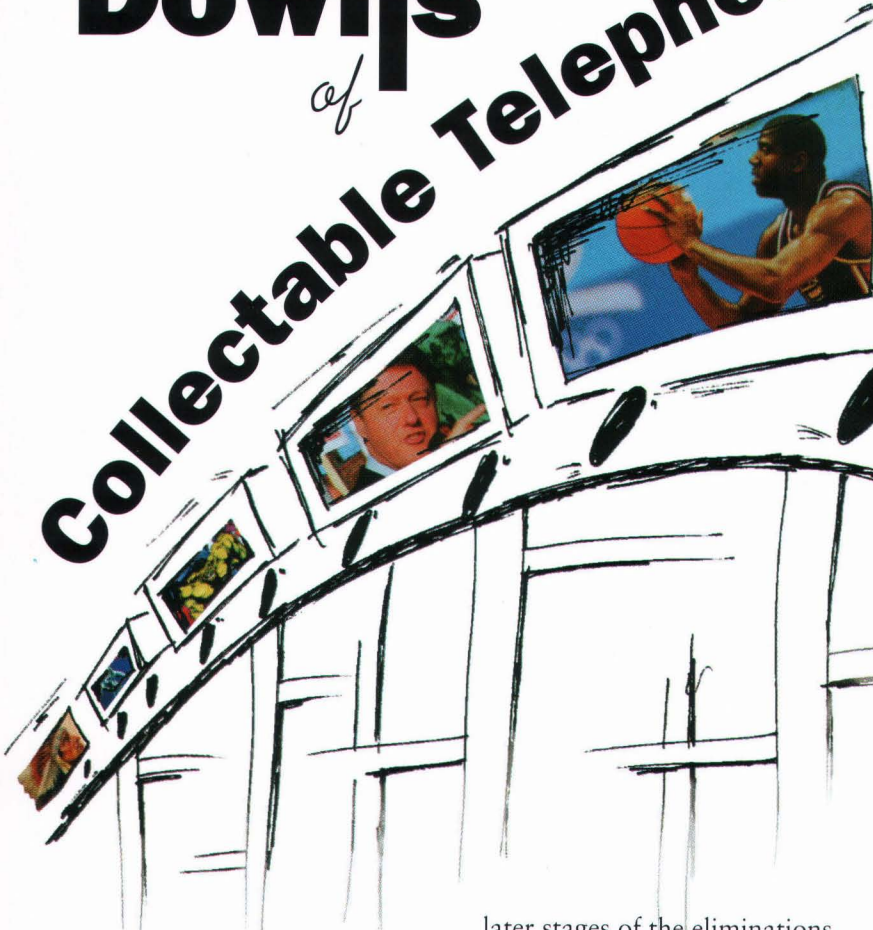
## About the Cover...



With our second issue of Premier Telecard Magazine, we are taking a ride on a comet. Propelling us forward into orbit is Advantage Communications Inc. with their first new releases. Their thrust is twofold: the Memphis Musicians collection starting with the five card Jerry Lee Lewis Series, which is being released simultaneously with our September issue. And the other is the Endangered Species Series starting with the plight of the Panda released on July 26, 1993. Please see our feature story located on pages 12 & 13.



# The Ups and Downs of Collectable Telephone Card Prices



**By Chris Garibaldi  
Bellevue, Washington**

There are several key indicators to help guide the keen collector in finding bargains and good investments for the future. Any collectable will generally follow basic supply and demand pressures in the marketplace. Consequently, I always look to the quantity printed to tell me when a particular card will at some point be in short supply. Demand will then outstrip supply and prices will rise accordingly.

For example the AT&T 50 unit America's Cup, commemorating the America's Cup Yacht race, had a printing of a shade under 500. I understand that the four syndicates involved in the


later stages of the eliminations, the English, Japanese, French and Americans, were each given 50 cards as a promotion/trial and some part of the balance found their way into the collector market. This would be a very small amount of cards to be absorbed into the collector market and would command premium prices ranging from \$700 to over \$1,000 depending on condition and whether it's sealed in the original envelope. Compare this with AT&T's present Americana Series which are readily available and have printings of approximately 20,000+. A 10 unit card (\$6 per card @ 60¢ per unit/min.) sells for about \$8 to \$10. This would be an extreme comparison of

course. Another factor is that the America's Cup was AT&T's first issue which carries additional value, and didn't have a lot of competition.

A particular design image can enhance a card's value. Consider how Michael Jordan or Elvis Presley's image on a telephone card would affect sales! The telephone card would then be in demand in multiple markets putting further pressure on the upward value. This, of course, has not gone unnoticed by issuers and marketers and we can expect to see some very popular stars and images on our telephone cards.

Another example of these factors is the \$5.25 Democratic National Convention card issued by New York Telephone in 1992. Not only were there only 12,000 issued but the dramatic close-up image of the Statue of Liberty caught the imagination of the overseas collectors, especially the Germans, and was given the nickname "Lady Liberty." Prices have steadily risen and are currently selling at over \$200.

So, basically, when early cards, which sometimes are printed in low amounts, can be had at face or near face value, that's the time to buy. As soon as an issue is sold out and only available in the collector's market, prices will of course be higher.

There are always twists and turns in this business and surprises around the next corner. What about an inverted Statue of Liberty? Stay tuned and have fun! 



# First Issue Celebration


by John Taylor

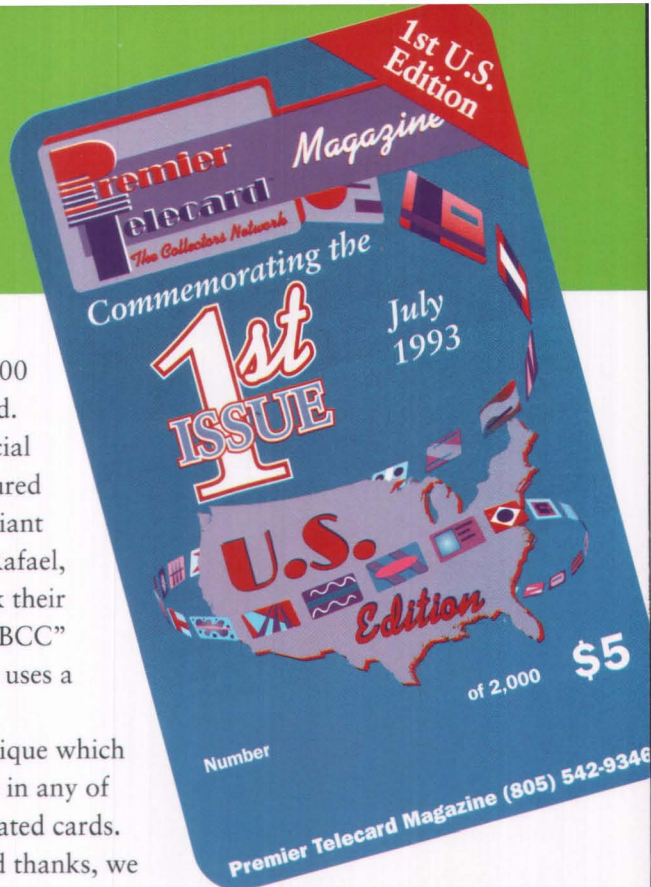
Several American phone companies have joined with us in offering a phone card commemorating the premier edition of the first U.S. telecard magazine. Linked to subscriptions, the card reflects the front cover design of our first edition of *Premier Telecard Magazine* published in July, 1993. Each participating telephone company has sponsored a total of 2,000 cards, distinguished by their own logo on the front, with serial number, plus their unique usage and service instructions on the back. Also on the back is a PIN (Personal Identification Number) under a scratch-off security coating. These limited edition cards have a face value of \$5, representing actual phone time of ten minutes at 50¢/minute.

The phone card collecting hobby may benefit from this unusual and unprecedented joint venture between separate, competing phone companies and *Premier Telecard Magazine*. The collecting urge has often been stimulated by first-time events. What more appropriate memento than a phone card for our industry debut? The commemorative cards may be obtained only by first subscribing to *Premier Telecard Magazine*. Early subscribers will receive lower serial numbered cards. A subscriber may then purchase a maximum of three additional 1st Issue Celebration Cards.

Eight telephone companies have agreed to participate in the Celebration Card release. So that the collector knows the limits of his collection,

there will be only 2,000 of each card produced. All cards for this special release are manufactured and provided by Brilliant Color Cards of San Rafael, California, who mark their cards with the logo "BCC" on the back. Brilliant uses a proprietary "digital photoprinting" technique which means there is no ink in any of their computer-generated cards.

With gratitude and thanks, we list the companies who have joined with us in this promotion to mark the genesis of our magazine. 



