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APRIL 1995

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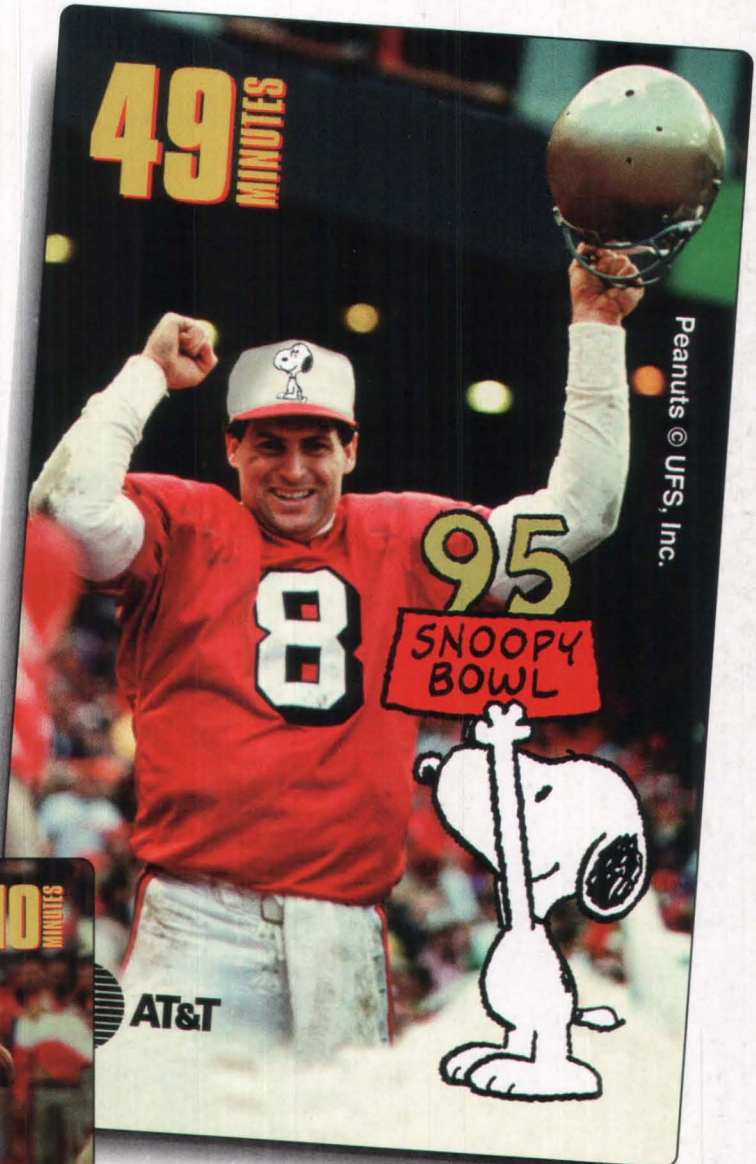
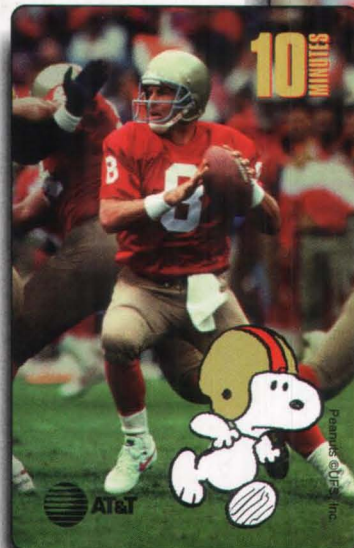
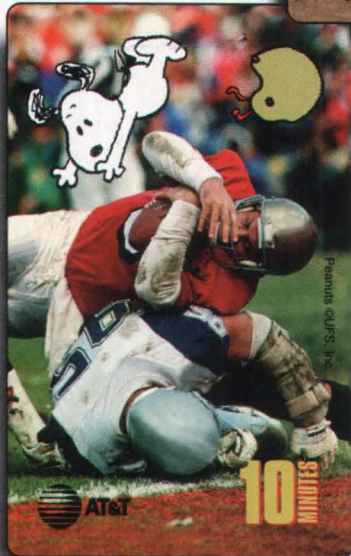
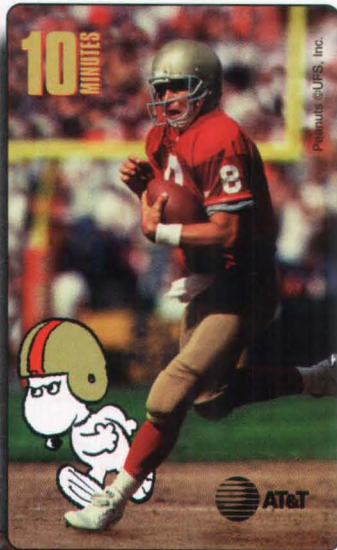
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VOLUME TWO

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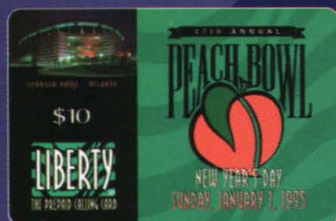
WINNING TEAM

SNOOPY &
STEVE
YOUNG:
BRILLIANT
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STARS
DEBUT
WITH AT&T

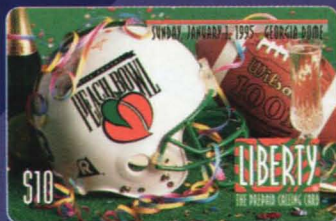


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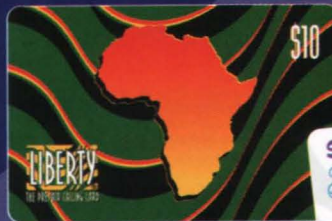
Out With The Old. In With The New.



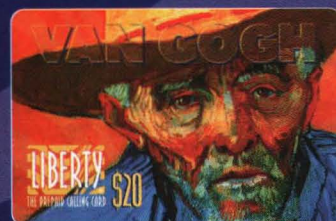
Official 1995 Peach Bowl Dome



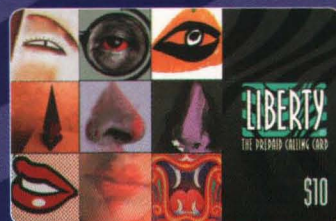
Official 1995 Peach Bowl Party



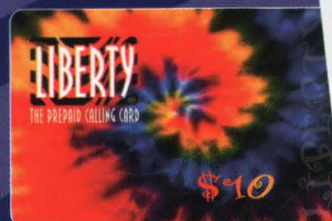
African



VanGogh II



Funky Faces 1



Tie-Dye



Summer Camp



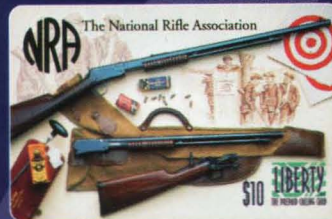
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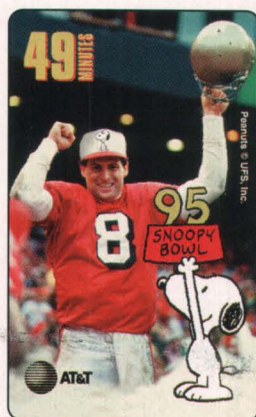
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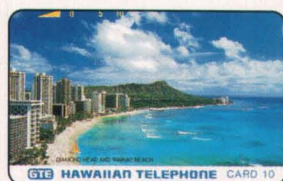
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CONTENTS



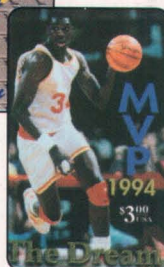
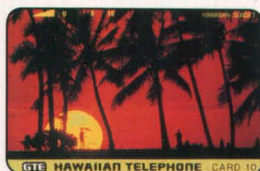
8 Good Grief!

Steve Young, Snoopy, and AT&T are ready to 'bowl' over the competition with the latest Brilliant Color Card.



10 Island Collecting

Dealer Ted Ashworth guides us through the world of the highly collectible GTE-Hawaii cards.



34 Bill of Rights

Obtaining licensed images for cards may be expensive, but it's proving to be a sure-fire formula for success.



44 Convicted

A proven success inside prisons, controlled access phone cards are also quite collectible on the outside.

Summit Conference 16

The newest issue from BellSouth commemorates 1994's historic Summit of the Americas conference.

Operation: Search 18

Our roving reporter takes a walking tour of the "Big Apple" in search of prepaid phone cards.

America's Most Wanted 20

Disney's still on top, but the Baby Bells dominate the chart on this month's list of the hottest phone cards.

A Sure Hit! 32

Phone cards may be the only place you can see the major league baseball players this year, and GTS has the first licensed series.

Tip Topps 33

Baseball trading card giant Topps has entered the phone card market with its "Ring Leaders" chase card.

New Assets 38

The first generation of Classic's Assets phone cards was so successful that a new one was spawned - at double the stakes.

Critical Art 46

Our resident art critic gives her impressions of world renowned artist Leonardo Nierman's unique works on Teleworld's Collector's Series.

The Rest of the Story 48

Alex Rendon shows the subtle differences between Groups 3 and 4 in the second half of his story on AT&T TeleTickets.

I ♥ Hallmark 50

Reduced production figures on Hallmark's new Valentine series of greeting/telecards makes the product even more attractive to collectors.

DEPARTMENTS

Editor's Column	4
Letters to the Editor	6
Price Guide	23
Calendar of Events	28
Dealer Directory	29
Classified Advertising	30
New Sports Issues	31
New Issues	39

From every starry sky, a few stars must fall. And every fast-growing industry is going to suffer a few casualties along the way. It's inevitable. Though billed by many as the pot of gold at the end of the rainbow, the prepaid phone card industry is certainly not immune to these failures. Yes, we've been fortunate that, so far, Globalcom 2000 has been the only issuer of note to go belly up. But as the market continues to grow and shape itself, there probably will be similar cases.

During the past few weeks, several readers have confirmed our own discovery that Telemax Inc. has suddenly called it quits. Telemax, for those unaware of the company, was an early distributor of such notable telecards as Baseball Superstars and the Power Rangers. Some reports that we have received suggest that the latter series of cards served as the straw that finally broke the camel's back.

The story is of interest to many of us in the industry. Collectors are interested because of the number of appealing cards the company has on the market. Others may have money invested in cards they have not received, or have purchased and are no longer functional. At this point, *Moneycard Collector* magazine is one of Telemax's creditors, so our concern is a multiple one.

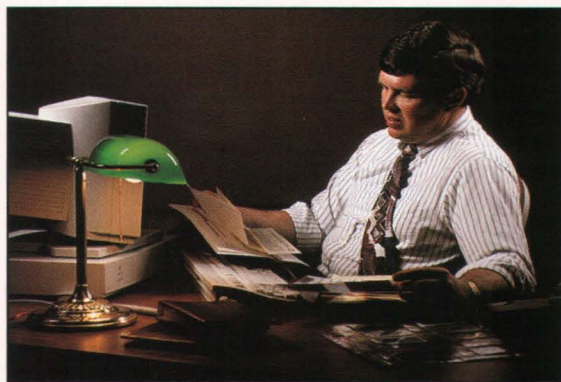
For now, all we have been able to verify is that the company does not answer its phones, and the PINs have been deactivated on Telemax cards. There is still some hope for these cards, as we have become aware that another carrier may assume responsibility for

keeping the PINs activated. During the next few weeks, we will thoroughly investigate the situation with Telemax, and in next month's edition, you can expect a factual, in-depth report.

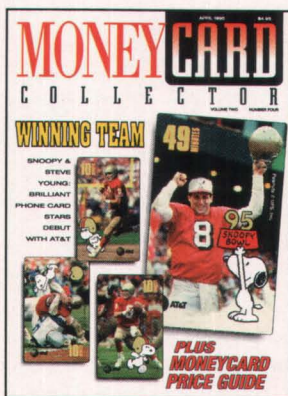
Speaking of improvements, *Moneycard Collector* has good news for our Canadian and overseas subscribers. With the distribution of our April issue, we are proud to announce our affiliation with TNT Mailfast, which will slice the former unacceptable 6-8-week delivery time to just 10-14 days – or approximately the same length of time our domestic subscribers currently enjoy. We want our Maple Leaf and other foreign subscribers to let us know if these service standards are actually being met.

And finally, for all those collectors who have been anxiously waiting for AT&T's return to the prepaid phone card market; your wait will be rewarded. As seen on our cover this month, the giant U.S. telco has teamed with that world-renowned athlete – Snoopy (fooled you!) – along with two other personalities of note, all-pro quarterback Steve Young and everybody's MVP (most valuable printer), Brilliant Color Cards – to produce a 'Super Bowl' winning set of telecards.

If you're interested, you'd better hurry and order. I know that each of our staff members is planning to purchase a set of these memorable cards, and they're a pretty safe bet to score a touchdown among collectors. Until next month, happy collecting!



Randy Moser, Associate Editor



Steve Young, Snoopy and AT&T are an unbeatable combination on a new set of phone cards from Brilliant.

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★ Elvis Presley



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I was delighted to see the TelePAX™ set listed among "America's Most Wanted" column. It is always gratifying to see recognition for a project in which you have a lot of labor and love invested. It was unfortunate, however, to see some of the negative comments Steve Eyer made about the project, and I consider they were not in keeping with the general level of the magazine. Therefore I would like to provide some more background.

First, I must agree with the principles Mr. Eyer espouses — speculative development of overpriced cards by fast-buck artists serves no one. However, there are some subtleties involved which were overlooked in the article. For one, this was a project that was especially involved in terms of development costs, and required a great amount of international cooperation. It was considered risky at the time it was undertaken, since the idea of real progress to peace in the Middle East was not taken seriously by many — there were not too many investors around willing to carry that risk. Today, of course, the principal subjects are Nobel Peace prize winners, and suddenly everyone wants the cards.

Second, there is an important aspect to the project that was overlooked by the columnist — it was designed as a fundraiser for a UNESCO fund specifically targeted for the PEACE program (Palestinian European Academic Cooperation in Education program). All of this goes into

the cost and the value of the project.

There is another aspect to the project that has been little understood, but which is very important. Sertons International, the original investors who made this project possible, have a track record of developing collectibles which popularize the notion of World Currency — an important parallel to globalization and peace processes around the world. Several years ago, they developed the ECU (European Currency Unit) of The Netherlands, and in cooperation with the Dutch Ministry of Finance, they developed a program with the Chamber of Commerce of the Hague, where during a European Community event, for one week, all members of the Chamber accepted ECUs as legal tender. This is an example of a collectible paving the way for the future introduction of a new currency.

TelePAX™ stands in a similar context. The PAX coin was an ancient Roman coin — PAX is the Latin word for peace. It was re-introduced at the end of 1993 by Sertons International, and the first PAX coin was given to Shimon Peres for his work in the Middle East Peace process.

The PAX coin was denominated in SDRs, the Special Drawing Rights of the IMF, and the coin was issued with an insurance policy attached, which underwrote the value of the coin for five years from issue date — to be equivalent to 25 SDRs, so that a buyer could, at any time during that period, simply look up the minimum value by consulting his financial newspaper. TelePAX™ is the telephone-money parallel to the PAX coin. It was impossible to denominate the cards in SDRs, but even so, the conceptual link is important and adds to the symbolic significance of the project.

Fourth, I think we should always take it with a grain of salt when a dealer has a negative opinion of any property in which he does not have a position, particularly after it becomes popular. Mr. Eyer had a chance to acquire the cards when they were not in high demand, and he chose not to. It seems frivolous for him to complain now that the cards get a lot of attention. To equate the marginal cost of printing 10,000 phone cards with the development cost of a very involved project like this one is irresponsible.

Lastly, there is always the matter of personal taste. Projects which I personally do not care for may appeal to other people, and I don't think I should look down on people's interest in cards which are perhaps frivolous in my view. Everyone has their own criteria for collecting. Even Mr. Eyer's own catalog contains many cards which, according to the principles he espouses in his column, are not worth owning.

I commend the above to the attention of the readers of your excellent magazine, and I trust your concerns for responsible journalism would induce you to share this information with the readership.

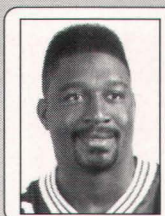
Rogier van Vlissingen, Millennium Management, Inc., So. Norwalk, Conn.

We appreciate your time in sharing the background behind the TelePAX™ cards. We believe that informed collectors make more educated buying decisions. As far as the column in question, the words were very clearly stated as being the opinion of our writer, Steve Eyer. Mr. Eyer was one of the first, and is one of the most respected, phone card dealers in the U.S. His insights, regardless of whether they agree with others, are the basis for meaningful analysis of the collector card market.

If any of our readers are interested in obtaining the TelePAX™ cards, contact Millenium Management at (203)866-3975.

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1st Issue in the Green Bay Packer Football Series
Johnny Holland—No—PPC1
6-year Star Linebacker
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30 Minute (500 Issued) \$15 ea.
60 Minute (250 Issued) \$30 ea.
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Only 100 Sets Issued—4-Card Sets—Same Number—\$100



FORMER GREEN BAY PACKER
INDUCTED IN NFL HALL OF FAME 1978
RAY NITSCHKE
#66
Autograph Guest at Card Show—Dec. 4, 1994
Madison, Wisconsin
1 of 2500
10 MINUTES USA
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2nd Issue in the Green Bay Packer Football Series
Ray Nitschke—No—PPC2
Hall of Fame Member—1978
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30 Minute (500 Issued) \$15 ea.
60 Minute (250 Issued) \$30 ea.
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Thank you for your nice article "Brilliant Idea" in the January issue of *Moneycard Collector*. We really appreciate your support of our efforts to make environmentally friendlier phone cards.

There are, however, a few misconceptions that I want to point out. 1) The EPA has identified dioxin as a "probable carcinogen." Dioxin is a byproduct of the incineration of many halogenated hydrocarbons, a class that includes PVC. There is tremendous debate about what percentage of dioxin is caused by PVC in the environment. The Vinyl Institute claims that PVC is not an important contributor to dioxin in the environment, while Greenpeace, in a report entitled "No Future for PVC," urges the elimination of PVC because of its "substantial" role in creating dioxin. Brilliant Color Cards avoids using PVC because of our concern about the link between PVC, dioxin and illness.

2) Accompanying the story was a card that we produced for NPCA Telecard and the National Parks. It was attributed as a "Sierra Club card." While Sierra Club cards are, indeed, being made from the new Kodak polyester material, the card illustrated was a beautiful one that we made for the Sierra Phonecard Company.

Just a clarification. Thanks again for the coverage of the environmental issues that all of us must be conscious of.

Larry Brilliant, Brilliant Color Cards, San Rafael, Calif.

Finally! I would like to say "well done" on an excellent magazine from a market which hasn't grown up yet! I have just gotten a copy of your magazine from AmeriVox, as I write for the Japanese magazine *Telcal* on a regular basis.

The part I think you excel in is informing your readers exactly where cards can be obtained, which is something that many other magazines fail to do. Please keep up the good work.

John Moore, Tokyo, Japan

As an established communications services company, as well as a facilities-based PPC service provider, we owe your magazine a sincere vote of thanks! The articles, hot trends and industry scoop have been invaluable to us, as we grow our business.

Alan M. Ellis, IntelliCommunications Network, Inc., McHenry, Ill.

Why do some sports cards show players in full uniform with all the logos, while others don't?

Bill Borlase, Winnipeg, Canada

The reason comes down to one word - licensing. A card issuer needs to acquire the player's individual rights, in order to issue a card with that person's image on it, and the team's rights if he wants the player in full uniform. Your letter is timely. See the article in this issue about this fascinating aspect involved in creating sports-based cards.

I've noticed that so far, of the four large long distance carriers, only Sprint and LDDS seem to be really committed to prepaid phone cards. Is this really true? Will we ever see programs from MCI and AT&T?

Jonathon Krutilla, Cleveland, OH

As you probably know, there are a handful of MCI cards, and AT&T had its TeleTickets program and has just issued the Snoopy Bowl cards. From our vantage point, we wonder why there is any hesitation at all on the part of the majors or the Regional Bell Operating Companies (RBOCs) to really go after this market. The potential loss of some calling card business is more than offset by two factors: 1) the possible loss of revenue and market position to resellers who are issuing cards and 2) the lack of market presence at a time when multi-application debit cards are close at hand. Out of sight, out of mind!

We wish to apologize to *Moneycard Collector* magazine and its readers for the inadvertent, premature placement of an advertisement regarding the NASTIC Telephone Debit Card program which was placed in your March issue. A postcard has been mailed to all respondents apologizing for any inconvenience and informing them how to communicate directly with NASTIC and Roger Depew, head of NASTIC.

Furthermore, each inquiry was forwarded directly to Mr. Depew for him to handle. Again, we wish to extend our apologies for any confusion or inconvenience our error created.

Robert F. Urban, Star 3 Agency, Colorado Springs, Colo.

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Good Grief, Collectors

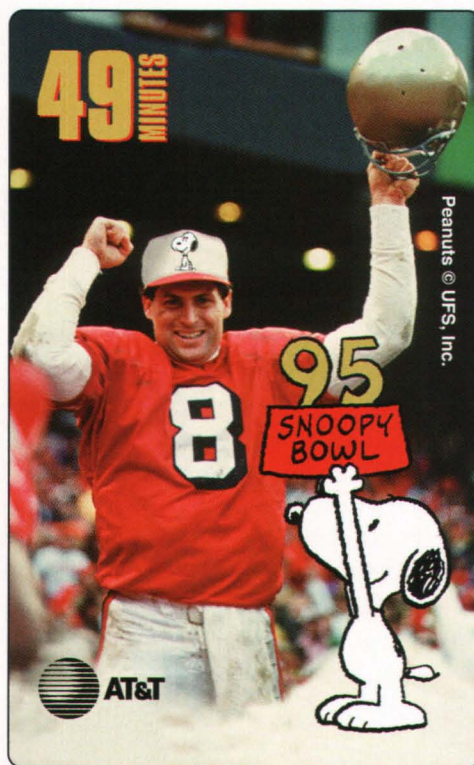
It's Phone Cards Featuring Snoopy, Steve Young and AT&T

By Murray Church

He made no attempt to hide his excitement. "This is the breakthrough project that may create thousands of new phone card collectors!" exclaimed Larry Brilliant, chairman of Brilliant Color Cards. "And it's a super relaunch for AT&T. And you know what else, Murray? It's FUN!" This was part of the earliest conversation I had with Larry Brilliant in late January about a remarkable set of new phone cards featuring Charles Schulz' Snoopy, Super-Bowl MVP quarterback Steve Young, and AT&T.

On Monday, January 30th, the day after the San Francisco 49ers posted 49 points to win Super Bowl XXIX, the cards were announced to the public in a 2/3-page display ad in *USA Today*. "Hooray! You're a Good Man, Steve Young!" the headline proclaimed, with Snoopy to the left, wearing the quintessential football helmet and dancing with glee.

A total of four cards have been produced: a set of three standard sized cards, each carrying 10 minutes of AT&T domestic phone time; and one jumbo card carrying 49 minutes of time. The three cards are avail-



Jumbo Card features Snoopy Bowl 95 trophy presentation and provides 49 minutes of domestic AT&T phone time. A very small quantity of cards, each numbered and personally signed by Steve Young and a paw print from Snoopy, will also be available.

able only as a set and sell for \$17.70. The jumbo card sells for \$29.50. Shipping and handling is \$3.50 per order.

Charles Schulz, the 73-year-old legendary artist, carefully created new designs of Snoopy, the beloved cartoon character seen by 200 million readers of 2,400 newspapers around the world. And as usual, he's right in the thick of things: 1) he blocks for Steve Young; who's taking off on a run up-field; 2) he tumbles head-over-heels into the end zone above a falling Steve; and 3) he looks for someone to block as Steve drops back to pass. The jumbo card features Snoopy presenting his food bowl as an MVP trophy, while Steve extends his arms and holds a helmet above his head in victory. The AT&T logo is printed prominently at the bot-

tom of each of the cards.

The project is the result of a cooperative effort between Joe Ferraro of AT&T, Charles Schulz, Larry Brilliant, Barry Schaffer of SCA Promotions in Dallas, and Winston Taylor, Inc., a California-based marketing company. All of the cards are produced using BCC's

digital photo computer process and were printed on recyclable polyester.

