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DECEMBER 1994

\$4.95

MONEY CARD

C O L L E C T O R

VOLUME ONE

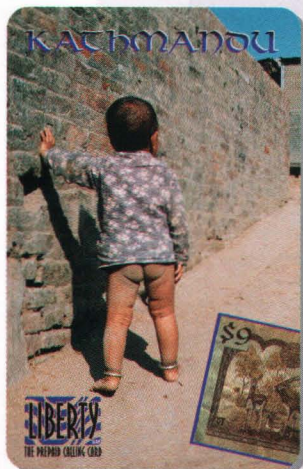
NUMBER FOUR

COLLECTING HOLIDAY CARDS

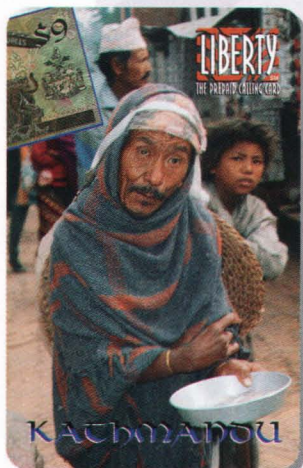


TOUR THE WORLD WITH LIBERTY'S "PEOPLE & PLACES" SERIES

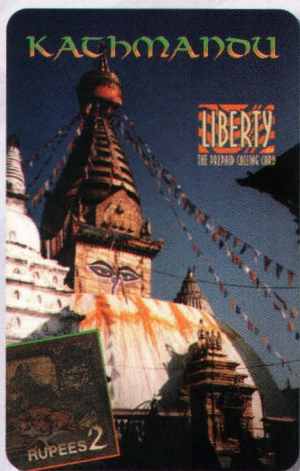
First Destination: KATHMANDU



Boy in Bhaktapur



Beggar from Pashupatinath



Swayambunath Temple
Exclusive \$2 Bonus PhoneCard

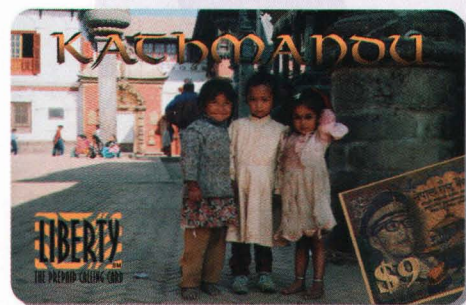
With this first set of LIBERTY prepaid PhoneCards issued in our "People & Places" series, we take you to Kathmandu, one of the most charming and fascinating places in the world. Known as the jewel nestled in the heart of the splendid Himalayas, the Kathmandu Valley is an inexhaustible storehouse of exciting places, geographical wonders and people who captivate you with their faith and traditions. It has been called the fabled Shangri-la, the green valley of great people where gods mingle with mortals.

Our Kathmandu cards were designed to capture the ethnic mosaic that makes life in Kathmandu a cosmos.

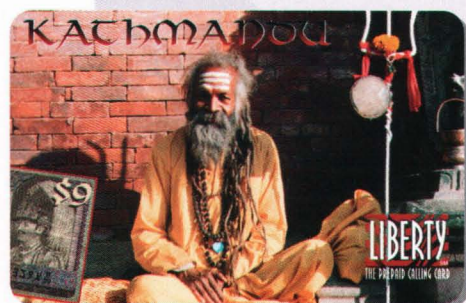
The new "People & Places" series will focus on people and landmarks from unusual places around the world. New PhoneCard sets in this continuing series will be issued about every three months. Each set will be comprised of four \$9 PhoneCards together with an exclusive \$2 Bonus PhoneCard which will only be available with the set. The five PhoneCards in each set will have matching print series numbers to further enhance their collectability. The PhoneCards will be packaged in a special display folder and be limited to only 5,000 sets.

Purchase your "People & Places" limited edition PhoneCard sets for only the face value of the cards...\$36, and receive the exclusive, \$2 Bonus PhoneCard FREE. With LIBERTY you never pay an activation fee and always receive our revolutionary long distance telephone service at our standard tariffed rates of only 33¢ per minute, anytime, anywhere in the continental U.S.A. and our low flat rates for international calls.

Sets will be sold on a "first to order" basis. Order now to receive low print numbers. Sign up for our standing order arrangement and we guarantee you will receive each new set issued in the series and that it will have the same print numbers as your other sets. To place your order for this exclusive series...or to add your name to our mailing list for information on new cards and special limited edition cards...you're at LIBERTY to call our 24-hour toll-free order line or fax or mail your order to us. Please provide your VISA, MasterCard, American Express, or DISCOVER account number and expiration date. Shipping and handling; U.S.A. - \$6.50, International is based on shipping cost to specific destination.



Newari Girls



Sadhu in Dakshinkali

1-800-964-0702

QUEST
TELECOM

242 Falcon Drive • Forest Park, GA 30050
PH: 404-209-0945 • FAX: 404-209-9642

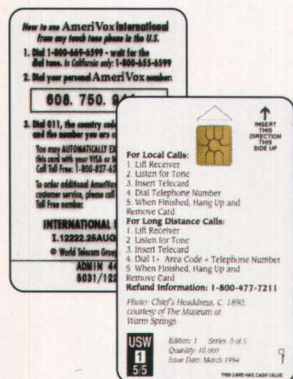
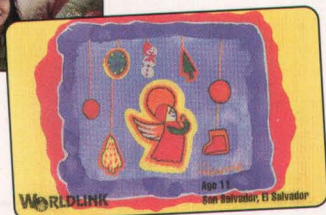
LIBERTY
THE PREPAID CALLING CARD

©1994 Quest Telecommunications
A Quest Group International Company



6 Holiday Season Cards '94

Editor Randy Moser reviews some of the many issues for this special time of the year.

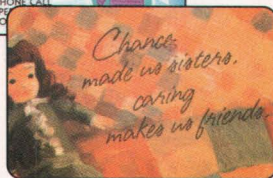


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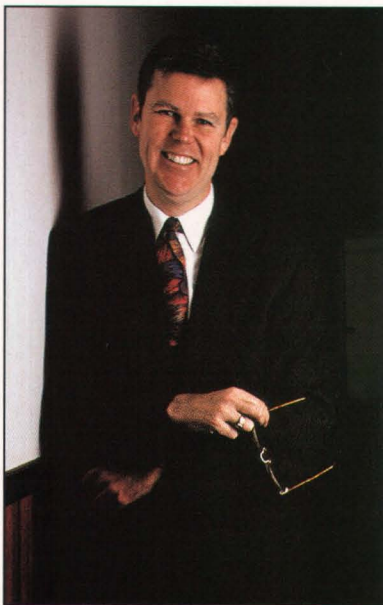
50

One of the most positive outcomes of Cardex '94 in Amsterdam (see coverage, page 9) was the publication by Sprint International of a proposed code of ethics for the prepaid phone card industry. Several card issuers at the show openly expressed their appreciation to Sprint for tabling the ideas as a stimulus to dialogue on the issue.

Some concepts found broad support. For instance:

- Issuers should avoid intentional or unintentional exploitation of the collectors' market.
- Issuers should work for the long-term viability of the market.
- The policy should separate the long-term issuers from the short-term exploiters.

Other ideas, however, generated broad concern, especially among the smaller issuers. They too would like to see a code, but viewed many provisions of the proposed text as highly negative factors that could force them out of business (e.g. The collectors' market should not represent a majority of an issuer's sales or revenues.)

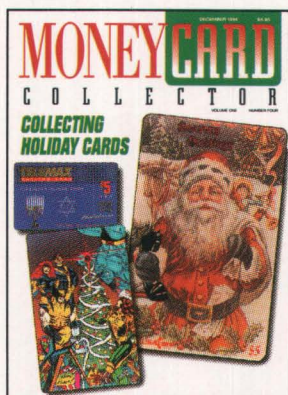


We at *Moneycard Collector* strongly endorse measures within the industry which add to its integrity and help to retain the interest and support of collectors. It is clear that we neither want nor need quick-buck artists — people who simply buy a number of PINs, hire a card printer, and then call themselves a phone company. Organizations which can meet the final list of criteria and subscribe to it will set themselves apart. Collectors will likely use it as one of the ways to help them decide which cards to collect.

Ironically, many of today's larger and reputable card issuers started just in this small fashion. Today they are successful and can point to ample evidence that phone time repackagers/resellers as a group are a major positive influence in the marketplace, raising public awareness about phone cards as utilitarian devices and as collectible debit cards.

We urge the prepaid phone card industry to continue its efforts to improve its self-policing activities. A code of ethics will be a significant step forward in this direction. That code needs to exclude questionable issuers but include, along with the major telecommunications companies, those repackagers and resellers which are operating ethically in the marketplace and are making the moneycard market in America a lively and exciting collector scene.

Murray Church, *Publisher*



Holiday calling cards should be popular items this year in the U.S., if the number of new issues is any indication.

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America's Premier Phonocard Company

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- First U.S. monument series
- First hologram-card in the U.S.
- First in U.S. to honor Pope John Paul II
- First to feature rare gold coin
- World's first gold phonocard
- First to depict an icon: Elvis!



★ Elvis Phonocard



★ ANA Gold Coin Phonocard



★ World's First Gold Phonocard



★ Elvis Phonocard



★ Elvis Phonocard



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Holidays cheerful with Festive phone cards

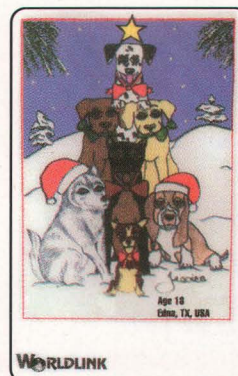


Santa w/reindeer (3 cards)

Telemax
\$5/\$5/\$1
10/10/2 min. (50¢/min.)
5,000/5,000/7,500 issued
(800)704-2006

Whether you're a collector or just want some novel gift ideas for this holiday season, there are plenty of choices available from U.S. prepaid phone card issuers.

Here's a sampling of some of the cards which have passed through our office during the past few weeks. Contact the issuer for information about purchasing the cards. Window shop at your leisure, but one word of caution — you'd better not wait too long, as these limited edition seasonal cards are usually quite popular. This feature replaces "America's Most Wanted" this month. Next month we'll have a wrapup of 1994.



Dog Xmas tree

Worldlink
\$10
15 min. (67¢/min.)
2,000 issued
(800)546-1778
Designed by 18-year-old
Jessica Ramirez, of Edna,
Texas.



As part of WorldLink's Children's Telecard Project at the University of Texas Cancer Center in Houston, each of these three cards has been designed by children who are patients at the center. Twenty percent of the proceeds will be donated to benefit the center's programs.



Angel

Worldlink
\$10
15 min. (67¢/min.)
2,000 issued
(800)546-1778
Designed by 11-year-old
Tatiana Carrillo, from El
Salvador.



Christmas Bells

Worldlink
\$10
15 min. (67¢/min.)
2,000 issued
(800)546-1778
Designed by 11-year-old
Duhan Kocaman, from
Turkey.



Chanukah
Telemax
\$5
10 min. (50¢/min.)
5,000 issued
(800)704-2006



New Year's Card
Telemax
\$5
10 min. (50¢/min.)
5,000 issued
(800)704-2006



Spiderman/MaryJane @ Rockefeller Center
CTS
\$10
10 min. (\$1/min.)
Quantity undisclosed
(800)280-1166



Fantastic 4 w/Snowman
CTS
\$10
10 min. (\$1/min.)
Quantity undisclosed
(800)280-1166



Forceworks w/Presents
CTS
\$10
10 min. (\$1/min.)
Quantity undisclosed
(800)280-1166



X-Men Decorating Tree
CTS
\$10
10 min. (\$1/min.)
Quantity undisclosed
(800)280-1166



Milk & Cookies Santa
TCM
\$1 comp.
2 min. (50¢/min.)
(708)827-4620



Deco Santa comp
TCM
\$1 comp.
2 min. (50¢/min.)
(800)923-8723



Kris Kringle
TCM
\$5
10 min. (50¢/min.)
(708)827-4620



Peppermint Santa
TCM
\$10
16 min. (60¢/min.)
(800)923-8723



WWI Santa
TCM
\$15
25 min. (60¢/min.)
(800)923-8723



Santa The Toymaker
TCM
\$20
33 min. (50¢/min.)
(800)923-8723



Holiday Card (see page 8)
ACMI
\$3, \$7, \$20
12/28/80 min. (25¢/min.)
3,000/1,500/500 issued
(901)363-2100



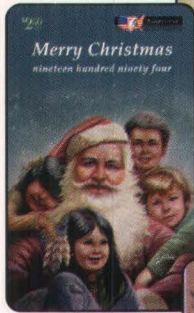
Season's Greetings
AmeriVox (promo card)
5/10 min. (selling price and rate/min. vary with quantity; min. order 100 cards)
16,000 issued
(415)694-4977



Olde Time Santa Postcard
USA Card
\$5
5,000 issued
10 min. (50¢/min.)
Purchase at your local dealer or call (303)777-3034 for closest location



Santa w/Elf
Worldconnect
Price and quantity unknown
(510)462-9045



Parillo Santa w/Children
PM Cards (private issue; Amerivox is carrier)
\$2.50
8 min. (30¢/min.)
2,000 issued
(212)332-8105



Greeting/Phone Card Set
Hallmark/Sprint
(see pages 28-33)

HOLIDAY CARDS



ACMI's brand new Holiday Telecard is designed to bring family and friends a little bit closer this season. The limited edition cards are priced at an economical 25¢ per minute rate and are available in \$3, \$7 and \$20 denominations.

ACMI SAYS 'SEASONS GREETINGS' WITH NEW HOLIDAY TELECARD
The Christmas shopping season seems to start a little earlier each year and ACMI got a jump on the competition this year with the September introduction of their "Holiday Telecard" series. ACMI is promoting the Holiday Telecard as a "creative, economical and useful" gift — three adjectives not often appropriate to describe presents purchased in the mad dash to complete holiday shopping lists.

With the ACMI offering, cost-conscious gift-givers have a choice of three reasonably priced telecards. The Holiday Telecards are available in the following values and quantities:

\$3	12 units	3,000 quantity
\$7	28 units	1,500 quantity
\$20	80 units	500 quantity

The cards may be used to call anywhere throughout the continental United States,

Canada, and Mexico. Calls made within the U.S are assessed at 25¢ per minute, with a \$3 processing fee charged to activate the telecard. This one-time charge is not levied again if the card-holder decides to add time to the telecard at a later date.

The ACMI Holiday Telecards are a limited edition series, with no additional runs planned. According to Dedra Anderton,

ACMI spokesperson, the issuer has received an immediate positive response to the announcement of the release, with a large number of pre-orders for the card.

The ACMI Holiday Telecard is "gift wrapped" in a protective envelope, along with the message "Seasons Greetings." The cards are produced from quality 28-mil plastic, and each telecard carries its own individual PIN number.

The release of the Holiday Telecard has allowed ACMI to join several other telecommunication companies in the lucrative market of seasonal money cards. Two major greeting card companies have introduced telecards into their greeting card lines within the past 12 months. Hallmark Cards linked up with Sprint (see story on page 28) to develop a series of greeting cards which incorporate prepaid calling cards.


Ten of the Hallmark/Sprint cards were specifically targeted to reach Christmas holiday shoppers. The combination greeting card/prepaid calling card package retailed for \$6 and included 10 minutes of phone time within the continental United States. The trial was so successful that Hallmark launched an additional series in spring of 1994.

Gibson Greetings, Inc. joined the drive to piggyback greeting and prepaid calling cards when they launched a Mother's Day series on April 4, 1994. Four different designs were released in quantities of 7,500 per design. The Gibson greeting/prepaid calling card package retailed at \$5 for 10 minutes of U.S. phone time. Gibson execs viewed the Mother's Day release as a method of testing the waters and gauging the viability and timing of future releases in the U.S.

Susan Follick, who helped launch the Gibson series, explained why her company believes the future is bright for seasonal and gift-oriented moneycards. "It's the perfect gift. You don't have to worry about finding the right size or color, and nearly everyone can use free phone time."

ACMI is banking on those same factors for the success of their card, and from all early indications, it looks like it should be a very merry Christmas this year for the Tennessee-based telco.

Leslie Gainer




Santa Is Calling

SAVE MONEY ON YOUR LONG DISTANCE CALLS

Prepaid Calling Card \$10

- Numbered/ Limited Edition
- 6 Language Voice Prompts
- 25¢ Renewable Minutes (+ taxes & applicable fees)
- Great Corporate Gifts
- Great Personal Gifts
- Great Gifts for College Students
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SHOW STOPPERS

DANKE VAL, CARDEX! One language that has always fascinated me is Dutch, a secondary reason why I had been looking forward to the Cardex '94 show in Amsterdam. The main reason, of course, was that this event would be the first truly international phone card show, a wonderful opportunity to introduce some new people to our magazine, and a chance to hear some more Dutch.

Quite easy to understand, that Dutch language, but difficult to learn to speak. But no getting around it, the Dutch are great people, almost universally English speaking, and delighted to help any newly-arrived, jet-lagged visitor.

All that help can be expensive though, especially when it starts with a complete tour of Amsterdam's Schipol airport by taxi in hot pursuit of the *Moneycard Collector* magazines we had shipped for the show and the shipping company had temporarily, err... misplaced. It all ended OK, but if you ever need to know where the Schipol warehouses are for Yamaha, Canon or any other multi-national, give me a call. I now know all of them and would gladly sell the information to help offset the cost of my taxi!

A two-day industry conference at CardEx was followed by a weekend public exposition, featuring numerous national postal/telecom administrations, dealers, card issuers and suppliers to the industry, who collectively numbered 72 firms.