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# Phone Cards Ring at Coin Convention

*This award was presented to ACI for their combined exhibit with Brilliant Color Cards at the American Numismatic Association's 102nd Anniversary Convention.*

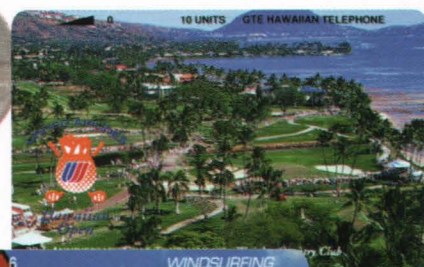
**by Roger Streit**

Telephone cards had a decided presence at a recent convention of coin dealers and collectors. In addition to the standard buying, selling and trading, there were some new attractions relating to phone card collecting. Included were initial displays of telephone cards in the exhibition section and two special telephone cards sponsored by the American Numismatic Association.

The site was Baltimore and the event was the American Numismatic Association's 102nd Anniversary Convention. Over 16,000 attended the show, which took place from July 28th to August 1st. From a business standpoint, the rare coin exhibits, commonly called a bourse, was of most interest with approximately 1,000 dealers from around the world showing their various collectibles. Steve Eyer's booth was definitely the place to meet for people interested in telephone card collecting. New and experienced numismatists attended the educational sessions and viewed an exhibit area that included such items of historical interest as ancient coins, rare paper money, tokens and even canceled checks of past presidents of the United States.

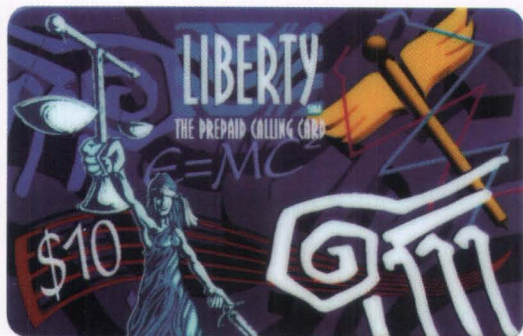
Three varied exhibits marked the kickoff of phone cards at a national coin show. A joint display by Advantage Communications, Inc. and Brilliant Color Cards showed the different steps in designing and producing a telephone card. International Phone Card Exchange had a five-case display of cards from around the world and from such U.S. telephone companies as AmeriVox, GTE Hawaiian Telephone and New York Telephone. Some of the cards on display depicted sporting events. Steve Eyer's exhibit went into great detail on one specific card, the AT&T "E.T." card, with all of its various types as they relate to collectors.

Of great importance for spreading the word on telephone card collecting is the issuance of two separate cards by the A.N.A. itself. Each one, with AmeriVox as the carrier, is to have a maximum run of 5,500 with different themes and approaches. The first is a \$20 card with front and rear pictures of the Oregon Trail coin. The second card has a face value of \$5 and displays the U.S. Three Dollar Gold Piece, with the Indian Princess design of 1860. It is labeled "Collector Series," since more cards are planned. Each card reproduces the coins at actual size in full color. Powell Associates/PM Cards is the joint sponsor with the A.N.A. and is taking orders for both cards. Since the A.N.A. has more than 28,000 members, ordering early is advised.





# Liberty to Choose



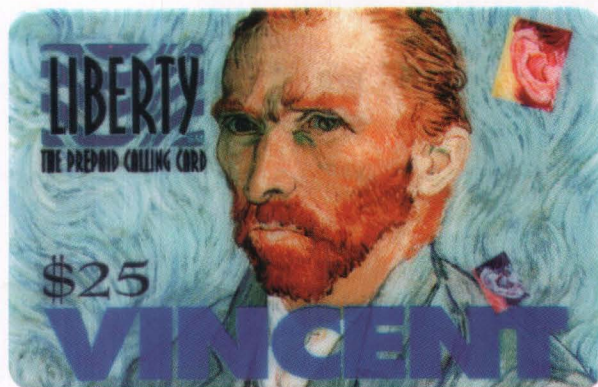
There is a revolution that is sweeping the U.S. college campuses by storm. It came not from the East nor did it rush in from the West, it came up from the South, bearing the name of Quest; Quest Telecommunications, that is.

They are proclaiming liberty throughout the land from college


to university, from campus book store to student union and from practical minded parent to concerned relatives. For the students it is revolutionary to be able to prepay their phone time and avoid

the hassles of billing and payments. The peace of mind that comes from knowing you have limited loss if lost or stolen.

Liberty<sup>SM</sup>, The Pre-Paid Calling Card is easy to use. By removing the scratch and call strip from the back of the card with the edge of a coin you reveal the authorization code. Then



locate a touch tone phone, dial the (800) access number on the back of the card and follow the voice prompts. *You get the freedom to choose...* press 1 for English or press 2 for Spanish. Then enter your authorization code and you are ready to place your call.

What is the price tag for all this liberty? You can get started for as little as \$10, \$25 or even \$50. Yes, you can join the revolution today and when your pre-paid time runs out you can keep the card as a collectable and purchase a new card with a different graphic on the front or extend the usage of the original card. Strike your mark for liberty with the *Careers* or *Vincent* Liberty card. 



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# Who's On First?



## Dr. Gary S. Felton

One of the most famous routines in all of recorded comedy is the exchange between Bud Abbott and Lou Costello known affectionately as "Who's On First?" In this wonderfully paced, back-and-forth patter, Lou is trying to learn about the new baseball team that Bud has formed and the names of the different players by position. Just when Lou thinks he will begin to know what is taking place in the ball park, Bud throws him a curve and leads him to utter confusion with a statement that is

being spoken from a context which is totally out of the mainstream of Lou's thinking. Lou is asking, "Who's on first?" and Bud says, "Yes." Now, on first wash this reply seems like an absolute non sequitur but when you get into the drift of the routine, (Who, What, I Don't Know, etc. are the actual names of the different players!) Bud's response makes perfect sense.

Now what does this world famous comedy routine have to do with telephone cards? Well, all of us are trying to figure out what is going on in the ball park of this new hobby and at the same time we are trying to learn who the players are... not so much the names of people really, but how is this hobby forming?; what are the rules of the game?; what are the different "bases" of operation?; what determines the direction of things? etc. To understand what role all of this backdrop plays regarding telephone cards, let us digress for a moment and consider the world of collecting in general.

First of all, most of us have grown up knowing that people collect different kinds of things, e.g. stamps, coins, butterflies, comic books, buttons/pins. All of these and other major international hobbies were launched long before our lifetimes. Usually we learned about such activities when we were small and if we were interested in pursuing a

hobby we did whatever was necessary to join the existing ranks of others who were collecting whatever item we had in mind.

Generally we would tend to sign up, so to speak, and begin to collect the target item. In addition we might subscribe to relevant publications which told us how to collect this item, where to find examples of it, what kinds of prices to know about, who are the leading experts in the field etc.

For the most part however, as new collectors, people generally do not expect to have much voice in determining the pathways that their long-established hobbies take. It is important that we pay attention to this aspect of collecting since it is germane to the hobby of telephone cards.

## Breaking New Ground

When we look at the hobby of collecting phone cards the picture is different from that described above as the conventional one. This difference stems from the fact that, as many readers are aware, the hobby is only 11 years old and therefore is still very rough around the edges. In fact, what we see is that most phone card collectors' involvements have begun within the past 3 years and are now beginning to increase at an exponential rate!

If we think about it, we realize



how rare it is in someone's lifetime that there is an opportunity to get in on the ground floor of a burgeoning, international collector's hobby. What is intriguing of course for all of us as telephone card collectors is that we are in on the early stages of something that is fundamentally unique in our own lifetime: the development and evolution of this hobby which already sports over 1,500,000 avid followers around the globe! It is also true that no major international hobby ever has been formed during an era of magnetics/optics/computers/satellites/faxes/fibre, where all such technological elements play a role in the building or maintaining of the infrastructure of the hobby's key ingredient.

Overall, we are still so young and exploratory in this hobby that we can influence it in major ways on very short notice and sometimes with no intentional effort. It certainly is fascinating to see how many elements of this hobby change at such a rapid pace. Thus, all of us who have been part of the phone card scene

for awhile and those of us collectors coming on board now have all been given this golden opportunity to be an active part of history and help create and shape a new hobby. These involvements are open to any collector of phone cards at any time.

## What's Next?

All of this background relates to the growth of the telephone card hobby internationally before November, 1991, when NYNEX introduced the first large scale public American phone card in New York City. With a handful of exceptions involving closed-user group telephone cards in the United States in the 1980s, this event marks the entry of the United States into the world of phone card collecting. Ironically, we are the last major country in the world to enter this hobby arena! Nonetheless, the first cards by NYNEX were the Landis and Gyr type card and were absolutely in keeping with the stored-memory kind of card that collectors are familiar with in other countries around the world where they are common (e.g. Austria, Belgium, England, Holland, Switzerland).