At the time the cards were announced for sale, no production quantities were available. According to Brilliant, "Up until now, no one has been able to put together a creative concept with such obviously huge potential. But we also don't know how aware the public is either about phone cards in general, or about how collectible they really are." For Brilliant Color Cards the project therefore represents not only an excellent commercial endeavor in itself, but also a chance to work with a master's cartoons.

Materials released to the media held one tantalizing tidbit of information; that this is the first annual Snoopy Bowl Award. Whether this event actually turns out to be an annual one, time will tell. But obviously that will be determined largely by the success of this first endeavor.

Two of the key participants offered their comments on the project. Quipped Schulz in a playful tone, "I aspire to be as good a cartoonist as Steve Young is a quarterback." Replied Young, "I am delighted to be associated with such a great legend as Charles Schulz and, of course, I am very pleased to receive the first-ever Snoopy Bowl Trophy."

Part of the preparations for the project included an orders processing system set up by Winston Taylor, and it is one that is high tech all the way. Purchasers dial 800-333-2364 and hear an up-beat automated greeting, "Hi you've reached the Snoopy Bowl 95 Hotline!" Callers are then led through a menu of options selected by pushing buttons on a touch tone phone. If you do not touch 1 to tell the system you have a touch tone phone, the voice responds by asking the customer to hang up and then dial 800-773-4937.

Anyone who has seen the ad in *USA Today*, the *San Francisco Chronicle* or other papers, already knows that *Moneycard Collector* has a prominent presence. Each order for the cards is being shipped with a coupon good for \$5 off a subscription to the magazine. Given that this article is being written only hours after the cards were actually announced, sales results were obviously unavailable. However, it's anticipated that purchasers, having made a decision to acquire these very collectible cards, will be predisposed to learning more about the hobby and will want to subscribe. Certainly that is our hope, our expectation, and evidence of our commitment to cultivating the hobby.

Regardless of how many more sub-

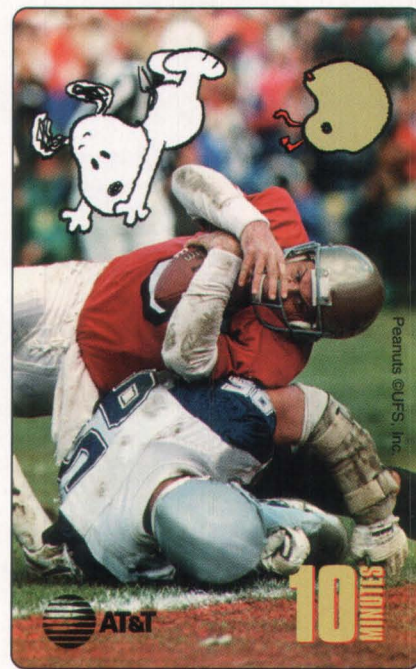
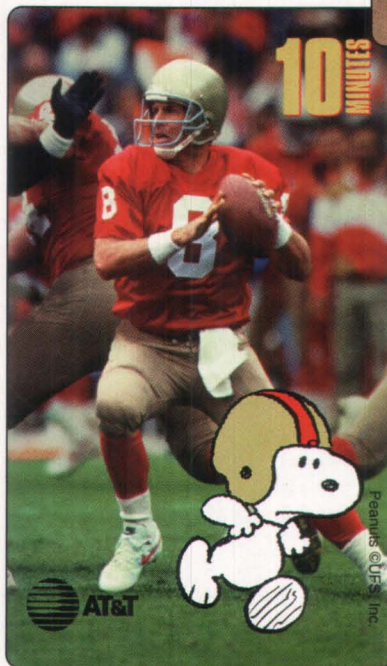
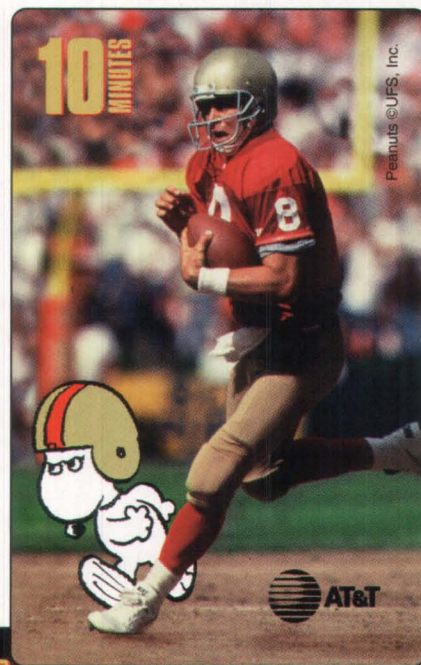
scribers it attracts, we at *Moneycard Collector* were delighted to have the opportunity to participate. But our direct participation means we are a little less than objective about the new cards. A quick *Moneycard* staff poll was unanimous: we all love Snoopy, Steve Young is great, and hooray for AT&T!

In making a more serious assessment of what the future holds for these cards, we cannot help but note the quality of the major participants in this particular game: Charles Schulz, Steve Young, AT&T and Brilliant Color Cards. Given the players on this team, fans of the NFL and Snoopy, as well as phone card collectors, may create a demand that makes these cards among the most sought-after issues of 1995.

MC

Three card set features action shots of Steve Young and his team mate, Snoopy.

All three cards carry 10 minutes of AT&T domestic phone time.



Aloha!

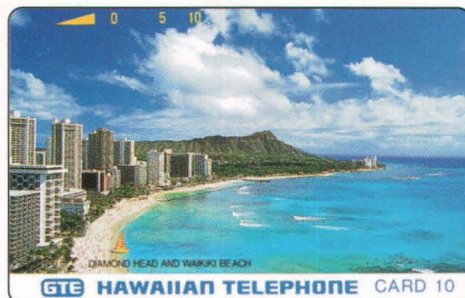
A Definitive Look at GTE Hawaiian Telephone

By Ted Ashworth

1) Trial Card: Fall, 1989. Units probably set in yen for test. Will not work in present cardphones in Hawaii. Less than 100 of these cards now probably exist. Shows Diamond Head and Waikiki Beach, as on subsequent cards. Reads "Telephone Cards" in lower left corner, "Tamura Electric Works, Ltd. Tokyo, Japan" in lower right-hand corner. Plain silver back. Key card to collect. \$2,500.



2) Diamond Head/Waikiki Beach: January, 1990. 10 units. Supply of 90,000 lasted until early 1994. View same as on trial card. Silver back. A "workhorse" card in its time period. \$30.



3) Diamond Head/Waikiki Beach: same scene as on #2, but overprinted. January, 1990. A 5-unit card, indicated by a red stamp on the back. 2,000 issued; silver back. Given away to company employees, public officials, travel agents, and distributors to promote their use. Overprint reads, "In Commemoration of GTE Hawaiian Tel Telephone card Service January 15, 1990" on four lines in upper right-hand corner. Some were discarded, as interest was very limited at this early stage. \$1,000.



NOTE: Retail prices listed in card captions are those suggested by the author at the time of printing.

Hawaii has been a pioneer in the telephone market since the first Bell unit was installed on the island of Maui in early 1878. After heated controversy, Honolulu commenced service to some 30 subscribers after December 30, 1880. Indeed, King Kalakaua of the Independent Kingdom of Hawaii may have been one of the first kings to use the new device.

True to its tradition, many years later, GTE Hawaiian Telephone became a U.S. pioneer in the use of prepaid telephone cards. During the fall of 1989, a technician from Tamura of Japan arrived in Honolulu with a box of telephone cards to be used in the trial. He was given a room with a card phone and proceeded to call every possible country in the world. When he had finished, the cards were scooped up from the floor and deposited for the next trash pickup.

The market got off to a slow start. Initially, many of the cards were given away — particularly to dignitaries, company officials, and travel agencies. Sales have accelerated dramatically in recent years, however, both to users and collectors.

Currently, there are well in excess of 200 cards with Hawaiian themes, including those of GTE Hawaiian Tel, its distributors, AmeriVox, Phone Line USA (originally started in Hawaii), Nippon Telephone & Telegraph (NTT), World Link, and North American Telephone, among others.

Many cards with Hawaiian scenes are sold to Japanese tourists for use in Japan. They are a favorite form of "omiyage," the little gift the returning traveler gives to friends and relatives.

Several local merchants catering to the Japanese market have also produced their own cards. In addition, there are color and shade varieties, silver and bronze backs, first and second printings and errors, which make Hawaii phone cards a collector's cornucopia.

Recently, there has been increased collector interest in



4) Hanauma Bay: January, 1990, 10 units. 10,000 of these cards with silver backs, blue lettering at bottom were issued. No large supply exists today, as they were mostly used and discarded.



5) Hanauma Bay: Same scene as in #4, but with bronze back. Printed as new cards were needed. 10 units; 20,000 issued. Shade differences exist in the top portion in the blue sky. \$20.

used GTE Hawaiian Telephone cards. Some early used cards are far scarcer than their unused counterparts. Many commemorative and limited edition issues were sold to dealers and collectors outside Hawaii and a few found their way into tourist outlets. Certain long-term cards, such as Diamond Head/Waikiki Beach and Hanauma Bay have a wider usage.

Japanese tourists used to discard their used cards since prepaid phone cards were so common in their own country. This has changed dramatically in recent years, however. Some have even been sighted searching trash cans for the valuable used cards.

GTE Hawaiian Tel cards are printed by Tamura of Japan and cannot be used for local or interstate calls. The cards provide a convenient method for overseas tourists, mostly from Japan and other Pacific Rim countries, to make international calls. Prepaid telephone cards have been in common use in these areas for a number of years.

There are approximately 40 card phones in areas where tourists congregate — Waikiki, the airport, hotels and shopping malls in and around Waikiki. The cards are inserted into the phone, a number is dialed and a hole is punched at the



6) Hawaiian Open, 25th Anniversary: January 1990. 10 units; 750 issued. The only VSX Distributor card. Bi-colored, pineapple, airplane and golf clubs logo at left. Silver back. Card was distributed to retail outlets, including a golf shop and the card machine at Duty Free Shoppers in Waikiki. In early 1992, 125 of these cards were placed in the machine at the Food Court at Duty Free. Two weeks later, when this writer asked the distributor for any remainders, only six remained. The bulk of the cards were sold to departing overseas tourists, since no one could gain entry without a departure airline ticket. This card was also issued in Japanese yen, sold in Hawaii to Japanese tourists, who could use it in Japan.

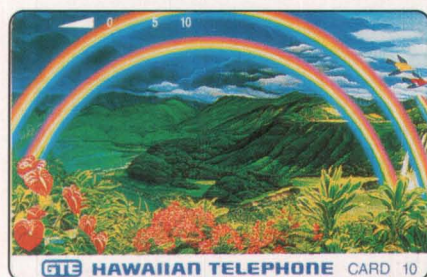
One variety has been seen: The color on the right hand side of the card is not as solid on some cards. Although this is a distributor card, it is mentioned here, since it is the first Hawaiian Open commemorative anniversary card. Golf is a popular thematic and the first of any common topic will always be in demand. \$900-\$1,000.



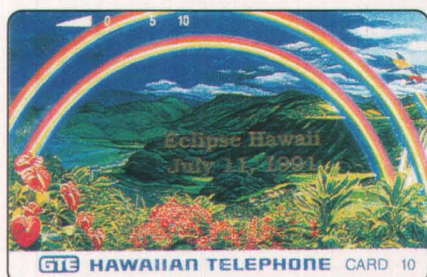
7) Snack Minato: 1990. 10 units; 500 (estimated). Private issue, but with large GTE Hawaiian Telephone at bottom. Snack Minato is a "hostess" bar close to a wharf frequented by Japanese fishermen. The cards sold out rapidly. Only two are known to exist. Silver back.



8) PTC (Pacific Telecommunications Conference) January 1991; 1,000 issued. Part of a package presented to delegates (mostly from Pacific Rim areas). Very scarce used or unused.



9) Rainbow in a Lush Valley; May, 1991. 10 units; 9,000 issued. Not extensively sold to the tourist market, thus few were used. From 1991 telephone directory cover. \$25.



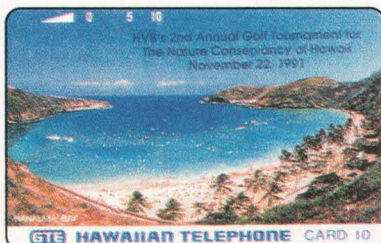
10) Eclipse Hawaii; July 11, 1991. 10 units. Same design as on #9, but with overprint previously indicated. 1,000 overprinted. Bronze back as on #9. Not distributed to tourist outlets, but available at the phone marts. At least half the stock went to overseas buyers. Very scarce used. \$400.



11) Pa'u Rider: September 1991. 3-unit card; 5000 issued. A supply was allotted to the local distributor, who included it as a promotional offer with two other cards, to retail shops. Bronze back. Relatively scarce used. Vertical format. \$50.



12) Aloha Parade Float: September 1991. 7-unit card; 6500 issued. Produced as a companion to the Pa'u Rider card. First 7-unit card. Bronze back. Despite its appealing design, did not sell as quickly as its companion (Pa'u Rider) card. Few cards were used. Bronze back. \$25.

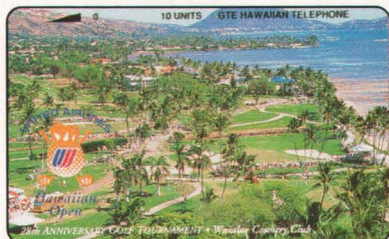


13) Hanauma Bay, HVB's 2nd Annual Golf Tournament for the Nature Conservancy of Hawaii: November 22, 1991. Part of a packet presented to golf tournament participants. One of the most elusive cards, used or unused. Rarely seen on dealer lists. 10 units. \$1,200.



14) Windsurfer: September 1992. 6 units; 10,000 issued. First 6-unit issue has white stripe at bottom with blue GTE Hawaiian Telephone lettering. Bronze back. Sold in machines, many were used. \$20.

15) NO ILLUSTRATION AVAILABLE Honeymoon Card, Fall 1992. 3 units; quantity unknown, as this card was issued to couples in Japan for use in GTE Hawaiian Tel card phones. Card depicts a couple sunning themselves on a Waikiki beach, with Diamond Head in the background. Has LOOK/JTR logo (Japan Tourist Bureau), with bronze back.



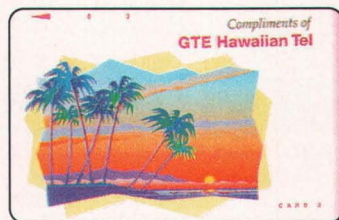
16) Hawaiian Open, 28th Anniversary: January 1993. 10 units; 2,000 issued. Bronze back. View of Wailea Golf Course, with a part of East Honolulu in background. Jointly issued (as was the companion card following) by GTE Hawaiian Tel and the distributor, it was sold to retail outlets in Waikiki. Some of these were used, but card is still relatively scarce.



17) Hawaiian Open, 28th Anniversary: January, 1993. 3 units in vertical format; 1,000 issued. Bronze back. Tournament logo includes United Airlines, a major sponsor. Sold at outlets in Waikiki; few used. 500 were sold to GTE Hawaiian Tel standing-order customers. \$175.



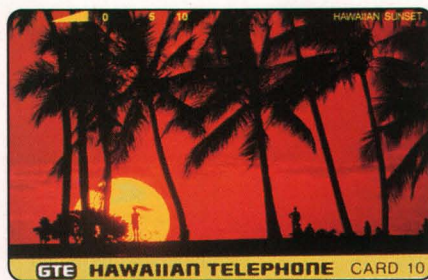
18) Complimentary: January 1993. 3 units; 1,500 issued. Shows GTE Hawaiian Tel logo, scene with palm trees on a white background. Cards given to delegates at the Pacific Telecommunications Conference. Remainder was sold to standing-order customers. Card has black arrow, numbers at the top. \$90.



19) Complimentary: May 1993. 3 units; 2,000 issued. Same as #18, but with pink arrow and numbers at top. Most were given to delegates attending the Pacific Area Travel Association, but some were recovered for persons making inquiries about GTE Hawaiian Tel cards. Printed on short notice; the head honcho of the P.A.T.A. made the request just prior to retirement of GTE Hawaiian Tel's manager of prepaid tele-



20) Hanauma Bay: May 1993. 10 units; 10,000 issued. Bronze back. The green lettering in the white stripe at the bottom makes this card different from its predecessor. "Workhorse" card, used for a limited time. \$22.



21) Hawaiian Sunset: June 1993. 10 units; 10,000 issued. The card did not sell well in tourist areas and therefore was never reprinted. Bronze back. Used, but not plentiful in supply. \$20.



22) Treasures: June 1993. 10 units; 5,000 issued. Vertical format, bronze back. Jointly issued by GTE Hawaiian Tel and the distributor. Part of a tourist promotion by the Oahu Attractions Association, where contestants could participate for prizes by solving a

riddle. Introduced in June 1993, it remained available until January 31, 1994. Distributed in tourist outlets. Card does not scratch easily after insertion into the phone. \$22.

top of the card upon completion of the call. The number of units punched depends on the length of the call and the time of day. A 10-unit card (the most common) provides 8 to 11 minutes calling time. The 3-unit card, or the "souvenir" card, gives a mere 2 to 3 minutes. It is rare to find a 3-unit card with more than one hole punched.

Through the years, cards have been produced in denominations of 3, 6, 7, and 10 units. The average retail price for a 10-unit card in Waikiki is \$20, which makes it a relative bargain for the Japanese tourists, who are the chief purchasers. Cards may also be purchased at the Phone Marts (two in Honolulu) and on Maui and Hawaii.

In the beginning, GTE Hawaiian Tel appointed two companies - VSX (Visual Software Expertise), and Teleconcepts - to distribute cards to retail outlets, mostly hotels and gift shops. The distributors had the right to print their own cards under the GTE Hawaiian Tel logo.

VSX produced one card (see #6), while Teleconcepts issued a large number of private, commemorative and general use cards. The local market was not large enough for two companies and VSX ceased operations in 1992. Teleconcepts' contract expired on January 5, 1995, and a new distributor, Tel Deb, Inc., was appointed in November, 1994.

The early days of GTE Hawaiian Tel cards were a time of experimentation, and numerous varieties have been uncovered from this era. During 1990-91, for instance, Tamura sent a number of cards to Hawaii with the picture side blank. A



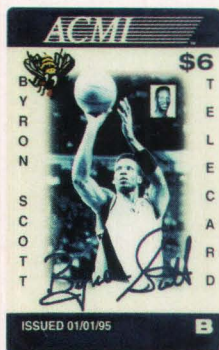
Marilyn in Swimsuit \$6



Endangered Koala. The "E" Card \$6



8c PhilaTELECARD™ TeleCard \$6



Byron Scott "B" Card \$6



22c PhilaTELECARD™ TeleCard \$6



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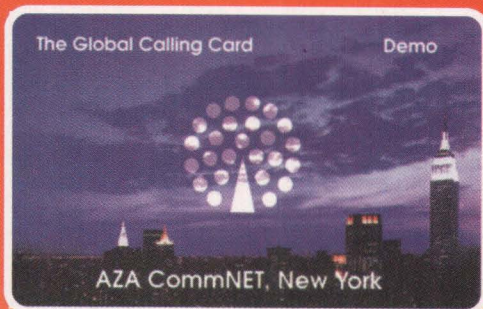
Sulphur Crested Cockatoo \$10



Flamingos in the Pink \$10



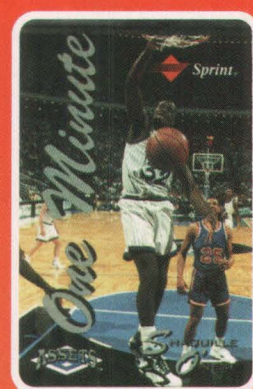
Baby Harp Seal \$10



AZA CommNET Demo Card \$6



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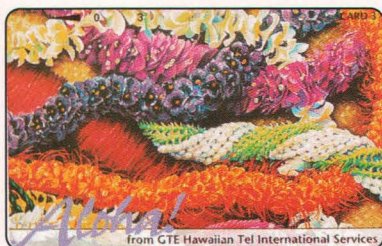
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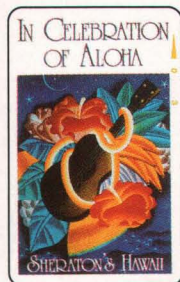
Country: Zip

Phone: Fax:

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23) *Leis*: August 1993. 3 units; 5,000 issued. Bronze back. Design taken from the 1993-94 phone directory. First given to Hawaii residents who performed a community service. Bulk release of these cards was made to dealer customers of the company who had signed up for a table at the fall 1994 TeleCard World convention in New York City. Remainder is expected to be released for future promotion by GTE Hawaiian Tel, and is not available for sale. \$12.



24) *Sheraton Hawaii*: September 1993. 3 units; 10,000 issued (7,500 to hotel, 2,500 to collectors/dealers). Features the Macintosh design for the menu on the Matson Line ships in 1941 (at which time Matson owned the hotels now managed by Sheraton). Vertical format, bronze back. Rarely found used. \$12.

machine existed locally to imprint any image the user desired. We have witnessed some of these cards, along with limited edition private cards, such as Snack Minato, a local "hostess" bar catering to Japanese fisherman (see #7). Undoubtedly, more private cards exist, either locally or in Japan.

The cards illustrated in this article include most of the known GTE Hawaiian Telephone company cards, as of January 1995. With one exception, GTE Hawaiian Tel distributor cards have not been included. This is a more complicated field, where many questions remain unanswered.

Where possible, the issue quantities of each card have been verified, based on GTE Hawaiian Telephone records. The card, month of issue, number of units, quantity printed, description, and relevant comments are included.

MC

Widely regarded as one of the most knowledgeable resources on GTE Hawaiian Telephone, Ted Ashworth is a dealer and long-time collector of phone cards. His Telecards Hawaii shop is located in Honolulu.



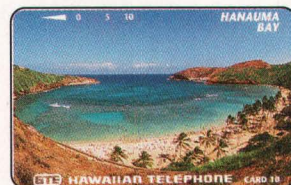
25) *Windsurfer II*: September 1993. 6 units; initial issue, 10,000. Yellow lettering makes it different from original. Design over entire card. A "workhorse" card, sold in machines. Common used and unused. Bronze back. \$10.



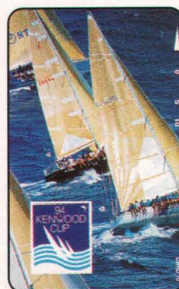
26) *Honeymoon II*: Fall 1993. 3 units; quantity unknown. Promotion same as for 1992 card. Shows the familiar LOOK/JTB trolley car on Kalakaua Avenue with Kuhio Beach in the background. Scarce card, generally found used. Bronze back.



27) *Diamond Head/Waikiki Beach*: January 1994. 10 units; quantity undetermined. A current "workhorse" card, common used. Design the same as in #2. Card replaced the original with silver back (now sold out). Bronze back. \$16.



28) *Hanauma Bay*: February 1994. 10 units; quantity undetermined. A current "use" card, commonly found used. Overall view, white letters, stripe removed from bottom of card. \$16.



29) *Kenwood Cup*: August 1994. 10 units; 5,000 issued. Biennial yacht race, July 20-Aug. 13, 1994. Most

of issue sold to collectors, dealers and participants. Scarce used, as cards were not widely circulated.



30) *Koi*: September 1994. 3 units; 10,000 issued. A colorful local fish, design reproduced from the 1994-95 phone directory cover. Current, as of January 1995. Bronze back. \$8.



31) *Leis*: September 1994. 6 units; 10,000 in initial issue. Design same as #23. Bronze back. This card is sold in machines. Few used cards seen at present time, as machines also sell 10-unit cards. \$10.



32) *Sumo Connection*: September 1994. 10 units; 5,000 in initial issue. Vertical format, bronze back. First black and white card issued by GTE Hawaiian Tel. A tribute to local Hawaiians,

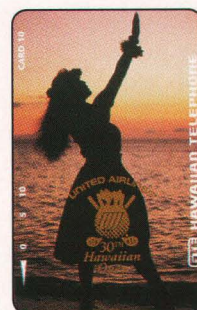
who have achieved the highest rankings in Japanese Sumo wrestling. A now famous error exists on the back of Chad Rowan's (Akebono) card. At the bottom, there are two, instead of three, magnetic stripes and, "TELEPHONE CARD 3" instead of "Telephone Card 10", as is normal. The proportion of error cards in each box of 100 varied greatly. Most were recovered by GTE Hawaiian Tel staff, but possibly up to 100 of these escaped. The error cards were returned to Tamura in Japan. \$20.