Though public attendance was not as high as had been expected — about 3,000 over the three days — those who did come were highly dedicated hobbyists, many of whom took immediate advantage of a swapping area very near the booths of Ameritech and *Moneycard Collector*. It was fun to watch these collectors wheel and deal at a feverish pace, all the while

carefully handling the mint cards "by the edges only, danke val (thank you)." Organizers from *International Telephone Card* magazine had hoped this area would only be used for swapping the cards, but demon cash inevitably showed up, moving as surreptitiously as possible between buyers and sellers.

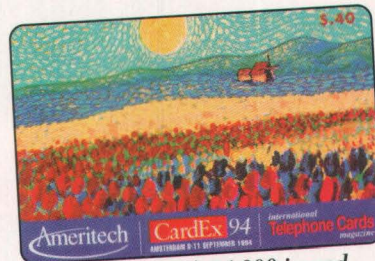
In total there were a staggering 42 different cards issued for the show, some of which are illustrated with this article. Cardex '94 also featured a series of awards for best card programs in several categories. The winners were:

- Innovative Card Design: Netherlands PTT, Essen - Infinite Puzzle Card
- Environmental Award: Telecom Australia, The Environment Set
- Best Card Series: Uniphone (SDN BHD, Malaysia), Jungle Set
- Humanitarian Award: Brilliant Color Cards, SEVA Series of Charity Cards
- Best Technical Innovation: Ameritech, Hybrid Remote Memory Card

From an American perspective, the most important result of the show was that Europeans now have visible proof that the hobby in America is alive and growing in dramatic fashion. It also underlined to us at *Moneycard Collector* how many interesting cards had been issued for overseas sales by American firms — so much so that we will soon begin a new column on the subject entitled "America Offshore." Watch for it in the issues ahead.

Congratulations to Dr. Steve Hiscocks and his staff at ITC for an excellent show.

Murray Church



Ameritech (40¢) 26,000 issued.



Bell Canada (\$1) 1,000 issued.



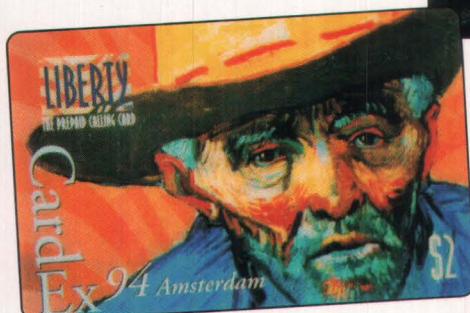
CDG (\$6.25) 1,500 issued.



Standing or sitting, dealin' was hot!



Telecom New Zealand (\$5).



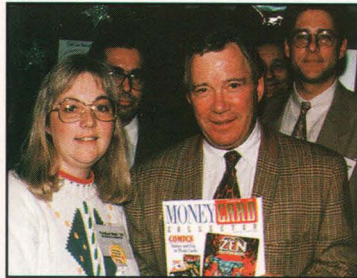
Liberty (\$2) 1,200 issued.

SHOW STOPPERS II

NEW YORK SHOW SIMPLY 'OUT OF THIS WORLD'! It's pretty hard to live up to lofty expectations when an entire industry and hobby are looking on, but if any phone card show this year has come close, it has to be TeleCard

World's New York Expo, held September 30-October 2. Billed as the world's largest telephone card convention in the U.S., over 7,000 collectors and curiosity-seekers passed through the gates of New York's Jacob Javits Center, despite some rainy weather, a traffic-snarling bicycle race, and a huge parade. The show was sponsored by *TeleCard World Magazine*, NYNEX, Brilliant Color Cards, LDDS, InComm, EarthCall, GTS, and *Advertising Age Magazine*.

Those in attendance were treated to celebrity appearances by artists Peter Maxx, Leonard Nierman and James Rizzo; sports figures Art Shamsky, Ed Kranepool ('69 Mets)



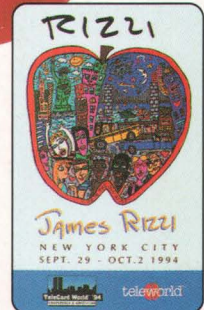
ACMI's Diane Storey knows how to endear herself to an editor - get *Star Trek's William Shatner* to autograph a copy of *Moneycard Collector*. Shatner was there to help promote *Future Card's* new *Star Trek* cards.

Results of USTAI Auction, New York City, Oct. 2, 1994

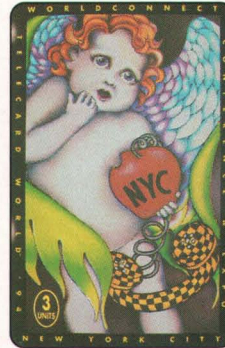
SUBJECT	ISSUER	SELLING BID	COMMENTS
Socks the Cat card	AmeriVox/Wiki Digs	\$100	1 card
'94 Soccer series	GTI	\$127	1 set
Unseen Jack Kirby	CDG	\$95	3 sets
Golden Gate collector pack	Integrity Telecom	\$100	1 set
Gold Indian card	AmeriVox/Powell	\$95	1 card
Gold Indian Card	AmeriVox/Powell	\$80	1 card
Gold Indian card	AmeriVox/Powell	\$80	1 card
Gold Indian card	AmeriVox/Powell	\$80	1 card
Gold Indian card	AmeriVox/Powell	\$75	1 card
Barkley series A	Quest	\$75	5 cards
25-card frame	Hewitt Mfg	\$90	1 set/frame
\$1000 Marilyn card	Gem Int'l	\$500	2000 minutes
Telecard Man (Jumbo)	Brilliant Color	\$550	1 Jumbo
Telecard Woman (Jumbo)	Brilliant Color	\$95	1 Jumbo
BCC Phone Card Family	Brilliant Color	\$100	1 Jumbo
BCC All Star	Brilliant Color	\$220	1 Jumbo
Heart-shaped card	Sprint/Hallmark	\$210	1 Jumbo
NBC/Sprint proof set	Brilliant Color	\$610	8 cards
Disney's proofs	Brilliant Color	\$1500	3 cards
Endangered Pirolo	Brilliant Color	\$175	1 of 100
Elvis	AmeriVox	\$500	1 Jumbo
CompuServe card	ACMI	\$77	1000 issued
American Eagle card	ACMI	\$110	1 card
The Macaw	ACMI	\$55	#4000
TeleCard World ad.	Multimedia Pub.	\$1500	full page
Michigan Bell Phone	Ameritech	\$1000	Original '87 test
US West Set	Amerivox	\$120	1st chip set
Elvis Card Set	Amerivox	\$170	21 cards
SF Giants Test Card	Amerivox	\$75	200 issued
Billboard magazine card	Amerivox	\$105	Error card
Taste America	Amerivox	\$105	1 card
Sprint Soccer Set	Sprint	\$200	24 cards/framed
AT&T 3 unit	AT&T	\$65	1 card
Statue Liberty sample	NYNEX	\$400	1 card
NY Teleph./Mitsui card	NYNEX	\$600	1 card



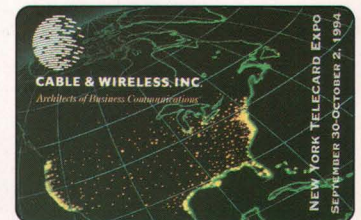
AmeriVox Bites Big Apple
\$1
3,000 issued



Teleworld "Life in the Big Apple"
Artist James Rizzi
\$10 1,000 issued



Worldconnect Cherub Jumbo
Artist Leslie Hart
3 units
500 issued



Cable & Wireless U.S. Network
\$3 3,000 issued



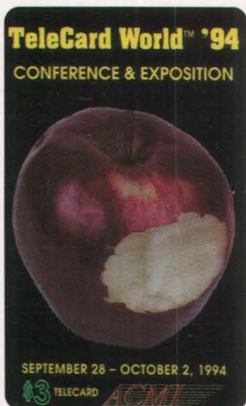
Brilliant Green Hearts (2)
3 units each 3,333 issued



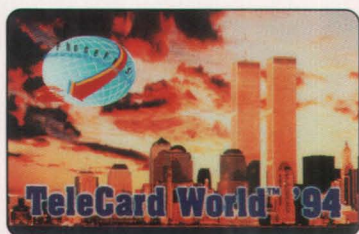
Larry Brilliant (above left) of Brilliant Color Cards managed to draw just about everybody at the show to try to find the names of toxic chemicals hidden on his new phone cards. This is Amos Press' (parent company of Moneycard Collector) own Bruce Boyd testing his eye of observation under the magnifying glass.



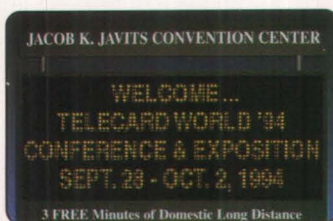
The numbers weren't overwhelming at the auction, but most of the significant players were there. Auctioneer Larry Brilliant did an excellent job of moving the merchandise, but later decided not to give up his 'day job.'



ACMI Big Apple
\$3 1,000 issued



LDDS NYC Skyline
10 units 5,000 issued



InterCard Javits Marque
3 minutes 2,500 issued



Liberty Logos
\$3 2,400 issued



PTC/NTT Merger Card
5 units



NYNEX King Kong (3 card set)
\$10/\$5/\$1
magnetic

and Tom Sanders (Boston Celtics); and Star Trek's own Captain James T. Kirk – William Shatner. Spiderman, RoboCop and King Kong kept the younger set entertained, while their parents browsed the hall.

The show also brought perhaps the first significant trade show auction of collectible phone cards and paraphernalia. Larry Brilliant served as auctioneer for the event, which was sponsored by the United States Telecard Association International (USTAI). Bidding on the donated items began slowly, but quickly began to pick up pace as word of the event was passed around the hall. A partial listing of the auction lots and their selling prices are detailed on the opposite page.

Dealer sales appeared mixed, though many reported their most significant transactions from a trade show this year.

"We were extremely pleased with the results of the show and we've had a lot of good comments from our exhibitors and dealers," said Jackie Shaw, vice president and publisher of *TeleCard World*, which coordinated the event. "Our initial goal was to provide our buyers and sellers an excellent forum for doing business. I believe most of them walked away with a very positive experience." Plans are already under way for two more of the shows in 1995 – March 17-19 in Las Vegas and September 21-24 back in New York.



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MONEYCARD COLLECTOR

11



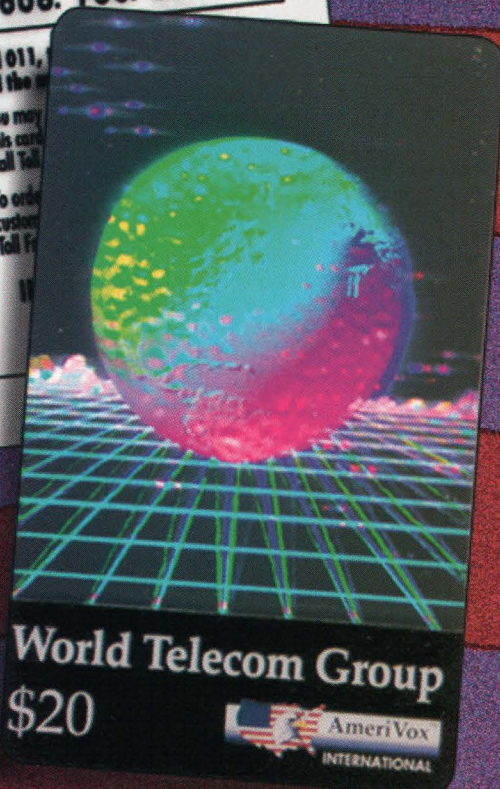
Optical stripe cards are rare in the U.S. NYNEX began with the technology in 1991, but has since switched over to magnetic stripe.



Used extensively throughout Europe, but by only two issuers thus far in the U.S., computer chip technology allows storage of information right on the card.



New York Telephone has switched from optical stripe to magnetic stripe technology, with their new Change Card phone system. College students represent a important retail-market for issuers.



The United States is virtually the only country using the remote memory format. Under this system, an 800 number is dialed, followed by the card's Personal Identification Number (PIN) code, which then accesses the card's information. The cards will work with any U.S. touch-tone telephone.

Strange Disease Hits America

Transmission is by Phone and
Four types of Phone Cards

By Gary Felton

Card Fever is highly infectious, incredibly addictive, crosses all age boundaries, and effects all cultures around the world. Neither gender is immune, although it tends to afflict males somewhat more frequently than females. There is no known antidote or cure, and it is growing at an incredible rate as it works its way around the world (last official count was 186 countries).

"Card fever" originated in Italy during 1976, spread to Belgium the following year and then on to Austria, Britain, France, Spain, and Sweden between 1977 and 1981. Authorities in these countries began to report its presence at that time, but the condition seemed to be limited to a highly select few users of the newly appearing telephone card. No one was familiar with such a fever then, and it did not look dangerous or threatening.

At about the same time, the agent responsible for "card fever" made its way to Asia spreading the ineradicable condition to the lives of the Japanese. The phenomenon was spurred unintentionally by the unrelated efforts of NTT (Nippon Telegraph and Telephone) — the Japanese telecommunications regulatory company and manufacturing giant — to issue phone cards (more than 100 million over the 3.5-year period between 1982-86). When NTT discovered the unexpected demand for the item, another 100 million were released and quickly gobbled up in the following six months!

From these operations and responses, Japanese scientists began to realize that millions of people were buying phone cards, and that for almost one million of them there was a need to collect this new item: they were hooked and developed "card fever!"

From the middle '80s to the early '90s, "card fever" carved a more extensive path all over the world. For some unexplained reason, however, the American population appeared to be immune and not affected by the bug.

Then one day in December 1991, the residents of New York City and Staten Island experienced something new in their life — a phone card. Almost overnight an unexpected epidemic began to hit. As the new card and its users became familiar with each other, the word got around that something had invaded America and was starting to spread.

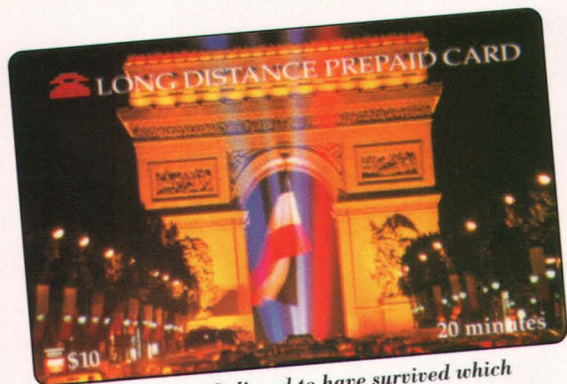
At first it was pretty well limited to the New York metropolitan area and seemed to be isolated there.



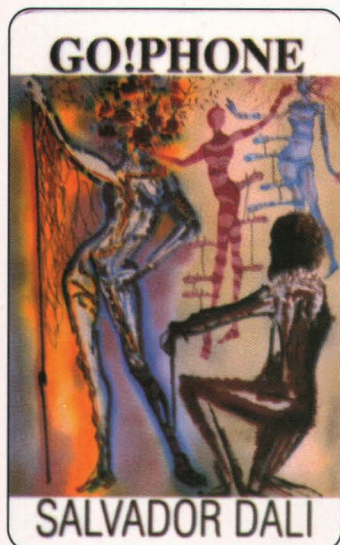
A typical NTT card, this one illustrating a Tokyo train station.



The first optical card issued by NYNEX in December 1991 shows the New York skyline. 50,000 were issued, each now having a current retail price of about \$100.



Only 400 sets are believed to have survived which include this Arc de Triomphe card issued by LDDS/Metromedia. The set's high retail price of about \$800 is partly due to the fact that they carried an incorrect 1-800 number.



French sculptor and painter Salvador Dali is celebrated on this Go! Phone card issued in April 1994 by Laser Radio. Planned mintage is 2000 cards; they are still available through the issuer at face value, \$8.50.

Then there was a shift as such cards began to appear elsewhere in the United States, from Maine to Hawaii, from Florida to Oregon, from Alaska to Puerto Rico.

Oddly enough, the

Center for Disease Control in Atlanta is not at all worried about what is happening since it is not lethal, toxic, or detrimental to one's health. So it probably is safe for you to sit back now and relax and read what this whole thing is all about.

The phone card is far and away the hottest collectible in the world in 1994, already having surpassed stamps and coins in popularity in Hong Kong and Germany and closing the gap in Japan and Singapore. It also is one of the most significant advances in technology in the telecommunications arena in decades.

The telephone card's initial purpose was to improve net revenues from pay-phones by reducing revenue collection costs and losses through theft. For users, the cards offer a brand new, less expensive and much less cumbersome way to make phone calls to anyone, anytime, anywhere in the world, without the need for coins, tokens, or an operator.

The basic approach varies from one country to another, but essentially there are four different formats through which the card operates. The card itself is exactly the size of a regular credit card, although the thickness varies slightly from one country to another and/or from one format to another.

There are 1)optical stripe, 2)magnetic stripe, 3)computer chip, and 4)remote memory technologies. All work on the principle of time/value that is purchased up front and then used in whatever amount the owner or buyer chooses.

With the phone card we are dealing with a prepayment principle or a debit card, where the cardholder buys now and uses later. This stored-value idea is quite different from what most of us in the U.S. are accustomed to: "use now and pay for later," as has

been our main-stay principle on our standard calling cards, charge cards, and credit cards. Although this concept is somewhat new to many Americans, the operation of "buy now and use later" has been in effect quite successfully in most other countries and cultures for a long time, whether it is a cultural ethic across the board or applies only to phone cards.

In America most phone cards are of the remote memory type. There is an 800-number to call and a unique, secret PIN (personal identification number) code, usually nine digits long, on each of these U.S. cards. It's a simple, easy, and direct way of calling. There is no direct interface or contact needed between the card and a telephone. If you run into any complication there is usually a 24-hour-per-day operator available for assistance (at no charge), though this involvement is rarely necessary.