So... the stage was set. Finally America was part of the game, the cards looked familiar technologically, and everyone now could expand their collections with access to a major new entry. We all knew the rules of the game and how to play it. Then as we settled into the right mindset and asked, "Who's on first?" the reply came back "Yes."!!

Just when we thought everything would go smoothly, and we thought that we knew what to expect, there was a major flood of new cards released in the United States during 1991, 1992, and 1993. Since we all were accustomed to seeing only a few cards released at a time in any given country, this overnight radical change threw everything and everybody off course in terms of the expected. We all had to learn to deal with large numbers of new cards being issued simultaneously.

Now, that in itself is not so difficult to grasp so it should not pose too many problems in the long run. What makes this eventuality complicated is that we

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were thrown another curve at this same time. The problem is not just the great numbers of cards released, but rather that there is an unbridled number of phone card-issuing companies (over 100 at the latest count!) each of which is issuing cards right and left. Unlike what is common in other countries, there is no true centralized regulation and standardization for this factor and the phone card collector feels the effect.

Essentially there are far too many cards being released for any single collector to amass all of them, much less to obtain them easily even if desired. Obviously this required adjusting on the part of collectors about how and what they will collect. Then, just as we began to deal with this reality and started to figure out what to do as collectors and as dealers, with so many cards becoming available, another wrinkle appeared in the cloth! You see, it turns out that basically we are the only country in the world, the bulk of whose


existing phone cards is based on the remote memory technology and not the stored memory technology (chips/magnetics/optics) in the actual card itself.

This difference from all other countries' phone cards sets in motion the most fascinating pattern for all of us to watch over time and creates some problems for collectors as well. That is, will the remote memory card hold up or will the United States join the conventional ranks seen everywhere else and use the stored memory technology for phone cards?

The cards that are being released in the United States are not all the same shape, size, or thickness and are not all made of the same material as phone cards from elsewhere in the world. Some of them in fact are made of paper, others are laminated plastic, others are hard plastic etc. There is no universal standardization of these factors among American cards and this fact creates another dilemma for collectors beyond the above questions about numbers and memory technology.

Therefore, overall it is practically impossible to know what will happen at this point in late 1993. We can ask the conven-

tional questions, as did Lou Costello, but the answers will not necessarily make sense or will not necessarily fit the expected patterns generated by our conventional way of understanding how our hobby has evolved. If we consider that the early movement of the hobby itself is radically different from early movements in other major international hobbies, it means that these latter curves that we have been thrown do not have conventional kinds of answers for us to draw on. Therefore everything that we are dealing with is less predictable for us.

Overall, we are wise to listen fully to all of the answers we get to our questions and to consider several different ways of gaining understanding about all that is taking place. At the same time that this open field quality confuses us, it is precisely that openness that makes the hobby exciting and interesting. So... we not only have to learn about who's on first, we have a whole new ball game in front of us and we do not even know what to expect. "YES." 

### Editor's Note

*Dr. Felton entered the hobby of phone card collecting early in its history, while working in Japan about eleven years ago. Having collected the cards ever since, he speaks from experience and maintains an active communication with fellow collectors, worldwide.*



# Lunch Ticket

**By Bill Jordan**

Can't you smell those shrimp a boilin' and that sauce... mmm, mmm? The light spring breezes just keep your olfactory sensors heightened as those aromas waft your way. Combine that with the soft notes of music playing gently upon your ear and you have a wonderful ambiance as you walk down the streets of New Orleans USA on this 25th day of May, 1993. What a joy to have been invited here to enjoy a sumptuous lunch furnished by your host, AT&T.

The occasion for all of this is the Discover America Pow Wow Travel Trade Show. AT&T has signed Sharp Travel Services as its newest and largest AT&T TeleTicket<sup>SM</sup> Service wholesale distributor in Korea. You realize what a great idea this is because you know how frustrating it can be when you are visiting another country and can't seem to make heads or tails of their telephone system. With this new service there will be representatives and information services in the language of your choice.

As the hostess shows you to your table where your host is waiting, your eyes take in a beautiful appetizer buffet spread over three tables arranged in a horseshoe pattern. By now your taste buds are invigorated by the sight! Your host then captures your attention as he graciously introduces you to a representative of Sharp Travel Service, which arranges trips for the majority of inbound Korean visitors to the U.S.

Your eyes are leisurely perusing the menu while your host reflects on how AT&T has had the TeleTicket out and available for a little over a year now and moving along nicely with attractive as well as useful debit telecards. Although all your senses are beckoning you to dig in and eat, you can't help but turn your attention to this *verbal feast of telecards* as your host continues to bring you up to date on their releases.

During that first year they have released eight new scenes.  
*September 1992:*

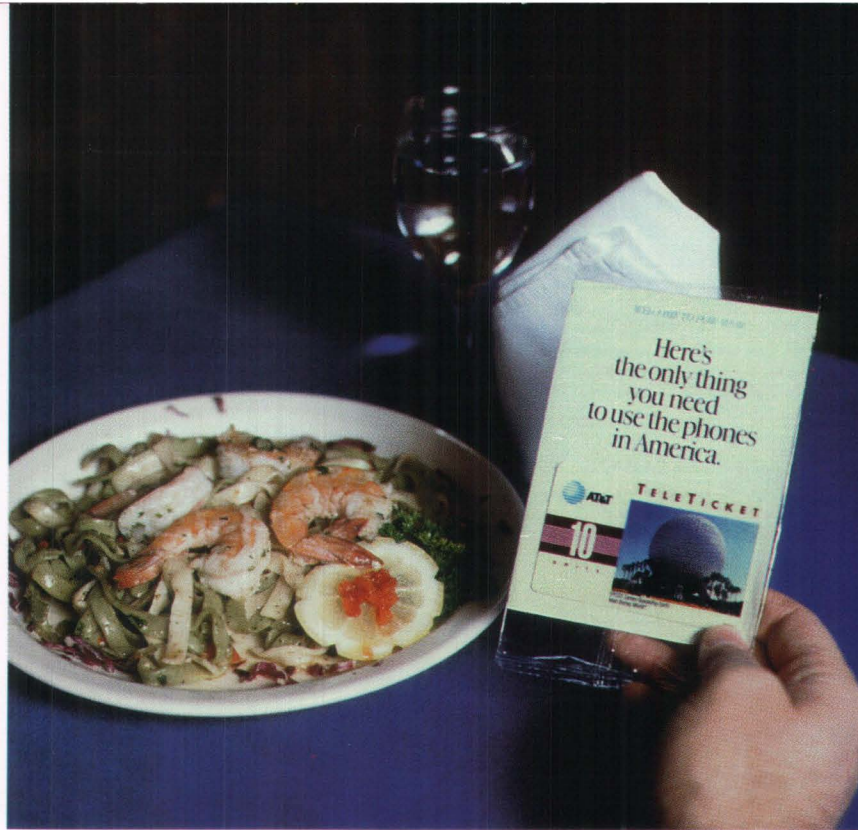
- 1) The Apollo Lunar Module
- 2) Nubble Lighthouse in Maine
- 3) Redwood National Forest in California
- 4) The New York City Skyline

*April 1993:*

- 5) Waimea Bay in Hawaii
- 6) The Art Deco District in Miami Beach, Florida
- 7) The Capitol Building in Washington, D.C.


*May 1993:*

- 8) Spaceship Earth, which depicts the Icon Pavilion of EPCOT Center at Walt Disney World in Orlando, Florida.



What a card feast indeed! Their representative continues by saying that Sharp will sell 50-unit AT&T TeleTickets printed in Korean to other businesses and consumers beginning midsummer 1993.

Oh yes, the cajun style shrimp over fettuccine will do nicely as a light lunch, and while the chef is preparing this to your satisfaction, it seems that the appetizer tables are working their magic on you. After a few moments of selecting various culinary treats, you return to your table, only to find something most interesting next to your place setting. Your host has placed three of the most sought after

*Spaceship Earth* TeleTickets for your personal collection. With a warm and happy smile you respond with the words, "...just the *ticket* to make a great lunch a fantastic dining experience." 