33) *Whale*: December 1994. 10 units; 10,000 issued. Shows the tail of a humpback whale out of the water, and a part of the island of Lanai in background. The water between Molokai, Lanai and Maui is the winter home for these huge creatures. This card (and the following two cards) was originally released by distributor, Tel Deb, for sale to retail outlets and placed in machines. Between December 24, 1994, and January 2, 1995, 75,000 tourists from Japan were expected. Bronze back. \$16.



34) *Hula Girl*: December 1994. 10 units; 10,000 issued. Includes 2,500 overprinted for the 30th Hawaiian Open. Vertical format, bronze back. \$16.



35) *Hawaiian Open, 30th Anniversary*: January 1995. 10 units; 5,000 issued. Vertical format, overprinted on Hula Girl card. Minor overprint varieties exist.



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(\$2.55, \$10, \$20, \$40), 1st Edition Set (\$1.52, \$5, \$10, \$20)	65.00	B.C.C. Cardex '94 Regular	4.00	Kruger Sprint Liberty	14.00	NASA-Japan Space Lab	8.50
1st Edition \$2.00 Card Original Factory Sealed Box		B.C.C. Essen Germany	10.00	Marlboro K-284	32.00	NASA-Germany Space Lab	8.50
OT 50 x 52 1st Edit Cards	150.00	B.C.C. Phoenix '94 Large	35.00	Olympic 91 Jumper	14.00	OJ Simpson "100% Not Guilty"	10.00
United Way Christmas Card	14.00	B.C.C. Phoenix '94 Regular	5.00	Olympic 91 Ski	24.00	NASA Shuttle Endeavor 1st Flight	5.00
Coin Saver Set (\$1.52, \$5, \$10)	25.00	B.C.C. Houston Telecard Expo Lrg.	35.00	Peppi	24.00	NEW GUINEA	
1st 13 Remote Cards	175.00	3 Card Kodak Recycling Program		Rizzi 11 different cards. Per Card	21.00	Toyota	8.00
Set includes 1st Edit Set, 1st Coinsaver Set, Xmas Card,		Set of the following 3 Cards	21.00	St. Pauli O-114	28.00	NEW ZEALAND	
Phone Phair Comp., G-7 Comp., And Shareholder Comp.		Desert Heart, Tree Heart, Mountain Heart		St. Pauli O-220	28.00	\$5 Elvis (2 card set)	28.00
Robin Yount Set (\$5, \$2, \$5, \$10)	35.00	CABLE & WIRELESS		St. Pauli O-277	24.00	NOS	
MacKinnon Island Set (\$2.55, \$10)	23.00	\$3.00 Soccer Only Card	4.00	Tarzan	15.00	Sadaharu OH (Autographed)	85.00
Soccer Set (\$2.55, \$10)	22.00	CANADA		Visa Card	12.00	Hakeem The Dream Olajuwon	8.50
World Sport Set (\$2.55, \$10)	22.00	BELL QUEBEC - \$20 Hello Phone Pass Montreal	17.00	Tk Journal	14.00	NYNEX (RBOC)	
Comiskey Park	6.00	BC TEL - \$20 Hello Phone Pass Vancouver	17.00	Visa Card	12.00	NYNEX-Gpt D-Day set	32.00
'94 Ana-Detroit 2 Card Set	6.00	BELL ONTARIO - \$20 Hello Phone Pass Toronto	17.00	Star Trek German Tel Kirk and Spock 2 Card Set	36.00	\$5.25 New York Skyline	110.00
Frank Thomas 3 Card Set	21.00	ALBERTA GOV. TEL - \$20 Hello Phone Pass Military		German Tel comic cards Batman	18.00	\$1.00 Comp. Yellow Telephone	40.00
AMERIVOX		The military card is sold only with the 3 phone pass cards		Bugs Bunny	18.00	\$5.25 Democratic Convention	230.00
\$7 Gold Elvis (Gold)	98.00	above 4 card set	91.00	Daffy Duck	18.00	\$1.00 Comp. Dem. Convention	
Gartel World Peace (Gold)	105.00	Bell Canada 4 card World Series Set	32.00	Felix The Cat Comic Card	15.00	\$5.25 New York at Night #1	28.00
\$20.00 1st Collector's Edition	75.00	CANADA CARD CALLER		Felix The Cat 9/92 4,000 pro.	18.00	\$5.25 New York at Night #2	7.00
\$5.00 ANA 1993	7.00	\$10 Toronto	7.50	Flintstones	15.00	Ellis Island 4 Card Set	55.00
Williamson Sailing Ship	12.00	\$10 Niagara Falls	7.50	Marvel Comics Superheroes #1	15.00	World University Games	8.00
\$5.00 CHief John Big Tree (Gold)	90.00	\$10 Eskimos	7.50	Mickey Mouse Euro-Disney	15.00	New York Summer Scene	8.00
\$7 APCC 9/94	10.00	\$36 Rabbi Schneerson	36.00	Nick Comic Card	14.00	New York Tennis	10.00
#1 Sitting Bull, #2 Lovers, and #3 Blackfoot (3 cards)	30.00	CARDEX 94		Popeye	18.00	Wish You Were Here Series	
#4 Sweet Dreams, #5 Geronimo &		ITC German Tel 2 Card Set	35.00	Porky Pig	18.00	Long Island	20.00
#6 John Big Tree (3 Cards)	30.00	Ameritech 2 Card Set	6.00	Superman	18.00	NYC	20.00
#10 Princess, #11 Red Cloud, &		Bell Canada \$1 (2,000 Prod.)	20.00	Tweety and Sylvester	18.00	Lake George	20.00
#12 Young Crazy Horse (3 cards)	21.00	Amerivox \$5 Nightwatch	7.00	GREAT BRITAIN		Niagara Falls	20.00
#13 Crazy Horse, #14 Mighty Sioux, &		Amerivox \$5 Ship	7.00	BT Bill Clinton	10.00	Spirit of Service	15.00
#15 Oregon Trail (3 Cards)	21.00	Amerivox \$5 Windmills	7.00	Mercury Dinosaur 3 Card Set	30.00	Luge Lillehammer '94	23.00
United Nations	40.00	South Africa Transtel	21.00	Mercury American Express	9.50	4 Card Commemorative Mag Stripe Set \$1 Comp.	
US Serh-Hiscocks (Autographed)	20.00	Comdez	6.25	World Cup Ireland	9.50	\$5, \$10, \$20 with Folder	50.00
Nyson Eagle	10.00	Liberty Quest	5.00	Camaro (mislabelled as a trans-am)	5.00	King Kong 3 Card Set	19.00
Hello Canada Sample	8.00	Brilliant Regular Size	4.00	GTI		Mitsui Sample Set 2 Cards	250.00
Sheraton Waikiki Hotel '94 II	15.00	Brilliant Large Size	32.00	10 Unit Bud One Blimp	4.25	Mitsui NY Tel, \$10 Liberty, Mitsui NY Tel, \$10 Harbor	
Elvis \$10 I.D. Card (U.S. Sale)	20.00	COMDEZ		10 Unit Sterk Surf	4.25	\$5 Sliced Apple	6.50
Elvis \$10 Phone Call (U.S. Sale)	20.00	Ladies 5 Card Set	56.00	10 Minute Saturn Auto	5.00	Holiday Peace	7.00
Elvis \$10 Portrait Rainbow (U.S.)	20.00	Beach Babes 4 Card Set	32.00	15 Minute Majic Minutes		PREMIER TELECARD MAG.	
Elvis \$10 Triptych (U.S. Sale)	20.00	Tony Bennet	10.00	20 Min. Shell Oil	4.50	The First US Show Devoted Exclusively to Phone Cards.	
(Export Price for the 4 above) ea.	12.00	Koln Show '94	7.00	15 Unit Florida	6.40	S.F. Phone Phair 1994	
World of Elvis 21 Cards	190.00	Motorola	3.00	20 Unit Sterk Dog	8.50	Phone Phair Logo Single Card	9.00
\$2 Elvis	4.00	CZECHOSLOVAKIA		30 Unit Orlando Airport	12.80	R&J	
Elvis Phonocard Club	24.99	Playboy	15.00	30 Unit Sterk Duck	12.80	Jimmy Connors-Tennis Festival	6.00
Elvis Record Disc	29.77	City Coke	14.00	40 Unit Medieval Times	17.00	SINGAPORE	
Elvis \$21 King of Hearts	30.00	DENMARK		'94 World Cup 25 Card Set each card 10 Units	100.00	Mickey Mouse Kodak	
U.S. Congress Taste America	7.00	Coca Cola (Danmotte Chip)	30.00	Flintstones 5 Card set	25.00	4 Card Set	75.00
\$30 Transworld Hor.	30.00	Coca Cola Rock	40.00	Budweiser 3 Card set	15.00	SOUTH AFRICA	
Wyland Whale 5 Crd. Set	82.00	IBM	28.00	SeaWorld 6 Card Set	30.00	Martin Luther King	15.00
Beetle Bailey 5 Crd. Set	82.00	FINLAND		Chamber of Horrors 3 Card Set	15.00	SPRINT	
\$20 Earth-moon Int'l Blue	24.00	McDonalds	20.00	GTS		\$1,000 Shaquille O'Neil Sample	14.00
\$20 Hologram	30.00	FRANCE		Upperdeck Red Legs	175.00	Classic 24 Card 1 min. set	75.00
\$20 International Satellite	20.00	Bugs Bunny	19.00	Hockey NHL Set 27 Card set plus		10 Unit Horses on Range	6.00
\$10 Blue Hawaii Convention '94	25.00	Bart Simpson-Sprite	19.00	1969 Miracle Mets 32 Card set		10 Unit French Quarter	6.00
'94 ANA Detroit \$5.00	7.00	Coca-Cola	19.00	All 59 Cards	400.00	10 Unit Grand Canyon	6.00
'94 ANA Detroit \$2.50	4.00	Marilyn Monroe 7 Year Itch	19.00	Marvel Xmas 4 Card set	40.00	10 Unit Mt. Rushmore	6.00
Inssinc Horowitz Crystal	21.00	Euro Disney Goofy	22.00	Marvel Halloween 4 Card set	40.00	10 Unit Coliseum	6.00
\$5 Rockefeller Center	7.00	Euro Disney Starry Nights	22.00	Marvel X-Men 6 Card set	60.00	20 Unit Flamingo	12.00
Eagle-Flag 10 Min Free-2 Cards	18.00	G.T.E. HAWAII		Mickey Mantle Set #1 5 Card set	75.00	20 Unit N.Y. Skyline	12.00
Ken Griffey	16.00	1991 Hibiscus	23.00	Mickey Mantle Set #2 5 Card set	65.00	20 Unit Hamburger Stand	12.00
Richard Petty	16.00	Historic 1991 Set 1991 Hibiscus, Surfer, Tahitian Dancer, 1991		Nascar Winston Cup 3 Card Set	79.00	40 Unit Popsicle Pup	24.00
Ron Jaworski	16.00	Waikiki Beach	125.00	HOLIDAY CARDS		\$5 Instant Foncard	10.00
Quarterback Legends II 5 Cards	82.00	Watersports 5 Card set	75.00	Ameritech Holiday Greeting	14.00	\$20 Instant Foncard	30.00
Rizzi Autographed	20.00	10 Unit Waikiki Beach	15.00	Amerivox Perillo Santa large	24.95	Lufthansa Eurocargo	62.00
Remembrance of Stormy	7.00	10 Unit Hananuma Bay blue	15.00	Comdez Snowman	2.50	Clinton-Kohl 2 Card Set	20.00
1st US Telecard Show Richmond 1993	125.00	10 Unit Hawaiian Sunset	15.00	GTS Marvel Xmas 4 Card Set	40.00	Art Card 2 Card Set w/greeting card	28.00
Phone Fair Comp. S.F. '94	10.00	6 Unit Windsurfer	9.00	HOUSTON EXPO 94		Game Day Brazil-Italy 1994	
Essen-Germany 5/94	7.00	10 Unit Kenwood Cup	15.00	Comdez	5.00	NASA Imi-2 Microgravity Lab (500 Produced)	30.00
Berlin Show 12/94	6.00	Cool's Triple Crown of Surfing - 3 Card set	35.00	INDONESIA		B.C.C. Anaheim Regular Size	4.00
Edwina's Turtle (10 min. comp.)	11.00	6 Unit Lei Promo	12.00	Carl Lewis- Panasonic	21.00	Apollo II Lunar Landing 25th Anniversary	
\$5 Names Project	5.00	1993 3 Unit Lei (5,000 prod.) and the		\$5.00 World	5.00	4 card set - 3 regular cards plus the Worlds First	
\$20 Names Project	20.00	1994 6 Un. Lei 2 Card Set	30.00	\$10 Indian Motorcycle	8.50	Silver Telecard 1GR 899 plus 4 flight patches	150.00
Celebration of Hope	21.00	3 Unit Kol	5.00	\$20 Indian Motorcycle	17.00	Sprint Marlene Dietrich Set 4 x \$3.00 cards	
\$20 Career Conv. Las Vegas	25.00	10 Unit Sumo	15.00	\$50 Indian Motorcycle	42.00	4 Different depictions of Marlene By 4 different Artists	24.00
JFK 1st Edit. Promo Album	250.00	GENERAL ELECTRIC		Mellow Yellow 500 1994	9.00	Sprint 24 K Gold Marlene Sets 4 card set as	
Batgirl Yvonne Craig Autographed.		D-day 50th Anniversary	5.00	Super Model 4 Card set	25.00	above in Gold	318.00
AT&T		New York Times Bklyn Bridge	11.00	Hooters 500 Nov. '94	15.00	STIS	
3 Unit Pre-paid Comp & 10 Unit Pre-paid (set 2 pcs)	15.00	GERMAN TELEKOM		L&G		The only Major League Baseball Licensed Telephone Cards	
Flintstones 2 Card Set 15 & 25	29.00	Apple Safe Sex	14.00	Intelpexo		1955 Brooklyn Dodgers 3 Card set	12.00
Xmas 94 Pre-paid Set 4 Card Set	49.00	Beate UHSE 0526 A,B,C (3 Cards)	69.00	No. 5 Service Card 702S		SWITZERLAND	
Universal Pictures E.T. 10 unit	30.00	Beate UHSE 0526 D,E,F (3 Cards)	69.00	No. 5 Service Card 106K		Cats (Broadway) 3 Card set	80.00
Dusseldorf	26.00	Beate UHSE 0526 G,H,I (3 Cards)	69.00	\$10 pre-Trial Card	125.00	TELECARD WORLD '94 NYC	
10 Unit Teletickets Bridge Connecting Two Worlds	16.00	Beate UHSE 0526 J,K,L (3 Cards)	69.00	Manning Prison (3 Card Set)	110.00	Cable-Wireless NY '94	10.00
Status Of Liberty	16.00	Beate UHSE 0526 M,N,P (3 Cards)	69.00	LODS METROMEDIA		LDOS Telecard World '94	5.00
Golden Gate Bridge	16.00	Beate UHSE 0526 S,T,U (3 Cards)	66.00	1994 Demo \$5 Rushmore	6.00	Amerivox Train	7.00
New York City Skyline	16.00	Beate UHSE 0296 A-G (7 Cards)	147.00	1994 Demo \$5 Miami	6.00	TRAVELTEL	
AUTELCA		Beate UHSE 0245 H-N (7 Cards)	147.00	\$10 Arch De Triumph	10.00	\$10 Half Disme	18.00
Iowa State University \$5		Bugatti	13.00	\$10 Man Below Earth	10.00	20 Unit Chain Cent.	18.00
BELL ATLANTIC (RBOC)		Carroussel #1 Red Reverse	20.00	Robo Cop Large 200 Produced	100.00	Indian Motorcycle 2 Card set	38.00
4 crd \$2.55, \$10, \$20 Set	50.00	Carroussel #2	20.00	Robo Cop Regular	10.00	U.S. MILITARY	
BELL SOUTH (RBOC)		Coca-Cola 3 Card Set	140.00	D-Day 4 Card Set 120 Minutes US	35.00	MCI US Navy \$30	42.00
\$1 1st mag stripe	5.00	Coca-Cola 4 Card Set Advertising Coke Products	96.00	Telecard World '94 NYC	35.00	MCI US Navy \$50	70.00
3 Card Summit Puzzle	23.00	Coca-Cola Koln Carnival	15.00	WORLD CUP '94		WORLD CUP '94	
Flamingo 2 Card \$5 & \$10 Set	21.00	Coca-Cola Polar Bear	15.00	Dave Brubeck \$9.00	6.00	Ireland Ole! 5 Unit BT in folder	9.50
BOTTOM LINE		Davidoff Cool Water	14.00	LDOS Tele Asia Disney Lion King	51.00	Germany 20 Un. 1993 SPrint w/logo	20.00
Goodcall with Virg. Slims holder	30.00	Dr. Schmitz 0-355 (3 Card Set)	60.00	4 Card set with disney folder		GTI 25 pc set 10 units per card	100.00
		Dr. Schmitz 0-553 (3 Card Set)	57.00			\$3.00 World Cup Cable & Wireless	4.00
						Sprint Game Day Brazil-Italy	10.00

BellSouth, Summit of the Americas (two-card set), \$5/\$10 denominations, 7,500 issued, December 1994.



BELLSOUTH COMMEMORATES SUMMIT WITH TABLEAU SET Last year's Summit of the Americas offered BellSouth Telecommunications a unique opportunity to showcase its world-class telecommunications and create a memorable souvenir of the historic event.

The Regional Bell giant created two commemorative sets of prepaid phone cards for use in 45 special card-reading public telephones, which were installed in 14 locations

throughout the Summit of the Americas meeting facilities cards were sold at kiosks positioned throughout the buildings.

The three-day Summit in Miami featured leaders of 34 North, South and Central American nations, including U.S. President Bill Clinton and Vice President Al Gore. The three-day series of meetings was covered by some 4,500 reporters from around the world.

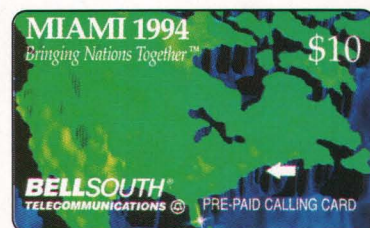
Both sets of the BST telephone cards incorporated the theme, "Miami 1994: Bringing Nations Together". The first, a three-card tableau, pieces together to form a topographical map of the Americas. It comes in denominations of \$1, \$5 and \$10.

The second set is made up of two cards, and features a global view of the linked continents, as seen from space. It is offered in face values of \$5 and \$10. Both sets were limited to 7,500 cards each.

The Summit of the Americas sets are the second issue this year for BellSouth, which earlier released trial cards at the University of Alabama at Birmingham's (UAB) Medical Center (see story in Feb. issue). According to Ron Royal, BellSouth product manager for prepaid calling cards, the results of the Birmingham trial have been "overwhelmingly positive. Plus, the cards have attracted a great deal of attention from the card collecting community," he said.

Inquiries and orders from card collectors should be directed to BST at (800)349-7481, or by mail to Ron Royal, BellSouth Public Communications, 9th Floor, 600 N. 19th Street, Birmingham, AL 35203.

BellSouth conducts business with some 20 million local lines as Southern Bell in North Carolina, South Carolina, Georgia and Florida, and as South Central Bell in Kentucky, Tennessee, Alabama, Mississippi and Louisiana.



BellSouth, Summit of the Americas (three-piece set), \$1/\$5/\$10 denominations, 7,500 issued, December 1994.

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Where to Find Them

Finding Phone Cards in the 'Big Apple'

By Steve Fritz

It all started when I told some of my friends that I was writing about phone cards. After describing what they were and how they worked, my friends asked where they could buy them.

To be honest, I couldn't name too many places. My check cashing center sold Western Union phone cards, and the phone service shop across the street also carried them, but those were the only places that quickly came to mind.

To find out where the average citizen could find a phone card in an urban setting, I set out on a quest through the streets of my native New York, with a land mass and population roughly equal to those of some of our smaller states.

Since I knew I couldn't cover the entire area, I decided to do the sensible thing. I picked up the phone and dialed 411. After all, it's a lot easier to let your fingers do the walking.

Playing dumb, I asked the operator where I could find some NYNEX (our local Baby Bell) phone cards. The silence on the other end of the line was deafening. Finally, the woman admitted that she had no idea what I was talking about. As such, she gave me the number

for my local NYNEX billing number.

When I called the number, I was greeted by a torrent of Spanish. The phone lines were acting up and I had been connected with the Spanish language billing center. Actually, the customer service rep on the other end was quite fluent in English and more than willing to help me — at least with any billing problems. When I explained that I was looking for NYNEX phone cards, this time I was the one speaking in a foreign language. She patched me through to another person in the English-speaking section.

After explaining how I was looking for NYNEX phone cards, the clerk patched me through to her supervisor. Curiously, the supervisor told me that NYNEX was only experimenting with phone cards and they were not yet for sale to the general public.

I mentioned to the super that I had friends who had shown me some of the NYNEX cards. She was unable to respond to that one. I let the conversation drop from there.

Undaunted, I dialed another NYNEX number. This time, the customer service rep was a lot faster. She informed me that I could get the cards in Manhattan on 42nd Street and 6th Avenue. She even provided me with the phone number for the shop.

The number was (800)545-EASY, but contrary to what the phone number indicates, it's an amazingly comprehensive computer-controlled information line. When you dial, you are faced with four options: the first tells you the latest product offerings; the second tells how to locate them; the third how to use the cards; and the final option guides you through problem areas. I chose door number 2.

The recording advised me to look for the yellow NYNEX phone booths, where directions for sales



A tiny local check cashing center where I can pay utility bills and pick up Western Union phone cards

points were to be posted. Armed with the information, and being it was a lovely fall day in New York, I laced up my cross-trainers, grabbed my coat and got on the subway for Manhattan.

My subway ride ended up at 42nd and 7th, the eastern tip of Times Square. I faced east and prepared to make the one block hike to the alleged NYNEX center. Directly across the street from me, however, was a calling center. For those unfamiliar with these storefront operations, calling centers are basically large rooms filled with phone booths. Customers reserve a phone with the clerk up front, provide a credit card number and then proceed to a booth to place a long distance phone call anywhere in the world.

This store was called Communications Systems, Inc. and it sold LDDS remote memory cards. The manager had them in \$10, \$25 and higher denominations and knew that the cards were 50 cents a unit domestically and \$1 per minute international.

If one of New York's finest — our local constabulary — had decided to follow me from there, he would have had a ball handing out jaywalking tickets, as I zigzagged across 42nd Street, going from store to store, asking if they sold phone cards. None of them did.

True to the promise, though, the NYNEX center was indeed located on the corner of 42nd and 6th streets. What the customer service clerk had failed to tell me, however, was that the center was closed — not just for the day, but for good.

All was not in vain, however, as I spotted a Hallmark store across the street. I jaywalked again and headed towards the store. The shop displayed thousands of conventional greeting cards, but none of the innovative Long Distance Greeting Cards, which have gained so much publicity for Hallmark recently. I decided to ask a clerk about the cards, just to see if she was aware of them yet, and she said yes, but that they were stored in a safe place to avoid shoplifting.

She pulled out a half dozen different designs and told me that she was expecting at least a half-dozen holiday-related phone cards within the next few weeks. I told her I would be back for them later.

Continuing my quest down 42nd Street, I meandered east until I found a shop near the corner of 5th Avenue, one of those electronic goods shops of low repute. Behind their cash register was a \$20 card from Pacific Universal Telephone. The clerk didn't know much about the cards, except that he used them to call Israel occasionally.

By now, the rain was really starting to pelt down and I still hadn't spotted any of those elusive NYNEX yellow phones. Back in



AT&T shop personnel were among the most informed about prepaid phone cards.

Queens, I resumed my hike, this time down Main Street. One block west of Main Street I found an AT&T calling center. The man behind the counter knew exactly what I was talking about and showed me three different cards — a 25-unit one and two 50-unit examples. The cards were priced at 45 cents a unit.

Two blocks away was my favorite hobby shop, Chameleon Comics & Cards. They handled NYNEX cards there, but just the old Landis & Gyr cards that have since been rendered non-functional. After spending some time chatting with the guys in the shop, I made a mental note that there was now an additional reason to shop at this store and decided to hike on to the nearest bus stop.