At the moment, the U.S. is just about the only country using this remote memory format. The other 180-plus countries using phone cards work either from the optical scanning system, magnetic stripe, or a computer chip system, where in each case there is what is called a reader circuit in the telephone itself that translates the memory information.

Unlike what takes place in America, in other countries there is direct contact between the phone card and the telephone. In most cases, users place the card into a slot or feeder opening and the reader circuit in the telephone reads the amount of time/value available on the card and displays the information in the phone's LCD window.

The remaining time is usually indicated either in minutes/seconds, number of units or monetary value, generally in a countdown fashion similar to scoreboard clocks at major sporting events. With the optical, magnetic and chip formats, there is an audible indication when you are approaching the end of the card's value, a real benefit to the visually impaired or during darkness when it is difficult to read information displayed in a window on the phone.

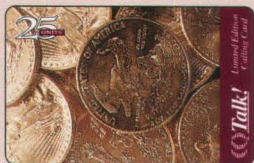
There is additional information available in two of the formats. With the optically scanned card, the stripe is scored (marked) as it is used so that you can actually see how much time is left on the card. There is a similar process for magnetically striped cards, except that they are hole-punched on the top edge along a numbered time or value continuum rather than scored.

When you are finished with your card, you can either dispose of it or you can hang on to it for your collection. Now be careful if you decide on the latter option because the Center for Disease Control has determined that is how the fever starts!

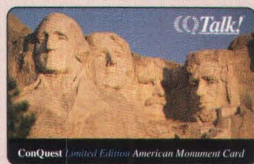
It is ever so subtle at first — "Oh well, it's pretty so I'll just keep it," or "This would be a nice thing to hold on to." Then comes a second card and another and another. Before you realize it, you are feeling some of the symptoms and the "fever" is under way.



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CQ-940007 Gold Coins



CQ-940004 Mount Rushmore



CQ-940008 Lincoln Memorial



CQ-940009 Eagle & Flag



CQ-940003 CO Talk!



CQ-940006 Break The Bank



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CQ-940014 "Denied!" Hockey



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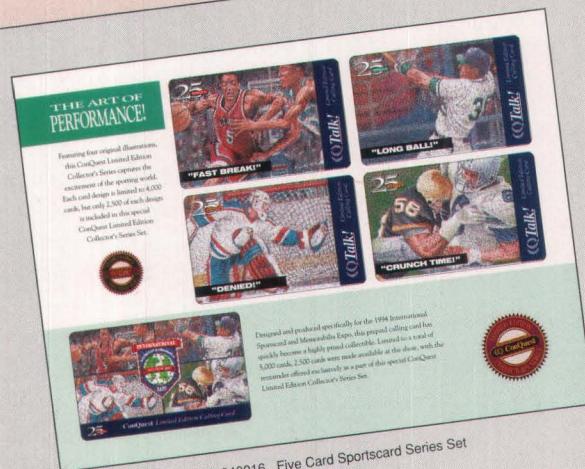
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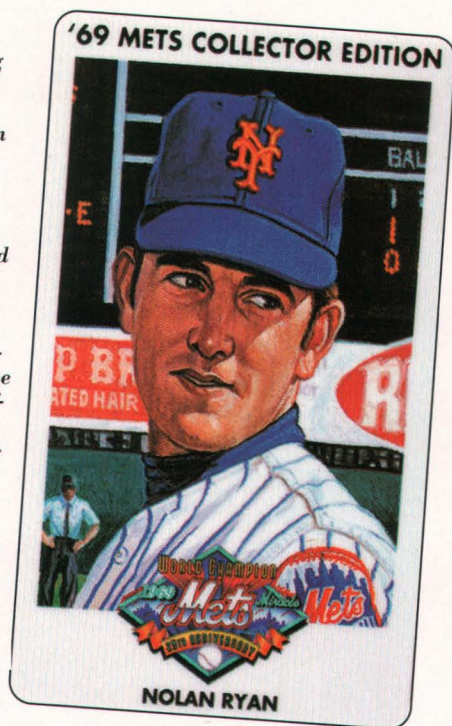
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CQ-940016 Five Card Sportscard Series Set

FIVE CARD SET
\$43.75

A 32 card set celebrating the 1969 New York Mets baseball team was recently issued by GTS in two forms: a \$69 dollar retail edition (1000 issued) with each card carrying 3 minutes of phone time, and a second 32 card edition (5000 issued) with each card carrying 5 minutes of phone time that was produced as a sales incentive for the 115 Meineke muffler stores in the metro New York area. The former set was sold out before issue and is now \$250 in the secondary market. The price of the latter is not yet known due to the fact that the promotion is still underway.



It is quite easy to contract "card fever." Phone cards from around the world are very attractive and artistically appealing to almost everyone. Although their primary purpose is for making phone calls, that is not the only reason that more than 2.9 billion cards now have sold.

The graphic/image quality is the major genesis of "card fever" in the same manner that art, stamps, and coins in general have drawn collectors through the centuries; and whenever you have enough collectors around, they soon find each other. That is what the hobby of telegery – the collecting of phone cards – is all about.

There is an informal "support group" and network of people who have card fever. In fact, they are collectors of these artistically stunning cards and have come together in substantial numbers (more than two million at latest estimate) in the past few years with thousands more signing up every week around the globe. The term "telegery" is derived from Greek and Medieval Latin roots.

Telegerists view cards as miniature works of art, and because of the enormity of the numbers involved, they have learned that what makes the collecting workable and interesting is to focus and specialize in their collecting pursuits and energies.

Such specialization has led collectors to concentrate on themes that appeal to their particular interests. There are many choices possible, given that phone cards aggregately display dozens of different themes in their illustrations and related images/ colors/shapes. These themes vary from butterflies to race cars, from classical art to beer advertisements, from poems to architecture, from electronics to cartoon characters. The numbers are multifold and fascinating.

Regardless of the personal choices made, it is generally true that it is the graphic/artistic nature of phone cards that people are attracted to so much. Research on collectors bears this out. It basically is miniature art that is attainable, and art that is within reach in terms of affordability. These realities and possibilities appeal to many people.

The hobby is growing exponentially and has a foothold in most of the world's countries at this point. As an extension of this fact, it certainly is important to have communication among participants. One means through which such communication commonly occurs is magazines and journals. Telegery features several major English language publications for collectors to devour. And there are additional telephone card publications throughout the world in Germany, France, Japan, Spain and Sweden, with others added each year.

These publications keep track of all relevant phone card developments, technological changes, and releases of cards on a country-by-country basis. Readers can stay in touch about pricing and value levels of the world's cards, thus keeping the exchange systems among themselves relatively stable.

Finally, many countries have put together substantial catalogs of their phone cards, both for documentation purposes and for technical information, such as number of cards pressed, dates of publication, titles of the cards, etc. (Editor's note: We will soon announce when the *Moneycard Collector* catalogue will be available).

All of these elements of, and outgrowths from, telegery have been foundation-builders for the hobby and help engender its development and further its expansion.

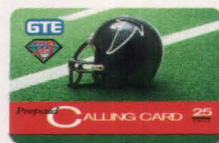
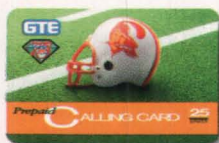
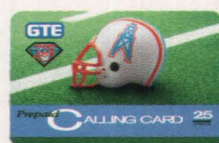
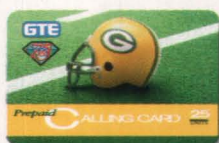
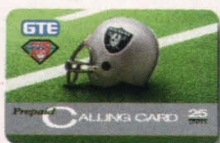
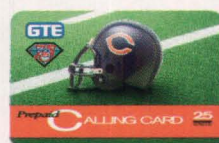
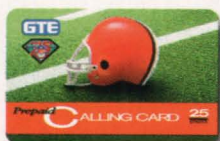
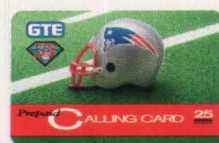
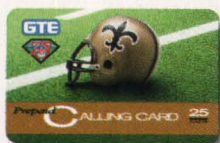
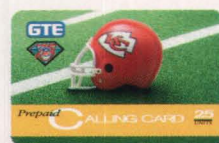
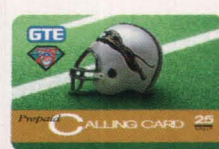
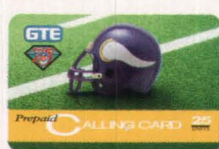
Where it all will go from here is still unfolding, but it seems quite clear that the next stages of growth will relate to refinement of already sophisticated technology and production elements in the actual cards – holography, plating methods, newer formats, enhanced services, and hybridized products which involve telephone cards, etc.

Whatever else prevails, it is clear that "card fever" is here to stay. It looks as though we are better off to learn to live with it and incorporate it into our lives, than try to remove its symptoms. The latter is not really possible and the former adds a fascinating dimension to our world.

So be very careful when you enter the world of phone cards. It is magical, alluring, intriguing and stimulating, but it can result in a strong case of the "fever." If you catch it, drink lots of fluids, get plenty of rest, take two phone cards and call someone in the morning!

MC

Gary Felton is a leading writer/researcher/historian on phone cards and the psychology of collecting.



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NYNEX UPDATE

DESTRUCTION OF NYNEX OPTICALS IMPACTING SECONDARY MARKET
 NYNEX has always been a news-maker in the prepaid phone card arena, and it looks like they're doing it again. As reported in last month's *Moneycard Collector*, the giant telco is switching technology from optical scan to magnetic-encoded cards. Along with a total overhaul in the technology the company is using came the inevitable replacement of the actual cards, and most importantly to collectors, an impact on the secondary market.

On October 9, NYNEX was scheduled to make a public exhibition of destroying its remaining inventory of optical cards. The event is notable for any major company that deals in collectibles (think of trading card companies destroying printing plates of their old issues), but when that company is NYNEX, the collecting community is going to sit up and take notice...and it is. Even though NYNEX claims it is not in the collectibles business, the company is still aware of the potential of that market.

Production runs of the optical scan NYNEX cards are as high as 70,000 for some of the domestic released cards. While this seems a relatively high number for the U.S. market, rumors abound that as many as 50,000 of some of these cards were to be destroyed. That leaves about 20,000 of some of the issues — a lot of cards for the domestic market still, but a drop in the bucket when compared to international issuers.

"We are trying to keep collectors, dealers and our regular customers happy," explained Dave Napolitan, director of the NYNEX phone card project. "It's a complex issue.

"We could have made a fast sell of all our remaining cards to a select few collectors and dealers, or we could have sold them at discount with no phone time attached to them," Napolitan continued. "But our philosophy is to get the most cards out to the most people. I don't want people thinking that NYNEX is selling useless

pieces of plastic."

According to New York dealer Luis Vigdor, the event "just takes off the market those cards which have not yet been absorbed. It should make the remaining cards increase in value, but I don't think it will happen immediately.

"As the collector base grows, people will want to have those early issues," Vigdor explained. "Seventy-thousand cards on a worldwide scale is nothing. These cards will end up being desirable. It will take a while to settle in, especially since NYNEX makes it difficult to buy large quantities of the cards," he said.

"They were limited sets from Landis & Gyr," adds New Jersey dealer Roger Streit. "From a collector's point of view, even if they hadn't destroyed them, the cards were very collectible. By destroying them, the quantities that we thought NYNEX had out in the open market will be reduced. That should increase the interest in the cards."

Dr. Norman Hubbard, a phone card collector who specializes in what he calls "utility" cards (i.e. debit cards produced for their usage rather than their collectibility), finds this move very encouraging.

"I had heard rumors that they were going to dump them onto the market," he said. "I think it's better to destroy them. It's a far more responsible thing for them to do from the point of the hobby."

Despite its insistence that the company is not in the collectibles business, NYNEX has pulled off a major coup in the minds of collectors. It will be interesting to see if any other phone companies follow their lead.

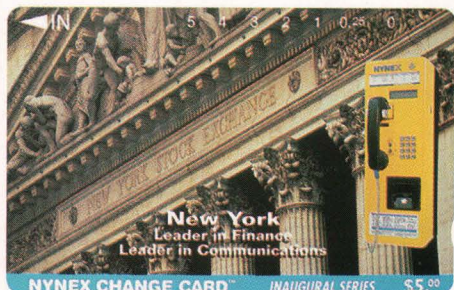
It will greatly benefit collectors and catalogers throughout the world, when NYNEX reveals the net issue figures on each of their now defunct optical cards.

Steve Fritz



The last of New York Telephone's Landis & Gyr optical series, the Luge card was issued in February '94 with a relatively low 25,000 production run. The \$5.25 card now retails for \$25.

Two versions of the \$5.25 Empire State Building optical card were produced by NYNEX. The first, issued in October 1992, had a press run of 60,000 and now sells for \$27. The second variation (below), was released in February '93 with a press run of 80,000, and now carries a \$12 price tag.



Only time will tell if collectors take to NYNEX's new magnetic cards as they have to the old opticals.

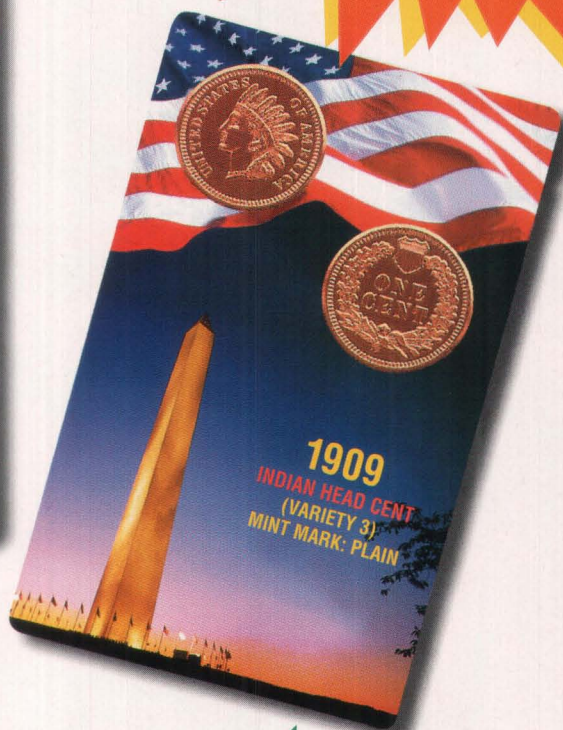
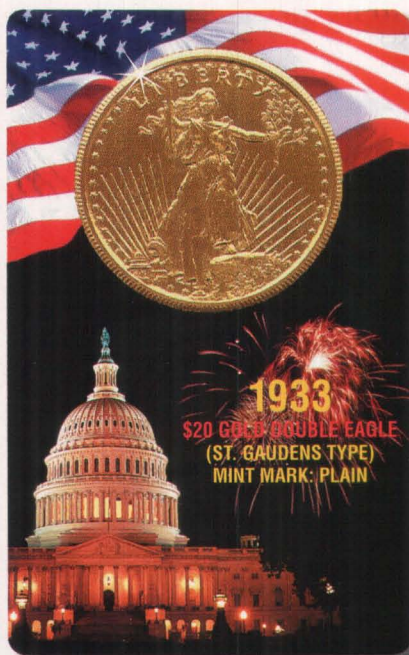
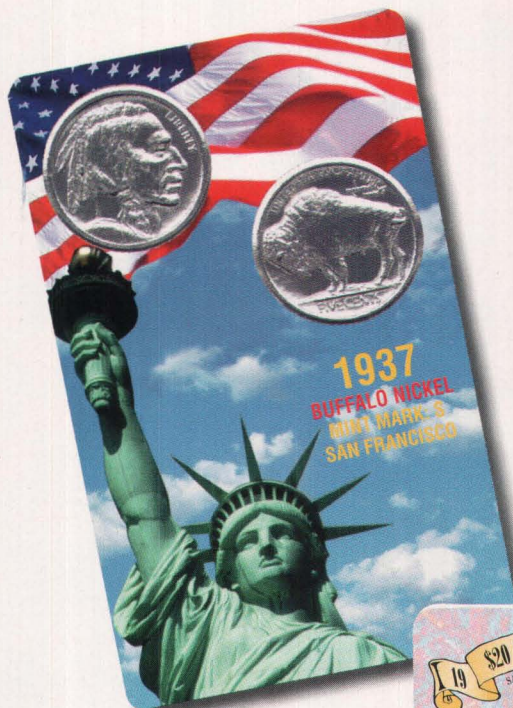
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Pay phones installed in sorority and fraternity houses at Iowa State University accepted these Autelca cards during a six-month-long test in 1991.



Arrows were added to the second generation of TELMEX phone cards.



Only 3,000 sets of the initial TELMEX cards were released in early 1990. They were issued in denominations of 20,000, 30,000 and 50,000 pesos.

In the Beginning...

The History of Prepaid Telephone Cards

By Alex Rendon
Part 4

Thus far, we have covered Europe and parts of South America in relating the history of prepaid phone cards. By the mid-80s, phone cards were starting to pop up in some of the most unexpected places, including some early testing in the heartland of the United States and Mexico. But first, some notes regarding a number of Asian markets.

HONG KONG

Autelca magnetic cards have been in use in Hong Kong since 1984. The first set there consisted of two values: \$25 (Hong Kong dollars) and HK\$100. One year later, a second set of three values was issued: HK\$50, HK\$100 and HK\$250.

Unfortunately for the collector, around 1990 Hong Kong reprinted the first set so that it could be sold to collectors. I know of no other country that has done this so far.

MALDIVES

Two sets of Autelca cards were issued in 1987 – one denominated in U.S. Dollars: \$25, \$50 and \$100, the other in Rufiyas: Rf250, Rf500 and Rf1000. The cards in the local currency are the equivalent to those in U.S. Dollars, so that the \$25 card is the same as the Rf250.