 **TeleFacts<sup>TM</sup>**

**AT&T/EPCOT Center-  
Spaceship Earth**

**Release Date:** May 24, 1993

**Event:** Discover America  
Pow Wow Travel  
Trade Show

**Distribution:** New Orleans, LA

**Quantity:** 7,500

**Denomination:** Promotional  
10 unit TeleTicket<sup>SM</sup>

**Features:** English language



# ACI Sets the Tempo

By Bill Jordan

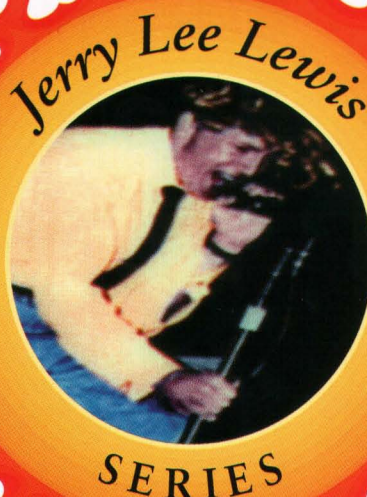
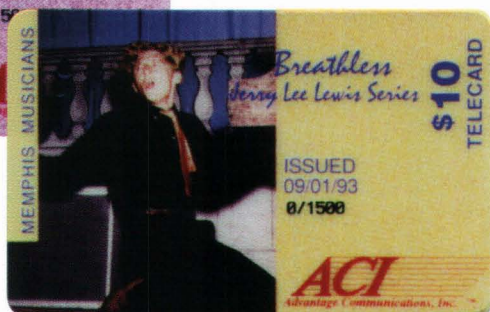
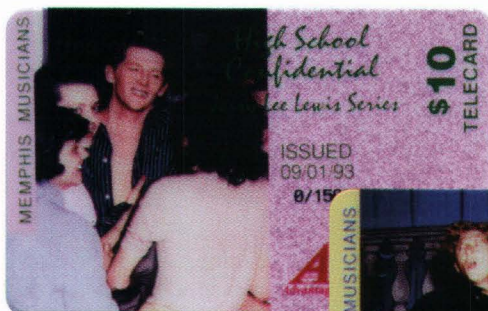
Who are those guys from ACI? They are one of the fastest growing issuers of custom design telecards today. President Kevin Pirolo and his team may hold the coveted distinction of introducing telecards to the music world in the United States.

ACI stands for Advantage Communications, Inc., a telecommunications company that provides a full spectrum of long distance services to residences, businesses, payphones and the hotel/hospitality market world-wide. The "Anywhere Telecards™" are designed for superior telecommunications for everyday use, while keeping the collectors market in mind. In the last 60 days, they have released seven distinctive new cards. Useful today and collectible tomorrow, "The Advantage is Yours!™" has become their new slogan.

ACI has just released a series of cards featuring the legendary rock n' roll singer, Jerry Lee Lewis.

Yes, ladies and gentlemen it's "The Killer"

himself, Jerry Lee Lewis now appearing on the Memphis Musicians Collection by Advantage Communications Inc.



## Great Balls of Fire

Each of the initial five Jerry Lee Lewis cards depicts a different picture and is titled appropriately: *Great Balls of Fire*; *Whole Lot of Shakin'*; *Going On*; *High School Confidential*; *Breathless*; and *All Killer, No Filler!*

Each of the first four cards are being released in the following denominations and quantities:

\$6.00	-	3,000 cards
\$10.00	-	3,000 cards
\$20.00	-	3,000 cards
\$50.00	-	500 cards
\$100.00	-	500 cards

There will be a total of 20,000 of the *All Killer, No Filler!* cards being distributed as follows:

\$6.00	-	5,000 cards
\$10.00	-	5,000 cards
\$20.00	-	8,000 cards
\$50.00	-	1,000 cards
\$100.00	-	1,000 cards

**Special note:** The \$3.00 activation fee has been waived for the Jerry Lee Lewis Series.

While Jerry Lee is doing a lot of shakin' in the music world we find a different creature doing a *whole lot of shakin'* in the bamboo forests of China. In fact, "shakin' yo Panda," may even become a new dance step. If you're not totally *breathless* by now with the Jerry Lee Lewis series



you will want to take one step forward and yell out... "Give me an 'E' for six dollars."

Especially for the Environmentalist is a new series of custom collector's cards entitled "Endangered Species." The first telecard of this series is the Panda released on July 26, 1993. The front of the card depicts a giant Panda, the Chinese flag and ACI's logo, along with the serial number, face dollar value and an "E" for Endangered. The next card in the series will have an "N," followed by a "D" and so on. When you have all 17 cards in the series it will spell out ENDANGERED SPECIES.

There will be a limited number of 5,000 of these cards with a face value ranging from \$3 to \$100. The Panda telecard comes in a protective envelope with a window through which you can see the front of the card and some commentary on the plight of the Panda. Also enclosed are instructions, international rates, and a reorder form. All of this is packaged in an outer mailing envelope. As with the Memphis Musicians Collection, the Endangered Species Collection offers renewable remote memory telephone service.

The Endangered Species Panda telecard is a beautiful and sensitive card. The Jerry Lee Lewis Series is an exciting new idea for the music lovers of the world. Unquestionably these two new series of custom cards will quickly become hot items for all collectors. Accordingly, ACI states that in an effort to be fair to all collectors and dealers, there will be a limit of 250 telecards of each design and denomination available to each customer. Both ACI Custom Card series share the same specifications and components.

## ACI Custom Card Specifications

**Card Type:** Remote Memory printed by Brilliant Color Cards on 28 mil laminated polyester (no paper), standard credit card size.

**Numbering:** The PIN and control numbers are on a removable sticker affixed to the back of the card. The serial number is printed on the front of the card, e.g. card number 10 looks like "10/1800."

**Features:** Easy to use, call from the U.S. to any of 197 countries. Low cost (no expensive surcharges). Additionally by Fall '93 there will be approximately 50 countries outside of the U.S. where you will be able to originate a call. *(The list of countries will be made available soon).*


## Corporate Design

This card (*not pictured*) is a classic design with the ACI logo on rich green marble background. It was released in August, 1993.

A total of 10,000 Corporate Design cards were printed as follows:

Cat. #	Qty.	Face Value
CD3	3,000	\$3.00
CD7	2,000	\$7.00
CD20	3,600	\$20.00
CD50	1,000	\$50.00
CD100	400	\$100.00

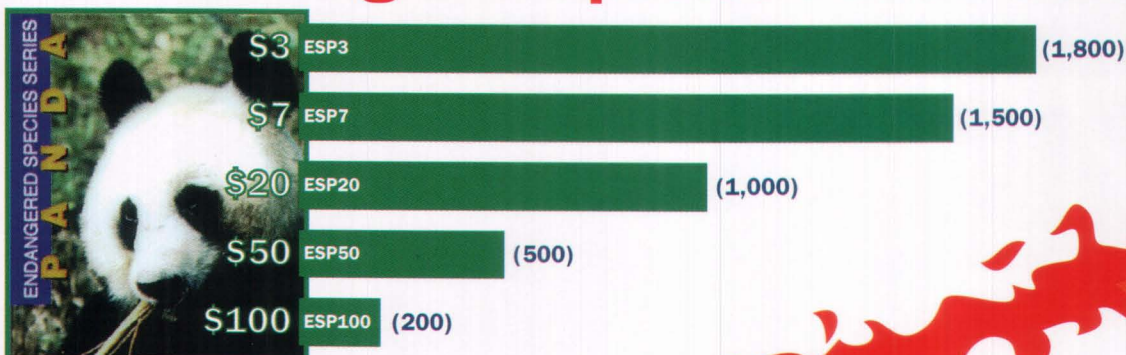
Specifications on this card are the same as the other ACI cards. The \$3 activation fee, however, does apply to all corporate cards.

ACI, will continue to encourage the growth of the collectors market as they issue new cards for business clients that also appeal to collectors. 

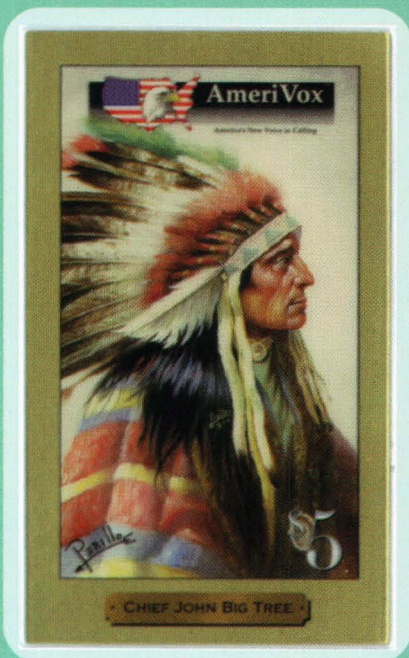
### Editorial Note:

*Many thanks must go to Kevin Pirolo and the ACI team for their pursuit of excellence and creativity in bringing to birth these two series of unique cards.*