Since I knew that my check-cashing shop carried Western Union phone cards, I stopped by to see if they had any of the new WU commemorative issues but they only stocked the generic WU cards (\$5 to \$25 denominations). The calling center across the street only had \$25 TLC cards.

With my tour finally completed, I came to the conclusion that finding prepaid phone cards is still a little difficult for the average consumer — even in a supposedly advanced metropolis like New York City. Many of the retailers who sell them still are not too

knowledgeable about what they are and how they function. If you know what you want, however, you can eventually find some of the cards. Of course, if I had put my faith in NYNEX, I would still be standing on the corner of 42nd & 6th in the rain...

Still, it will give me something to talk about when I meet up with my friends again.

MC



At Ventura Communications Center, were six phone booths for overseas calls. They sold TLC phone cards.

AMERICA'S MOST WANTED

I made a prediction in last month's column, and it came true! It's called Disney, Disney, Disney. "America's Most Wanted" is dominated by Vista United's 14-card product line this month. Disney's private telephone company for users inside the Disney World property has been on almost every dealer's tongue for the last two months, as customers scurry to obtain the very limited supply of cards.

In strong contention this month the three-card Christmas Angel issue, Vista United's Telecom Magic card, the Disneyana III Convention card, and the three-card Children's Christmas Angel set.

1

VISTA UNITED PREMIERE CAST MEMBER SET

This three-card set and five other Disney cards were represented on several dealers' lists this month. The price for the entire 14-card set has increased some 25 percent from last month, and some issues are nearly unavailable. Perhaps the limited issue of cards was geared to create excitement, or the production figures were chosen for internal company reasons. The price skyrocketed when collectors calculated the demand and compared that to the number produced.

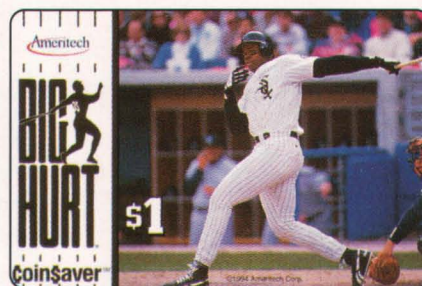
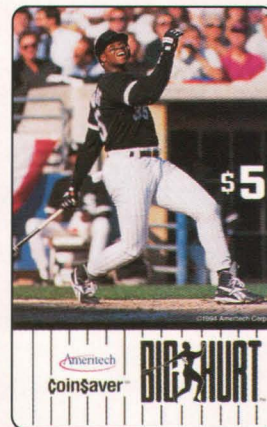
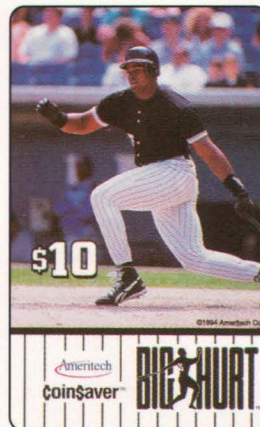
The really scarce issues are not the best sellers, however, as collectors and investors seem to be concentrating on the more obvious first set of three cards — the Premiere Cast Member set and the companion "general issue" set.



2 SPRINT MONSTERS OF THE GRIDIRON

After slumbering since early last year, the Monster has come back alive and kicking. First seen at the Phone Fair in March 1994, it created quite a stir, with cards trading at \$120 wholesale for a few hours. By the end of the show, the price had dropped to around \$40. The rumor of a large available quantity forced prices down to \$25-\$35 wholesale, where they seem to have settled. I don't believe the large quantity ever traded hands in the U.S., and it could have found a new home in Europe.

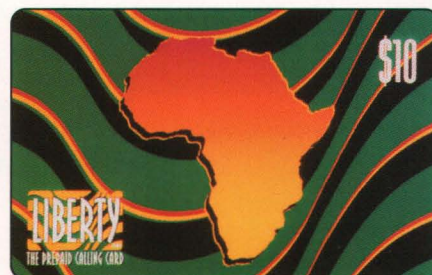
Now the supply is tightening and interest is building again, as it should. This is a Coca-Cola card, which commands the attention of Coke collectors around the world. It has all the indications of being another McDonalds story — many produced and few preserved for collectors. Better get yours before the price breaks \$75, which I believe it will do during 1995.



3 AMERITECH FRANK THOMAS SET

The popularity of the Frank Thomas set is due to the tremendous performance and personality of this baseball superstar. Other players' cards — those perhaps just as talented — can't come close

to the drawing power of this set. Additionally, the extra value of a major Regional Bell, like Ameritech, can't be ignored (players with less visible issuers have a steep hill to climb just to catch up). This set is recommended at or near issue price: supplies are limited and more and more sports card collectors are discovering telephone cards. Some telephone cards are starting to make the sport card price guides, which means increased demand.



4 LIBERTY \$10 AFRICA! The brightly colored motif attracts the younger crowd; the low per-minute rate (33¢/min.) makes it a thoughtfully designed user card. A low production run of 1,200 has made this card an instant hit, both for the issuer and dealers in the secondary market.

5 BELL ATLANTIC PREMIER SET

As the first listing for Bell Atlantic, these cards will attract the attention of the worldwide collectors. Such cards typically draw an avid, well-heeled set of collectors, who believe that through the law of averages, the first cards of a country (or company) appreciate faster than later issues.

The \$2 comp card is the hottest, with the complete four-card set not far behind. All are bright, simple remote memory card designs that remind me of older Landis and Gyr British Telecom designs, with mostly unused space at the top. The designs (could I call them sleeping telephones?) are in vivid colors and turn the mundane telephone handset into a work of art.



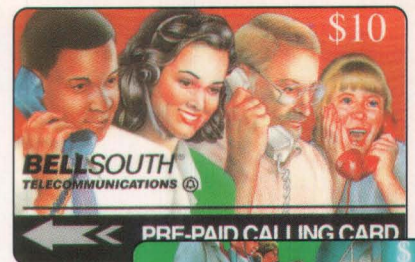
6 NYNEX KING KONG SET This three-card set is popular because it is both a movie card and a puzzle set from one of the most visible and successful U.S. telecard issuers. The cards originally drew fire from purists who contended that each card should be a complete design within itself, and then make up a more grand overall design when fitted together like a puzzle. To a purist, this and only this, is a puzzle set. However, we Americans aren't purists, and we've just politely listened, ignored them, and made a great, fun card set!



7 USACARD \$5 OLDE TYME SANTA CLAUS A strong seller, right up to and past Christmas is this Santa Claus design from yesteryear. I've found many Christmas antique collectors who collect year round, so I expect a gradual price appreciation from this one, without regard to the season.

8 BELLSOUTH TRIAL SET

The University of Alabama at Birmingham (UAB) Medical Center trial set of four cards (whew!) is being used at hospital locations near waiting rooms and emergency rooms. Ever try to find change for pay phones in a hospital? Not easy, is it? The card designs are very pleasant for a first issue, and purists like the fact that the cards use stored memory, with dedicated card phones installed at the Medical Center.

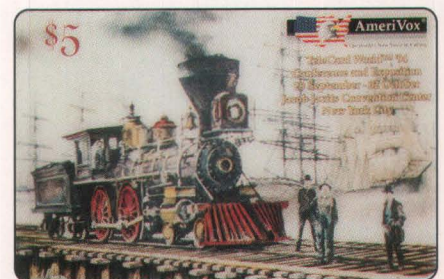


9 NYNEX \$5 PEACE CARD

Although NYNEX no longer captures first place month after month in the best-selling race, their designs and positioning in the collector market usually earns them a spot or two on the "America's Most Wanted" list. This month the Peace card is a worthy qualifier as NYNEX's second listing of the month.

10 AMERIVOX \$5 OLD STEAM ENGINE

AmeriVox is usually represented on most best selling lists, and contributes this month's 10th best seller. Originally issued for the New York TeleCard World show this past fall, the picturesque locomotive card is just now picking up steam. Even though it comes in at 10th place, that is still quite an honor. Think how proud a basketball team is to be ranked 10th in the country. And so it is with telecard issuers: there are hundreds of them now in the U.S., with most concentrating on the user market. To have a card in the top 10 is truly noteworthy.

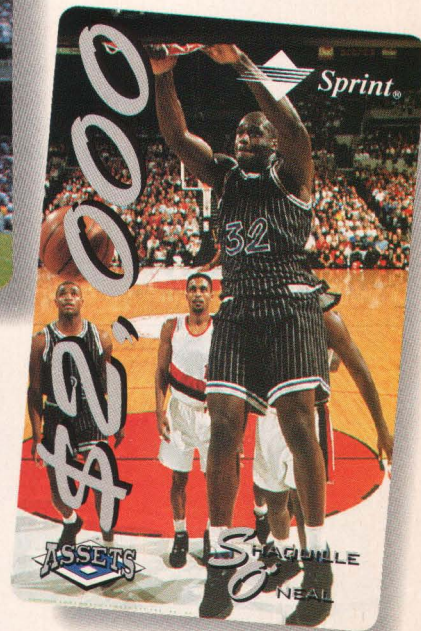
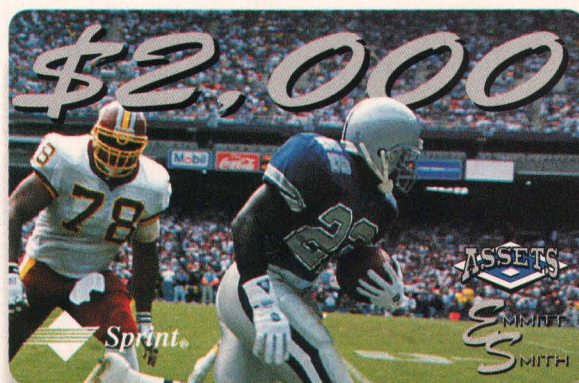
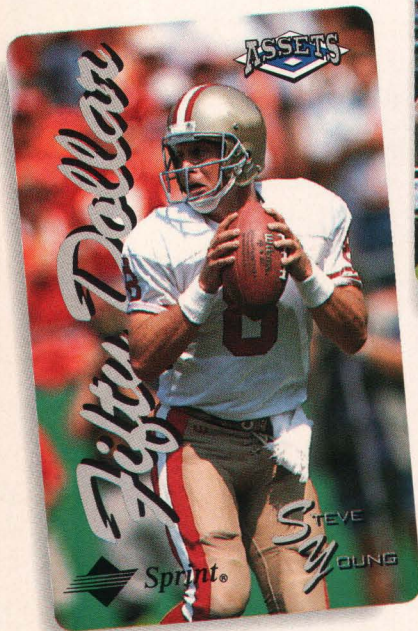


There also seems to be quite a group of collectors concentrating on the various expo or commemorative show cards. The expo collecting checklist is growing rapidly and is already quite a challenge to keep up to date.

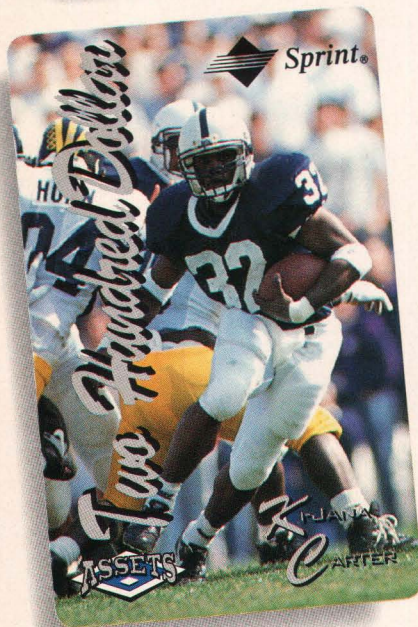
Thanks to the following dealers for their sales data: International Phonecard Exchange (210)857-2121; Sears Coins & Stamps (813)791-7535; Keep The Change! (407)629-2273; Americards (206)641-6057; and Steve Eyer, Inc. (217)864-4321.

Steve Eyer

Assets Series II FÖNCARDS:



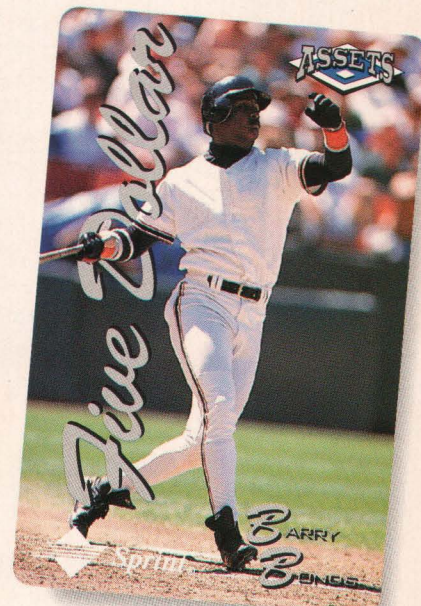
Something To Talk About



We've doubled the excitement! If you liked Classic Assets, you'll love **Classic Assets Series II**, the product that features \$2,000 Sprint prepaid FÖNCARDS. Classic has doubled the value of the FÖNCARDS in Series II, so this time there's twice as much to talk about! **Classic Assets Series II** includes randomly inserted Sprint prepaid FÖNCARDS worth \$2,000, \$200, and \$50 - that's twice the value of Classic Assets. Series II features today's top athletes, including Super Bowl MVPs Steve Young and Emmitt Smith on \$2,000 and \$50 FÖNCARDS, with Heisman Trophy winner Rashaan Salaam and Rose Bowl champion Ki-Jana Carter appearing on \$200 FÖNCARDS. And incomparable basketball big man Shaquille O'Neal is in here too, appearing on both the \$2,000 and \$50 FÖNCARDS.

Not only have we doubled the value of our top FÖNCARDS, but Classic still **GUARANTEES** you one FÖNCARD and five super premium trading cards in every pack. In addition, three \$2 and one \$5 FÖNCARD are inserted in every box, and only 1,995 12-box cases will be produced.

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Series II

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© 1995 Classic Games, Inc. *U.S. Domestic Calling Only. *Customer Service (809)428-3354 *Made in USA *Item #75550
Odds of Receiving: a 1 Minute FÖNCARD 1:1.1; a Silver Foil Facsimile Signature card 1:6; a \$2 FÖNCARD 1:8; a \$5 FÖNCARD 1:24; a Die-Cut card 1:24;
an Images 95 Preview card 1:24; a \$50 FÖNCARD 1:576; a \$200 FÖNCARD 1:3,200; a \$2,000 FÖNCARD 1:28,800.

PRICE GUIDE

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
ACMI				
3/4/94	2000	28U	Birthday Card	\$22.00
7/4/94	5000	\$3	Blown Away Movie	\$11.00
8/15/94	1992	\$3	Endangered Clinton	\$12.50
5/15/94	5000	\$3	Endangered Species - Cheetah	\$10.00
3/4/94	5000	\$3	Endangered Species - Collage	\$13.00
8/30/94	5000	\$3	Endangered Species - Gray Wolf	\$10.00
12/1/93	1800	\$3	Endangered Species - Harp Seal	\$55.00
1/15/94	5000	\$3	Endangered Species - Humpback Whale	\$14.00
3/4/94	5000	\$3	Endangered Species - Macaw	\$11.00
8/1/93	1000	\$7	Endangered Species - Panda	\$45.00
3/15/94	2500	\$3	Green Bay Packer Hall Of Fame - Vince Lombardi	\$10.00
9/1/94	1500	28U	Holiday Telecard - Candle	\$17.50
9/1/93	3000	\$6	Jerry Lee Lewis 5 Card Set	\$40.00
9/1/94	5000	\$6	Larry Bird "A" Card	\$11.00
5/1/94	5000	\$6	Larry Bird "L" Card	\$9.50
9/1/94	5000	\$3	Marilyn Monroe	\$13.00
9/1/94	4000	\$7	Marilyn Monroe - "M"	\$10.00
8/9/94	5000	\$6	Smokey Bear	\$10.00
6/1/94	2500	\$3	Toyota Camry	\$15.00
Alaska				
2/1/94	3000	\$53	Eskimo Hunter	\$49.00
1/1/94	3000	Var.	Snow Scene/Northern Lights/Eskimo Hunter & Bald Eagle	\$125.00
Amcall				
1/1/95	5000	Unknown	Deion Sanders	\$25.00
Ameritech				
7/1/94	6000	40&\$3	ANA convention 1994 SET	\$20.00
4/4/04	5000	\$1.2,5,10	Coinsaver 4 card set	\$35.00
12/1/94	40000	\$1	Frank Thomas Big Hurt CoinSaver	\$7.00
3/1/94	3000	\$2	G-7 Jobs Conference	\$50.00
12/1/93	5000	\$5	Holiday Edition Card	\$24.00
5/1/94	13900	VAR.	Mackinac Island CoinSaver - 3 Card Set	\$34.00
3/1/94	5000	\$1	Phone Phair 1994	\$27.00
5/1/94	14000	VAR.	Robin Yount- Set of 4	\$35.00
7/1/94	14200	\$2	Senior Open Golf Tournament	\$11.00
AmeriVox				
7/1/94	1000	\$1	\$1 Anaheim Sports Card Show	\$50.00
9/27/94	3636	\$5	Aids Quilt Project	\$10.00
6/1/94	2777	\$7	American Phone Card Collectors' Club	\$50.00
1994	5000	\$5	Beetle Bailey (Series I) 5 card set	\$90.00
5/1/94	1000	\$5	Billboard 100 Year Issue	\$150.00
1/1/94	10000	\$10	Blue Hawaii	\$35.00
4/6/94	5000	.5 U	Brilliant Universe - Family	\$15.00
5/1/93	5000	\$10	Cactus	\$37.50
8/4/94	3000	\$5	Cardex 94 Rembrandt	\$14.00
1993	3777	VAR.	Elvis Album Set (incl. \$7.77 card)	\$200.00
12/1/93	9777	\$7	Elvis Presley - gold Card	\$135.00
10/1/93	2000	\$10	Elvis Presley - ID Card	\$25.00
5/1/93	50	\$5	Go! Phone - Chief Bear Bull, Blackfoot	\$110.00
1/1/93	5000	\$20	Hello Canada	\$37.50
12/1/94	10000	\$21	John F Kennedy	\$25.00
6/1/94	10000	\$10	Ken Griffey Jr.	\$25.00
8/1/93	11111	\$10	Nyson I - World Eagle	\$45.00
6/1/94	10000	\$10	Patsy Cline	\$25.00
12/1/93	5000	2.50 EA	Perillo Indian Set 1 (3 Cards)	\$45.00
1994	5000	2.50 EA	Perillo Indian Set 2 (3 Cards)	\$40.00
4/1/94	5000	2.50 EA	Perillo Indian Set 3 (3 Cards)	\$38.00

Price listings in the Moneycard Collector Price Guide are provided only as a guide and are based on the retail selling prices of the most popular unused mint condition cards. Prices have been determined by cluster analysis and not by arithmetical average.

Example: a card listed in the Price Guide at \$25 could be based on this information:

Dealer 1\$20 Dealer 2.....\$20
 Dealer 3\$25 Dealer 4.....\$25
 Dealer 5\$25 Dealer 6.....\$35
 Dealer 7\$35

Data used in compiling this month's guide was supplied by the following dealers whom we thank for their assistance:

- Americards
- Bruce Gibbings Telecards
- Flanagan's Fonecards
- Global Telecard Company
- International Phonecard Exchange
- Keep the Change
- Marin Numismatics
- Phone Cards Hawaii
- Sears Stamp & Coin (Clearwater, Florida)
- Steve Eyer Inc.
- TeleTrading Cards, Inc.

Moneycard Collector is committed to providing collectors with the most accurate and unbiased pricing information available in the phone and debit card hobby.



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AmeriVox *continued*

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
9/1/94	5000	2.50 EA	Perillo Indian Set 4 (3 Cards)	\$30.00
1/1/04	2000	VAR	Quarterback Legends Series 1	\$115.00
11/12/94	500	Unknown	Ronald McDonald House/Coca Cola set of 4	\$300.00
6/1/94	5000	\$10	Three Stooges	\$25.00
6/1/94	2000	\$10	Wyland Whales 5 card set	\$90.00

AT & T

5/1/92	Unknown	10 U	American Bald Eagle	\$22.00
3/1/93	5000	10 U	Art Deco District (Miami)	\$21.00
5/1/92	Unknown	10 U	Bridge Connecting Two Worlds	\$22.00
7/1/92	500	25 U	Democratic Convention	\$380.00
Unknown	Unknown	50 U	E.T. (French)	\$1,500.00
6/1/92	5000	10 U	E.T. in Envelope	\$50.00
6/1/92	5000	10 U	E.T. w/o Envelope	\$37.00
Unknown	Unknown	15 U	Flintstones	\$15.00
5/1/92	Unknown	10 U	Golden Gate Bridge	\$17.00
11/1/92	6000	10 U	Holiday Sweets	\$21.00
4/1/93	4500000	\$3	McDonald's Big Mac	\$125.00
4/1/93	4500000	\$3	McDonalds No Holder	\$60.00
9/1/92	Unknown	10 U	New York City Skyline	\$22.00
9/1/92	Unknown	10 U	Nubble Lighthouse, Maine	\$22.00
12/1/93	10000	10 U	Peace	\$85.00
8/1/92	1050	10 U	Republican National Convention	\$400.00
5/1/92	Unknown	25 U	Statue of Liberty	\$60.00
Unknown	6000	10 U	Winter Wonderland	\$18.00

Bell America

Unknown	1500	Unknown	Disney Movies 4 Cards (Donald, Mickey, Goofy, Pinocchio)	\$80.00
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Bell Atlantic

1994	Unknown	\$20	Blue Phone	\$27.00
1994	Unknown	\$2	Complimentary Card	\$6.00
1994	Unknown	\$5	Green Phone	\$10.00
1994	Unknown	\$10	Yellow Phone	\$16.00

Bell South

1994	Unknown	none	UAB Test Card - White	\$85.00
1994	20000	\$20	UAB Trial Card - Blue Phone	\$35.00
1994	20000	\$10	UAB Trial Card - Party Line	\$20.00
1994	20000	\$1	UAB Trial Card - Payphones	\$10.00
1994	20000	\$5	UAB Trial Card - Touchtone	\$10.00
1994	Unknown	VAR	UAB Trial Card 1st Issue Set of 4 Vending Pack	\$75.00

Brilliant Color Cards - BCC

10/28/94	5000	3 M	All Star Basketball (std. size)- LDDS	\$9.00
5/17/94	500	7 M	Debit-card Woman - Large - AmeriVox	\$350.00
5/5/94	5000	3 U	New Telecard Man - ACI	\$40.00
3/4/94	1000	5 U	Phone Card Family - Large - AmeriVox	\$275.00
9/10/93	500	7 M	Telecard Man - AmeriVox	\$225.00
9/25/93	100	7 M	Telecard Man - Large - AmeriVox	\$975.00

Cable & Wireless

10/1/94	25000	\$3	Telecard World '94 Promo Card	\$25.00
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CDG

1994	1000	\$5	American Tele-Card Conv. Cactus	\$23.00
1994	5000	\$10	Booker T & MGs	\$15.00
9/1/94	5000	\$10	Tony Bennett	\$13.00

Collector's Advantage

8/1/94	10000	\$3	Hakeem The Dream	\$15.00
10/1/94	Unknown	\$10	Indian Motorcycle	\$14.00
1994	3000	\$3	Mello Yellow 500	\$15.00
1994	2500	Unknown	Super Models Set of 4	\$42.00

ConQuest

6/1/94	4000	25 U	Anaheim Expo Sports Collectors Set	\$55.00
3/1/94	5000	\$9	Break the Bank - Piggy Bank w/coins	\$10.00
2/1/94	2000	\$20	Earthquake Relief Donation Card	\$40.00
3/1/94	5000	\$9	Gold Coins	\$10.00
9/1/94	1600	5 M	1st Ever Sears card	\$25.00

Finish Line

1994	1800	\$10/25	Series 2 Set	\$100.00
6/1/94	Unknown	\$10	Tour of America	\$12.00
6/1/94	5000	\$10	Winston Cup Drivers Series 1	\$12.00
6/1/94	1800	\$10	Winston Cup Drivers Series 2	\$10.00

Globalcom 2000

1994	25000	\$10	7-11 Card	\$17.00
12/1/93	Unknown	\$10	Marilyn - Christmas	\$15.00
12/1/93	Unknown	\$3	Marilyn - Valentine	\$12.50
12/1/93	Unknown	\$10	MONA - Museum of Neon Art	\$15.00

GTE

1/1/95	80000	5 M	Hi Mom - 1995 Super Bowl Card	\$45.00
1/1/95	3000	15 U	Superbowl XXIX with 2 helmets	\$25.00

GTE - Hawaii

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
9/1/91	6500	7 U	1991 Aloha Festivals - Floral Float	\$30.00
1/1/94	6000	3 U	1994 Hawaiian Open - 29th Anniversary	\$20.00
1/1/90	750	10 U	25th Hawaiian Open	\$1,100.00
12/1/93	1000	3 U	28th Hawaiian Open	\$140.00
7/1/94	3-5000	10 U	94 Kenwood Cup	\$40.00
7/1/93	1000	3 U	Diamond Head - Sun & Fun	\$55.00
2/1/91	5000	3 U	Hibiscus, Hula Dancer, Beach, Surfer	\$170.00
4/1/92	500	10 U	Tokai University	\$385.00
9/1/92	10000	6U	Windsurfing	\$35.00

GTI Telecom

11/1/93	112500	10 U	Bud One Airship	\$8.00
11/1/93	90000	40 U	Crock Rock - English	\$21.00
11/1/93	112500	20 U	Dog Gone Artist - English	\$13.50
1994	Unknown	4 M	Fuji Photo/Kmart	\$7.00
11/1/93	112500	120 U	GTI - Soccer - USA '94	\$60.00
1994	Unknown	4 M	Kmart/Fuji Photo	\$15.00
11/1/93	2000	20 U	NASA Space Shuttle Launch	\$14.00

GTN

2/1/94	1000	20 U	Bill Clinton Caricature	\$12.00
5/1/94	5000	10 U	Floating Coins	\$6.00
6/1/94	2000	20 U	Florida Cat	\$12.00
5/1/94	5000	25 M	Magic Eye Series - Fish	\$14.00
5/1/94	3000	25 M	Magic Eye Series - Raindrop	\$25.00

GTS

3/1/94	3000	3U/3M	69 Miracle Mets (32 card set)	\$250.00
11/1/93	5000	17 U	AIDS - First Day Issue	\$29.00
11/1/93	5000	17 M	AIDS Awareness Card	\$17.00
2/1/94	3000	16 U	Basketball Centennial Stamp	\$14.00
11/1/93	2000	16 U	Chinese New Year Stamp	\$14.00
6/17/09	2000	20 M	Cyberforce Super Heroes	\$12.00
10/1/93	1250	\$20	Flydrive (Lufthansa/Avis)	\$35.00
1/1/94	500	16 U	Love Stamp - Roses	\$17.00
5/1/94	5000	\$10	Marvel Comics - 3 card set	\$69.00
5/1/94	8000	20 U	Marvel Comics: X-Men - Series 1 (per card)	\$15.00
9/1/94	5000	10 M	Mickey Mantle Series 1 - 5 card set	\$90.00
12/1/94	5000	10 M	Mickey Mantle Set 2	\$50.00
1/1/94	5000	17 U	NHL - New York Rangers	\$14.00

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McDonald's 4 card set
Amerivox 500 set issue
Produced for Fund Raiser - Ronald
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Sold Out in 2 days
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Star Trek-New Issue
2 card set
Limit 2,500
Future Call \$35.00



1-4 Sport
Sprint Set
8 Card issue
6 per case
Issued Sprint/
Classic
\$45.00



Jerry Rice-
New Issue
'127th Catch'
USA Card
5,000 issue
\$15.00



Snow White with Album
Set of 3 Telecom Disney
3,000 issue
\$65.00

These are the 5 most in demand items in the west during the last 90 days.