The design of the cards is quite similar to the unissued cards for BERMUDA, the difference being the manner in which the value is spelled out – “US Dollars” in the Maldives cards, “Bermuda Dollars” in the Bermuda cards. One of these \$100 Maldives cards



The first Hong Kong cards were issued in 1984, with three different denominations.

The Maldives cards were issued in both U.S. dollars and local currency. This Rf.500 card was equal to \$50 U.S.



managed to creep into the Hiscocks/Garibaldi catalog as Bermuda #M4, a new listing.

SRI LANKA

A trial using Autelca pay phones was conducted in Sri Lanka starting in 1986. Five thousand Rs200 cards were supplied, and with the exception of the one in my collection, I know of no other collector who has one. This may be the first time this card has been illustrated.



This ultra-rare card from Sri Lanka may be the only one of its kind to have survived a trial run in 1986. Approximately 5,000 were originally issued.



Shanghai Posts was the first to issue telecards in China. This ¥25 card was one of three different denominations used during the 1987 program.

CHINA

Perhaps the most difficult country to collect is the People's Republic of China. Each one of the five autonomous regions, 22 provinces and three municipalities has its own telephone company, and so far they are all independent of each other.

In some cases, a province might have more than one telephone company – such as HEILONGJIANG, with at least four companies which have equipment supplied by at least three different companies: Tamura, Anritsu and Autelca. Loads of fun!

SHANGHAI Posts and Telecommunications was the first to use debit cards in 1987: ¥25, ¥60 and ¥100. Pay phones and cards were supplied by Autelca.

For the collector, there is one type only of the ¥25, and two types each of the ¥60 and ¥100, so the first issue "set" will consist of five cards. GPT cards replaced those of Autelca in 1989, but the Municipality reverted to Autelca and Tamura cards in 1991.

UNITED STATES

IOWA STATE UNIVERSITY

A six-month-long trial using equipment supplied by Autelca Ltd. took place at Iowa State University beginning in March 1991 and ending in late August or early September of the same year. The pay phones were installed in sorority and fraternity houses, and the cards, with face values of \$5, \$10 and \$20, were sold at the university bookstore in Ames.

Why the trial only lasted six months is still not clear. Neither Ascom-Autelca or First Continental Communications, Inc. were very forthcoming, only claiming that the length of the trial was long enough for their purposes.

Small quantities of the \$5 card have made their way into the phone card market, but the \$10 and \$20 cards are great rarities... so far.

MEXICO

Using GPT pay phones and cards, Telefonos de Mexico (TELMEX) started using phone cards in early 1990, with a set of three cards: 20,000 pesos, 30,000 pesos and 50,000 pesos. The quantities supplied were quite small – just 3,000 sets, and were used up quickly.

The replacement cards now show a directional arrow and two new values have been added – a 5,000 peso and a 10,000 peso version.

MC

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- ACMI™:** Provides a superior telecommunications product.
- ACMI™:** Most of its telecards are at 25¢ per minute.
- ACMI™:** Understands the collector's market.
- ACMI™:** Supports the Telecard Trading Association.
- ACMI™:** AGGRESSIVELY SUPPORTS ITS DEALERS!!!!

The cost of the \$3.00 Panda & \$3.00 Harp Seal was \$6.00 in Dec. 1993. The average secondary market value in August 1994 was \$117.50. These ACMI cards appreciated an average of 1,950%.

All new dealers who place their first order by October 30, 1994 will receive free telecards under the "Dealer Profit is King" program. To start making a profit today, fax a request to ACMI "Dealer Profit is King" at 901-363-9707, or send a written request to 5425 East Raines Road, Suite 1, Memphis, TN 38115.

International Pre-paid Calling

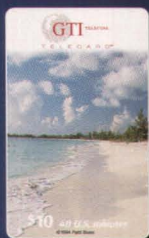
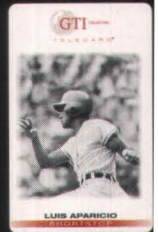
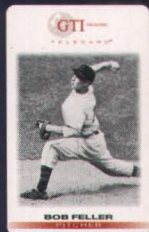
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NASA DOWN UNDER

AUSTRALIAN CARDS FEATURE ONE-TWO PUNCH When it comes to having specialized private issuers and the direct participation of their national phone company, Australian collectors can acquire cards that have both attributes.

One example of such an issue is a series of cards commemorating the Apollo 12 moon landing, which has been produced by Roam Pacific, a private issuer in Australia. The Australian connection with the Apollo program is that one of the key earth tracking stations for NASA is located in Tidbinbilla, Australia.

The cards feature both the Roam logo and that of Telecom Australia, and are of the magnetic stored value type. The set of five cards sells for \$215 (Australian dollars), with the cards issued in denominations of \$2, \$5, \$10, \$20 and \$50.

This is the second series of Roam space cards to be marketed in Australia.

The first was for Apollo 11, another five-card set, which was priced at \$A 195, with an issue of 2,000 numbered sets. The first set sold out in just six weeks

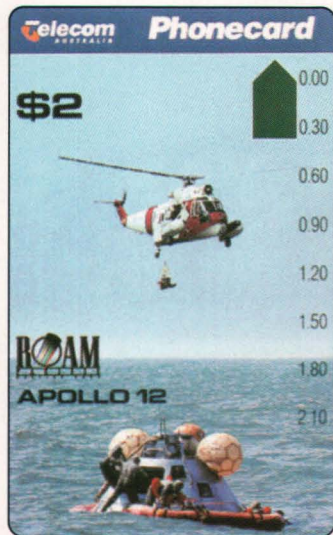
and now goes for \$A 350 - \$A 400.

Roam Managing Director Jacob Wolfowicz believes the second set will do equally well in the secondary market. His firm's primary focus is on the collector market, about which he has some very definite views. "I think the attraction to American collectors is that our cards are stored value and have no expiration dates, so they will always work. Also, Australian cards have a good record of appreciation.

"For most collectors, I think the image on the card *does* matter. But I am of the view that for the serious collector, what matters more are the rarity, the potential for appreciation, and retaining value over the long term. This is the type of collector we hope to attract."

Collectors in Australia can purchase the set through the Sydney Stamp Center (02-231-4583), while collectors in the U.S. and Canada can address their inquiries and orders to Roam, 120 Overbrook Place, #109, Toronto, Ontario, Canada M3H 4P8; (416) 638-0772.

Murray Church



APOLLO SEA RESCUE



DESCENDING THE LADDER



SATURN V LIFTOFF



EVA 2 TRAVERSE



LUNAR COMMUNICATION

PREPAID CALLING INDUSTRY MOVES TO SELF-REGULATE Companies and individuals in the phone card industry have formed two different trade associations — the Prepaid Communications Association (PCA) and the United States Telecard Association International (USTAI). Each group aims to help encourage orderly, responsible growth of the prepaid industry and phone card collecting.

Both the PCA and the USTAI are vital for collectors because they hold the potential to establish practices that protect consumers and collectors. Industry leaders and the FCC share many common objectives in the prepaid industry. At the top of their list, however, is their desire to prevent phone card issuers from entering the market, collecting revenues for the cards and services they sell, and then, for whatever reason, never providing the service.

USTAI

The purpose of the USTAI is to provide an association framework for industry professionals and collectors, in the same way the American Numismatic Association does for coin collectors. It seeks to attract industry members from the same sectors as the PCA (see below), plus phone card dealers and remarketers.

A new "Collector Only" membership will provide:

- recommendations for industry standards
- collector and business networking
- updated collector information and services
- reference guides and directories
- educational seminars
- strong public relations efforts, etc.

Also on the USTAI drawing board are auctions, telecard awards programs, and special telephone cards for its members, all with the purpose of enhancing your collection and educating the public to the use and benefits of telecards."

Collectors interested in joining or learning more about the USTAI can write to: USTAI Collector Membership Program, 7731 Tuckerman Lane, #165, Potomac, MD 20854; call or fax: (301) 983-0180; or communicate via Internet at: telecard@access.digex.net.

PCA

Solely industry-based, the PCA will focus primarily on the issuing and utility aspects of the market. There are three types of companies involved in this group:

- 1) **Providers**, including LDDS/Metromedia (one of the big four, which also includes Sprint, MCI and AT&T), Ameritech (one of the regional Bell operating companies), and switch-based carriers who have filed tariffs with the FCC and operate their

own switches (e.g. Quest/Liberty and Amerivox).

- 2) **Card issuers**, who sell prepaid cards and have their traffic carried by a PCA carrier. For consumers and collectors alike, this is significant because regardless of whether or not a PCA member issuer survives, the PCA member carrier involved will be obliged to provide the service.
- 3) **Vendors to the industry** who do business with carriers or issuers in such areas as printing (e.g. Brilliant Color Cards), sales and marketing, etc.

The PCA has three main objectives:

- Create/promote an awareness of prepaid communications
- Set standards for carriers who provide such services, and enable them to print an association seal of approval on the cards they issue
- Provide self-policing for the industry

The Federal Communications Commission intends to maintain a hands-off policy toward the prepaid industry to see whether or not it can become self-policing. In a speech made at the New York Telecard Conference, FCC official Barbara Esbin said, "At this time, debit card services are not a high priority matter on the Commission's agenda. If the industry does nothing extraordinary to invite regulatory attention, no extraordinary attention will be given.

"In other words," Esbin continued, "we would expect the industry to comply with any existing applicable rules and regulations, but are not now contemplating specialized rulemaking proceedings aimed at debit card service providers."

Here is a partial listing of what membership requirements will likely encompass:

- Full disclosure of rates
- If an expiration date must be on the card, full disclosure will be required
- A provider must provide 24-hour/7-day live operator service to handle any service problems
- Members must pay all state and local taxes applicable to their services
- Each must provide a disaster recovery system (i.e. system redundancy)

PCA members will be able to mark the reverse of their cards with a special logo, which is now being developed and is scheduled for introduction some time during spring 1995.

Moneycard Collector agrees that greater assurance is needed for consumers and collectors. Those groups buy a card and pay for phone service in advance, and they expect to receive it. It's like a postage stamp — there's a promise of service involved and all issuers must keep that promise.

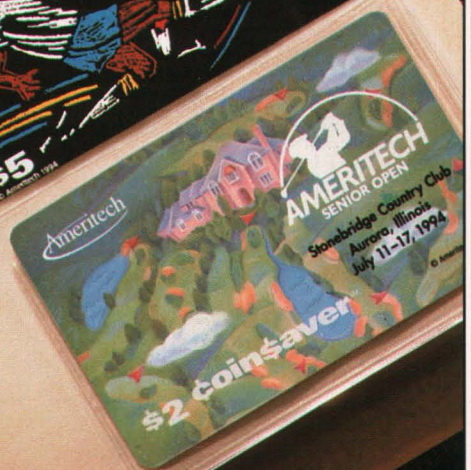
Murray Church, publisher

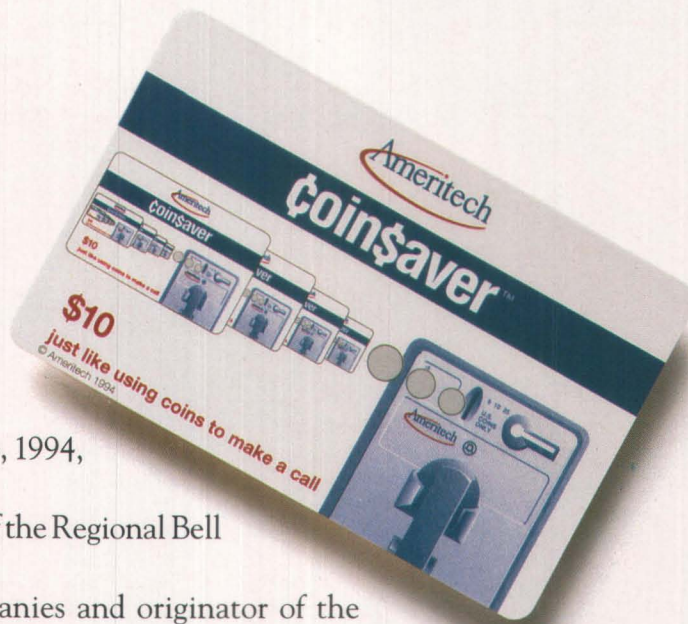
In 1987, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

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

This debit card is one in a series recognizing 1994 world class soccer events held in the Midwest.

This card was produced in honor of the Ameritech-sponsored Senior Open held annually.



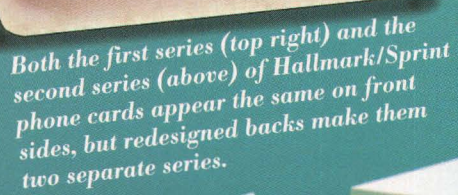
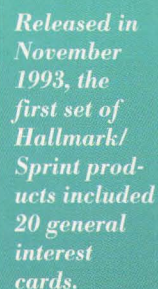


On February 14, 1994,
Ameritech, one of the Regional Bell
Operating Companies and originator of the
Michigan Bell CASH CARD, introduced the first
in a series of new debit cards being offered this year:
the **coinsaverSM** card.

It's the first remote memory debit card issued by
a Regional Bell Company...it can be used at all
240,000 Ameritech Pay Phones. And it's backed by
Ameritech, an established Regional Bell Operating
Company servicing 12 million customers in the
Midwest. To obtain Ameritech cards, contact your
local debit card dealer.



Your Best Link
To Better Communication



The Hallmark of Phone Cards

By Alex Rendon

A great deal of collector excitement was created last fall with the announcement in the *New York Times* and other newspapers that Hallmark Cards and Sprint were jointly issuing a combination greeting and long-distance prepaid calling card.

The line of 30 cards was test-marketed during late 1993 in Atlanta, Chicago, Kansas City, Los Angeles and New York, for the period between Christmas and Valentine's Day. Finding the retail outlets that carried the cards was not an easy task, at least for this collector. Contacting Hallmark was of little help, since only the Hallmark reps' office had a listing of the stores carrying the cards.

Now available in 22,000 Hallmark stores, these innovative greeting/phone cards have created a market in both the retail and collector markets.

Hallmark, for obvious reasons, does not cater to collectors; but since the collectors have embraced the product with fervor, I think it is time to list and illustrate the phone cards issued thus far. It's a shame that space limitations do not permit us to also show all the actual greeting cards, as the combinations are quite striking.

Although the initial press release refers to a group of 30 cards, in reality there were actually 47 — a first group of 20 generic cards, plus 10 Christmas-related cards, and another group of 17 which replaced some of the original 30.

The first set of greeting/phone cards carry no coordinating reference numbers, so the numbers on the second column below reference the greeting cards, while those in the third column are the

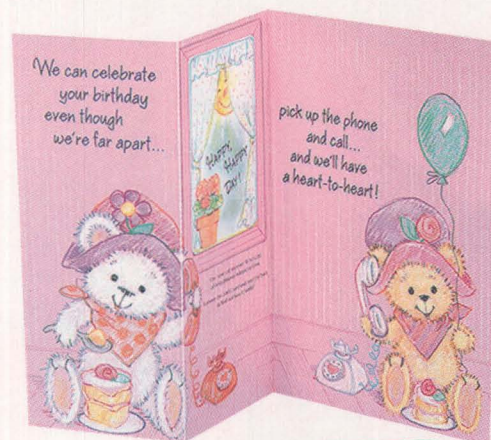
identifying phone card numbers.

The first column shows the position in which the card was placed in the display at the store, running from 1 to 30. My thanks to collector Lori Porreca, who had the good sense to save the bags with the label indicating their relative position in the display.

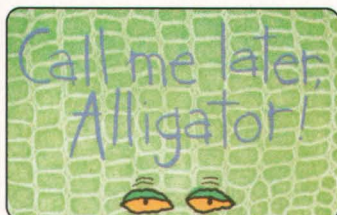
A second generation set of the innovative cards is currently available at Hallmark's 22,000 retail outlets nationwide. The 24 cards were selected from the previous 47, but the backs have been completely redesigned, with both the greeting card and phone card now showing the same reference number, as well as a manufacturing or release date of 6/94.

I am stressing the reverse sides to help collectors avoid the problems others have encountered with the different backs on the AT&T TeleTickets. Even if the fronts look the same, a different back makes it a different phone card.

You have been warned!



The 10-minute prepaid phone cards are cleverly incorporated into the overall design of the Hallmark greeting cards.