## ACI's Endangered Species Panda Card

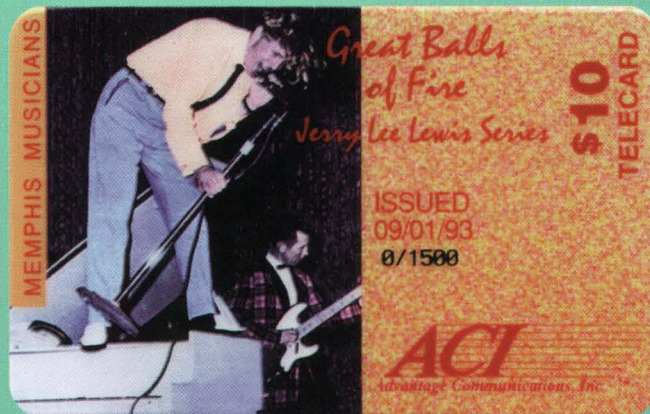






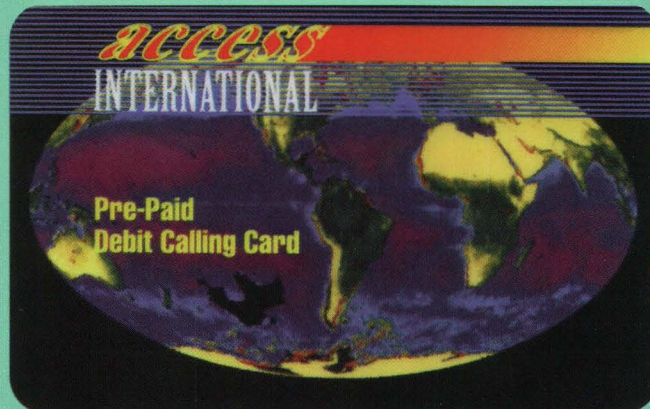
Chief John Big Tree

1



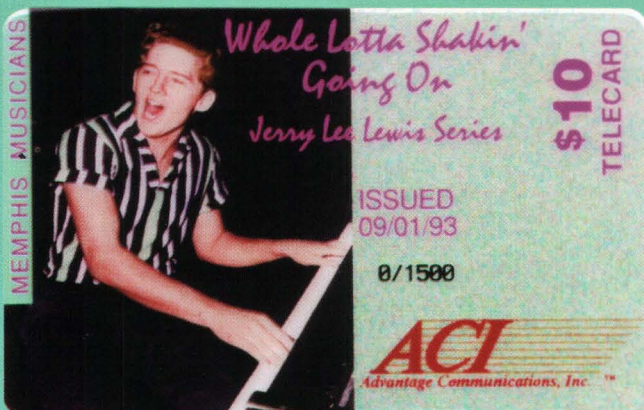
Great Balls of Fire

2



Corporate Card

5



Shakin'

7



Indian Princess

8



# Premier Cards

September  
1993



Panda

3



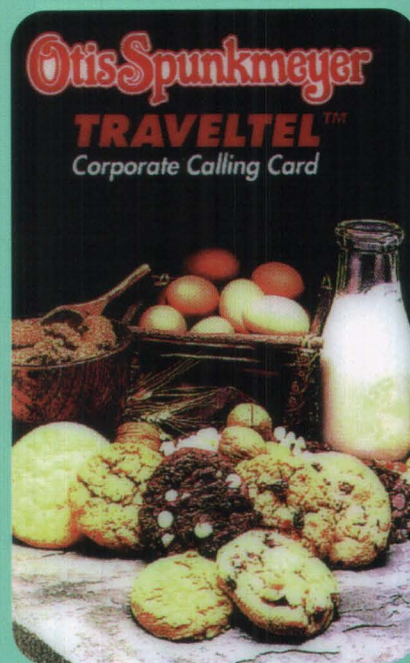
American Bald Eagle

6



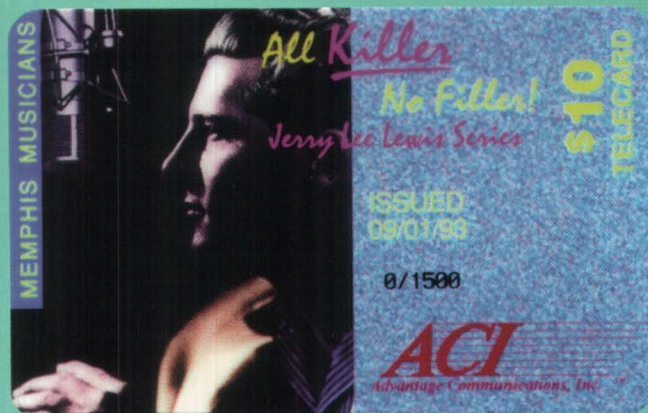
Seurat

9



Spunkmeyer

4



All Killer, No Filler!

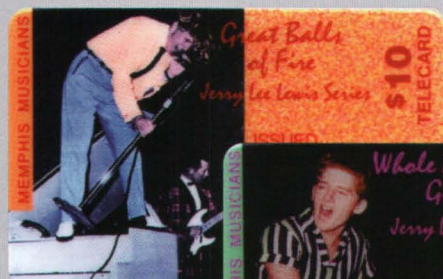
10



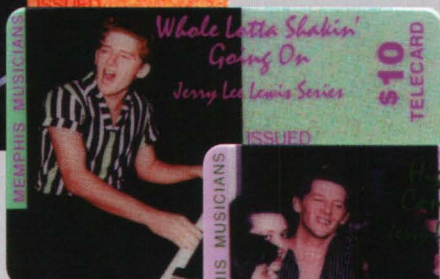
*The Advantage is Yours™ with these ACI initial releases...*

MEMPHIS MUSICIANS COLLECTION

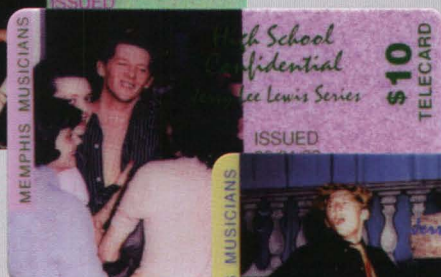
# Jerry Lee Lewis Series



**Great Balls of Fire**



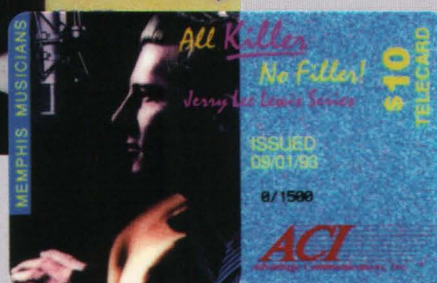
**Whole Lot of Shakin' Going On**



**High School Confidential**



**Breathless**



**All Killer,  
No Filler!**

*Start your Memphis Musicians Collection today!  
Order one of each card or up to a maximum of 250 telecards per design, per denomination, per customer. Each card is available in \$6, \$10, \$20, \$50 & \$100 denominations.*



## ENDANGERED SPECIES SERIES

# P A N D A

**The First of the Series - The "E" Card**

*Build your collection of prepaid remote memory cards with each new issue as released.*

# ACI

**Advantage Communications, Inc.™**








# What is a Collector's Card?

small sum of money. The card was produced in huge quantities. It was attractive with Coca Cola motifs and McDonald motifs. The card is now sought after. It was a card which could be sold by the dealer at a profit. Even after investing in media advertising there was enough margin for the collector to be offered an inexpensive card.

We would much rather be involved in cards produced for large advertising campaigns such as airline advertising cards rather than "exclusive limited editions" where the size of the edition is limited to the number of customers placing orders. This is not what the hobby is about over here and in Asia.

Collectors have limited budgets and have enthusiasm. They like running around on the streets and exchanging worldwide. Take a look at the beautiful cards produced by NYNEX in New York, consider the quantities that they produced and learn from their successful example. 

**By Eric Elias - London, England**

What the vast plethora of newly set up telephone companies on the American mainland are producing and offering as collectables are not necessarily what we the collectors and re-vendors on the European mainland are used to. Following publication of Dr. Steve Hiscocks first catalogue precisely 5 years ago in the autumn of 1988 I was introduced to this new world of plastic. This catalogue introduced us to prepayment cards, all of standard format, from already then, all corners of the globe. Gradually we were "sucked in." We bought motorcycle cards from the Isle of Man; we bought the early Mercury cards and we made it our business to obtain early British Telecom advertising cards. At that stage we were 100% involved in the world of philately.



We understood the mentality of the collector. We underestimated the subsequent worldwide interest in plastic as collectibles. In future issues of *Premier Telecard Magazine* we can discuss further what is going on in our world of plastic. I feel it important, however, in this feature to start explaining what

some collectors want and don't want. For a start, in a phone conversation with John Taylor, editor, he reported to me that various companies were producing cards in runs of 500 to 1500 and that the issuers thought that these releases would become more valuable by virtue of the limited number made available.