ACMI	Nyson #1 Global Eagle	60.00
94 \$3 Clinton End Species	Wyaland albums 5 card set	75.00
94 \$7 Clinton End Species	Earth to Moon	30.00
Batman Collector Telecard	\$10 ANA 1st issue	70.00
AmCall	Indian series	70.00
93 1st Amcall Phone Card	'93 Mother's Day	35.00
93 \$10 NFL Players 10 card set with Emmitt Smith	Blue Hawaii Convention	30.00
Ameritech	Early Bird Convention	35.00
1st Ed Snowflake Series Trial	Patsy Cline	20.00
1st Ed Amer. Issue '93 Xmas	1st General Printing issues	CALL
94 Frank Thomas 3 card set	JFK singles	20.00
Amerivox	JFK album 21 card set	215.00
Perillo Indian Card set of 3	'93 ANA \$5.00 1st issue	70.00
Aids Quilt	Wind Beneath Your Wings	400.00
Amerivox Dir School	Hello Canada (sample card)	35.00
Regular Issue	AT&T	
1/93 1st Collector Card	Spanish 10 unit Nite Scene	
'94 Tony Gwynn unsigned	at Rockefeller Ctr.	
'94 Tony Gwynn signed env.	error card	225.00
'94 Ken Griffey	McDonald's ET 3 U in env.	175.00
'94 Champs Forever	ET regular issue	55.00
'94 Quarterback legends#1 Set	Authentic	
'94 Quarterback	Bryan Leach set of 3	
legends #2 set	regular issue	25.00
'94 Elvis album 21 card set	Santa Claus sports signed	25.00
'94 Elvis ID	Santa Claus sports unsigned	8.00
'94 Elvis Pink Phone	Bell America	
1st Hologram Intern.I	Mickey's Nightmare (set of 4)	125.00
1st Transworld	Conquest	
Nyson Horizontal '94	25 Unit '94 Inter Sports Show	20.00
'94 Amerivox Dir. School	CNSC	
'94 BatWoman signed	Nolan Ryan Sets 1 or 2	25.00
Yvonne Craig	Diamond Connections	
	Ken Griffey 5 card set	45.00

Global Calling	'93 All Star Hockey	
Kings, Ducks, Sharks single cards	15.00	
GTS	\$10 marvel 3 card 1st issue	70.00
\$12 marvel 6 card 2nd issue	65.00	
Upper Deck 125 Anniversary	200.00	
Upper Deck Mantle	5 card set I or II	80.00
'69 mets set		295.00
IDB	Gretzky 802	40.00
International Cards	Goofey Gold Paris Disney	15.00
Philatelia Seals	35.00	
Beauty and the Beast	4 card Germany	125.00
Lion King 2 card Germany	40.00	
Felix the Cat Germany	15.00	
Coca-Cola Hungary	\$20.00	
Coca-Cola Singapore	\$50.00	
NAT	1st Intl. Sports Show \$2.50	10.00
Sadaharrah Oh unsigned	from Show	35.00
Sadaharrah Oh signed	in English	80.00
Sadaharrah Oh signed	in Japanese	100.00
New Zealand Telecom	Jurassic Park set of 4	
with folder	60.00	
Elvis \$5 Collector's Gold	20.00	
Elvis \$5 From the Heart	20.00	

NYNEX	1st Nynex \$5.25 NY Skyline	150.00
2nd \$1 Yellow Telephone	70.00	
\$1.00 '92 Dem. Natl. Conv.	CALL	
\$5.25 '92 Dem. Nat. Conv.	CALL	
\$5.25 Empire State Bldg #1	50.00	
\$5.25 Summer Games	10.00	
\$5 NY Stock Exchange	10.00	
Phoneline USA	Stargate 3 card set w/folder	60.00
Smartel	Robert Clemente set	60.00
Sprint	4 Sport \$1 issue set of 8, Faulk, Robinson, Kidd, O'Neil, Wilson, Diller, Janowski, Grieve (complete set) 1st	45.00
(complete set) 2nd	90.00	
(for single prices call)		
'92 1st Sprint Liberty	50.00	
Soccer Card Germany unauth	10.00	
Classic Assets \$2 \$5 \$25 \$100 \$1,000 (sets and singles call for prices)		
Telecard	Beatles '67 Monterey Pops art	30.00
USACARDS	\$5 Long Beach Coin Show 94 issue	20.00
\$5 Old Tyme Santa	5.00	
\$5 Long Beach Coin Show 95 issue		
USWest	Northwest Legacy Indian	

5 card set with folder	150.00
Vista United / Disney	
\$5 Premier Cast Member	100.00
\$5, \$10, \$20 Premier Cast Member set	500.00
\$5, \$10, \$20 2nd issue Cast Member set	350.00
\$8, \$15, \$30 Christmas Angles	150.00
PhoneCard Supplies	
Ultra Pro Phone Card pages	
Case	120.00
Box of 50 Pages	15.00
UP Phone Card albums	6.50
#10 Envelope Rigid 25 ct.	10.00
10 or more (each)	5.50
2x4 Rigid 25 ct.	2.50
Saf T Sleeves (100 ct) case	40.00
10 or more (each)	5.50
Mini Snaps (150 ct) case	50.00
10 or more (each)	4.40

STARTER KITS	
1. 16 different phone cards in Ultra Pro album with pages, '95 Teletrade calendar, the World of Phone Collecting by Felton, free user phone card - TOTAL VALUE OVER \$200.00 - ONLY \$95.00	
2. 8 different Amerivox phone cards in rigid #10 envelopes, '95 Teletrade calendar, the World of Phone Collecting by Felton, free user phone card - TOTAL VALUE OVER \$250.00 - ONLY \$125.00	
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ClassiCards

ACMI

Cat#	Units	Issue	Title	Price
P2	20u	(3,000)	Ryder Truck Rentals Collectors' Series	130

AMERIVOX

Cat#	Units	Issue	Title	Price
D18	\$20	(5,000)	First Collector's Card	100
D36	\$10	(400)	Eagle & Globe (Nyson) Test Card	275
D47	\$20	(12,222)	Hologram Globe Card - International	50
D46	\$10	(11,111)	Nyson I-World Eagle - Hologram	50
D49	\$5	(777)	First USA Telephone/ Credit Card Convention	125
D46A	\$10	(400)	Nyson I-World Eagle Test	300
LE 25	\$7	(9,700)	Elvis Presley 25-Gold Card	150
LE27	\$11	(1,000)	Jumbo Elvis Montage Card - Given only to AmeriVox 1993 Xmas Party	850
P35	7u	(900)	Telecard Man	200
P36	7u	(100)	Telecard Man - Jumbo	875
P39	7u	(5,000)	Debit Card Woman (BCC)	35
P40	7u	(500)	Debit Card Woman - Jumbo Card	215
BCC	5u	(5,000)	Brilliant Universe	15
BCC	5u	(1,000)	Jumbo Comp. Super Card Family-Phone Phair	100
BCC	5u	(500)	Cruise Set of 4 Small & 1 Jumbo Phone Phair signed	350

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1/1/94	5000	16 M.	NHL All Star Card	\$15.00
1994	350000	5 M.	Taco Bell Promo Card (paper)	\$10.00
7/1/94	2000	3 M.	Upper Deck 150th Anniv. Baseball Card	\$200.00

IDB Worldcomm

1/1/94	5000	\$25	Wayne Gretzky	\$45.00
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Interactive Telephone

3/1/93	150000	5 M.	Playtex 18 HOUR	\$12.00
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InterNet

5/1/94	2000	\$3	Coca-Cola 600	\$30.00
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Landis & Gyr

4/1/85	Unknown	120 U.	Intelpo 85, pale blue/silver	\$1,250.00
Unknown	10000	Unknown	Manning Prison Set of 3	\$175.00
1/1/04	Unknown	\$10	NYNEX Trial Card #701C	\$295.00

Laser Radio/Go Phone!

11/1/94	1000	\$10	Bear Bull Blackfoot	\$14.00
11/1/94	1000	\$10	Geronimo	\$14.00
1994	2600	\$10	Marilyn	\$12.00
1994	2600	\$12	Marilyn	\$15.00
1994	2600	VAR.	Marilyn Collectors Set of 4	\$70.00
1994	2000	\$10	One Eyed Jackie	\$12.00
12/1/94	1000	\$10	Rain In The Face	\$18.00
1994	2000	\$10	Salvador Dali	\$13.00
12/1/94	1000	\$10	Sitting Bull	\$18.00

LCI

12/1/93	Unknown	10 U.	Rose	\$8.00
12/1/93	Unknown	30 U.	Waterfall	\$25.00

LDDS/MetroMedia

1994	2500	Unknown	94 San Fran. Jazz Fest.	\$18.00
11/1/93	Unknown	\$5	Mt. Rushmore	\$20.00
1994	Unknown	5 M.	Pepsi Phonepass	\$15.00
9/9/94	2000	30U.	Robo Cop	\$20.00
Unknown	1500	\$5	Ten Minute London Bridge	\$14.00
11/1/94	2000	30 U/30 M.	Times Square 3 Card Set (HT Technologies)	\$60.00

MCI

1994	2000	Unknown	Ken Griffey Jr. (Diamond Connection)	\$39.50
8/1/93	Unknown	10 U.	Phone Cash	\$8.00
8/1/93	Unknown	15 U.	Phone Cash (first MCI Card)	\$60.00

Metropolitan Transport Authority, New York (MTA)

10/1/93	20000	\$1	MTA - First Issue	\$60.00
Unknown	Unknown	\$5	N.Y. Rangers Stanley Cup Metrocard	\$14.00

Michigan Bell

1987	Unknown	\$5	Blue & White L & G card	\$65.00
1987	2500-10000	VAR.	University of Michigan - 5 card set (\$2, \$5, \$10, \$20, \$40)	\$430.00
1988	20000	\$0.40	University of Michigan 3mm band Notched	\$750.00

MT Worldcard Communications Inc.

10/1/93	3000	50 U.	World Cup '94 - Brazil	\$45.00
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NAT

1994	1500	Unknown	Keep The Change Grand Opening	\$40.00
6/1/94	2000	\$10	Dolphins	\$20.00
6/1/94	2000	\$10	Manatees	\$10.00
1994	Unknown	Unknown	Pete Rose	\$40.00
7/1/93	1000	120 M.	Salute To Veterans Race Car	\$250.00
9/1/93	1000	\$5	Statue of Liberty	\$10.00
3/1/93	1000	\$5	Traveler's Choice	\$5.00

Nice Telecom Corporation

9/1/93	50000	\$10	24th NYC Marathon, 1993	\$15.00
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NYNEX

5/1/94	65000	\$10	Ballerina	\$18.00
10/1/94	60000	\$5	Big Apple-I Love NY Card	\$7.00
5/1/94	45000	\$20	College Graduate	\$32.50
7/1/92	12000	\$5	Democratic Convention - Liberty head - 205B	\$250.00
7/1/92	20000	\$1	Democratic Convention - Skyline - 205A	\$850.00
5/1/93	47893	\$5	Ellis Island 4 Card Set	\$60.00
10/1/92	60000	\$5	Empire State Bldg. 1	\$40.00
2/1/93	80000	\$5	Empire State Bldg. 2	\$20.00
12/1/94	17000	\$5	Holiday Peace Card	\$8.00
10/1/94	25000	\$1,5,10	King Kong Set of 3	\$23.00
2/1/94	25000	\$5	Lillihammer 1994 Luge Card	\$32.00
8/1/93	61963	\$5	New York City Summer	\$11.00
12/1/91	50000	\$5	New York Skyline	\$120.00
5/1/94	85000	\$5	New York Stock Exchange	\$9.50
9/1/93	45741	\$5	New York Tennis Championship 1993	\$11.00
1/1/94	26140	\$5	The Spirit of Service	\$15.00
11/1/93	Unknown	\$5	Wish You Were Here Postcard Series NYC Set of 5	\$75.00
7/1/93	77858	\$5	World University Games	\$12.00
1/1/92	100000	\$1	Yellow Phone/Skyline- 108E	\$60.00

People's Telephone

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
1994.....	5000	Unknown	Beatles - Monterey Pop Drawing	\$36.00
1994.....	Unknown	20 U	Frazetta Set of 3- Hologram	\$60.00
Unknown.....	Unknown	20 U	Playboy Hologram	\$30.00
3/1/94.....	5000	25 U	Playboy Stepping Out	\$21.00
3/1/94.....	5000	25 U	The Dark - 2 Card Set	\$35.00

Phone Line USA

11/1/93.....	10000	\$10	Phantom of the Eagle (International calls)	\$12.00
11/1/93.....	10000	\$10	Save the Whales (Domestic calls)	\$12.00
11/1/93.....	10000	\$40	Stargate 3 Card Collectors Set in folder	\$55.00

Phonecard Hawaii

10/21/94.....	1000	N/A	Apollo - Circle of Life Dolphin	\$10.00
10/21/94.....	1000	N/A	Apollo - Wild in Paradise	\$10.00

Plessey/GPT

Unknown.....	500	Unknown	Planet Earth set of 5	\$750.00
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Prepaid Telecom (PTI)

7/1/94.....	6700+	\$15	\$15 1994 Red Breasted Merganser	\$7.50
3/1/94.....	500	\$50	Gordon Cooper Astronaut Card - Signed	\$95.00
3/1/94.....	8500	\$5	NASA 10 Endeavor Atop Mobile Launcher Platform	\$10.00
3/1/94.....	8500	\$5	NASA 7 Columbia - First Shuttle Launch	\$6.00
1994.....	50000	VAR	NASA Set of 16 Face Value \$245	\$295.00

QUEST/Liberty

10/1/94.....	1200	\$10	Africa	\$15.00
5/1/93.....	1000	\$5	APCC (Get Out Of Jail Free)	\$295.00
1/1/94.....	Unknown	\$5	APCC (Las Vegas)	\$85.00
10/1/93.....	1000	\$50	Charles Barkley Series - 5 card set	\$105.00
1994.....	Unknown	\$10	College Career	\$13.00
10/1/93.....	1000	\$25	Degas - Second Printing	\$33.00
1/1/94.....	1200	\$10	Football Hall of Fame	\$32.00
10/1/94.....	2000	\$25	Kathmandu - 5 card set	\$54.00
2/6/94.....	1200	\$10	Kids World	\$17.00
1/1/04.....	550	\$25	Nature Conservancy - Kit Fox	\$32.00
11/1/94.....	1200	VAR	NRA set of 4	\$85.00
10/1/93.....	750	\$50	Seurat - Second Printing	\$62.00
8/1/94.....	1200	\$5	Summer Camp - Signed by artist	\$10.00
1/1/04.....	1200	\$10	Tie-Dye	\$13.00
7/1/93.....	1000	\$25	Vincent Van Gogh	\$25.00
Unknown.....	1200	\$10	Wave	\$12.00

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Seva

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9/1/93	100	100 M	Aravind - ACI	\$50.00
9/1/93	200	100 M	Guatemala - CCT	\$40.00
9/1/93	100	100 M	Indigenous Peoples - NAT	\$50.00
9/1/93	110	100 M	Nepal - Globalcom 2000	\$50.00
9/1/93	350	100 M	Seva: 15 Years - ACI	\$40.00

Smartel

Unknown	500	30 U	Architecture Card 'House at Tanglewood	\$25.00
Unknown	1000	165 M	Roberto Clemente 3000th Hit Card	\$175.00
1994	150	10 U	TeleCard World '94 Collectors Ed	\$140.00

Southern New England Telecom.

11/1/93	5500	\$5	Internal Trial Card	\$12.00
1994	Unknown	50 U	Winter Scene (River)	\$40.00

Sprint

12/1/94	808	\$25	Classic Assets Dale Earnhardt	\$70.00
12/1/94	78	\$100	Classic Assets Drew Bledsoe	\$250.00
12/1/94	78	\$100	Classic Assets Hakeem Olajuwon	\$150.00
1994	Unknown	\$1,000	Classic Assets Shaquille O'Neal SAMPLE	\$30.00
12/1/94	78	\$100	Classic Assets Troy Aikman	\$225.00
7/3/93	1500	VAR	Clinton - Kohl 2 Card Set	\$35.00
1/1/94	Unknown	\$3	Coca Cola Monsters of the Gridiron	\$45.00
11/1/93	Unknown	10 U	Hallmark - Alligator	\$11.00
11/1/93	1500	10 U	Hallmark - Maxine	\$30.00
11/1/93	250+	\$100	Hallmark - Original Set of 47 with greeting cards	\$12.95
11/1/93	800	Unknown	Hallmark - Original Set 6 Christmas Non-Test Cards	\$125.00
1994	25000?	5 M	Midas Muffler	\$12.00
9/1/94	3125	10 M	NBC Fall Lineup- The Cosby Mysteries	\$65.00
7/1/93	20000	VAR	World Cup First Edition - Upright '94 Set of 4	\$250.00
6/1/94	10000+	\$10	World Cup Soccer Set 24 Cards	\$120.00

Telemax, Inc.

1/1/94	5000	\$5	Clowns - Dodo the Clown	\$7.50
2/1/94	10000	\$20	Enchanted Rock State Park, Texas	\$20.00
7/1/94	5000	\$10	Roger Clemens Baseball	\$15.00

Teletrading

11/1/94	5000	\$5	Babe Ruth	\$12.00
3/1/94	5000	\$30	Baseball Legends	\$46.00
3/1/94	5000	\$5	Dorothy & Toto	\$10.00
7/1/94	3000	\$10	Steve Garvey Set Of 2	\$24.00
1994	5000	VAR	Wizard of Oz -Set of 6	\$54.00

TLC

10/1/94	Unknown	20 U	1994 Call Santa Telestory	\$17.50
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TravelTel

1/1/94	1000	N/A	Otis Spunkmeyer Cookies	\$10.00
12/1/93	1000	20 U	Phone Phair 1994 Card	\$20.00
1/1/94	1000	10 U	Statue of Liberty	\$8.00

Universal Network

7/1/94	2500	\$10	Evel Knievel	\$22.50
7/1/94	4000	\$10	Evel Knievel - Autographed	\$45.00

US West

8/1/93	10000	\$22	Five Card Set Northwest Legacy (Includes Headband)	\$185.00
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USACard

10/1/94	5000	\$5	Olde Tyme Santa	\$8.00
2/1/95	1000	\$5	To My Valentine	\$10.00

Vista United Comm.

9/1/94	1000	\$20	Disney - Premiere Cast member	\$180.00
9/1/94	2000	\$5	Disney cards - cast test	\$100.00
9/1/94	2000	\$10	Disney cards - cast test	\$130.00
9/1/94	1000	5,10,20	Disney cards - cast test - set of 3 cards	\$500.00
1994	600	\$5	Disney Telecom Magic	\$375.00
1994	2000	5 M	Disneyana III Convention	\$300.00
1994	Unknown	\$5,\$10,\$20	Non-Cast Member 2nd Ed set of 3	\$350.00

Western Union

7/1/93	Unknown	\$5	Western Union, paper	\$8.00
9/1/94	15000	\$5	Wright Brothers	\$7.00

Worldlink

5/1/93	2050	3 U	Concorde above Clouds - Korean	\$3.25
4/1/94	30000	10 U	Exxon Tiger	\$7.00
6/1/93	2000	10 U	Florida From Space	\$6.00
1/1/93	1000	25 U	Hope Soap (K)	\$15.00
4/1/94	1500	\$10	Marilyn Monroe (Series 2) Set of 3	\$45.00
3/1/94	500	\$10	Marilyn Monroe Premiere Issue Set of 3	\$90.00

MC

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DEALER DIRECTORY

Moneycard Collector is designed to meet the emerging needs of phone card collectors and users. As a service to our readers we are providing this free listing of dealers who are committed to the growth of this hobby by advertising in Moneycard Collector magazine. You will find below their name, address, phone/fax number, specialties, plus where to find their display ad within this issue. If you are interested in knowing more about pre-paid phone and debit cards, or are interested in buying or selling cards, please contact one of the following dealers.

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B & B Collectible Cards 8780 19th St. #222 Alta Loma, CA 91701	Ph./Fax (909) 466-1666	We carry The Best in The West. A large selection of Disney cards and much much more. See our ad on page 25.
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COLORADO		
USACARDS 560 S Broadway Denver CO 80209	Ph. (303) 777-3034 Fax (303) 733-4946	Wholesale distributor representing the major US Telecoms See our ad on page 24.
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CANADA		
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KUWAIT, MIDDLE east, World phonecards. Sell, exchange, buy. Free lists. Write/fax **Stanikowski**, Box 47204, 64023 Fahaheel, Kuwait, Fax (+965)3737491.

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(617)484-1837 Compuserve 74731,1645. Want lists welcome.

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ARABIAN PHONECARDS for sale or exchange with American phonecards only. **Latif Al-Bulushi**, P O Box 876 Muscat 113, Sultanate of Oman. Fax 00968-799489, Phone 00968-707048.

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SERVICE BUREAU and Card Printing available for prepaid card issuers. 800-370-9454, **Intercontinental Networks Inc. (INC)**.