■ Alligator 1001/43874



■ Whistler's Ma 1006/44385



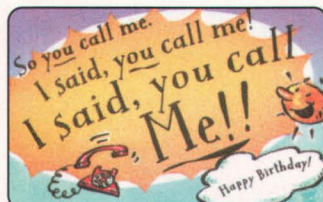
■ Personals ad 1024/44189



■ Fortune cookies 1026/44535



Puppy 1002/43891



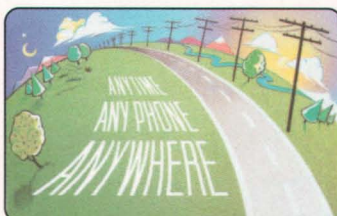
■ You call me 1010/44040



■ Operator 1027/44217



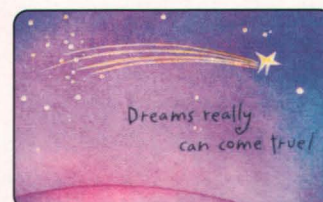
Just for you 1036/44317



■ Red Phone 1003/43909



■ Tiger 1012/44068



Shooting star 1008/43980



Breathless 1039/44661



■ Genie's lamp 1004/44375



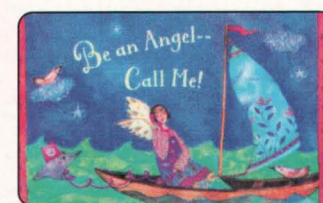
■ Maxine 1017/44112



■ Sisters 1032/44615



■ Bear/phone 1020/44186



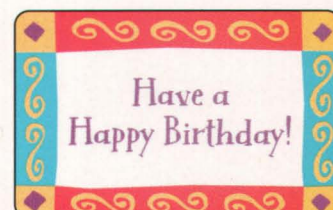
Angel 1028/44569



■ Party bears 1037/44353



■ Happy news 1034/44262



■ 50 ways 1040/44682

FIRST RELEASE (TEST) 11/93-2/94

POCKET NUMBER	GREETING CARD #	PHONE CARD #	THEME	QTY.
A001	600TEL 1001	43874	Alligator	2,500
A018	600TEL 1002	43891	Puppy	2,500
A011	600TEL 1003	43909	Red phone	2,200
A016	600TEL 1004	44375	Genie's lamp	2,500
A002	600TEL 1006	44385	Whistler's Ma	2,000
A006	600TEL 1008	43980	Shooting star	2,000
A010	600TEL 1010	44040	You call me	2,000
A007	600TEL 1012	44068	Tiger	2,000
A003	600TEL 1017	44112	Maxine	2,000
A004	600TEL 1020	44136	Bear/phone	2,500
A005	600TEL 1024	44189	Personals ad	2,400
A017	600TEL 1026	44535	Fortune cookies	2,000
A019	600TEL 1027	44217	Operator	2,000
A008	600TEL 1028	44569	Angel	2,500
A012	600TEL 1032	44615	Sisters	2,000
A013	600TEL 1034	44262	Happy news	2,000
A014	600TEL 1036	44317	Just for you	2,500
A015	600TEL 1037	44353	Party bears	2,500
A009	600TEL 1039	44661	Breathless	2,000
A020	600TEL 1040	44682	50 Ways	2,500

NATIONWIDE RELEASE

(JUNE 1994)

Completely redesigned back showing date of manufacture (06/94), and phone card number which matches greeting card number. These cards are indicated by red squares.

CARD #	THEME
101.....	Alligator
103.....	Red Phone
104.....	Genie's Lamp
106.....	Whistler's Ma
107.....	Winner
110.....	You Call Me
111.....	Cat
112.....	Tiger
114.....	Sad Pup
117.....	Maxine
120.....	Bear/Phone
121.....	Never Alone
122.....	I Love You
124.....	Personals Ad
125.....	Phone Graffiti
126.....	Fortune Cookies
127.....	Operator
130.....	Close Hearts
131.....	Silly Mother
132.....	Sisters
134.....	Happy News
135.....	Rabbit
137.....	Party Bears
140.....	50 Ways



Ring, ring, ring 1005/43944



Winner 1007/43969



Hostage 1009/44003



Cat 1011/44408



Elf line 2006/44704



Phone booth 2003/44761



Mouse 2001/44729



Hugs 2002/44749



Kris Kringle 2005/44766



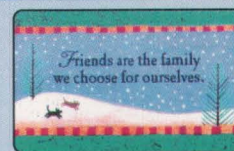
Rejoice 2007/44794

CHRISTMAS RELEASE - 11/93-12/93

POCKET#	GREETING CARD #	PHONE CARD #	THEME	QUANTITY
A021.....	600FHX 2001.....	44729.....	Mouse.....	1,500
A027.....	600FHX 2002.....	44749.....	Hugs.....	1,500
A025.....	600FHX 2003.....	44761.....	Phone booth.....	1,500
A026.....	600FHX 2005.....	44766.....	Kris Kringle.....	1,500
A022.....	600FHX 2006.....	44704.....	Elf line.....	1,500
A023.....	600FHX 2007.....	44794.....	Rejoice.....	1,500
A028.....	600FHX 2008.....	44806.....	Coffee cup.....	1,500
A030.....	600FHX 2009.....	44710.....	Sleigh.....	1,500
A024.....	600FHX 2014.....	44844.....	Friends.....	1,500
A029.....	600FHX 2017.....	44885.....	Miles apart.....	1,500



Coffee cup 2008/44806



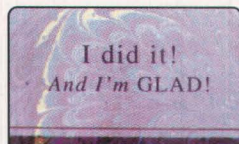
Friends 2014/44844



Sleigh 2009/44710



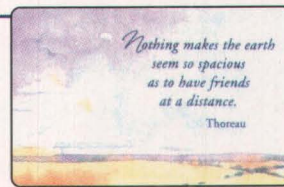
Miles apart 2017/44885



You did it! 1013/44078



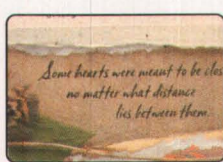
Phone graffiti 1025/44521



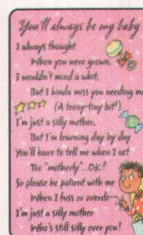
Thoreau 1033/44249



Sad pup 1014/44093



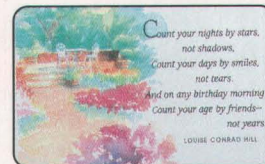
Close hearts 1030/44226



Silly mother 1031/44589



Rabbit 1035/44289



Count 1038/44629



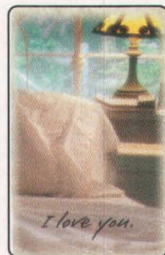
Seasons 1016/44436



Never alone 1021/44486



Here for you 1018/44453



I love you 1022/44495



Teddy bear 1019/44458

17-CARD RELEASE 1/94-2/94

POCKET NUMBER	GREETING CARD #	PHONE CARD #	THEME	QTY.
A010x.....	600TEL 1005.....	43944.....	Ring, ring, ring.....	1,800
A023x.....	600TEL 1007.....	43969.....	Winner.....	2,500
A018x.....	600TEL 1009.....	44003.....	Hostage note.....	1,800
A003x.....	600TEL 1011.....	44408.....	Cat.....	1,800
A007x.....	600TEL 1013.....	44078.....	You did it!.....	1,800
A002x.....	600TEL 1014.....	44093.....	Sad pup.....	1,800
A012x.....	600TEL 1016.....	44436.....	Seasons.....	1,800
A014x.....	600TEL 1018.....	44453.....	Here for you.....	1,800
A004x.....	600TEL 1019.....	44458.....	Teddy Bear.....	1,800
A009x.....	600TEL 1021.....	44486.....	Never alone.....	1,600
A016x.....	600TEL 1022.....	44495.....	I love you.....	1,800
A022x.....	600TEL 1025.....	44521.....	Phone graffiti.....	1,800
A008x.....	600TEL 1030.....	44226.....	Close hearts.....	1,800
A006x.....	600TEL 1031.....	44589.....	Silly mother.....	1,800
A005x.....	600TEL 1033.....	44249.....	Thoreau.....	1,800
A024x.....	600TEL 1035.....	44289.....	Rabbit.....	1,800
A020x.....	600TEL 1038.....	44629.....	Count.....	1,800

CALLING ALL COLLECTORS To tie in with the late-September TeleCard World Expo in New York, Hallmark and Sprint announced a special trial promotion on six of the original unreleased greeting/phone cards.

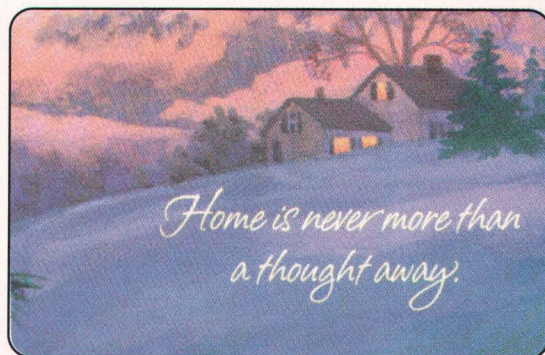
The five-day promotion allowed collectors an opportunity to pick up the limited edition cards for just \$2.95 with each \$5 purchase of another Hallmark product. The limited-quantity cards were only available at 10 of Hallmark's Gold Crown Stores in Manhattan.

The six new cards were originally included in Hallmark's five-city test in 1993, but were never released for sale to the general public. Four of the six have been selected for the '94 Christmas line, but with new stock numbers and prices. Only 800 sets of the new cards were issued.

Before the show was over, there were reports that all 10 of the Hallmark stores had sold their entire stock of the promotional greeting/phone cards.

SPECIAL '94 CHRISTMAS ISSUE

GREETING CARD #	PHONE CARD #	THEME
600FHX2010.....	44813.....	Home
600FHK2011.....	44823.....	Elves
600FHX2012.....	44834.....	Antique phone
600FHX2013.....	44840.....	Humbug
600FHX2015.....	44862.....	Ornament
600FHX2016.....	44866.....	Helper



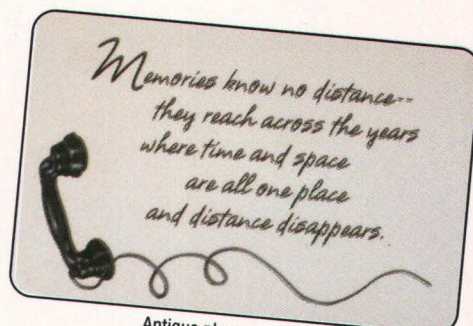
Home

2010/44813



Elves

2011/44823



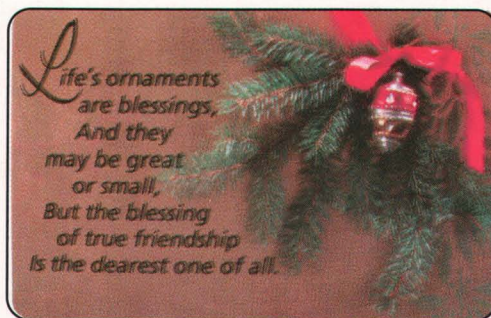
Antique phone

2012/44834



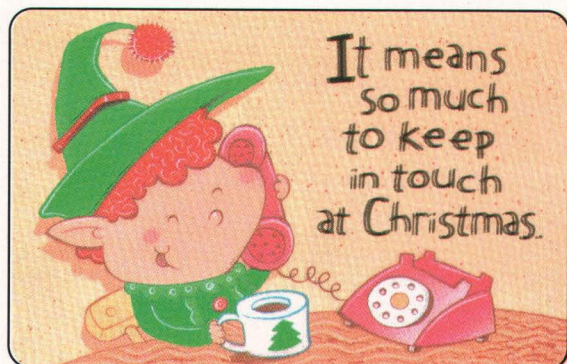
Humbug

2013/44840



Ornament

2015/44862



Helper

2016/44866



Released on a trial basis to coincide with the TeleCard World Expo in New York, Hallmark's new six-card Christmas issue were apparently popular with collectors.

Keep The Change!

THE PHONE CARD STORE

ACMI
WORLDLINK
Prepaid Telephone Card

GTS
NAI
NORTH AMERICAN
TELEPHONE

Rembrandt
Los Angeles, California 90040
© 1994 Rembrandt



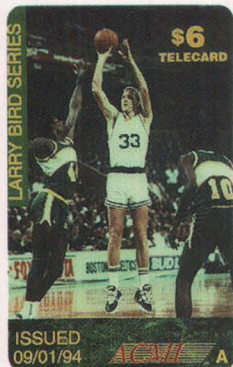
Can I borrow your towel?
New Marilyn card \$6
ACI-MAR-6



Gray Wolf - The "G" Card. \$6, \$10, \$23, \$53, \$103
ACI-WOL-6/10/23/53/103



Soccer '94 Pasadena - 2000 Mintage. \$10
ACI-SOC-10



Larry Bird Jump Shot: The
"A" Card. \$6, \$10, \$20, \$50
ACI-LAR-6/10/20/50



Holiday TeleCard - Preview the Season. \$6
ACI-CCC-6



THE ONLY OFFICIAL ESTATE LICENSED MARILYN MONROE CARDS. \$10 EACH,
\$30 FOR A SET OF 3. 2ND SERIES OF 3. WOR-MAR-B10/30

*LISTEN FOR MARILYN'S VOICE PROMPTS

WORLDLINK
Prepaid Telephone Card

ACROSS AMERICA SERIES \$5, \$10, \$20



NAT-ACR-5



NAT-ACR-10



NAT-ACR-20



2 Card Jake LaMotta Set. \$25
1st Licensed Boxing Cards
NAT-JAK-20

NAT NORTH AMERICAN TELEPHONE



GTS (Set \$40) HAPPY HALLOWEEN!



(\$12)
GTS-HAL-12



(\$12)
GTS-HAL-12



(\$12)
GTS-HAL-12



(\$12)
GTS-HAL-12

ORDER FORM



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



FAX 24 HRS: (407) 629-4354



PHONE: (407) 629-CARD

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

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PACKAGES
AVAILABLE

METHOD OF PAYMENT

Please make checks payable to Keep The Change, Inc.

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

Card No.

Expiration Date

Authorized Signature Date

Name:

Address:

Country: Zip

Phone: Fax:

Call FREE In USA: 1-800-510-0101 • Outside USA: 1-407-629-2273

MONEYCARDS GO TO SCHOOL

You wake up in the morning to a fresh cup of coffee brewed to perfection by your automatic coffee maker, "nuke" a sweet roll in the microwave, and grab your cellular phone, all without thinking twice. You charge your groceries at the local market to your Visa card, gas up your car on your Shell card, and suck cash from your ATM off your bank card like it was business as usual.

Technology has a way of sneaking up on us. Do you remember your very first moneycard? Did you wait until you were 18 to get your own MasterCard, or did Dad loan you the Exxon card when you were 16 to fill up the family car you were learning to drive? Perhaps you were privileged enough to use Mom's Sprint card by the time you hit Junior High, or your big brother scored you one of those early classic telephone calling cards when you were in the sixth grade. Most of you probably

touched your first plastic money card for something more than teething somewhere between the age of 12 and 18.

But this is a new world, one where the concept of money is shifting away from tangible objects, like coins, to one where consumers must trust that their "money" is actually tucked away in a computer at a bank or phone switch somewhere along the Information Superhighway.

This transition can be a sobering thought for most of us. The ATM provides the only real psychological link between plastic and that familiar green stuff we call money. Like it or not, we're caught right in the middle of the currency definition change, and the switch seems to be much more difficult for adults. Our children are being born into a plastic world. Children today are using "plastic money" much earlier in life. In some areas of Hawaii, for instance, plastic debit cards have

already completely replaced folding money. For Hawaii, it makes a lot of sense.

The Hawaiian Islands have evolved from a diverse cultural mix of people from along the Pacific Rim, each with a different perspective on the concept of money. Through years of living together in the Aloha spirit of cooperation, Hawaii residents have adapted to changes in many of their basic truths.

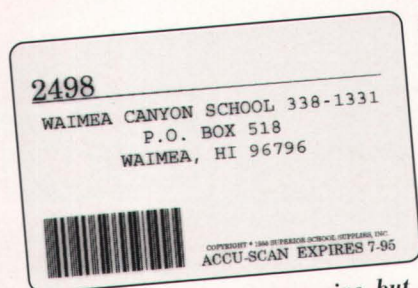
Currently, on the remote Island of Kauai, "keiki," or children, at Kapaa Elementary and Waimea Canyon School, are paying for their school meals with plastic debit cards. These cards, paid up front by Mom or Dad at the beginning of the school year, carry remote value for future meals, just like phone cards carry remote value for future phone calls.

Cash is no longer accepted for meals at these Hawaiian grade schools. Each keiki, from kindergarten up, has a bar coded card. Each card has lunch money credited in the tracking computer, and debited at 35 cents for breakfast, 25 cents for milk, and 75 cents for lunch. The parents are notified when one week's worth of meals is left on the card, so it can be recharged. The system is easier to coordinate, saves hours of non-teaching time, helps reduce loss of lunch money by the students, and even helps to eliminate social stigmas attached to supplemented meal programs.

The big question is "Will these lunch money cards, issued to Hawaii's keiki, ever have collector's value?" The cards won't be easy to find, since each student is assigned only one card for the entire year. The card is returned by the teacher to the student just before a meal, then collected again after the meal is charged. No one is sure just yet if the cards will be handed back to the students at the end of the school year, or kept to be re-assigned to new students the next year. So, in all probability, Hawaiian lunch money cards could become quite rare.

One thing we do know — the children of Kauai, with the support of their parents and the Hawaii Department of Education, are learning about a new form of money. Breakfast won't be equal to a quarter and a dime, but instead will equal the swipe of a plastic card though a bar code reader. These young citizens will grow up with a solid understanding of the currency base of the next century, will have a basic feel for the concept of credit and debit, and will understand the true function of moneycards.

Bill Peay



It may not look too impressive, but to Hawaiian school children, these debit cards are a fun alternative to carrying cash for lunch each week.

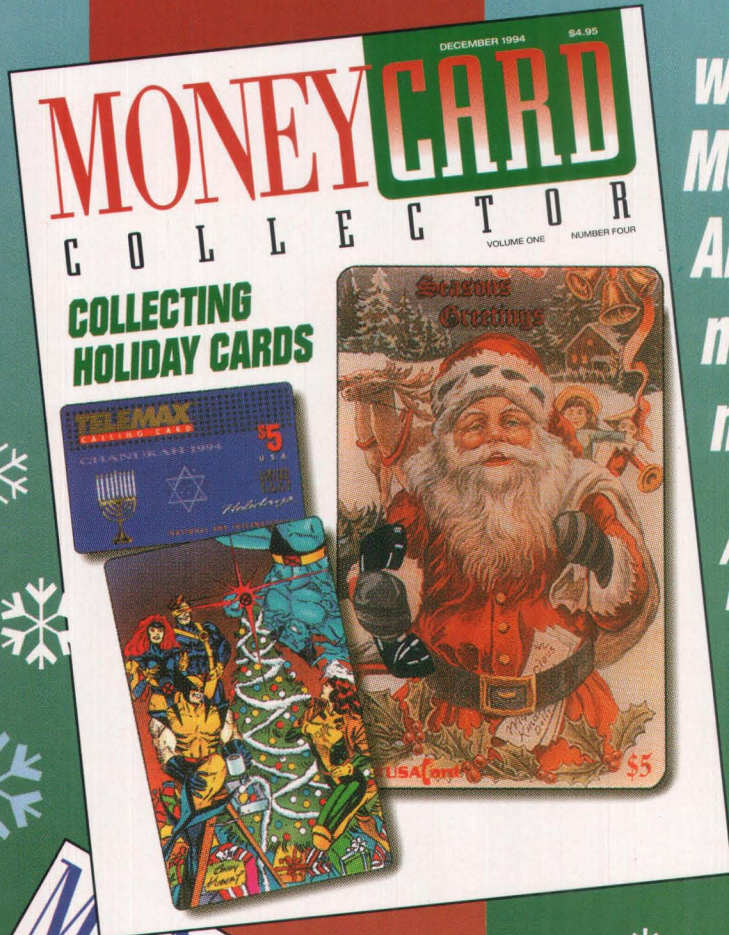


Each card has the lunch money credited in the tracking computer, which then debits the card with each lunch purchase.