I was horrified to hear that such emphasis and priority is being given to the collector market. Yes, small runs are of interest, but surely the priority of telephone companies should be to have their systems up, running and financially viable. Any income from the collectors market should be seen as secondary.

As a dealer, I can sell huge quantities of cheap and attractive cards. Collectors look for a return on their investment, but this should come naturally over a period of years and not literally overnight as is being implied in some of the slick brochures reaching me from America.

The AT&T McDonald Restaurant card is a prime example of the type of card which will sell and sell. This 3 unit card was available in eight major cities in America free of charge upon purchase of certain ranges of fast food for a fairly

---

**AT&T/McDonald's Value Meal**

**Release Date:** April 9 to May 6, 1993

**Event:** McDonald's Extra Value Meal Promotion including complimentary telecard

**Distribution:** Buffalo, Syracuse, Watertown, NY; Baltimore, MD; Pittsburgh, Johnstown/Altoona, PA and Madison, WI

**Quantity:** Confidential

**Denomination:** Promotional 3 unit TeleTicket<sup>SM</sup>

**Features:** English and Spanish language versions, also includes special sports updates



# More Brilliant Thoughts

by Larry Brilliant

Welcome to the second issue of *Premier* and my second "Brilliant Thoughts" column. I received many kind phone calls in response to my first article, so the editors and publishers must be doing something right to get the magazine distributed. I do have one insubordinate question about this wonderful new magazine for the hobby. If the first issue was the premier of *Premier*, does that make the second issue the encore? And if this is the encore of *Premier*, what will the third issue be? Will there ever be a sequel?

In my column in *Premier* #1, I discussed the difference between telephone cards in Europe and Asia which are primarily *stored memory* or *smart cards* as opposed to the *remote memory* telephone cards which I predicted would be more prevalent in the US. Today I would like to discuss some of the themes of interest to collectors.

## Collecting Telephone Cards by Themes

Most veteran collectors will tell you that almost any collecting hobby is more satisfying if you collect by theme. This is true for numismatists, philatelists and fusilatelists, the terrible title some Latin scribes of esoterica have given to telephone card collec-

tors. There are simply too many telephone cards of an almost infinite variety of countries, subject matter, telephone issuer and card manufacturer to collect them all. Decide on a theme that really interests you and then build your collection around that theme.

### *The four most popular themes:*

**Countries.** Collectors can pursue a country theme in two ways; first, by collecting telephone cards issued in France or Great Britain or the U.S. Or second, by collecting cards with common themes whatever the issuing country. Examples of Americana on foreign cards include a *Magic Johnson* card from England and a *Marvel Comics* card from Germany. Even more complicated, a *President Clinton* card issued by British Telecom but commissioned by German collectors and hence with German titles.

**Telephone Companies (Telcos).** For most of the world, collecting by country and/or telephone company is the same thing. In Japan, only NTT (Nippon Telephone and Telegraph) can issue cards. In most of Europe, it

is the same—only a single PTT (Post, Telephone and Telegraph) is authorized to issue telephone cards in each country. Here in the US, however, we already have over one hundred telephone companies issuing telephone cards.

**Card Manufacturers.** In Europe, most of the largest telephone card manufacturers also make the telephone equipment that accepts the cards. This leads to *closed systems* in that a card manufactured by Mercury will not work with a phone manufactured by Landis & Gyr. The lack of interchangeability of phone cards leads to confusion on the part of consumers. Some countries have experimented with three or more closed systems in a single community. Chaos.

This has also lead some collectors to seek out telephone





cards printed by a single manufacturer. One example is the Mercury Club in England whose members collect only cards issued by Mercury. Other collectors have built their collection around the theme of optical cards by Landis & Gyr (such as the New York Telephone cards) or IC chip cards issued by the French manufacturer, Schlumberger.

Here in the US, collecting cards of a single manufacturer is a bit less meaningful because remote memory cards work with the telephones of any manufacturer and it is more difficult because not all card manufacturers clearly print their names on the cards that they manufacture for telephone companies.

Nonetheless, some collectors have begun to pursue a theme of cards manufactured by Brilliant Color Cards (AmeriVox, Quest, Global, AZA, Fallbrook, ACI, North American, InterWorld, and many others) and by Moore (AT&T and others). Cards manufactured by Brilliant Color Cards can be Identified by "BCC" printed on the reverse of the card; whenever possible, we also try to print the date the card was manufactured and the number of cards printed in the series. How can collectors know which manufacturers produce which cards? Check the new catalog being written by Chris Garibaldi and Dr. Steve Hiscocks which will identify cards by phone company issuers as well as card manufacturers.

**Subject Matter.** This is one of the most interesting ways to collect. You can specialize in anything from Americana to Zebras. Whatever your interest,


some phone company or some country will have issued a card within your thematic interest. Within the US, some interesting subject matter or themes on recent cards include: Endangered Species; Super-Star Musicians; Coins; American Monuments and Fine Art.

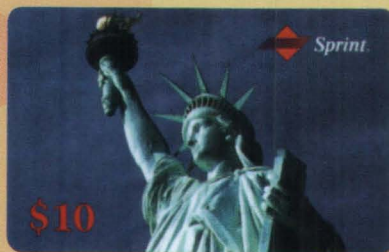
Just for fun, I've illustrated nine Statue of Liberty cards issued by AmeriVox, AT&T, Sprint, Phoneline International, NTT of Japan, New York Telephone and Phone Club USA. Here are cards which are from several different countries, three different types of manufacture (optical kinegram, magnetic, and remote memory) as well as seven different telephone companies. All are concerned with the single theme of the Statue of Liberty.

Well, that's enough for today. Whether you are a numismatist,

a philatelist, or a fusilatelist; whether you buy telephone cards from a coin dealer, a stamp dealer, a sports card dealer or a telephone card dealer and whether you collect by country, manufacturer, telco or subject matter — happy collecting. And I hope this is one hobby that will have many curtain calls, sequels, and adventures. But for telephone card collecting, there will still be only one *Premier!*

### Editor's Note:

*In this scintillating sequel, Mr. Brilliant proves once again that there is something in a name.* 



## TeleQuiz™

Can you tell us anything about this card?  
Interesting reader responses will be published.



# Magic, Alchemy & Money



by John Taylor

A golden opportunity for collectors is created by the issuance of the world's first gold phone card by a group including Luis Vigdor of PM Cards/Powell Associates of New York and David Michael Eastis of World Telecom Group/

AmeriVox of Mountain View, CA. "An absolute breakthrough in phone card technology," according to Luis Vigdor, the card boasts one gram of 24Kt 999.9 fine gold content, blending plastic, gold and imagery in a unique method patented by Mitsubishi, of Japan.

This first edition card features a singular work of art. The artist, Gregory Perillo chose as a subject Chief John Big Tree, who also posed for the classic Buffalo Nickel. Perillo is famous for his paintings of native Americans,

which typically appear on porcelain plates, lithographs, figurines and now, on precious metal telephone cards.

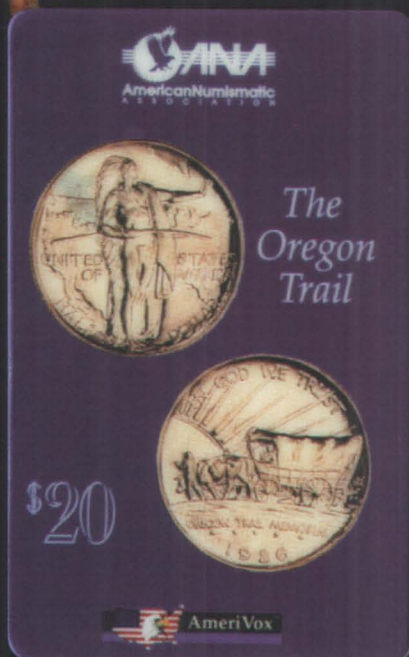
The gold card is issued in one denomination, \$5, serialized and limited to a first run of 5,000 cards. According to Mr. Vigdor, "(The card) is intended as a high-end collectible or for executive gift purposes, where the desire is to obtain or give something extremely unusual."

And David Michael Eastis said, "The world's first gold card is exciting and historical. It is a tremendous honor for AmeriVox to co-sponsor this spectacular collectible with Luis Vigdor/Powell Associates and Gregory Perillo."

As if the gold card were not enough to bemuse the coin collector purist, another first edition release also combines phone cards and precious metals, in the image of a rare coin on the card. Luis Vigdor has forged a partnership with World Telecom Group/ AmeriVox to create a fundraising effort for The American Numismatic Association through the issuing of telephone cards depicting famous American

coins. The first of a continuing series of limited edition, collector cards shows the US \$3 gold piece, Indian Princess, 1860 (*see ad on inside back cover*). Hold onto your shovels. There is no gold in this card. However, through the magic of appreciation, your purchase could pan out to be quite valuable, in time. The collector may look forward to an ongoing series of cards featuring rare American coins from the same group. Both the cards described above have a value of \$5, including ten minutes of phone time at 50¢/minute from AmeriVox.