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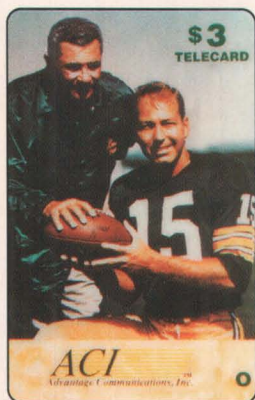
LDDS DOES MIAMI HEAT PHONE CARD PROMO Miami roundball fans got more than a pro basketball game during early January, as LDDS and the NBA club combined for a free phone card promo during the Heat's game against Minnesota.

All in attendance at the game received a little plastic basketball, which contained an LDDS phone card commemorating the Heat's fifth anniversary (the team became part of the NBA in 1989).

According to Florida phone card dealer Bruce Harmon, the cards, which have become extremely popular in the Miami area, are individually numbered and include three minutes of long distance time on each specimen. A total of 10,500 of the Miami Heat phone cards were produced.

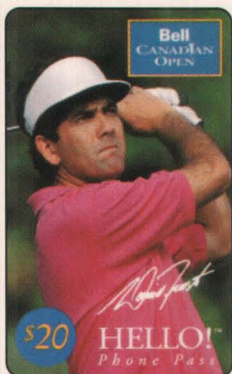
According to an LDDS spokesperson, there are no plans at present for any additional Heat phone cards in the near future.

ACMI ADDS NEW PACKER CARD ACMI has added a new card to its Green Bay Packer Hall of Fame lineup. The new Packer card features Hall of Fame coach Vince Lombardi, along with the quarterback, Bart Starr. The cards are available in denominations of \$3, \$7, \$20 and \$50, with mintage of 2,500, 1,500, 700 and 300, respectively. All four cards have \$.35 unit costs.



HELLO PHONE PASS ISSUES GOLF SET Bell Canada has issued a new prepaid phone card based on the Canadian Open, one of the world's largest annual golf tournaments. The new Hello Phone Pass cards depict 1993 champion David Frost, and are available in \$20 (40 units) denomination (Canadian). A total of 6,000 of the cards were produced to commemorate the event, and the unsold balance will be destroyed after March 31, 1995.

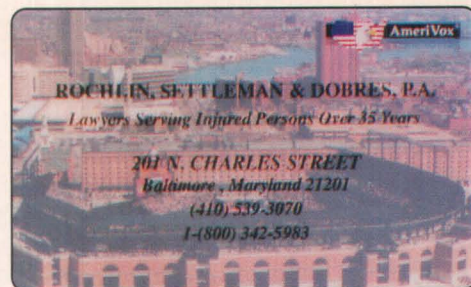
Collectors interested in the cards should call (416)581-2184.



CAMDEN YARDS PICTURED The law firm of Rochlin, Settleman & Dobres, P.A., Baltimore, Md., recently issued a complimentary phone card for its clients. The telecard pictures the beautiful inner harbor area of downtown Baltimore, with the Baltimore Orioles' Camden Yards baseball stadium as its focal point.

Though unavailable for sale, they are being distributed at no cost when two or more standard AmeriVox cards are ordered at their standard issue price of \$20 each.

Contact Sheldon Dobres at (800)342-5983 for information about the card.

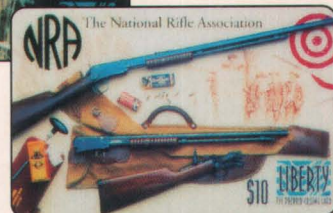


QUEST AIMS AT NRA Four new phone cards released during November by Quest Telecommunications feature images related to the National Rifle Association.

Produced in conjunction with the NRA, three of the telecards include the association's logo in the upper left portion of the card. All three include a \$10 face value. The appealing images represent "NRA Education"; "The 2nd Amendment"; and "Deer." The fourth card pictures a collage of NRA elements and carries a \$25 face value.

All four of the cards were designed by J.P. Sartori and can be purchased separately or as a set. Just 1,200 of each card were printed.

The NRA cards can be purchased by calling Quest at (404)209-0945.



CHAMPION HAS SHOELESS JOE, HONUS Champion Sports Collectables has added colorized cards to their black-and-white renditions of baseball legends Shoeless Joe Jackson and Honus Wagner.

Initially planned as a 2,500-card run, plans were revised so that the colorized versions replaced the black-and-whites. The new cards in each series are limited to 3,500 in number, and will be offered in a set with three other Jackson and Wagner cards at a suggested retail price of \$49.95 per set. The cards will also be sold individually, so that previously issued black-and-white cards may be completed to create an extremely limited, short-print set.

Contact Champion at (818)574-5500 for more information.



BALL ONE

UPPER DECK/GTS ANNOUNCE FIRST LICENSED MLB PREPAIDS The status of the 1995 major league baseball season may still be up in the air, but Upper Deck and Global Telecommunications Solutions (GTS) have announced their starting lineup for their first three sets of phone cards.

The new prepaid phone cards are the first officially licensed offering from Major League Baseball (MLB) and the Major League Baseball Players Association (MLBPA). All previous baseball-related phone cards were based on individual player agreements.

Of course, there's still a question whether there will be a baseball season at all, or if there is one, whether these superstars will be in uniform.

"We hope for the return of baseball in the spring and the excitement that the first authorized MLB/MLBPA phone card set will generate among all of the fans," said GTS President Paul Silverstein. "Whether in season or off-season, our cards provide fans with the new excitement in baseball."

Initially, there will be three sets of cards, using Upper Deck photos and art.

SERIES 1 - March 1 shipment.

- Cecil Fielder - Detroit Tigers
- Ken Griffey Jr. - Seattle Mariners
- Frank Thomas - Chicago White Sox
- Fred McGriff - Atlanta Braves
- Tony Gwynn - San Diego Padres

SERIES 2 - April 15 shipment

- Barry Bonds - S.F. Giants
- Roger Clemens - Boston Red Sox
- David Justice - Atlanta Braves
- Don Mattingly - N.Y. Yankees
- Cal Ripken Jr. - Baltimore Orioles

SERIES 3 - May 15 shipment

- Jeff Bagwell - Houston Astros
- Gary Sheffield - Florida Marlins
- Roberto Alomar - Toronto Blue Jays
- Kirby Puckett - Minnesota Twins
- Ozzie Smith - St. Louis Cardinals

Available for \$12 apiece, each card will carry 15 minutes of long distance phone time. A limited quantity of 2,500 of each card will be produced. Current plans call for GTS to produce additional MLB cards later in the year.

Steve Fritz



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MCI TEAMS UP WITH TOPPS FOR '95 STADIUM BASEBALL The Topps Company, one of the largest and best-known manufacturers in the trading card industry, is stepping into the debit phone card arena with teammate MCI. Together, the duo will be putting telephone cards in Topps' 1995 Stadium Club Baseball Series I.

The main difference between Topps and the other companies who have entered the field (Classic Games and Upper Deck), is that Topps is treating its product as chase cards. One out of every 24 packs of Topps' Stadium Club premium cards will have a three-minute phone card inserted along with the regular trading cards. Topps and MCI are calling the card "Ring Leaders."

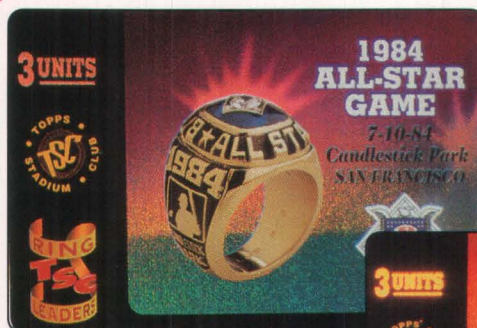
In all, there will be 39 different phone cards, each commemorating an All-Star game ring. The three-minute cards will feature rings in regular, silver and gold versions. The odds of finding the cards are one in every 24 packs, approximately one per box.

Though unwilling to disclose exact production figures, Topps spokesperson Marty Appel indicated that there will be twice as many regular Ring Leaders as silver, with the same correlation between silver Ring Leaders and gold. There will also be a contest associated with the Stadium cards.

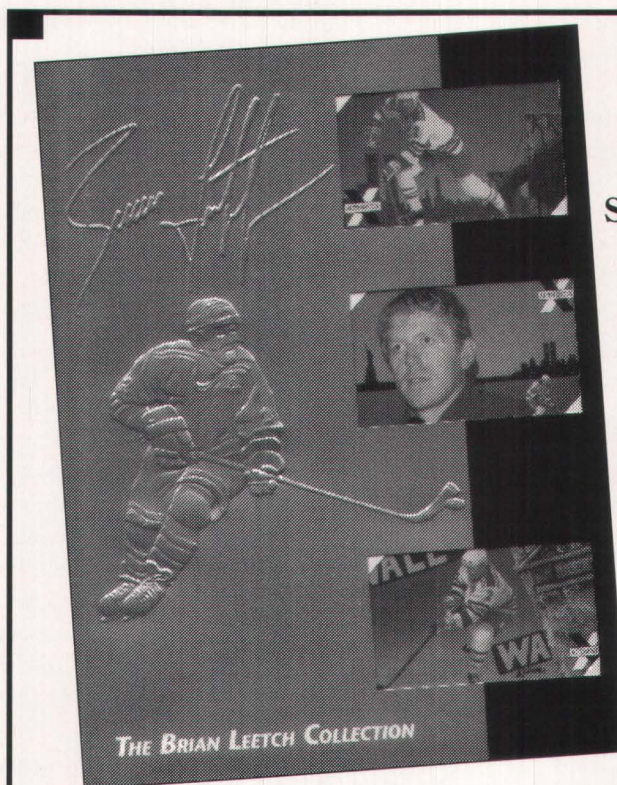
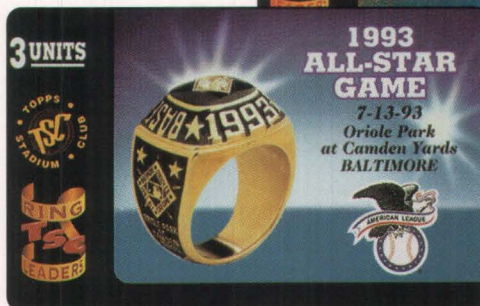
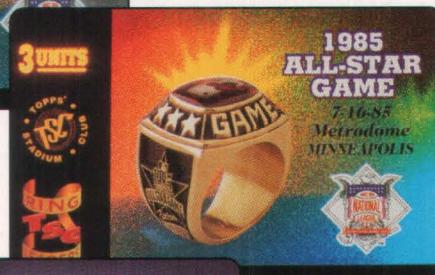
Collectors with lucky pre-selected PIN numbers can win one of three different prizes — a complete set of Power Matrix chase cards (regular ring leaders), a complete set of the 39 phone cards (silver cards), or one of the actual All-Star Game rings (gold Ring Leaders).

If you want a shot at some of these Topps/MCI issues, the suggested retail price is \$2.50 per standard 14-card pack. Shipment is slated for February 20, with Series II scheduled for May.

The Stadium Club phone cards are expected to be just the beginning for Topps, with additional programs to be announced soon.



Topps (MCI) Stadium Club Baseball Series I, 3 units (3 minutes phone time), quantities unknown, February 1995



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Steve Fritz

Who Owns What?

Phone Cards a Mecca for Licensed Images

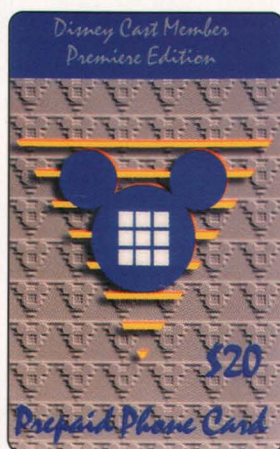
By Nancy Blackburn

Watch two three-year-olds playing with a toy and you'll probably see the concept of ownership illustrated, as they grab for it and shriek, "Mine, mine, mine!" Most adults are vaguely aware of trademark, service mark, copyright, and patent regulations that protect videos, cassette tapes, books, magazines and computer programs.

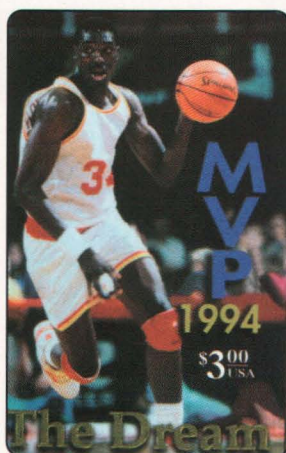
But what about phone and other debit cards? The moneycard world is fraught with areas in which those in the industry — consumer, collector, producer, issuer — must exercise caution. When working with art and graphics, you must also deal with marketing licensing rights — who has the legal permission to reproduce a logo, mark or an image?

Remember that licensing is a legal procedure, and there are firms of attorneys that specialize in the process. This article is designed to outline the various aspects of licensing and show some examples of the different levels on specific cards. For those interested in obtaining licensing agreements, we suggest researching books, newsletters, and organizations, and we strongly recommend obtaining legal guidance, since any such venture has hidden risks to the uninformed or inexperienced.

If licensing seems relatively unimportant, too confusing, or just plain boring to you, consider this: Last year, licensing con-



These Disney cards may look pretty plain, but the rights to the mouse ears have made this one of the most sought-after cards in the U.S.



Licensing can take on several different levels. On this card, the rights have been obtained from the player, Hakeem Olajuwon, but not from the National Basketball Association or team (Houston Rockets). Therefore, no NBA or team logos could be shown on the uniform.

tributed in excess of \$66 billion annually to the retail sales volume of goods and services in the United States. That's \$15 million an hour in sales.

Reflect on the phone card releases in 1994, and you will quickly realize the impact that licensing had and will continue to have on the market. Global Telecommunication Solutions (GTS) of New York appeared to lead the field, with a dozen licensing agreements: Marvel Entertainment (Spider Man, Incredible Hulk, and X-Men), Upper Deck (Mickey Mantle), Major League Baseball, National Hockey League, and the U.S. Postal Service.

Global Telecom Network (GTN) of Florida had us looking cross-eyed at the Magic Eye Series, an art form popular in Japan and Germany. WorldConnect of California signed licensing agreements with Adrian Fernandez of Galles Racing Team and Jimmy Chianis of SCCA Dodge Shelby Pro Series fame. And several celebrity and entertainment personalities came to life on cards: Marilyn Monroe, Elvis Presley, Jerry Lee Lewis, and Patsy Cline.

Sports figures skyrocketed to telecard prominence: GTI's Hall of Fame series, Ameritech's Robin Yount, ACMI's Larry Bird and Green Bay Packer Hall of Famers, Quest/Liberty's Charles Barkley, and SmarTel's Roberto Clemente. And when soccer mania reigned this past summer, Sprint and MasterCard entered a legal battle

over licensing rights to the official World Cup logo. When Sprint was forced to withdraw its original set of soccer cards from the market, collectors scrambled to obtain the few available sets for their private collections, and prices shot up overnight.

The collector market already reflects the wisdom of choosing phone cards based on a good reputation. When collectors ask what telcos have issued cards that have

appreciated the most in value, the general answer is the Big Four and the Regional Bell Operating Companies – AT&T, NYNEX, Ameritech/Michigan Bell, etc. So there is valid reason to pay attention to the reputation of the issuing company.

However, in this fledgling industry, today's insignificant company can become the giant of tomorrow. This is where the variable component of licensing comes in, and where the fun and challenge begins. New, smaller telcos are relying on the attraction of licensing agreements with reputable products, services or celebrities to attract prepaid card users. In this new hobby, collectors are in a position to select cards that appeal to their lifestyle, sense of taste, and pocketbook.

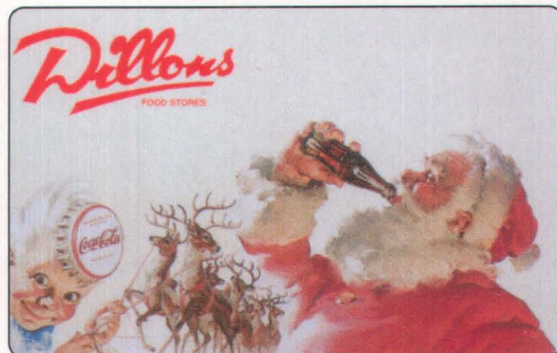
How popular are licensed figures on prepaid phone cards? Mucho, for some. According to James Robinson, vice president of marketing for Scoreboard/Classic, the largest holder of sports licenses in the U.S., his company began to secure licensing rights for phone cards nearly two years ago. In December 1994, Classic became the first company to include a phone card with each pack of trading cards. With five trading cards and a Sprint prepaid Foncard (ranging from one minute to a \$1,000) in each pack, the series sold out in just one week!

How much do licensing rights add to the cost of producing the cards? Sometimes plenty! According to John Guthrie of Laser Radio (Go!Phone), about a year ago there was a frenzy of anticipation in the licensing market, following the release of the AmeriVox Elvis Presley series. Guthrie entered the market, paying a hefty sum for the exclusive rights to 300 photographic images of Marilyn Monroe. But the situation has changed dramatically since that time, and Guthrie's rights may have been jeopardized in the process.

When licensing is well-managed, the licensee purchases three things: the image itself, publicity rights, and the privacy rights of the celebrity. Unanticipated delays in producing the cards may end up costing Laser Radio's rights to use those images, even though they were allegedly legally purchased. One year later, Guthrie's advice: Anticipate what can happen if or



When Sprint obtained World Cup rights last year, they found out too late the licensing did not include usage on card-based payment services. MasterCard had previously locked up those rights, and all Sprint phone cards with the World Cup logo had to be destroyed.



Product logos like Coca-Cola have such a strong following that collectors will literally buy anything that includes the sacred script logo. Obtaining the rights to use the Coca-Cola logo virtually guarantees a successful card.

when the agreement ends, because even though the agreement may be signed for perpetuity, circumstances can change and the licensee can suffer substantial losses.

For a more precise idea of the costs that can be added by royalties, Phil Barrett, director of sales and training at International Telecom

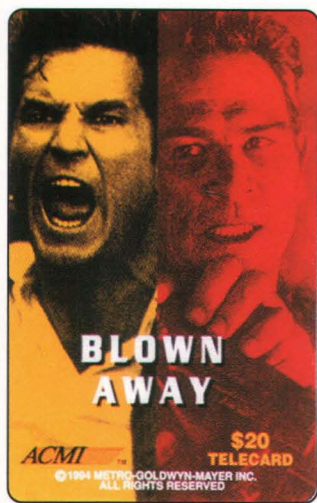
Communications Network (ITCN), indicates a range between 1-10 percent of a \$10 card. For a series of photographs by a local photographer, ITCN paid a rock-bottom one percent per card denomination, which equals five cents on a \$5 card and 10 cents on a \$10 card. However, licensing on the internationally known Magic Eye cards ran as high as \$1 a card.

On the opposite end of the spectrum, Kevin Pirollo, president of ACMI, very frankly states that his company does not pay up-front royalties to obtain licenses. ACMI typically looks at 15 license agreements a week, actually completing about one every month. Pirollo believes that since ACMI is primarily a telecommunications company with a proven ability to sell phone cards, the licensor is the unproven variable. Use of the images on phone cards is long-term free advertising for the licensor because it is advertising that pays for itself.

With MGM's 1994 movie "Blown Away," ACMI became the first telco to coordinate a simultaneous release of a movie with a prepaid phone card. The licensing arrangement obviously proved successful, as future telecard releases will include MGM's "Pebbles and the Penguins," a full-length feature film, that



NASA images are considered public domain, so buying the rights to the picture includes all potential applications.



Obtaining the rights to the movie "Blown Away" set the stage for additional film releases for ACMI. Upcoming movie "Pebbles and the Penguin" is expected to move 15 million items of licensed merchandise through Wal-Mart.



Issuers like GTS have built their reputations around obtaining licensing rights from sports stars, comic book characters, and special events.

anticipates 15 million items of licensed merchandise to be sold through Wal-Mart stores.

United Artists has also joined the roster of ACMI's licensors with plans to release nine telecards centered around "Lord of Illusions" and "Tank Girl."

As a rule, ACMI looks for images that already have mass appeal. Well-known images obviously attract attention and introduce the public to the company's primary business — selling the service of long-distance time.

When collectors snap up licensed phone cards, the story ends for ACMI because the time is rarely used. The money is paid once and that is the end of their profit. The goal of most issuing telcos is to make a single sale that results in continued incoming profit. Figures indicate that usage of phone time on licensed-image cards ranges from a low of 1 percent to a high of 75 percent. When the cards are used, 74 percent are replenished at the average amount of \$20 per month. Translated into dollars and cents, when four \$10 cards are sold to collectors, profits are made on \$40. If the cards receive high usage, there will be profits on up to \$520 a year.

But what does all this mean to the phone card collector? Why should the collector be concerned with licensing agreements? And how can the collector even know if images on the cards are authorized? After all, what is there to prevent an issuer

from infringing trademark or copyright laws and using an unauthorized image?

First, there is the ethical consideration of purchasing illegal goods. Then there is the concept of fair play: if one company pays royalties of 8 to 10 percent to obtain desirable celebrities, and another does not pay for their use, there is definitely an unfair advantage to the violator. And there is always the possibility that the illegal cards can be seized, even if you are unaware of the violation.

There is also the long-range collectibility value of licensed images. In the end, collectors will likely recov-

er any extra fees charged to cover licensing. Since licensing agreements can allow for use of team emblems, logos and uniforms, this can have a direct impact upon the value of collectible moneycards.

"It's simply a matter of what attracts collectors to cards," claims dealer Chris Garibaldi, owner of Americards. "In the U.S., the image is all important. Issuers are using personalities and logos with maximum commercial appeal."

According to John Bridges of Keep The Change, a licensed image adds the element of perceived value to the card. "Collectors are now looking for the licensed images on the cards. Dealers are proudly displaying signs advertising that their cards are licensed. In the long-term, it will add appreciably to the value of the card."

Bob Gourd, owner of Bobby G's, claims that it's getting tough to sell a card without a team or product logo. "There's literally no secondary market right now for that type of card. Collectors want appreciation on their cards, and they feel more confident when there is a recognizable person or product pictured."

Sears Coin & Stamp refuses to carry cards that are unlicensed, no matter what the image or how hot the subject. "It's wrong ethically," explained Stephen Schwartz. "When you sell or even collect unlicensed cards, you acknowledge their existence, which serves to support their cause."

"Licensers are actually renting a reputation," he continued. "Just as musicians and artists are paid for their talent, sports stars have a right to cash in on their name."

"Celebrities, logos and events generally are a plus towards the value of the card," adds Roger Streit, owner of International Phonocard Exchange. "Generally, celebrities are much more interesting on cards than, say, a landmark."

Even though other countries are not as oriented towards personalities as U.S. collectors are, Phil Flanagan (Flanagan's Phonocards) still sells a great number of licensed cards. "It comes down to value for the money. If a subject is important enough to require a license in the first place, chances are good that collectors will continue to want the card in the future."

Flanagan also points out that when you see a card with a registration mark, you're also pretty well assured that the numbers are accurate.

Among the most popular licenses suggested by phone card dealers include sport superstars, Marilyn Monroe, Elvis, John F. Kennedy, and Coca-Cola, McDonalds and Disney logos.

Which do you think will prove most valuable five years from now — Major League Baseball's Most Valuable Player pictured in his team uniform or wearing a suit and tie? Obviously, collectors have a lot to gain by sticking with licensed cards.