Elementary students save valuable class time by using the prepaid lunch debit cards.

MAKE EVERY MONTH A HOLIDAY



*with a gift subscription to
Moneycard Collector -
America's hottest selling
magazine in the debit card
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Outside U.S. add \$10 for each subscription. Offer expires 31 Dec 94.

MY NAME _____

Address _____

City, State, Zip _____

FRIEND'S NAME _____

Address _____

City, State, Zip _____

☐ Bill me

☐ Payment Enclosed

☐ Visa

☐ Mastercard

Acct No. _____

Exp. _____

Signature _____

For credit card orders call 1-800-264-9884 or write to Moneycard Collector, P.O. Box 783, Sidney, Oh 45365 Allow 6-8 weeks for delivery of your first issue.

5DEC6

SUPERBLY AMUSING AND FULL OF CONTRASTS These are the characteristics which I think are most prevalent in this month's featured cards. This set is full of color and patterns; it is complex, clever and full of amusing visual puns. In short, they impressed me a great deal.

The cards in question are four from a numbered series of "Planet Phone Cards" issued by Worldconnect Communications. The quixotic artist of this witty and imaginative series is one Leslie Hart.

Raised and educated in Berkeley, Calif., Hart moved to Jamaica after studying art history at the University of California. As a young adult artist in Jamaica, she survived by selling posters of her original sketches of local children. Upon returning to the mainland, she entered the area of high fashion design, where she created one-of-a-kind hand-painted silk dresses for Hollywood starlets. She quickly tired of the Hollywood scene, however, abandoning the fashion design arena along with it.

Along with husband David Guardanapo, she entered the telecommunications industry some seven years ago, helping to build the company from a small long distance operation to an innovative issuer of prepaid phone cards (Worldconnect Communications). Currently, Hart spends much of her talents and energies towards creating artwork for the phone card industry. Nearly a dozen of her creative works have been displayed on cards to date, with more in the wings. And she is currently searching for other talented artists to showcase their art on upcoming phone cards.

Each piece in Hart's Planetcard series reproduces one of her original watercolors, with the Worldconnect Communications logo superimposed at the top. The Planetcard logo and symbol appear in the lower left corner with the painting's title and the artist's last name printed in the lower right.

My only complaint with these otherwise engaging cards is that the texts and the artwork compete with one another to the point of confusion. Indeed, the word "Communications" in the logo is almost unreadable in every case, and the letters in turn obscure details of the artwork. In all fairness, I admit this problem may not be solvable, short of redesigning the logo. A different color for the lettering might help. In any event, I find the present handling unsatisfactory.

With that minor complaint out of the way, I turn now to the artwork itself. Hart's paintings are full of



Earth Rescue

color and pattern. Indeed, in some of them (the "Couch Potato Man," for example) there is a veritable riot of patterns of wallpaper, rug, and upholstery, leaving very little room for the eye to rest.

These rich settings are decorated by an array of creatures — from witty (the Couch Potato Man), to whimsical (the fairy-sprites of "Dinner Time" and "Earth Rescue"), to just plain weird (the PMS Alligator/Woman). They are products of an intoxicated and untamed imagination that can be at the same time both playful and biting.

The pleasure of these images lies in searching them for visual puns and other humorous details. For example, a rabbit crouches on the Couch Potato's TV set (providing genuine "rabbit ears" reception), and Nike running shoes lie next to a donut box at the foot of his couch (surely you've noticed how the lumpiest people often have the fanciest athletic apparel). What fun! Little hearts (a play on the artist's name?) appear in three of the cards: as a wallpaper design; a box of candy on a snack table; and in the pasta sauce served up to the sprites in "Dinner Time."

Other details, however, have more sinister implications. The Couch Potato Man would rather stare at a test pattern on TV than attend to his own child (the

This set is full of color and patterns; it is complex, clever and full of amusing visual puns

baby spud playing next to the sofa). The alligator woman is reading a book entitled, *PMS Is Fun*, since an alligator probably would think snapping is fun!

In "Earth Rescue," what seems at first a fairy tale scene of nature is fraught with evidence of pollution and discord. In the background an airplane has crashed and burns; in the foreground a mermaid swims through the plastic harness of a soda pop six-pack floating in the water; and even the cuddly woodland creature on the riverbank in the middle-ground devours fish, whose skeletons lay strewn around him. The laws of nature seem to be, after all, predatory.

These images are mildly subversive. Colorful and whimsical as they may seem at first, they also deliver sometimes wry, sometimes cutting, critiques of the afflictions affecting contemporary civilization – an addiction to TV and junk food, ecological defilement, and, yes, PMS. Only "Dinner Time" seems to lack this – pardon my pun – bite. (But then again, I could be overlooking some detail with a sobering message.)

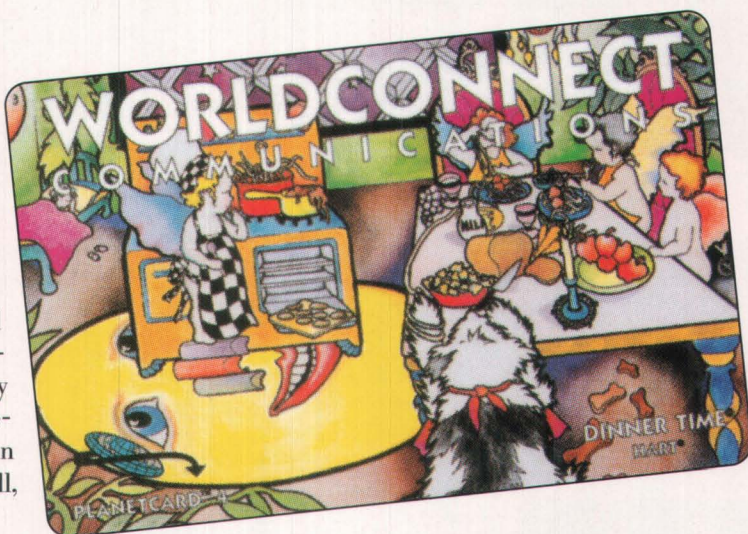
It is tempting to describe Hart's cards as further manifestations of that end-of-the-millennium phenomenon called postmodernism, arising in a culture that perceives itself hurtling toward the apocalypse. "The paintings are a reflection of our increasing concern for the critical condition of our culture and our world," the artist explained. "There is a growing belief out there that we are so far out of control that our fate is now out of our hands."

But even if this is an accurate assessment, the signs pointing to the future may not be totally negative. Any society that fosters the kind of visual imagination evident on these phone cards must also be capable of applying that imagination to healing our malaise.

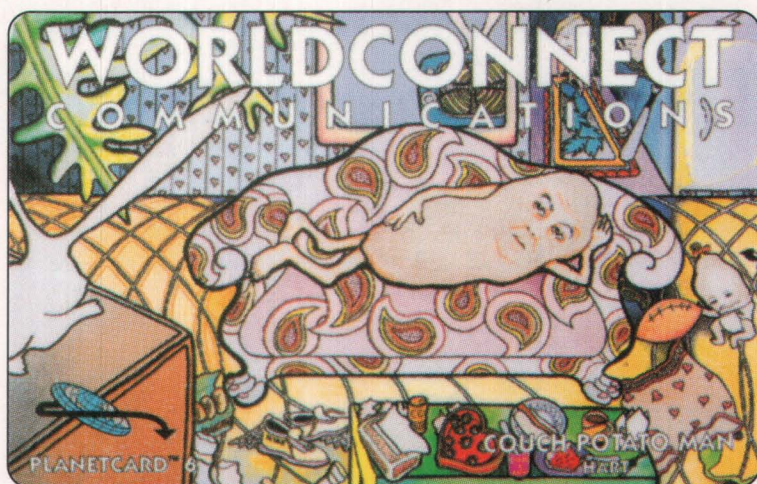
In the meantime, my advice is to have some fun savoring Hart's fanciful conceits and check out these cards. At the present time, they can only be obtained through the issuer, Worldconnect Communications, 1811 Santa Rita Road, Pleasanton, Calif. 94566. You can contact them at (510)462-9045.

Dawn Glanz

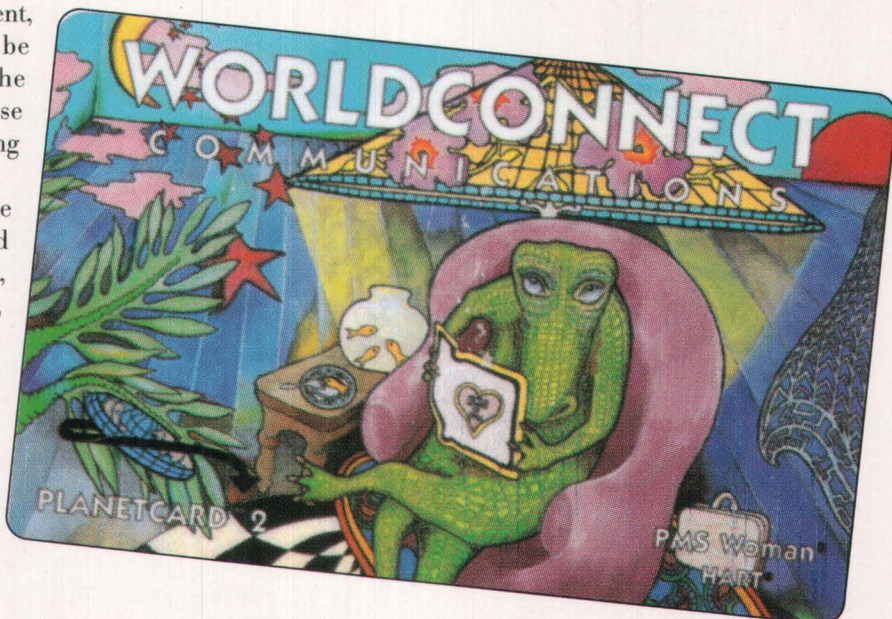
Dawn Glanz teaches Art History at Bowling Green State University in Ohio, where she also participates in the American Culture graduate program.



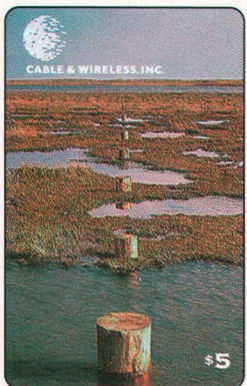
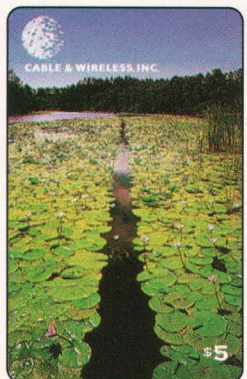
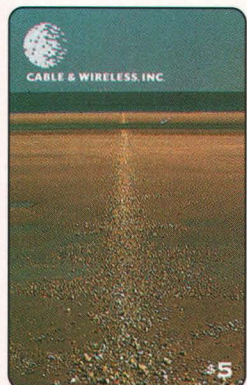
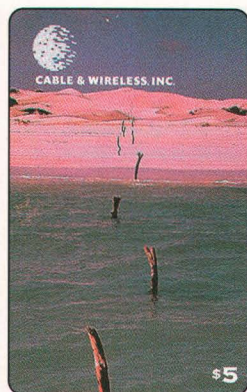
Dinner Time



Couch Potato Man



PMS Woman



CABLE & WIRELESS ENTERS U.S. MARKET One of the world's oldest and leading international telecommunications companies, Cable & Wireless Inc., has roared into the U.S. prepaid market with two limited edition sets. Introduced during the New York Telecard Expo, the special edition cards commemorate Cable & Wireless' Global Digital Highway – a network of 12,400 miles of fiber optic cable connecting financial and business centers across Europe, North America and the Pacific Rim.

The first series is a four-card set featuring landscape architecture images metaphorically depicting the company's Global Digital Highway. The scenes – a beach, lily pads, driftwood logs and weathered posts – were conceptualized by renowned artist Jonathon Froud and photographed in locations around the world. Each of the cards carries a \$5 face value and is numbered. Just 7,500 were issued.

The second set of cards is another symbolic representation of the network, this one depicted across a map (see page 10). The numbered set is available in \$5 and \$10 denominations, with an issuance of 5,000. Information on the CWI prepaid calling cards can be obtained by calling (800)905-7457.

HONEPASS CARDS GO TO FLOOD VICTIMS Flood victims from Georgia are being provided complimentary PhonePass calling cards from LDDS Metromedia and HT Technologies.

To be distributed by the American Red Cross in Columbus, Ga., each of the 2,000 cards will provide 10 minutes of free domestic long distance time. The cards can be recharged at a 30¢/minute rate.

Long distance service was donated by LDDS, Brilliant Color Cards provided the free printing, and HT Technologies coordinated the support of its underlying suppliers to arrange for the free cards to be provided to the Red Cross.

For information about the card, contact HT Technologies at (800)820-8980, or LDDS Metromedia at (800)844-1009.



ARE YOU WITH ME ON THIS? Ross Perot is making a comeback, and this time on telecards. Issued by International Telecard, Inc., the UNITED WE STAND AMERICA (UWSA) prepaid phone cards include sequential numbering and scratch-off PINs, as well as voice messages from Perot, the UWSA logo, and the slogan "If we stand united, our voice will be heard."

The limited edition first issue cards (1,000 sets) initially will be available in denominations of \$20, \$50 and \$100, and will be rechargeable in any amount.

The general public may order these prepaid cards by calling (800)298-UWSA, or by sending a check or money order to UNITED WE STAND AMERICA, Prepaid Phone Card, P.O. Box 130906, Birmingham, AL 35213-0906.



GRAY WOLF LATEST ENDANGERED SPECIES ACMI has issued the sixth in its series of Endangered Species cards – a spectacular image of the Gray Wolf. Upon completion of the Endangered Species series, the letters on the lower right hand corner of the cards will spell out "Endangered Species."

Like its predecessors, the cards carry a 25¢ per minute long distance rate. They are available in the following denominations and quantities:

\$3.....	5,000
\$7.....	2,800
\$20.....	1,500
\$50.....	500
\$100.....	200

For more information call ACMI at (901)363-2100.

continued on page 40

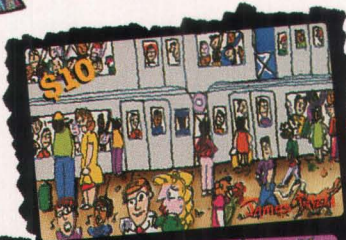
RIZZI

DIPTYCHS:

A Limited Collector's Portfolio of 5,000 Editions of these two-picture sets.

SPORTS:

Individual Collector's Portfolios contain one Rizzi original with a Limited Edition, 5,000 cards of each.



"Love For Sale"
BA-LO-01



"Underground Connection"
BA-UC-01



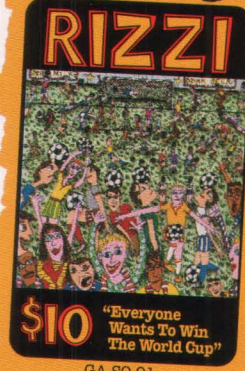
\$10 "Battle On The Ice"
GA-HY-01



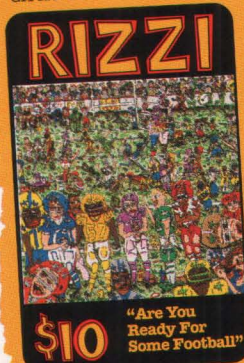
"Crime Don't Pay"
BA-JS-01



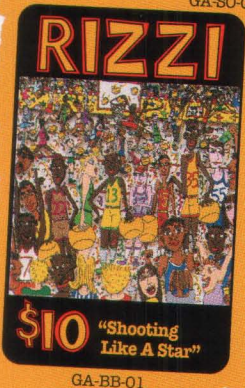
\$10 "Shooting Like A Star"
GA-BB-01



\$10 "Everyone Wants To Win The World Cup"
GA-SO-01



\$10 "Are You Ready For Some Football"
GA-FB-01



\$10 "Shooting Like A Star"
GA-BB-01

James Rizzi...

is a man fascinated with fun. His enthusiasm and zest for life can be experienced in his animations that range from life's daily occurrences to the wacky world of sports. Rizzi, a doodler turned contemporary artist, gets much of his inspiration from living the everyday spectacle that only New York has to offer. Rizzi's distinctive 3-D style of art is perfected with his use of up to twenty colors of ink, his precision cutting, and his mastered layer placement. So why does Rizzi do as Rizzi does? "...because it makes people laugh or touches them personally."

TeleWorld is delighted to present on Pre-Paid Calling Cards, a selection of the Rizzi Sport Series and Rizzi Diptychs (two-picture set). Imagine the fun Collector's can have creating their own Rizzi gallery.