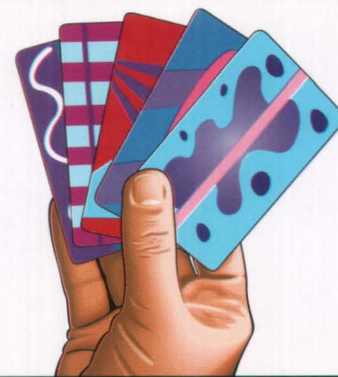
Another important link between these two cards is the



choice of subjects. The native American Indian themes evoke powerful and deep-rooted feelings having less to do with nationalism than with a sacred respect for the land, for brotherhood, for inalienable rights and privileges.



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



## Thousand Oaks, California Access to the World?

Access International from California is not a newcomer in reliably switching calls to many parts of the globe. Their system allows the customer to *access internationally* varying phone services, hence the name. In an interview with Access International company officials,

Premier Telecard Magazine has found out that they have been offering substantial savings to credit card holders via their standard corporate debit card. It is a remote memory card, quite a eye catcher, that is renewable and is available in multiple languages. No barriers here. Not only are they in the debit card business, but they are looking quite heavily into custom and promotional cards as well. That would be of greater interest to the collector, so keep your eyes on Access International (see ad on page 26).

## Tampa, Florida

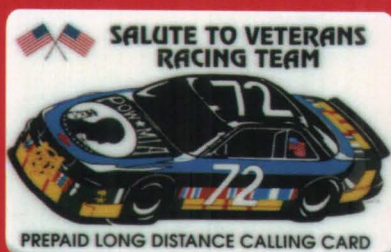
Roaring out of North American Telephone is the dramatic *Salute to Veterans* phone card, which features 120 minutes of phone time at 33¢/minute on a \$100 card. Only 1,000 cards were issued; serialized and printed by Brilliant Color Cards. The racing team card honors American veterans by sharing 40% of gross revenues with the veterans car racing team.

John Schaper, President of NAT, plans the release of a veterans car series, culminating in an eventual set around the themes of: The Medal of Honor, Silver Star, Bronze Star, Purple Heart and POW/MIA. We will keep you posted on this. The veterans car will race on the NASCAR circuit, beginning at Dover, Delaware on Veterans Day, September 19, 1993.

# NAT

North American Telephone, TPA

## 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

## 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  
Holtzhausenstrasse 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 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.





## Cards in Play

### Seattle, Washington

From the Pacific Northwest comes news of a test program by U S West Communications. The company is issuing a series of phone cards depicting scenes from native American Indian life. The cards employ integrated circuit chip technology by Schlumberger, and are for use in adapted pay phones. Venues for use during the test include the Seattle Center, the Westin Hotel and the Seattle area transportation terminals. Collectors may contact the named distributor, Phonecards of America (*see ad on page 21*).

### British Columbia, Canada

Another trial program for this fall starts next month in British Columbia, where BC Tel Mobility and Bravo Technologies Switzerland have contracted with BC Transit in Vancouver to provide Landis & Gyr payphones and prepaid cards for their Seabus system. The first edition cards include a \$10 Summit card, commemorating the April meeting in Vancouver between Presidents Clinton and Yeltsin. A \$20 card promotes next year's Commonwealth Games to be held in Victoria, B.C. (*see ad on page 21*).

### Rock River, Wyoming

GO PHONE cards, by Laser Radio, are the creations of John Guthrie, who owns Laser Radio and is one of our valued columnists. Nearby Laramie, Wyoming is the venue for a world class rodeo every year. Maybe John will bring us a series of cards featuring great bull and bronc riders in action. Or, since the bulls and broncs usually win the game, *and have the most interesting names*, they should be the subjects, the stars of the cards. Imagine a card featuring a huge bull, with rider, coming out of the chute... 2,500 pounds of angry pot roast, entitled "Ol' Red Eye." Go for it, John.



## YOUR HEADQUARTERS FOR TELEPHONE CARDS IN THE USA



**Marvel Superheroes**  
from Germany  
Card No. S-110  
**Marvel Comics #1**  
12DM Telephone Card,  
300,000 pcs  
issued by German  
Telekom in May, 1993.  
An absolute must have  
for the American  
Telephone Card  
Collector.  
Dealers may purchase  
from us a sealed pack of  
20 pieces for \$290.00  
post paid or a sample  
single piece for \$22.00  
post paid.  
Please call us  
to confirm your order.

**PM CARDS™/POWELL ASSOCIATES**  
*The dealer's dealer of Telephone Cards*

One Rockefeller Plaza – Suite 1506 • New York, NY 10020  
Tel: 212-332-8105 • Toll Free 800-528-8819 • Fax: 212-332-8107

## International Phone Card Exchange

Specializing in U.S. & Caribbean Cards

Including: **AmeriVox**  
**AT&T**  
**Cable & Wireless**  
**Hawaiian Telephone**  
**New York Telephone**  
**PhoneLine USA**  
**Sprint**

**Our Policy:** Fair prices, fast payment  
Quick response  
Write or fax for prices  
Confidentiality

**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



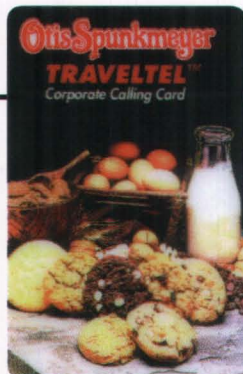
# Cards in Play in the U.S.A.



## Atlanta, Georgia

### The Who's Who of the Cookie Card

The State of Georgia has come forward with another player in the debit telephone card environment. Brooks Smith, President of Interactive Communications International (InComm), tell us that like many other issuers, they use an 800 number access and then the caller enters their personal identification number (PIN), and completes the call. As with other remote memory telecards here in the U.S. the remote computer keeps track of the minutes or in the case of InComm it keeps track of units (1 unit = 1 minute). Unlike many other U.S. telecards, the InComm TravelTel™ card is sold in units rather than dollars. You will notice that their *First Edition* card is a 25 unit card rather than a dollar denomination. The PIN is found on the card itself and is permanent and not on an affixed label. Along



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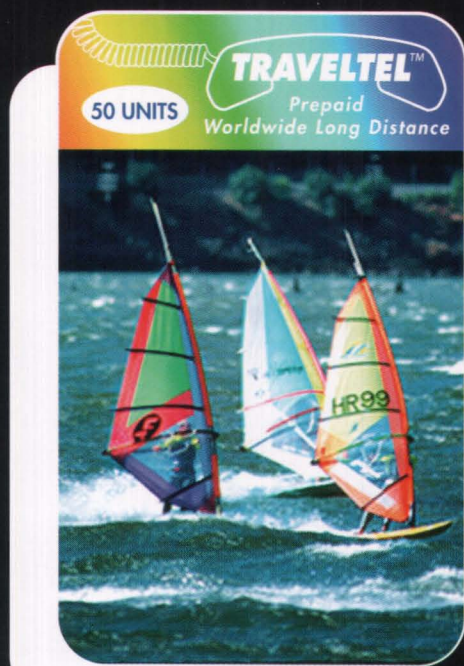
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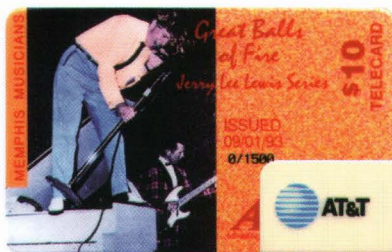
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with the card comes an instruction sheet which tells about special services such as message delivery service.

"Otis Spunkmeyer, Inc., the well known west coast based cookie and food service company is both a major stockholder in InComm and one of the largest users of TravelTel cards," Brooks said.

Nearly one thousand Spunkmeyer representatives now carry the cookie card, which is a customized TravelTel card.

How would a card hunter track down and capture one of these cookie cards to add to his collection? May we suggest looking in the next issue of *Premier Telecard Magazine*? 