MC



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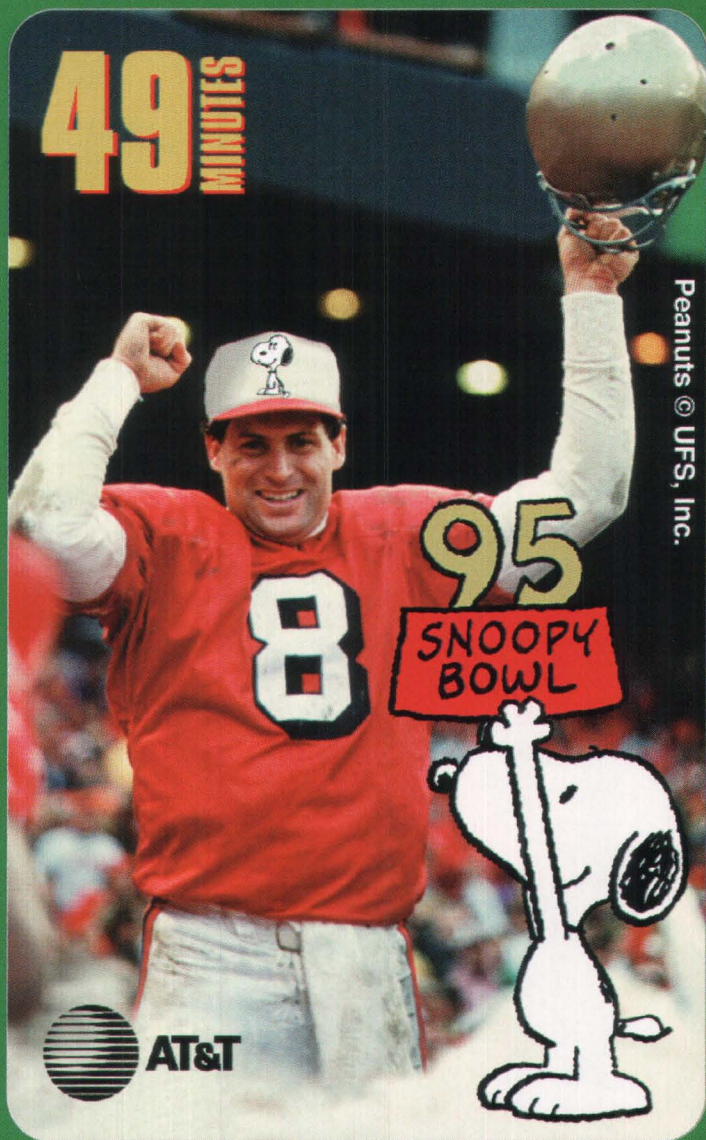
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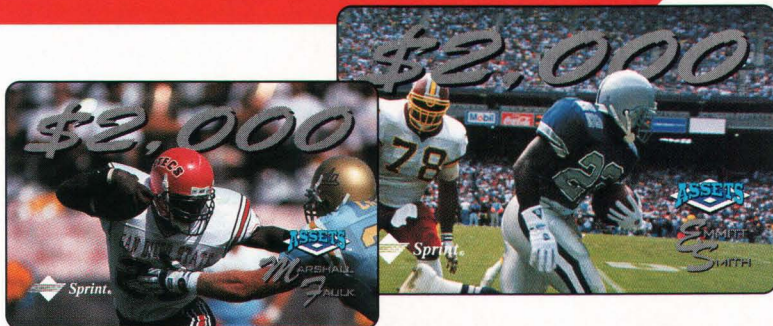
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ANOTHER CLASSIC MOMENT

Classic
Assets 2
(Sprint),
\$2,000
denomina-
tion,
quantity
unknown,
March
1995.



C LASSIC READIES ASSETS 2, AND FINISH LINE ASSETS
With its \$1,000 phone cards selling for \$1,500 within the first week on the secondary market, it's no surprise that Classic Games has confirmed the second series of its Assets trading cards.

Appropriately called Assets 2, the new series from Classic and Sprint doubles the stakes, with pre-paid phone cards in every pack in denominations up to \$2,000.

Like the original series, the majority of the phone cards will be of the one-minute variety. From there, however, everything is doubled – \$10, \$50, \$200 and up to the big \$2,000-card prize. The odds of finding the higher denomination cards had not been released as of press time, but should be similar to the original program. The cards will begin shipping in March.

Classic Games will maintain its production of 1,995 cases of the cards, with each case containing 12 display boxes and each display box including 24 packs of the cards. Additional details will be announced soon, according to Classic. The highly successful first series was sold out to dealers within one week.

Classic will follow Assets 2 with a third set of cards, this one in cooperation with Finish Line Racing. For those unfamiliar with Finish Line, the company was one of the first to produce motorsports trading cards – particularly those of the Winston Cup races. Drivers likely to be featured on the phone cards include the likes of Dale Earnhardt, Rusty Wallace and Jeff Gordon.

Like Classic Assets, Finish Line Assets will feature a phone card in every pack.

Denominations have not been announced, but production will again be limited to 1,995 16-box/24-pack cases. Finish Line Assets ships in April.

MC

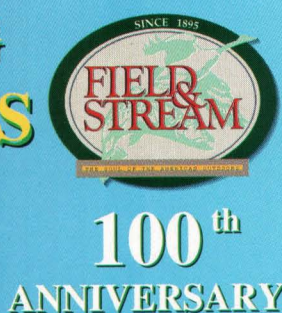
SAVE ON LONG DISTANCE CALLS

Collector's Communications presents the Field & Stream Centennial Series of prepaid calling cards. Classic covers from 1900-1910 from the archives of Field & Stream Magazine.

Each card represents 25 minutes of prepaid long distance time within the United States.

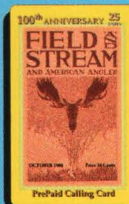
Simple, convenient, easy to use. Great gifts for students, travelers, sportsmen and loved ones who live in other areas of the country.

A must for collectors!

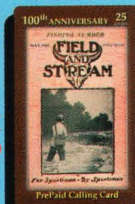


COMMEMORATIVE CALLING CARDS

1900



1902



LIMITED EDITION ONLY 3000 OF EACH PRINTED

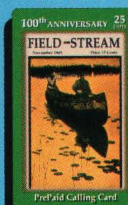
1903



1904



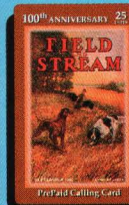
1905



1906



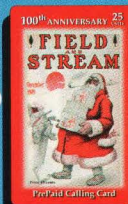
1907



1908



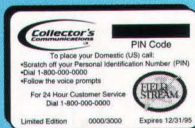
1909



1910



FULL SETS WITH MATCHING SERIAL NUMBERS AVAILABLE



ORDER FORM

NAME _____ PHONE _____
COMPANY _____
STREET _____
CITY _____ STATE _____ ZIP _____ COUNTRY _____
☐ VISA ☐ MASTER CARD ☐ CHECK (US FUNDS)
Card No. _____
SIGNATURE _____

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W S M- COLLECTIBLE CARDS
P.O. Box 274030
Tampa FL 33688-4030
Phone Orders: 800-676-3226
Fax Orders: 813-883-5727

ITEM	YEAR	Qty.	Price	TOTAL
1900			\$12.00	
1902			\$12.00	
1903			\$12.00	
1904			\$12.00	
1905			\$12.00	
1906			\$12.00	
1907			\$12.00	
1908			\$12.00	
1909			\$12.00	
1910			\$12.00	
Full Set			\$99.00	
Shipping			\$1.50	
TOTAL				



A CMI UNVEILS PHILATELECARD™ Stamp collectors still unsure about phone cards may want to check out ACMI's newest product, the PhilaTELECARD. The trademarked telecards, which were suggested by Jeremy Baher of First Phonecards, actually include a stamp embedded within the card.

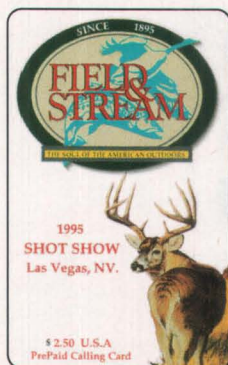
Each of the five designs in the series carry a hobby-related motif, with the words "Stamp Collecting" included in the artwork. The first card shows a 22¢ commemorative stamp from Ameripex '86, the international stamp show held in Chicago that year.

Each phone card is priced at \$6 and includes 10 minutes of phone time, with recharging available at \$.25 per minute. Manufactured by Brilliant Color Cards, each of the cards is produced on 28-mil plastic stock. A total of 5,000 of each card will be issued.

Contact ACMI at (901)363-2100.

COLLECTOR'S COMMUNICATIONS 'SCOPES' CARDS

VIP attendees at The Annual Shooters, Hunters and Outdoor Tradesmen's Show in Las Vegas during January were handed a collectible prepaid phone card. Produced by Collector's Communications, the cards were part of the celebration of *Field & Stream* magazine's 100th anniversary.

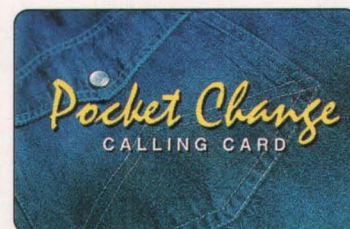


The Shot Show card carries a face value of \$2.50 and includes five minutes of long distance phone time. Just 1,000 of the commemorative cards were produced. Call Collector's Communications at (904)285-6227 for additional info on the card.

TSI RELEASES POCKET CHANGE

Telecard Services International has issued a new laminated paper telecard called "Pocket Change." Issued during November, the denim-look card carries 10 minutes of long distance time and is rechargeable at 33¢ per minute. A total of 5,000 of the cards were produced.

Pocket Change cards are being sold through retail and direct outlets. Call (503)653-6353 to order the card.



PHONE CARDS MAKE NEWS IN A CALIFORNIA TOWN

Midway between Los Angeles and San Francisco, in the city of San Luis Obispo, The Phone Center is displaying its own telephone calling card. The original commissioned work by local artist John Landon is a four-color reproduction that features a corner view of the store.

According to owners Toni and Gerry Detz, the local response has been very successful, and they are considering making a second run of the cards. According to Gerry Detz, foreign tourists often visit the store to inquire about purchasing cards for international calls.

The card is also a family affair: The three children depicted on the front represent the owners' three sons, ages 4, 6, and 8.

Available in denominations of \$10 and \$25, there were 400 of the 20-minute cards and 500 of the 50-minute cards produced on the first run. Phone time at \$.50/minute is carried by Teltrust, and the card was produced by Inet Communications. Further information can be obtained from The Phone Center, (805)544-3339.

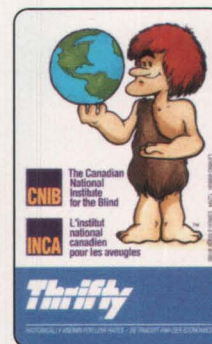


PHONE TIME WITH CAR RENTAL

Thrifty Car Rental has been distributing prepaid phone cards at their Canadian rental agencies. As part of a campaign to raise funds for the Canadian National Institute for the Blind, the cards are good for five free minutes of long distance time anywhere in North America.

Telephone services are being handled by World Access Long Distance, with recharging available at \$.40 per minute. A total of 15,000 of the cards were produced for the promotion.

Call (416)620-1992 for additional information about the Thrifty card.



LASER RADIO/ACMI OFFER NEXT TWO

MARILYN CARDS The second and third in a 14-card series, "Memories of Marilyn Monroe," is now available from Laser Radio and ACMI. Each of the cards will be available in four different denominations: \$3 (5,000 issued); \$7 (4,000); \$20 (800); and \$50 (200).

The "A" card was released in December 1994, and the "R" card was slated for a February 1995 release. Both organizations are donating one-third of their sales revenues to the United Way.

Call (307)745-4170 to purchase the cards.

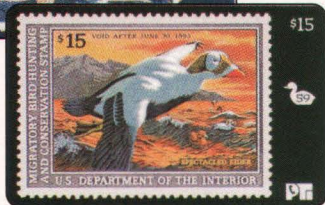
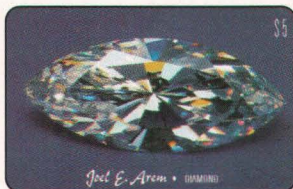


LUMNA SHINES WITH NEW GEM CARDS The first prepaid phone cards to feature genuine gem stones have been issued by Lumna Telecom. Marketed in conjunction with noted gemstone authority Dr. Joel E. Arem, the six-card set includes brilliant images of the Diamond, Gold, Opal, Hemimorphite, Wulfenite and Rhodochrosite.

The cards are available in \$5 and \$10 denominations, and carry 10 and 20 minutes of phone time, respectively. They are rechargeable and are also available for international calling. Voice prompts are available in six different languages.

One-thousand of the \$5 cards were issued, with just 500 of the \$10 cards produced. All of the cards are numbered. A limited edition certified match print set is available for \$75 (each) to the first 250 customers.

All six cards are packaged in an attractive folder, which, when opened, includes an informative history of each gem. Call (800)90-LUMNA or fax (510)215-1024 to order a set of the cards.



DUCKS FLYING HIGH WITH PTI Prepaid Telecommunications International (Pti) has released more of its very popular duck stamp telecards. Issued during late January 1995, the five new cards range in denomination from \$5 through \$15.

The cards carry various amounts of phone time, but all are rated at \$.50 per minute, with rechargeability at \$.35 per minute. Production totals are listed at 2,000 each for the Regular issue, along with 1,000 Gold Star Collector Editions.

When completed, the set of duck stamp cards will number 61. Ten percent of the proceeds from sales of the cards will go to the U.S. Fish & Wildlife Service to purchase wetlands for duck habitat. To order, call Pti at (305)670-0393.

MR. PAYROLL BECOMING A TEXAS HERO Sporting a 10-gallon hat and two fistfuls of money, the Mr. Payroll telephone convenience card is becoming a popular collectible in Northern Texas.

The paper card is currently being tested in eight of the Mr. Payroll check cashing stores in the Amarillo, Texas area, with future plans of expanding the campaign to all 115 stores throughout the Southwest.

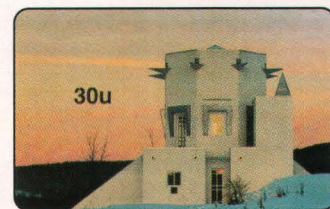
The colorful card comes in \$10 and \$20 denominations. Eight hundred \$2 cards were handed out as promotional items. Call (800)322-3250 to order one.



ARCHITECTURAL EXCELLENCE FEATURED Boston-based architectural firm Schwartz/Silver has issued a picturesque phone card featuring the image of the award-winning "House At Tanglewood."

The promotional phone card shows a modern summer house in the Berkshires, just before a beautiful winter sunrise. It won a 1990 American Institute of Architects' National Honor Award for Excellence in Design, and has been featured in numerous national and international trade publications.

Telecommunications service for the 30-unit card has been provided by SmarTel, and the card is available for purchase from Sears Phone Card Division, (813)791-7535.



HT/LDDS CELEBRATE ROCKEFELLER MAGIC

Celebrated artist Alexander Chen provides us with an enchanting winter view

of Rockefeller Center in New York City. The artwork features ice skaters frolicking in front of the celebrated landmark.

Issued on December 23, 1994, the cards were a joint venture between HT Technologies and LDDS. Fifty percent of the cards were donated to Christmas charities around the U.S.

Each card carries 20 units of phone time and a face value of \$10 (\$.50 a minute). They are rechargeable at an economical \$.30 per minute. A total of 6,000 of the cards were issued.

Call (800)820-8980 or (415)421-8980 to order.

BOZO CLOWNS AROUND FOR CHILDREN

Popular childrens' character Bozo T. Clown is featured on cards

issued by WGN-TV Children's Charities. Each of the colorful, limited-edition telecards have 20 minutes of domestic prepaid long distance time (\$.25 per minute), which was provided by ACMI. A total of 5,000 of the numbered cards were created.

The Bozo cards are priced at \$15, plus shipping and handling, and can be ordered by calling (800)447-3400, or by sending a check or money order to Bozo Telecard, P.O. Box 2013A, Rock Island, IL 61204. Net proceeds go to WGN-TV Children's Charities, a fund of the Tribune Foundation.

continued on page 42



International Pre-paid Calling

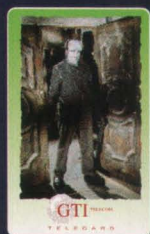
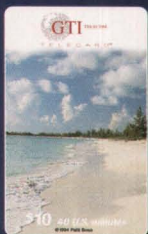
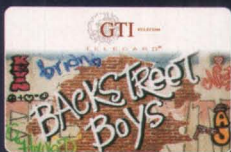
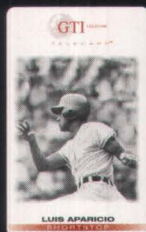
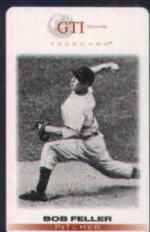
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International Headquarters - (407) 629-2300 FAX (407) 629-2301
On the leading edge of high-tech global communications

ITCN ROLLS OUT NEW ISSUES

International Telecom Communications Network (ITCN) has recently introduced several new prepaid phone cards for U.S. collectors.

ITCN's first American release incorporates the company theme of "We Bring the World Together." The 20-unit (\$10) telecard features a magnificent view of the earth, as seen from outer space.

The "West of Key West" card by George Rhodes is the first in ITCN's Travel Series of \$25 cards. It carries 50 units of phone time for international as well as domestic access. Production numbers have not yet been determined on this card.

Other cards from the company include "Under Sea Ruins" and "Parrot Trio." The former is one of the popular Magic Eye cards, which features animation through stereogram imaging. No production figures have been released on this card, but it can be used for international and domestic calls. "Parrot Trio" is the first of 10 planned cards from well-known Florida watercolor artist Robert Schott. Just 5,000 of the cards will be produced. Both cards include 20 units of time and sell for \$10.

For additional information, call (800)994-5994.



LASER OFFERS THIRD/FOURTH INDIAN CARDS

Wyoming-based Laser Radio has released the third and fourth in its fascinating telecard series of American Indians. Sitting Bull and Rain-In-The-Face are the two newest additions to the series, which will eventually number 10.

Marketed under Laser Radio's brand name of Go!Phone, the cards feature the telecommunications services of ACMI. Exactly 1,000 of the two new Native American telecards have been issued, with each carrying a \$10 face value. A portion of the proceeds will be donated to the American Indian College Fund.

Call Laser Radio at (307)745-4170 for information about the cards.

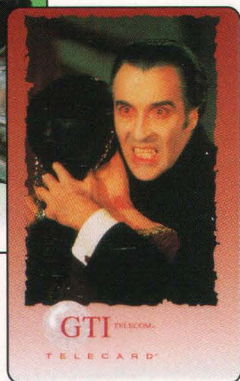
GTI SHOWS HORROR-IBLE CARDS

Some of the most "horror-ible" looking cards on the market are from GTI Telecom, and collectors just love them!

The first five releases in the Hammer Film Productions Collector Series Telecards have finally been issued by GTI, including images from such film classics as "Phantom of the Opera," "Dracula" and "Frankenstein."

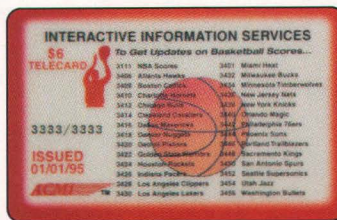
Each card is available in denominations of 20 and 40 U.S. minutes, at the usual low GTI rate of \$.25 per minute. Quantities of the cards were unavailable at press time.

Call GTI at (407)629-2300 for more details.



USACARDS PLAYS CUPID

A turn-of-the-century girl picking forget-me-nots is the featured image on USACards' popular 1995 Valentine telecard. The prepaid phone cards are available in \$5 and \$10 denominations, and carry 10 and 20 minutes of domestic long distance time, respectively. The entire run of 1,000 of the \$5 cards were quickly sold out, with only a few of the 500 \$10 cards still available. Both of the cards can be found through the secondary network of dealers.



NEW HOOPLA OVER ACMI

INTERACTIVE ACMI has introduced a new interactive telecard for all those basketball junkies out there. The Basketball Telecard allows access to scores and previews 24 hours a day, seven days a week during the basketball season. There are more than 1,100 options on the Interactive Information Services telecard.

The Basketball Telecard has a \$6 denomination, with a \$.60 per minute calling rate. A total of 2,000 of the cards were issued. You can purchase one of the cards by calling (901)363-2100.



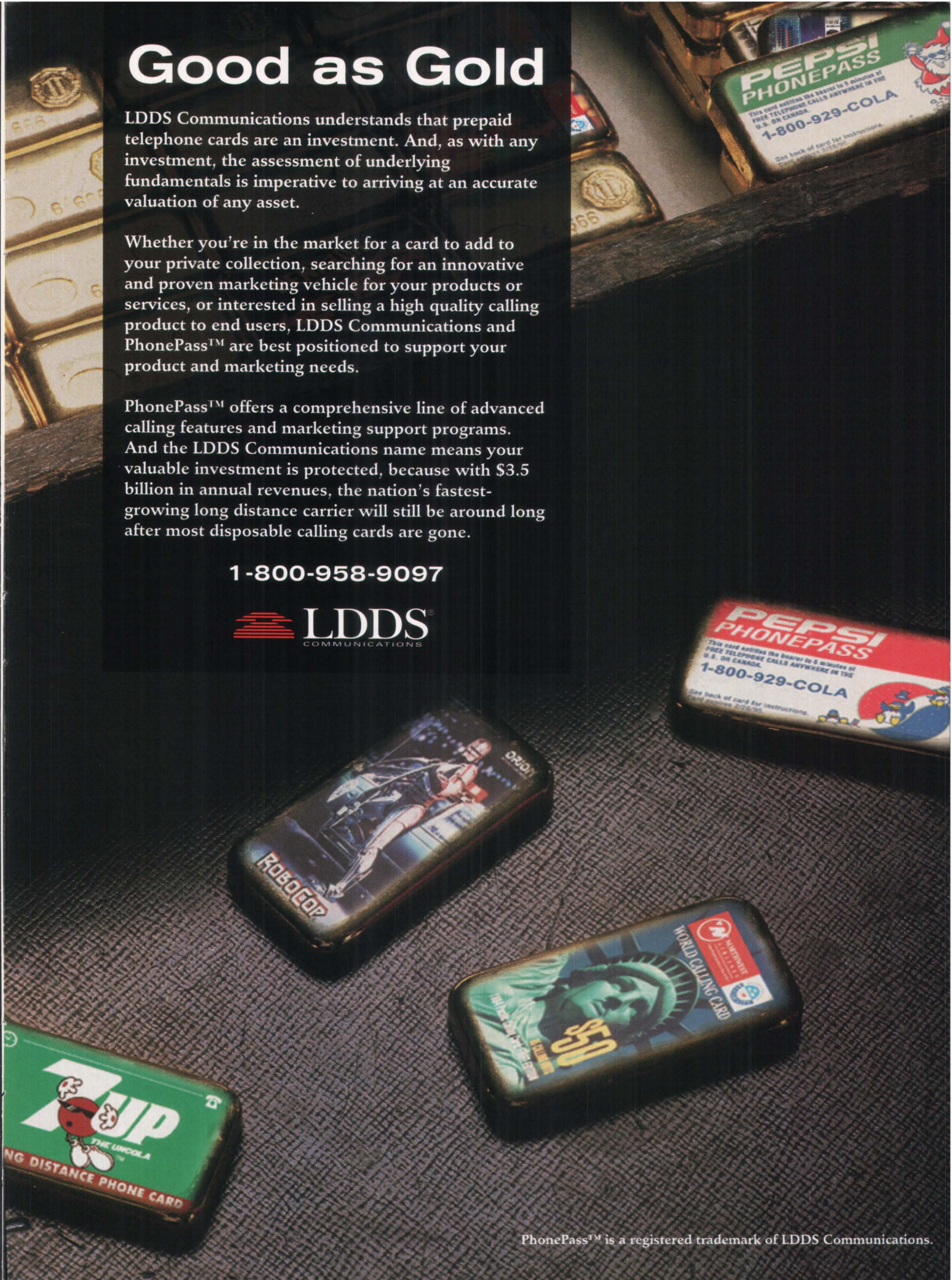
Good as Gold

LDDS Communications understands that prepaid telephone cards are an investment. And, as with any investment, the assessment of underlying fundamentals is imperative to arriving at an accurate valuation of any asset.

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PhonePass™ offers a comprehensive line of advanced calling features and marketing support programs. And the LDDS Communications name means your valuable investment is protected, because with \$3.5 billion in annual revenues, the nation's fastest-growing long distance carrier will still be around long after most disposable calling cards are gone.

1-800-958-9097



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Collecting with Conviction

Controlled Access Prison Cards Proving Collectible

By Leslie Gainer



Quest; American Jail Association "Get Out of Jail Free"; \$5 denomination; 1,000 issued; scratch-off PINs; March 1993. Current value: \$295.

Quest Telecom of Atlanta, Ga., seems willing to go just about anywhere to develop a new market or application for their debit cards — including behind bars. One of the telco's pet programs initiated back in 1992, focuses on prison inmates as potential users of a modified phone card system.

The Quest program was initially unveiled at the American Correctional Association (ACA) trade show held back in January 1993 in Miami, Fla. The telco issued a limited-edition series of telecards designed to promote debit systems for use in penal institutions.