TeleWorld International solves the Pre-Paid Calling Card puzzle. As a service provider utilizing the AT&T 800 Network, we supply the latest in technology, combined with superior clarity and total reliability. We have developed a high quality, cost effective, convenient, multi-lingual system. The TeleWorld advantage offers private label, wholesale, agent, and foreign distribution programs to meet every need.

TeleWorld invites you to join us at the 1994 International Collector Shows in Cologne, New York and Houston.

teleworldSM

Each card is individually numbered for authenticity.

All cards contain 20 minutes of pre-activated talk time.

DIPTYCHS	QTY	PRICE	TOTAL
GA-LO-01		\$25.00	
BA-UC-01		\$25.00	
BA-JS-01		\$25.00	
SPORTS			
GA-HY-01		\$12.50	
GA-BB-01		\$12.50	
GA-FB-01		\$12.50	
GA-SO-01		\$12.50	
*SPECIALS			
*MPR-01		\$125.00	
*PS-RI-01		\$500.00	

*SPECIALS

*PS-RI-01
PRESS SHEETS
A Limited Edition
Collector's Series
of 100, 63 Card
Press Sheets.

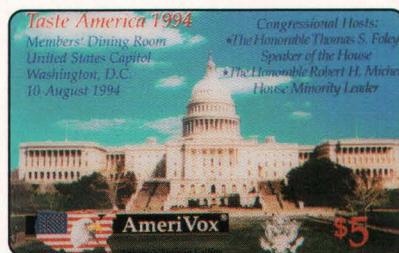
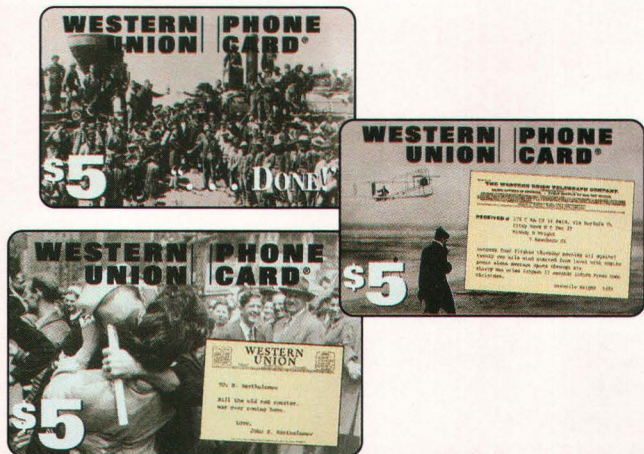
*SPECIALS

*MPR-01
MASTERPIECE
A valuable, uniquely
designed Collector's
Showcase Portfolio
of only 1,000
Special Editions, of
all 3 sets of
Diptychs.

Name: _____ Zip: _____
Address: _____ State: _____
City: _____ Country: _____

Card #: _____
Signature: _____
Phone: (____) _____
Visa MC Amex
(Circle One)
Exp: _____

TeleWorld International, Inc. • 4801 South University Drive, Suite 310W, Fort Lauderdale, Florida 33328
U.S.A.: 1-800-434-2499 • Int': 1-305-434-8692 • FAX: 1-305-434-3762



CONGRESSIONAL TASTE AmeriVox has issued the first U.S. phone card ever given out to members of U.S. Congress.

The cards feature a photo of the beautiful building set against a brilliant blue sky. The first 500 (of the total 3,000) were handed out to congressional members during August.

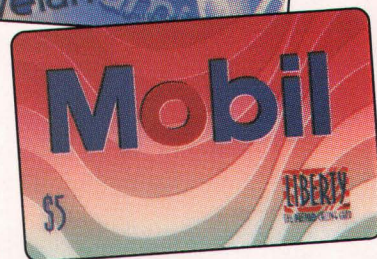
Call (415)694-4977 for additional information about purchasing the cards.

WESTERN UNION CREATES 'TELEGRAM' SERIES Western Union Financial Services has released its first series of prepaid phone cards, called the Historical Telegram series.

Printed in sepia and black-and-white, each of the three cards depict a different historical event and the Western Union message sent at the time. The events include the Wright Brothers' first flight, the completion of the transcontinental railroad, and the end of World War II.

Available from selected Western Union agents and phone card dealers, the phone time is priced at 56¢ per minute and the cards retail at \$5 each. The planned issue of each card is 15,000.

For additional information about the cards call (201)986-5100.

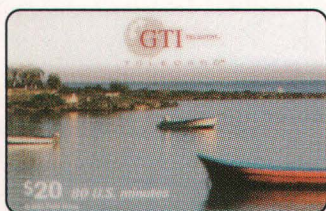
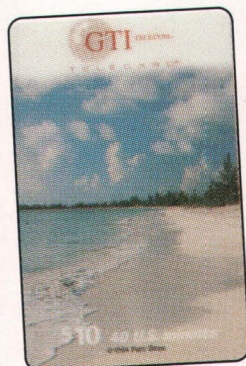


QUEST ISSUES PROMOTIONALS Three popular promotional cards have been released recently by Quest Telecommunications.

Custom Mobil cards in \$5 and \$10 denominations are being used to promote a national retail product offer in many Mobil gas station stores. The cards carry a 33¢ per minute flat rate, and can only be purchased at participating Mobil stores. A limited edition of 1,200 of each denomination was printed.

Confectionery manufacturer Ragold Inc. will use Quest's Liberty phone cards to introduce their different candy lines in the U.S.. The first two cards – Juicefuls and Velamints – were introduced at the 1994 American Wholesale Manufacturer's Association convention in Denver. Each card carries a \$5 face value, and just 1,000 were issued. A third collector edition card, featuring a new candy called "Absolute Fruit," was scheduled for release around mid-October.

For the Quest Mobil card call (800)964-0702, Contact Ragold at (312)917-0912 to purchase the Juicefuls or Velamint cards.



SUNSHINE STATE ON GTI CARDS Orlando-based GTI Telecom has issued

four new cards featuring beautiful Florida scenery. The four new cards join five existing Florida cards featured on GTI prepaid phone cards.

To better educate American consumers, GTI has included both the face value and the domestic phone time on the front of each card. GTI cards feature one of the lowest usage rates (25¢/min.) of any of the domestic prepaids.

The new series comes in \$5, \$10, \$20 and \$50 denominations, which equal 20, 40, 80 and 200 domestic long distance minutes. To purchase the cards, call (407)629-2300.

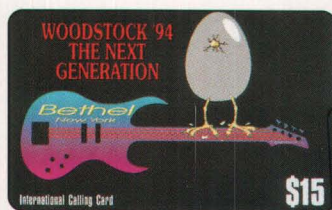
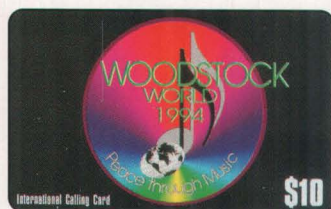
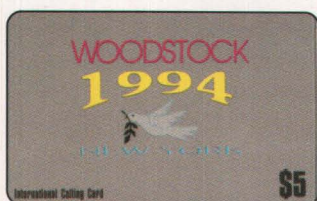
GTN PROTECTS THE PANTHER

A card drawing a lot of attention down in the Sunshine State is Global Telecommunication's Florida Panther "TELE-TAG."

Working in conjunction with the State of Florida, GTN produced a card that helps protect an endangered species, serves as a souvenir reproduction of the popular Florida license plate, and is a numbered collectible.

The Florida Panther cards carry a \$10 face value, with the first 2,000 numbered. For additional information about the cards, call GTN at (305)491-5199.





WHEN THE EAGLE FLIES WITH THE DOVE

Children of the '60s and the '90s should take note of the recent issuance of a series of Woodstock phone cards. Released by Woodstock II Productions, the artwork for the 25th Anniversary cards were created by Herbert Leber, with the common threads of peace, love and music.

A significant portion of the revenues of the cards has been committed to support a variety of non-profits, including "Doctors Without Borders", Dixie Belder's "Celebration of Hope", and the American Lung Association.

Each of the limited edition (5,000) four-card sets will be signed by the artist, individually numbered and registered by the issuer for historical reference. A complete behind-the-scenes story of Woodstock will be included in a presentation suitable for framing with the cards.

Complete four-card sets are priced at \$50, plus postage and handling. The cards are also being marketed in limited-edition first-day stamp format, with each card packaged in envelopes canceled at three sites - Saugerties, Bethel and Woodstock, N.Y.

\$ 5Dove w/olive branch.....5,000 issue
\$10Woodstock World5,000 issue
\$15Bethel 25th anniversary5,000 issue
\$20Saugerties 2 doves5,000 issue

Call (914)679-6790 or (800)896-1155 to order the cards.

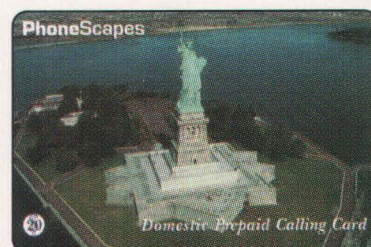
Editor's note: Due to an incorrectly printed 800 number, stickers have been placed on the back of these cards with the proper access number. The first PIN codes we were supplied also failed. Any inoperable cards should be reported to Moneycard Collector magazine.

PHONESCAPES HIGHLIGHT 'BIG APPLE'

Five dramatic New York landmarks are featured in a new series of prepaid telephone cards from Maxim Communications. The inaugural PhoneScapes series includes five cards highlighting the work of internationally acclaimed photographer George Goodwin.

Each of the cards carries a face value of \$20 and includes approximately 57 minutes of domestic long distance time. They are also renewable through any major credit card. Prepaid calling services are provided by Intellicall Operator Services through the Sprint fiber optic network.

For information about purchasing the cards, call (800)800-9091.



UNOFFICIAL OFFICIAL WORLD CUP CARD Cal West Enterprises has created a limited edition phone card commemorating the 1994 World Cup held this summer at the Rose Bowl in Pasadena, Calif.

The attractive cards, which sold for face value at \$12 during the soccer events, have already appreciated substantially in trading among collectors. This issue was limited to only 5,000 collectors.

For information about the cards, contact Eric Reiner at (800)585-WEST.

INTERNATIONAL ORIGINATION CARDS
ACMI's new International Origination Telecards display the names of 41 different countries, spelled in their national language (i.e. "Deutschland" for Germany).

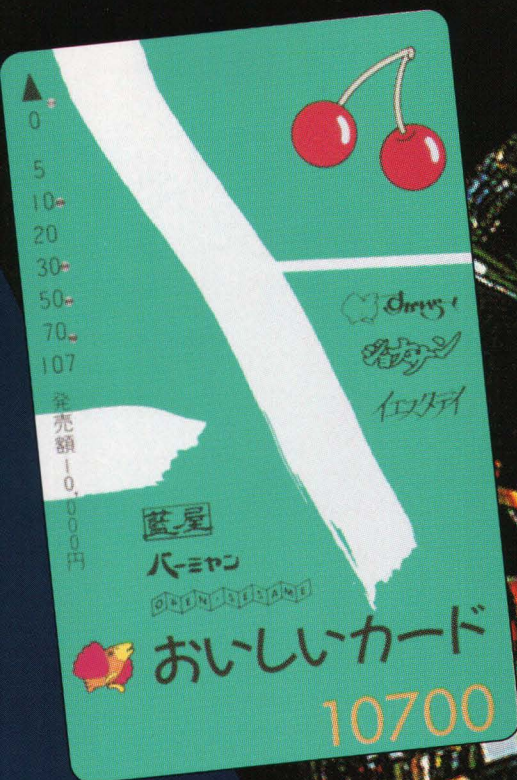
The new International Origination telecards are designed to complement ACMI's Anywhere cards, and will be able to originate calls from 41 countries, with termination in over 200 countries.

Offered in three different denominations, each card is printed on high quality 28-mil plastic stock. For information about obtaining one of these cards, call (901)363-2100.

\$103,000 issued
\$201,500 issued
\$50500 issued



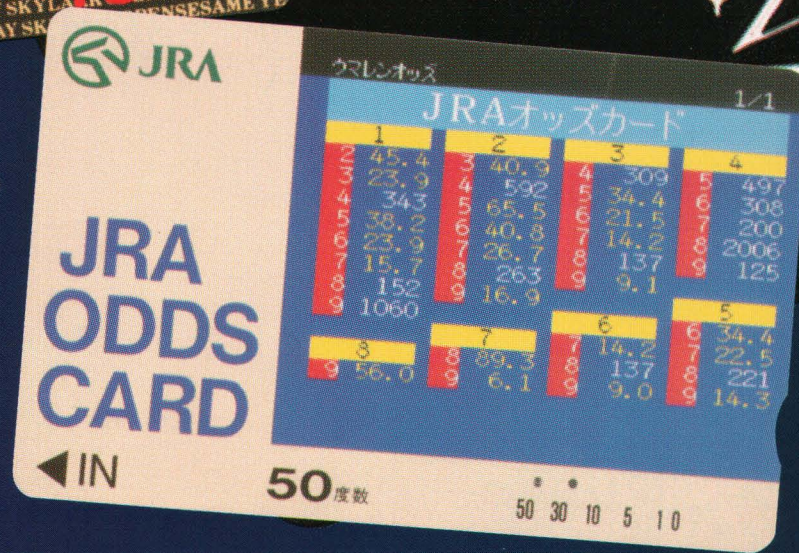
continued on page 48



Japan's Skylark Restaurant chain sells its higher value Open Sesame cards (above) at a discount (¥10700 for ¥10000), while the ¥1000 card (below) goes at face value.



Debit cards are everywhere in Japan – even at the race track. The bingo-like card at right is an Odds Card used for gambling at the Japan Racing Association.



A fisheye lens view of the Ginza makes a strong visual.

GINZA

Cards of the Rising Sun

By Arthur W. Becker

Part 2 of 2

Japan is the land of the debit card. They are ubiquitous. It seems like everyone in the country has a wallet, or purse, full of them. This month, we're focusing on non-telephone types of Japanese debit cards. When I list the cost of a particular card, I will use ¥100 to \$1. This will only be a few cents off the actual exchange rate, which is now the lowest it has been for 50 years. Japan is a very expensive country.

The Japanese government encourages rail transportation over all other methods of moving people from one location to another. Few parts of the country are far away from available rail transportation. In Tokyo, for example, you are never more than a few blocks from a rail system, whether it is railroad, subway, streetcar or monorail.

There are two types of railroads in Japan, with three types of debit cards in use. Once called the Japan National Railroads (JNR), the government railroad system is now simply called Japan Rail (JR).

JR is made up of several regional companies, each of which issues its own debit cards. Private railroad companies also issue their own cards. In general, JR provides transportation within major cities, and long distance service on the Shinkansen, or Bullet Trains. The private companies offer suburban service, or transit between two close large cities.



Japan Rail Orange Cards are often discounted. This ¥5300 card from JR East sold for ¥5000.

The main JR debit card – the Orange Card – has been in use for over a decade. Orange Cards are used to buy tickets in any JR ticket vending machine. There are at least a dozen types of JR ticket vending machines. Some machines accept cash and Orange Cards, some are cash only, while others take only

Orange Cards. The farther away from Tokyo you go, the fewer Orange Card machines you see.

As with telephone cards, holes are punched in the Orange Cards to show remaining value. If an Orange Card does not have sufficient value remaining to purchase the ticket you want, you can pay the difference in cash, or by inserting a second card into the same slot.

“IO” cards (In and Out), pronounced in Japan as e-oh, are the other type of cards sold by JR. They are only available in the Tokyo area. Since IO Cards are actual tickets, passengers insert them in the fare gate upon entering the system, and again on the way out. The amount used, along with the amount left, flashes on a small screen on the fare gate. Various information is printed



One-day passes like this one from the Seaside Line people mover in Yokohama are common forms of debit cards in Japan.

on the back of the IO card. Unlike Orange Cards, IO cards are not discounted. Still, their added convenience might be worth paying for, as you don't have to stand in line to buy tickets for every journey.

Here are a few miscellaneous bits of JR information. A rail pass is similar to a debit card. Passes are valid for unlimited travel anywhere between the cities and dates printed on the pass. Most are plastic, and now have magnetic backing, meaning they can be used in automatic fare gates. Unfortunately, these passes tend to be well worn by the time they expire.

Interestingly enough, Orange Cards are not valid for purchasing Bullet Train tickets, which can cost as much as \$200 each. On the other hand, tickets may be obtained from vending machines via credit cards. Private railroad companies issue their own equivalent of Orange Cards, but usually not IO-type cards. Cards are available with \$53 and \$10 face values, for sale at \$50 and \$10, respectively.

The final type rail debit card is the one-day pass. These cards can be flashed at a gate attendant or driver, or used in the subway's automatic fare gates. Passes can be purchased at business offices, manned ticket windows, and at certain subway vending machines.

The Toei system sells a one-day pass which is valid for six months. It is a scratch-off card, with days and months rubbed off one at a time. Since it doesn't work in a fare gate, the card must be shown to an attendant or driver.

Now we come to the most expensive debit cards you will probably ever see — department store cards. Mitsukoshi department store debit cards, for example, are available in amounts from \$30 to \$1,000. They are purchased like gift certificates.

Shopping can make you hungry and the Japanese have that covered, too. As mentioned last month, the Japanese even use debit cards at the "Golden Arches." They're called U-Cards, and often include a small discount. The Skylark Restaurant chain sells its higher value Open Sesame cards at a discount, though the \$10 card sells at face value. The 7-11 convenience stores sell, as you might guess, 7-11 cards. There's even a card you can use with which to gamble.



Transportation in Japan is rarely free, as this ¥5,200 Highway Card debit card illustrates.



The Golden Arches look familiar even in Japanese. This card is worth about 30 US\$.