# Let Your Collection Take Flight



Nylon | card issued August '93

Eagle card Issued January '93

with the first two cards in the AmeriVox Collector's Series

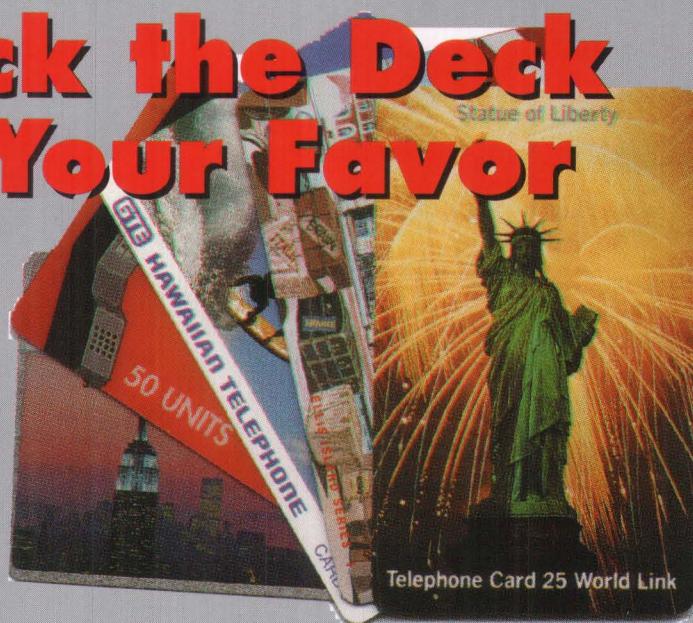


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by Stacey Roberts

### Baltimore, Maryland

Sixteen thousand attended the American Numismatic Association's 102nd Anniversary Convention. The show took place from July 28th until August 1st. (see article on page 6).

### Fair Lawn, New Jersey

Steven D. Lowenstein, publisher of *The Collector's Advantage*, and AmeriVox have teamed up with Indian Motorcycle Trading Card Co. to produce telecards around the theme of the classic Indian Motorcycle. In another program, the same group is producing telecards depicting the well-known race car mechanic Henry "Smokey" Yunick.

### Dallas, Texas

Excitement rang on August 6 & 7, 1993 at the Marriott Quorum Hotel in Addison Texas with the kick off of NFL Player telecards by AmCall, the marketing division of T.E.C. The company started in May 1993 and their initial standard release was a \$20.00 "Phone Pass" telecard.

### Richmond, Virginia

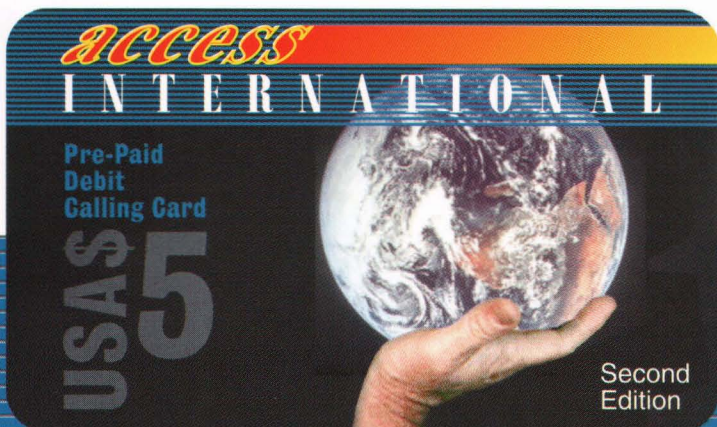
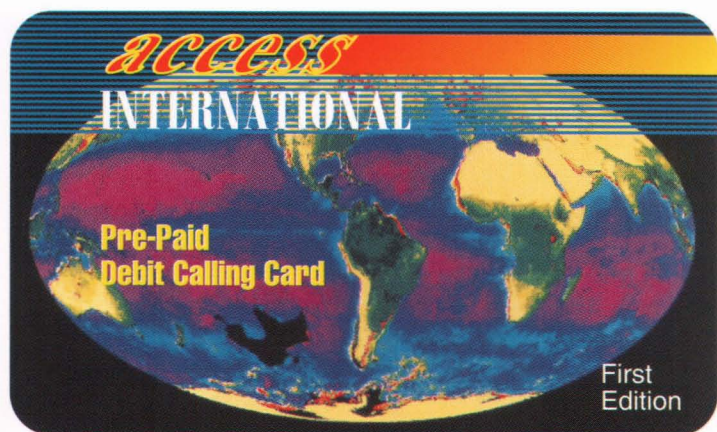
Get ready now for the 1st International Credit Card Collectors Convention to be held September 25, 1993, in Richmond at Sheraton Inn Airport Ballroom. Call Jerry Ballard at (804) 744-7700 days or (804) 744-6618 evenings. Jerry says that the exhibit table space is running about half credit cards and half prepaid telecards.

### Long Beach, California

The Long Beach Numismatic and Philatelic Exposition will be held from September 30 through October 3, 1993. Call bourse chairman Teresa Darling for place and time (310) 437-0819. Get your space ordered soon. There will be phone card booths in addition to the standard coin and stamp booths.

*We invite telcos, card manufacturers, issuers, agents and representatives, numismatic and philatelic clubs interested in telecards to tell us what's happening telecard-wise in your state.*

*This column will be happy to review for publication your news about new card releases, fund raising events, and telecard ideas as we receive them. Get your facts in to Stacy Roberts c/o Premier Telecard Magazine. What better way to start collecting than by connecting state by state.*



Agent and dealer inquiries encouraged.

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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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- #1 Chief John Big Tree - PM Cards/Powell Associates  
AmeriVox card, RM, R (*see ad inside back cover*)
- #2 Great Balls of Fire - Advantage Communication, Inc.  
Anywhere Telecard RM, R (*see ad page 16*)
- #3 Panda - Advantage Communication, Inc.  
Anywhere Telecard RM, R (*see ad page 16*)
- #4 Spunkmeyer - Interactive Communications International  
TravelTel card, RM, R (*see ad page 22*)
- #5 Corporate Card - Access International  
Access International, RM, R (*see ad page 26*)
- #6 American Bald Eagle - AT&T  
TeleTicket, RM, NR (*see ad inside front cover*)
- #7 Shakin' - Advantage Communication, Inc.  
Anywhere Telecard RM, R (*see ad page 16*)
- #8 Indian Princess - PM Cards/Powell Associates  
AmeriVox card, RM, R (*see ad inside back cover*)
- #9 Seurat - Quest Telecommunications  
Liberty card, RM, R (*see ad back cover*)
- #10 All Killer, No Filler! - Advantage Communication, Inc.  
Anywhere Telecard RM, R (*see ad page 16*)

## Glossary

<b>IXC</b>	Interexchange Carrier
<b>LEC</b>	Local Exchange Carrier
<b>OSP</b>	Operator Services Provider
<b>PIN</b>	Personal Identification Number
<b>PTT</b>	Postal, Telegraph, & Telephone
<b>Bourse</b>	A convention, exhibition etc. where the sale of special items such as rare coins, stocks, securities, and commodities are regularly bought and sold.
<b>Telco</b>	Industry term for a telephone company





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World Telecom Group, Inc., the company behind AmeriVox™, founded in 1991 was the first U.S. teleco to offer a renewable remote memory card. Powell Associates/PM Cards™, founded in 1985 by Luis Vigdor, who has an international reputation for producing fine precious metal gold, platinum, and silver collectible cards such as the ones featuring the Denver Broncos' John Elway, Gregory Perillo's Native American artwork and other famous pieces.

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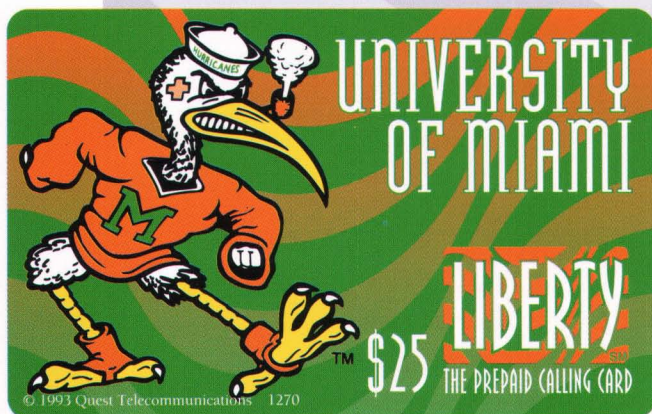
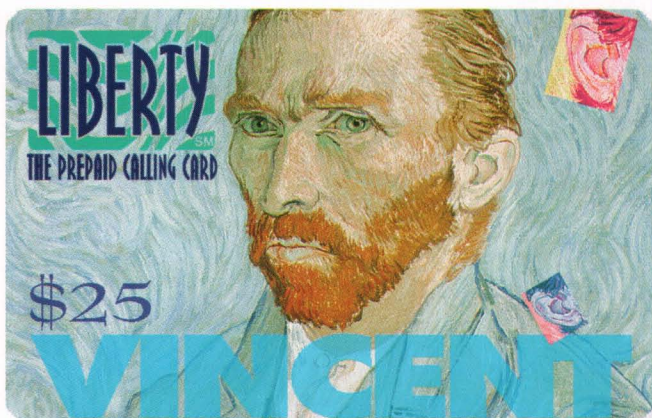
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