In prison settings, the actual calling system is accessed through the use of individual inmate PIN codes. No actual cards are distributed, due to security and safety concerns, but Quest developed a special series of cards for the ACA show, to promote the program to prison administrators with the authority to approve and purchase communications systems for their respective institutions.

The Miami penal cards were issued under the name "Tele-America Correctional Communications, Inc." Penal institution officials who attended the show were given access to three different cards

as a gratuity for their interest in the Quest system. The cards were available in three different denominations:

A Series.....	\$5	(500 cards)
A Series.....	\$10	(500 cards)
A Series.....	\$25	(500 cards).

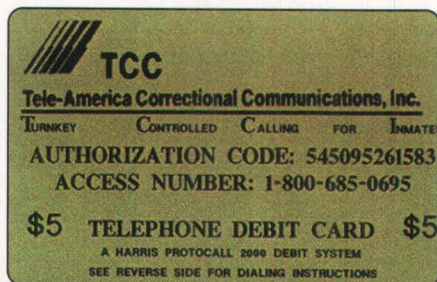
The different denominations were developed and given away, based on the status of the correctional officials. Designed by Phillip Hanson, an executive with Quest Telecom, the cards lacked scratch-off PINs or serial numbers. Initially, the cards were not intended for renewal, but the response was so positive that Tele-America ended up adding time for cardholders who responded.

The next penal card produced is probably one of the most recognizable cards around. Originally slated for distribution at the March 1993 American Jail Association (AJA) Expo in Portland, Ore., a total of just 1,000 of the \$5 "Get Out of Jail Free" cards were produced, using the first scratch-off style PIN codes ever produced by Quest.

The third and most current series of promotional cards was jointly issued by Quest Telecom



Quest/Harris DTS; American Correctional Association; A Series, \$3 face value, 1,000 issued, August 1993; B Series, \$3 face value, 1,000 issued, January 1994; C Series, \$3 face value, 1,000 issued, April 1994.



Quest; Tele-America Correctional Communications; \$5/\$10/\$25 denominations; 500 issued of each denomination; January 1993.



Manning (S.C.) Prison; Landis & Gyr; \$5/\$10 denominations (red); 20,000 and 10,000 issued, respectively; 1989. \$5 (green) denomination; 30,000 issued; 1989. Current value \$100 per set.

Correctional Communications and Harris DTS (the switch provider for Quest Telecom). The first Harris & Quest Telecom card was released at the American Correctional Association trade show held in Nashville in August of 1993.

The cards were available in three different runs: A Series, \$3 face value, 1,000 issued, August 1993; B Series, \$3 face value, 1,000 issued, January 1994; C Series, \$3 denomination, 1,000 issued, April 1994. Brilliant Color Cards printed all three of the series. Each card is 28 mil. thick and includes a serial number and scratch-off PIN. The art on the card was designed by The Burgundy Group, Inc., a Nashville, Tenn.-based advertising agency.

According to Phillip Hanson, of Quest Telecom, the scratch-off PIN covering was not used on the Tele-America Correctional card. The promotions have been so well received that Quest intends to produce additional series. The company is currently operating inmate phone systems in Detroit and New Orleans.

Quest was not the first to supply prepaid calling systems to penal institutions, however. Collector Alex Rendon reports that such a system was introduced to Manning Prison in Columbia, S.C. as early as 1989. The program was operated by Landis & Gyr and initially included 20,000 \$5 cards and 10,000 \$10 cards. Both denominations used serial numbers. An additional \$5 (30,000 issued) card series was employed six months after the program began. Sold in the prison canteen, these phone cards were optically read at designated phones at the facility.

The Manning Prison cards quickly became a collectible item, according to David Phillips of Powell Associates. "I learned about the cards about three years ago," Phillips recalled. "At the time, the set sold as a collectible for about \$40-\$50. Today, the set sells for \$100 and they are in good demand.

"And while the Manning cards are not all that available, they are not yet the rarest on the planet." Phillips can be reached at (800)528-8819, if collectors have additional questions about the cards.

Scott du Pont, of Keep The Change! reports that the "Get Out of Jail Free" cards are selling for \$295 through his store catalog. KTC receives several inquiries each month about the card. Those interested

in ordering one can reach him at (800)510-0101.

The focus on secure correctional settings as another medium in which to apply phone cards is yet another example of the numerous applications that debit cards have, and will continue to have, in our society. The penal institution series should also be of great interest to collectors, due to their limited quantities and restricted availability.

Rumor has it that a prepaid telephone calling program is underway at Rikers Island penal facility. We will attempt to substantiate that report in an upcoming issue. Meanwhile, is anyone willing to admit an inside source at Rikers?

MC

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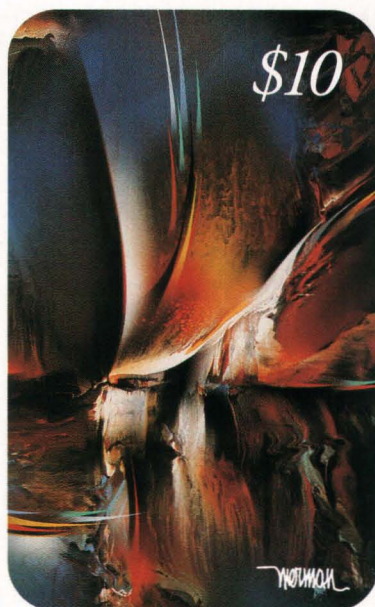
TELEWORLD



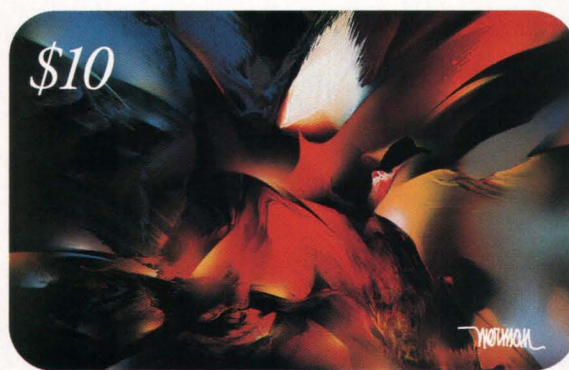
Moonlight



Genesis



Firebird



Magic Fire

THE MUSIC OF PAINTING Mexican-born artist Leonardo Nierman shares more than a first name with his famous Renaissance predecessor Leonardo da Vinci. Both represent the “universal man” of many talents and interests, both scientific and artistic.

Educated at the University of Mexico with degrees in physics and mathematics, Nierman became a painter while in his twenties, and since then has worked in several media – most notably sculpture and tapestry design, in addition to painting. Today, his work is represented in galleries and public collections worldwide.

Equally remarkable are his musical gifts. Having studied the violin since youth, he earned the honor of playing First Chair Violin for the Mexico City Philharmonic Orchestra. As we shall see, his love of music is an important ingredient in his visual art.

Teleworld International has selected four of Nierman’s paintings for reproduction on prepaid calling cards issued in three series – the “Gallery Edition,” consisting of single cards; the “First Edition” series, which includes four different portfolios, each consist-

ing of four cards of the same design in varying denominations; and the “Masterpiece Collector’s Edition,” offering four cards, each with a different design and denomination (see chart on page 47).

The paintings themselves are fluid compositions that continue the modernist tradition of color abstraction (non-representational art), which traces its origins back as far as the astonishingly modern landscapes and seascapes of J.W.M. Turner (“Steamer in a Snowstorm”) and James McNeill Whistler (“Nocturne in Black and Gold”) in the nineteenth century.

The imagery of Nierman’s paintings, together with their evocative titles – “Moonlight,” “Genesis,” “Firebird,” and “Magic Fire” – suggest at once flames, waterfalls, or lava flows, but also the forms of living beings – the feathers or wings of a bird, the rounded breast of a woman.

In this respect, Nierman’s work is also akin to abstract surrealism (incongruous imagery), and especially to the mid-century paintings of Chilean artist Matta Echaurren, whose “inscapes” (as he called them) envision the eerie landscapes of the inner mind. A sense of dynamism pervades Nierman’s abstractions; the color shapes seem to reflect in flashes or bursts of light, and occasionally to soar upward or outward in elegant curves, like nuclear eruptions on the surface of

the sun, as seen through a powerful telescope.

The suggestiveness of Nierman's images defies any explicit meaning or literal interpretation. Yet this very elusiveness (and allusiveness) constitutes their richness. The viewer must respond to them in the way he or she might respond to music — on a purely emotional level, appreciating the sheer beauty of musical harmonies, without expecting them to represent something in the "real world."

At the same time, these harmonies — both the aural and visual — may carry associations with past events or experiences in our lives, leading us back to faded memories now revitalized by the sound of a melody or the glimpse of a color or shape.

The musician in Nierman would naturally appreciate this parallel between the evocative powers of music and painting. Indeed, he has likened the act of painting to "an adventure" in which one uses "hands aligned with... heart, soul, memories, dreams and passion... to create the sound penetrating into other souls and cause an emotion." The artist embarking on this adventure must do so "in the same spirit as a child... entering the Magic Kingdom of Disney."

But the reference to Disney's world of fantasy and entertainment is misleading, I think, when applied to Nierman's work. For his paintings evoke not so much the innocence of childhood imagination as the purity of primitive consciousness. The images in his paintings that flare up from their dark backgrounds allude to creation and evolution — cosmic storms, fires erupting on the surface of a newly formed planet, seething volcanoes, floodwaters, or the flight of primitive birds — the birth of a universe, the origins of life.

This allusion of primordial beginnings is particularly evident in "Genesis," whose very title means "origin" — a shadowy face, barely discernible, hovers in the upper sector of the painting, recalling the Old Testament account of creation: "...and darkness was upon the face of the deep. And the spirit of God moved upon the face of the waters."

The painting, "Moonlight," does not appear at first to adhere strictly to my interpretation of Nierman's work, however. In this composition, the elegant shapes of violins emerge from the fluid color fields.

The images of these carefully crafted instruments remove us from the realm of the primitive and transport us to the achievements of civilization at a far more advanced stage in the evolutionary process. We recall that musical instruments are beautiful objects in their own right, but that in order for them to express the true beauty for which they were made, they require the skill of an inspired musician.

While colors alone may be beautiful and pleasing, they require the skilled and inspired hand of the artist to "orchestrate" them into something more deeply satisfying. In the end, this may be the underlying theme that unites all four of Nierman's compositions: the arts

	Moonlight	Genesis	Firebird	Magic Fire
Gallery Series				
5,000 issued	\$10	\$10	\$10	\$10
Masterpeice Series				
1,000 sets issued	\$10	\$20	\$30	\$40
First Edition Series				
250 sets - 4 denom.	\$10, \$20	\$10, \$20	\$10, \$20	\$10, \$20
(1,000 cards total)	\$30, \$40	\$30, \$40	\$30, \$40	\$30, \$40
<i>All cards available from Teleworld International (800) 434-2499. Art by Leonardo Nierman.</i>				

are a means of exploring not only the future, but also our beginnings — of reaching back to the emotional core that constitutes our being.

Heavy stuff, huh? Indeed, Nierman himself has protested that certain things — like sunrises and sunsets — don't need to be analyzed and fully understood; they should just be enjoyed for their beauty. His goal as an artist is to "add pleasure and joy to the lives of others." Now that his paintings are available on these Teleworld cards, more of us can enjoy the benefits of his quest.

Dawn Glanz

Dawn Glanz teaches Art History at Bowling Green State University in Ohio, where she also participates in the American Culture graduate program.

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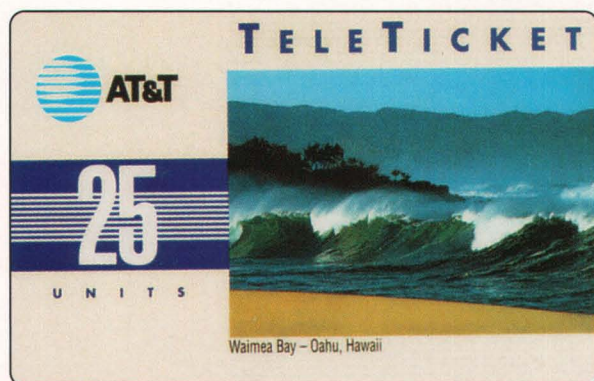
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AT&T TELETICKETS

part two of two



These three designs were added to the AT&T TeleTicket American Series during late 1992 - Waimea Bay, U.S. Capitol Building, and Art Deco District of Miami.



This is the second part of a feature on AT&T's TeleTicket series of phone cards. Part 1 centered around the first two groups of cards, and the variations on the reverse side of those cards.

Group Three

Sometime during September 1992 another change was made to the backs of the AT&T TeleTickets. In place of the product code (four letters) and five numbers above the bar code, were initials for the language used on the card (EN for English, etc.).

The fronts of the cards show the same 10 designs as Group 2:

- Golden Gate Bridge
- Grand Canyon
- Statue of Liberty
- American Bald Eagle
- TeleTicket
- Bridge Connecting Two Worlds
- Redwood National Park
- Nubble Lighthouse

- New York City Skyline
- Apollo Lunar Module

Each of the designs includes an English version in 10, 25 and 50-unit values. Ten-unit cards of each design were produced in 10 different languages, and a 25-unit Statue of Liberty version was created in French.

The only known error in this group is the 10-unit Golden Gate Bridge (in Italian) with a nine-digit PIN instead of the normal 10 digits. I would like to hear from collectors with TeleTickets other than 10 units in foreign languages.

Also in this group is the E.T. card, three values each in English, French, Spanish, German, Italian, Japanese and Korean. I have yet to see E.T. cards belonging to this group in Dutch, Portuguese or Mandarin Chinese.

In November 1992, the Holiday Celebration Series was released, with three values of each (10, 25 and 50 units), in English (EN) and Spanish (SP) only. All the cards in Spanish mistakenly show the "Recyclable" logo on the reverse.

The six designs in the Holiday Celebration series included:

- Night Scene at Rockefeller Center
- Holiday Treats
- A Winter Wonderland
- Christmas Tree Ornaments
- The Season All Wrapped Up
- Holiday Sweets

Near the end of 1992, three new designs were added to the Americana Series:

- U.S. Capitol Building (Washington, D.C.)
- Art Deco District (Miami Beach, Fla.)
- Waimea Bay (Oahu, Hawaii)

AT&T TeleTicket® Service.

1. Componete il n° 1 800 643-5522 da un apparecchio telefonico a tasti (pausa).

2. Componete il numero dell'AT&T TeleTicket. ➤

3. Selezionate una delle opzioni:

* Per chiamare il Servizio Informazioni, premete ☐*, e quindi premete:

☐1 = Mercato valutario ☐3 = Previsioni meteorologiche negli Stati Uniti

☐2 = Notizie internazionali ☐4 = Servizio interpreti

* Per chiamare all'interno degli Stati Uniti o per chiamare il Canada o i Caraibi dagli Stati Uniti,

premete ☐1; componete il numero di prefisso della zona seguito dal numero dell'abbonato.

* Per le chiamate internazionali, componete il prefisso per il paese e per la città che state

chiamando, quindi il numero dell'abbonato.

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IT

NON INSERITE LA CARTA NEL TELEFONO.

Fabbricato negli Stati Uniti. Senza rimborso.

© 1992 AT&T



In September 1992, the first changes were made on the Group Three TeleTickets - the inclusion of a language code above the bar code. The language initials, (in this case IT for Italian) replaced the four-letter/five number product code.

So far, of these three designs, I have only found the 10-unit Waimea Bay in English.

Group Four

Late in 1992, AT&T decided to add sequential numbers following the language codes (i.e. EN 00001), probably to conform with those cards being made for private customers who wanted their cards individually numbered.

Not all of the 13 designs of the Americana series were made this way, and the following list represents (with value and language) those found to date. I would appreciate news of any others not on this list:

- **TeleTicket** – 10, 50 units English
- **Statue of Liberty** – 10 units Italian, 25 units French, 50 units Korean
- **American Bald Eagle** – 10 units English
- **Redwood National Park** – 10 units English
- **Nubble Lighthouse** – 10 units English, 50 units French
- **New York City Skyline** – 10 units English, 50 units French

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2. Composez le numéro AT&T TeleTicket. ➤
3. Sélectionnez :
 - Pour obtenir un service d'information, pressez la touche [] puis un des numéros suivants :
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 - [2] = Actualité internationale
 - [3] = Prévisions météo pour les États-Unis
 - [4] = Services d'interprétation
 - Pour un appel local aux États-Unis, vers le Canada ou vers les Caraïbes, composez le [1], puis l'indicatif régional et le numéro de votre correspondant.
 - Pour un appel international, composez l'indicatif du pays, l'indicatif de zone puis le numéro de votre correspondant.

Pour toute question, consultez notre service clients : si vous vous trouvez aux États-Unis, appelez le numéro gratuit 1 800 537-5510, sinon téléphonez en PCV au 408 428-2735.

N'INSÉREZ PAS VOTRE CARTE DANS L'APPAREIL TÉLÉPHONIQUE.
Fabriqué aux États-Unis. Carte non remboursable.
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FR 01654



Sequential numbers were added above the bar code on the Group Four TeleTickets, which were introduced in late 1992. This one is number 1654 and is in French (FR).

- **Apollo Lunar Module** – 10 units English
- **Washington, D.C.** – 10, 25 units English, 10, 25 units Italian, 50 units French
- **Miami Art Deco** – 10, 25, 50 units English, 10, 50 units Italian, 50 units French
- **Waimea Bay** – 10 units English, 10 units Italian
- **E.T.** – 10 units English

Alex Rendon

Alex Rendon is a world renowned historian and collector of stamps and phone cards. Readers may write to him at P.O. Box 323, Massapequa Park, NY 11762.

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_____	†Harp Seal Greeting Card (blank)	\$2.00	_____	Sub-Total (from previous column) _____
_____	West of Key West - photography by George Rhodes	50 unit \$25.00	_____	Sales Tax (Florida residents add 6%) _____
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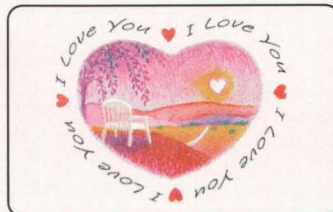
Greeting cards from Hallmark's new Valentine series look like conventional cards, but with an added bonus. Hallmark (Sprint); Valentine series (6 cards); \$5.95 retail price; 10 minutes domestic phone time; quantities unknown; January 1995 release.



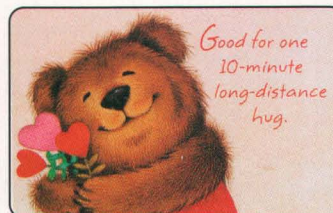
A-VLD-1019 Hugs



A-VLD-1009 Cake



A-VLD-1027 Two Hearts



A-VLD-1029 Bear



A-VLD-1017 Rabbit



A-VLD-1007 Friends

HALLMARK SAYS I ♥ YOU WITH VALENTINE CARDS For all those people looking for a sneaky way to please their honey and add to their phone card collection at the same time — you may have missed your golden opportunity.

Hallmark's most recent offering, Valentine Long Distance Greetings cards, hit the shelves during early January, and preliminary indications are that the product is doing quite well. Each of the Valentines in the six-card series includes collectible telecards with 10 minutes domestic phone time through Sprint. Phone time expires August 31, 1996.

Suggested retail price for the product is \$5.95. Though exact issue quantities have not been released by the company, the figures are significantly lower than earlier series.

Shop owners generally remove the seasonal cards from their shelves the day after the holiday, but some may opt to hold onto their remaining stock. In other words, ask your local Hallmark dealer about leftovers. He may still have some for sale.

Hallmark will continue to expand its seasonal Long Distance Greetings card line in 1995 to include Father's Day and Graduation, which will accompany the previously introduced Christmas, Valentines Day and Mother's Day cards.

Christmas telecard sales went well, according to Tom Esselman, marketing strategist for the company. "We still need greater awareness of the product line, but sales were generally good — better than those from our everyday card line."

"All of the designs can be ordered through any of our shops," Esselman continued. "Just because the card is out of season or the shop doesn't happen to have any more of that particular design, they can still be ordered through their Everyday book."

MC

ADVERTISER INDEX

COMPANY	PAGE
ACMI	7
American TeleCard Expo.....	16
World Telecom Group, Inc./AmeriVox	5
AT&T.....	37
Authentix.....	33
Brilliant Color Cards.....	*C4
Collectors Exchange Cartel.....	47
Collector Communicators/Finish Line	38
ConQuest/Moneycard Collector Hotline.....	17
GTI Telecom, Inc.	41
HT Technologies.....	*C3
Int'l Telecom Communications Network	49
Keep The Change	13
Laser Radio	32
LDDS Metromedia Communications	43
Park Phone Card Company.....	6
Powell Associates/PM Cards	15
Quest Group International/Liberty.....	*C2
Scoreboard Classic, Inc.....	22
Teleworld International	45

*Cover

Collector Chronicle

ALL THE NEWS FOR COLLECTORS

APRIL 1995

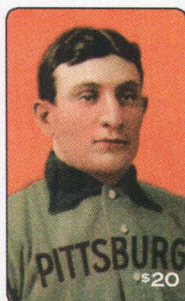
HT Technologies Finds Phone Card Collectors' Treasure!

San Francisco

HT Technologies, Inc., "one of LDDS' largest distributors," has unearthed telephone card collectors' treasure in its series of collector cards including issues by artists Marie Fox and Alexander Chen and the classic "Calling on History" sports collection with Champion Sports and Premier Marketing Group.

For the Sport of It!

About the HT Technologies card featuring baseball great Honus Wagner, telecard guru Larry Brilliant said, "This is a great card. I remember when I saw that hockey great Wayne Gretsky had paid over \$600,000 for the original Honus Wagner card. I thought it was a legendary photo of Honus Wagner at that time, but later learned that the reason it was so rare was that Honus Wagner had religious objections to tobacco and



Honus Wagner * one of a 4 card set

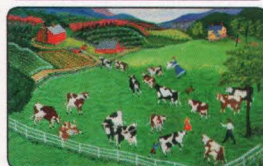
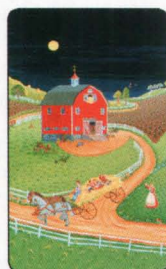
therefore refused to allow his photo to appear on the cigarette cards, which is what this original photo was taken for. So this is a rare photo now available on a telephone card. That's great. Telephone cards have produced such fresh, rare, haunting images and this is one of the best."

In an article in *MoneyCard Collector* Steve Fritz said, "...people forgot that Wayne Gretsky was willing to pay a half million dollars for a T-206 Honus Wagner."

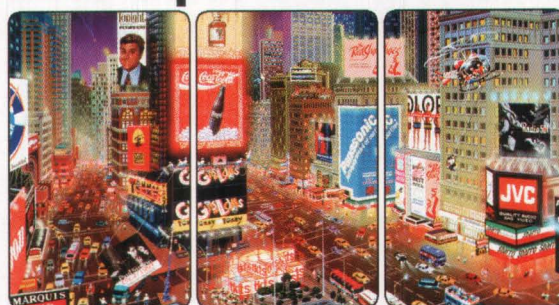


Fritz also states, "Sprint and GTS had better be ready for a lot of competition... Some of them [phone card manufacturers], like HT Technologies, hook up with people like Champion Sports (one of the largest middlemen in the sports card world), to become forces to be reckoned with."

The Marie Fox Collection



Times Square on Telecards



"Given its endless fascination, it is no surprise — indeed, it is a delight — to find Times Square the subject of a three-card series of phone cards produced by HT Technologies of San Francisco. Each card reproduces a segment of a photorealist painting entitled 'An Evening in Times Square.' Placed side-by-side, the cards present a panoramic tableau of this famous site, seen from an elevated viewpoint.

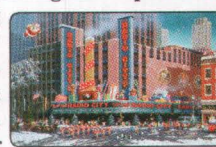
"Given the artist's popularity, we can hope to see

more of Chen's cityscapes appearing on phone cards in the future. Indeed, two additional New York scenes —

'Santa Comes to Radio City' and 'The Magic of Rockefeller Center' (depicting skaters on the ice rink)



recently appeared on two new phone cards issued just before



Christmas. If this trend continues, 'Alexander's World' will soon be at the fingertips of phone card collectors and users throughout the world."

— Dawn Glanz- *Moneycard Collector*

Alexander Chen images - ©1995 Alexander's World

Collectors Eagerly Await New Releases from HT Technologies



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