The most expensive debit cards in Japan come from department stores. This is a \$650 card from the Takashima-ya store chain.

Another transportation card is the Highway Card, which is used to pay tolls. No holes are punched in these cards when used, though transaction information is printed on the reverse.

Postal debit cards, called fumi cards, are available in national and regional editions. First issued in 1989, they include face values of ¥500, ¥1,000, and ¥3,000. You can buy them from a vending machine or over the counter. You can also use them in vending machines or over the counter.

Let's say you are going to the post office to buy \$5 worth of stamps. Instead of handing over ¥500 in cash for the stamps, you could use the money to buy a fumi card. You then immediately hand back the fumi card in exchange for the stamps. You thus get the stamps, plus the used fumi card, as a souvenir. It works the same whether you use a machine or counter service.

Just like telephone cards, blank postage cards are available for purchase. This way, a private message, or advertising, can be printed on them. These private cards can then be sold at below or above face value, or given as gifts.

Well, that's enough for now. Just as an entire book could be written about Japanese telephone cards, so could one be written about non-telephone cards. As we contemplate the future of debit cards in the U.S., it is easy to see how businesses here may also provide financial incentives for people to buy and use prepaid debit cards for more than just making phone calls.

Mr. Becker is an officer of the International Society for Japanese Philately (ISJP). You can contact him by sending a SASE to Box 34614, Washington, DC 20043. E-mail may be sent to his CompuServe account 72072,2713.

The author thanks Yoji Ishihara, Robert Red-Baer, Y. Suzuki and students at Edogawa Women's Junior College for assistance with cards and information.



This ¥5000 IO (In and Out) card is used for the Japan Rail system.

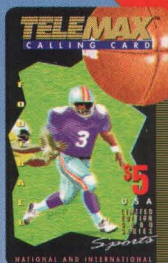
TELEMAX

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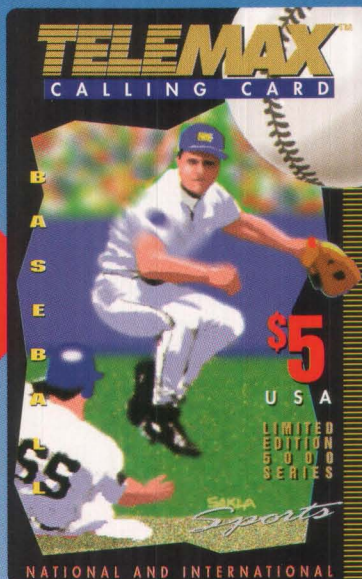
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SP102 Basketball \$5



SP103 Football \$5



SP101 Baseball \$5



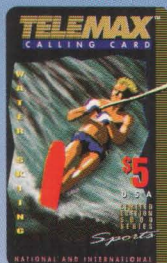
SP104 Hockey \$5



SP105 Soccer \$5



SP106 Tennis \$5



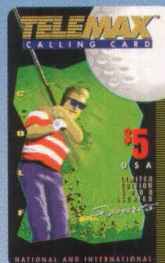
SP107 Water Skiing \$5



SP108 Auto Racing \$5



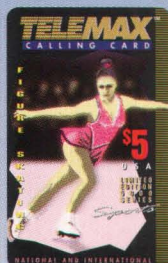
SP109 Bicycle Racing \$5



SP110 Golf \$5



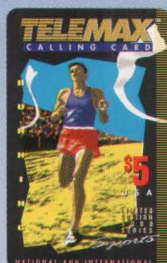
SP111 Boxing \$5



SP112 Figure Skating \$5



SP113 Horse Racing \$5



SP114 Running \$5



SP115 Skiing \$5



H100 New Years 1995 \$5



H101-3 Christmas series of 3 \$15



H104 Chanukah \$5

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- CL103 Dodo & Dog \$5
- CL104 Dodo \$5
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- M102 February 1994 \$20
- M103 March 1994 \$20
- M104 April 1994 \$20
- M105 May 1994 \$20
- M106 June 1994 \$20
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- M109 September 1994 \$20
- M100 1st Collectable \$5

F3 First 3 minute sample \$3

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THE BRITISH SCENE Debit card, or telephone card collecting didn't really start in Britain until the end of 1988. There has been a gradual buildup of interest in the country over the past five years. Britain, with a population of 50 million, has, after six years, between 15,000 - 50,000 collectors, depending on the criteria for measurement.

The hobby here is mainly demand driven rather than supply driven (i.e., the major telephone companies don't have to push cards out week after week). Studies have shown that telephone card collectors here come from all levels of society. They are generally attracted by the designs of their BT or Mercury cards, which were too pretty to throw away.

Most American remote memory cards lack the technical interest and depth of overseas cards (track sizes, different notches, modules, chips, etc. — all of which add interest to the inquisitive mind). British collectors are somewhat concerned that the hobby in America is being driven too fast by the suppliers. It will be interesting to see how fast a genuine (not investment oriented) demand and collector bases emerges.

Nevertheless, the American influence is already having a knock on effect. Paramount Pictures of Los Angeles has recently released a "Star Trek" Mercury card collection. Space Marine Ltd. will be coordinating a collection of Mercury cards portraying different images from the popular science fiction program.

Initially, the cards will feature images from the original "Star Trek" television series. Cards will be displayed on data sheets packed with photos, diagrams and other facts. The cards will be marketed through existing Star Trek outlets.

Following closely is a new series from British Telecom, whereby another organization has the rights to reproduce

the Thunderbirds space puppet characters. On the horizon are deals with "Star Wars", "Alien", "Dr. Who" and others.

The hobby in Britain now has two monthly magazines and clubs sprouting up all over the place. School children seem to be the most avid collectors, edging out the experienced hobbyists in the race to find discarded cards outside phone booths.

The Irish Republic is producing superb thematics on its cards, and offering them in large quantities, which means used cards with Tina Turner, Diana Ross and the Irish soccer team are on the market at modest prices.

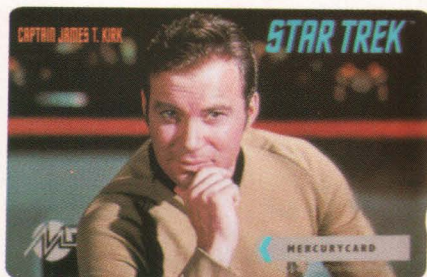
The latest producer here is NYNEX — not New York Telephone, but NYNEX Cable Comms Ltd. NYNEX is one of the largest cable operators in the country, providing cable TV lines and telephone service mainly for business customers. NYNEX provided communications for the D-Day Celebration in Portsmouth — quite a coup for a non-national carrier. £1, £2, and £4 cards were created with the help of the South Seas D-Day museum. Part of the card sales proceeds were donated to the museum, which is dedicated to telling the story of Operation Overlord, the military campaign which launched D-Day.

Other than NYNEX (New York Telephone), U.S. cards have yet to catch on, even though Sprint, AT&T and WorldLink, among others, can be used in Great Britain. The latest company to produce cards valid here is General Electric. Their "Coinless Connection" D-Day cards have been the subject of media attention. Other popular cards in Great Britain include Elvis, Marilyn and PTI's NASA series, but since these are modestly priced at a friendly \$5, it is not surprising they have fared well.

Remote memory cards are just starting up, with new carriers using BT/Mercury lines. It is too early to tell whether the British public will be interested in these cards, which are slightly more complicated to use. In the meantime, prices for early cards are on their way up, but only modestly. While newcomers are climbing on board, they are spoiled for choice. The most expensive mainstream card is a £10 card (Muirfield golf in 1987) issued before collecting became fashionable. Nine hundred cards were issued, but most have disappeared.

Eric Elias

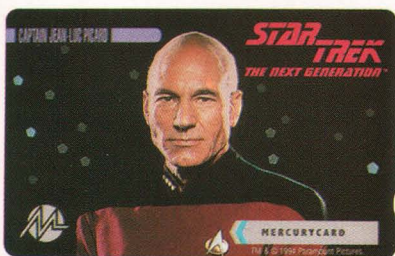
For information about how to obtain these and other cards contact Eric Elias, P.O. Box 1000, London N3, England.



Captain James T. Kirk from the original Star Trek TV series set.



The U.S.S. Enterprise card from the first set of Mercury phone cards.



Captain Jean-Luc Picard from the "Star Trek - The Next Generation" series of cards.



Romulan Warbird from "The Next Generation" cards.

COLLECTOR AT LARGE

This column will attempt to bring you miscellaneous news of the phone card and moneycard markets. If you know of anything unusual or interesting that is happening concerning our hobby, please drop me a note in care of *Moneycard Collector* magazine. I'm a collector, so if you enclose a card and want it back, please include a self-addressed envelope. I'll report the good and the bad as it effects all of us. —Les Winick

On April 21, a new type of card was introduced in the European market, and it may soon be spreading to other parts of the world. Germany and The Netherlands introduced a joint card that can be used in either nation on different phone systems. German cards are inserted vertically from the left-hand end, while the Dutch cards go in horizontally from the top. The telephones will display the remaining value in the national currency, with the rate of exchange adjusted as the financial climate dictates.

German Telekom is selling a folder containing six of the joint cards. When placed together they form a picture of the Rhine where it crosses the frontier. I have seen this set of six cards in the folder offered for \$120 in the U.S. With the European Common Market a reality, look for other nations to produce similar joint ventures in all types of moneycards.

Keep the Change! The Phone Card Store is doing a great job promoting its merchandise. In addition to advertising in phone card publications, the company is also reaching out with ads in stamp magazines and journals. Scott du Pont wrote *Moneycard Collector* the following, "As for results of your since released magazine... Tremendous! (This was the first issue). We have had more orders and inquiries from your one publication than all of the others combined! We have also had people coming up to our stores and asking for your magazine by name." Thanks Scott, we appreciate your writing and sharing the good news.

Have you ever wondered how Japanese collectors buy their cards? Hobbyist Ron Krasnitz recently visited Tokyo and returned with these pictures of the action in a card shop in downtown Tokyo.

Incidentally, the store was difficult to locate and the hotel concierge had to make several phone calls before finding this outlet. The telephone directory was no help. The awning outside the store reads, "Gold & Silver/Old Coins & Stamps." The signs in the store window listed the cards that they had in stock for sale.

Judging by the crowds waiting to get into the store, advertising was not necessary.

After fighting his way in through the narrow aisle, Ron was faced with a manager and staff of six, none of whom spoke English. Cards were displayed in showcases, with dozens of boxes in the aisle filled with telephone cards.

As Ron tried explaining to the patient sales clerk which type of Japanese card he wanted, the other customers became tense as they anticipated that it was going to take a long time. Finally, the cards were located and the sale was made. A rubber band was placed around the purchase and the sale was finished. Most of the sales to the other customers were used cards. As a result of this experience, Ron has decided that he will continue to buy his Japanese cards via mail.



The outside of a telephone card store in downtown Tokyo, with a sign reading: "Gold & Silver/Old Coins & Stamps."



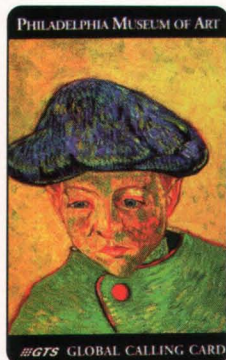
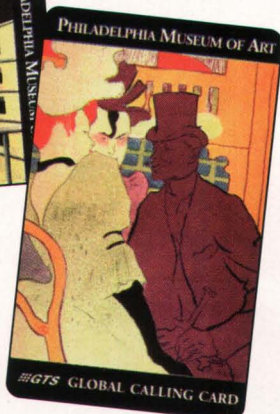
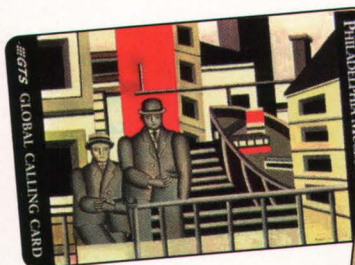
Inside the Tokyo card store was somewhat of a madhouse with cards everywhere, including the aisles. It was amazing that the sales clerks could find anything.

We have a great hobby! Future Card, a German dealer at Card EX 94 in Amsterdam, advertised for attendees to stop by their booth and "Come and join us for a glass of wine." I don't know of any other hobby that has dealers with such class.

MC

NEW ISSUES

Continued from page 41



FEATURES MUSEUM

GART In cooperation with the Philadelphia Museum of Art, GTS has issued a special five-card set of phone cards featuring original classic art and a photograph of the museum.

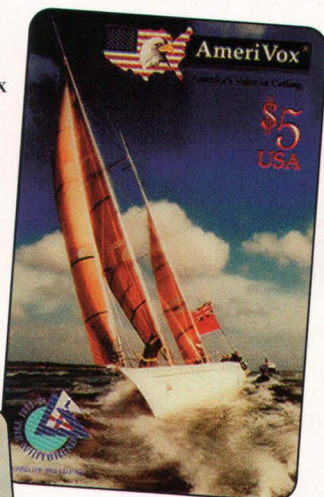
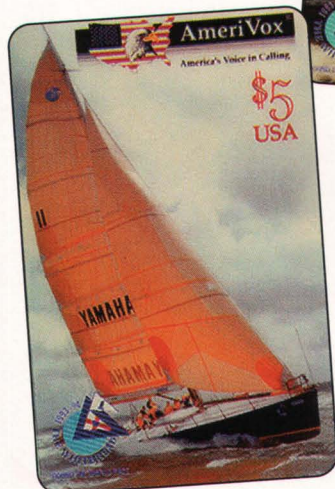
Each card carries 20 units, with just 1,000 of each card issued. The cards are \$12 each, with a set selling for \$55.

Call (800)280-1166 to order the GTS cards.

SAILING WITH **AMERIVOX** A new set of cards from AmeriVox includes four dramatic sailing shots from New Zealand's Whitebread around-the-world race.

Issued in July, the cards carry a face value of \$5 each. Just 1,000 of the private issue cards were printed.

Call (415)694-4977 for information about the cards.



ATEST BIRD, PACKER CARDS

LBasketball legend Larry Bird is shown pulling up for his famous jump shot in the second of ACMI's series on the Hoosier hoopster. The limited edition telecard carries a premium 60¢ per minute rate. It will be available for purchase in the following face values/quantities:

Larry Bird "A" Card

\$65,000

\$14,000

\$20800

\$50200

Green Bay greats Vince Lombardi and Bart Starr are pictured together on the "O" card of the Packer Hall of Fame series. A percentage of the proceeds will be donated to the preservation and maintenance of the Green Bay Packer Hall of Fame.

Available in four different denominations, the latest Packer card has a 35¢ per minute long distance rate.

Packer "O" Card

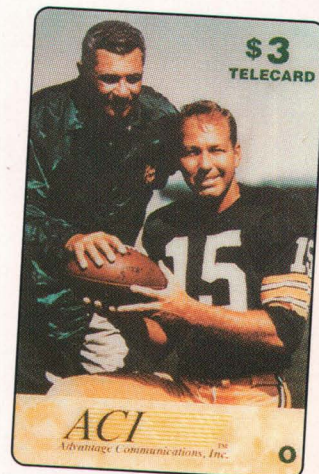
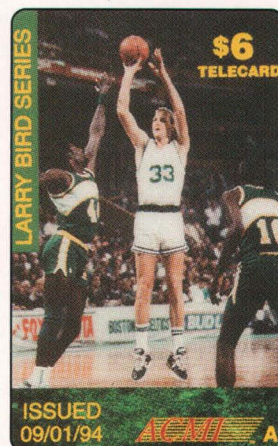
\$32,500

\$71,500

\$20700

\$50300

Call ACMI at (901)363-2100 to purchase either of these cards.



AIR FORCE CARDS FLYING HIGH

ATCM Associates has released a new set of collectible phone cards featuring images of U.S. Air Force fighter planes.

Originally intended for use by Air Force personnel, the cards were quickly discovered to be quite popular with collectors. Included on the cards are the B-2 Stealth Bomber (\$20); F-16 Fighting Falcon (\$15); F-117 Stealth Fighter (\$10); and an F-15 Eagle (\$5).

The cards are available only as a four-card set, with each encased in an information-packed folder. The sets will be available in hobby shops, specialty stores, air bases and wherever phone cards are sold. For more information on how to purchase the cards call (800)923-8723 or Fax (708)827-4623.

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DISNEY, SPORTS & Non, US, Japan, Europe, New Issues, others. Barry Beckta, Florida Telecard, (813) 283-3693.

FREE PHONE card list. Buy, sell, trade. Jeff Kelley, P.O. Box 09422, Columbus, OH. 43209. Phone (614)235-6326.

HAWAII CALLS! Telephone cards from the 50th State. Unused, used. Request price list. Telecards Hawaii, Box 240200, Honolulu, Hawaii 96824.

HIGH QUALITY Limited Edition Collectible Phonecards - PTi is expanding their dealer base. If you are a GENUINE DEALER looking for the finest in collectible phone cards (ie-NASA 1, Ducks 1-6, Whales 1, Senior PGA, etc.), Call Prepaid Telecom International at (800) 825-2328 for details.

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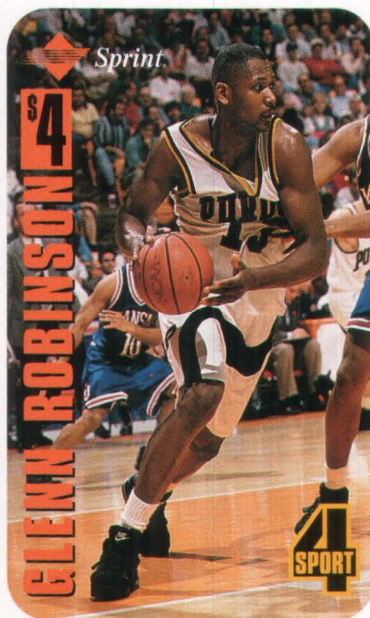
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