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FEBRUARY 1995

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MONEY CARD

C O L L E C T O R

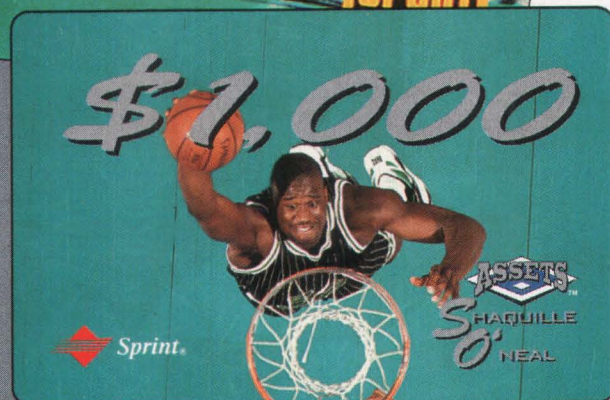
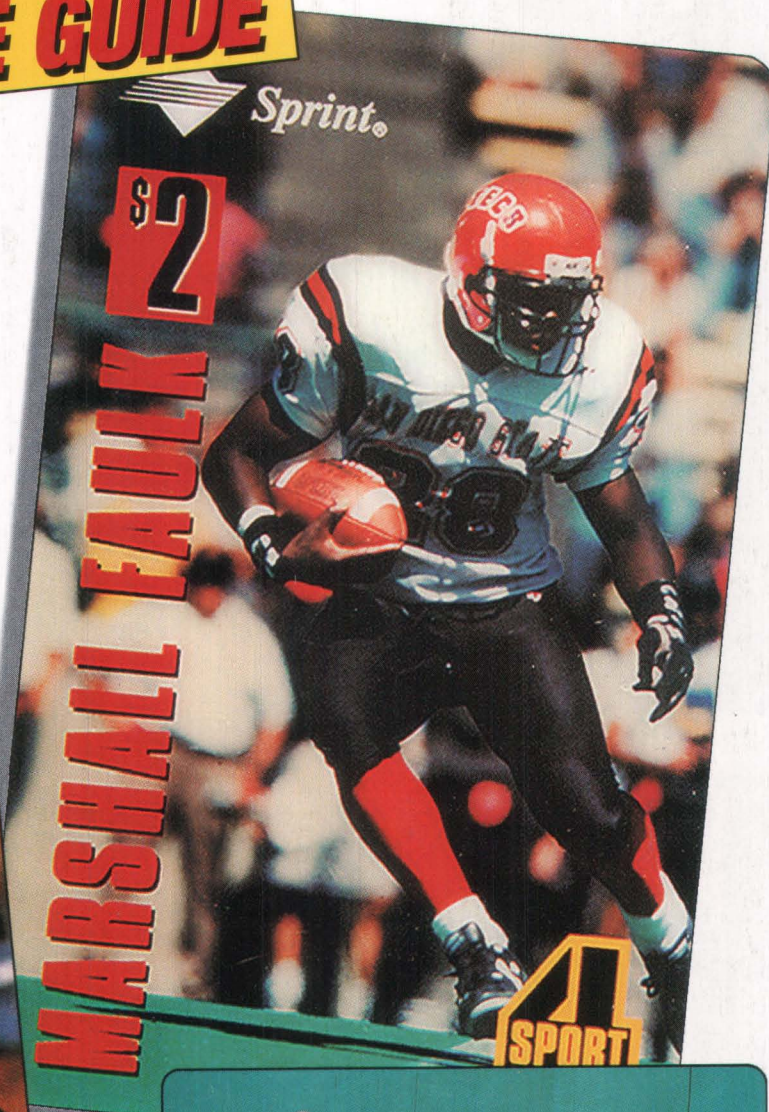
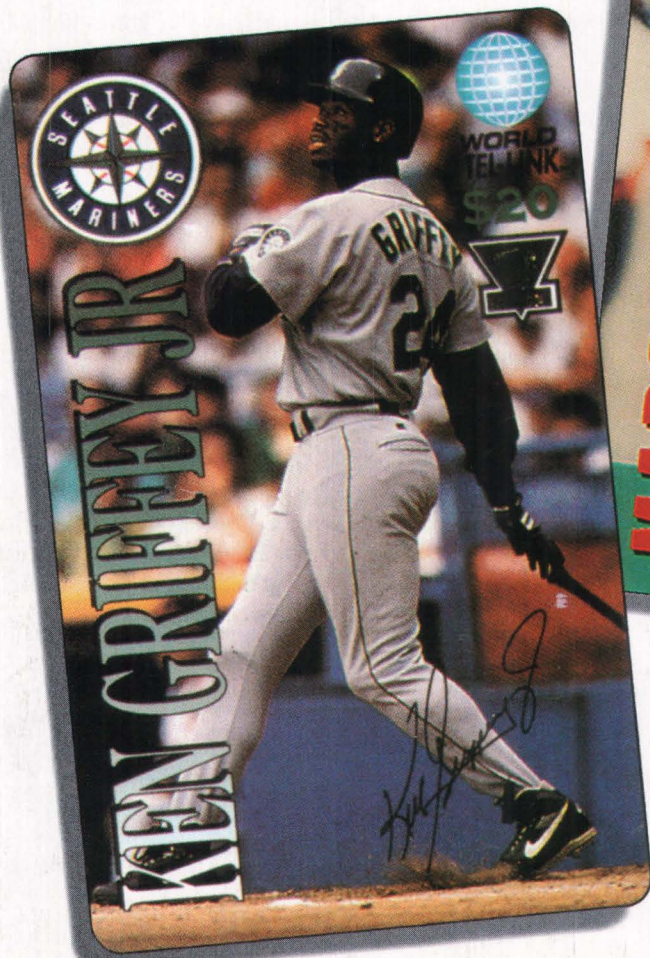
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NUMBER TWO

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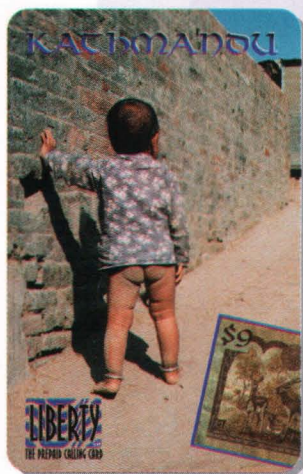
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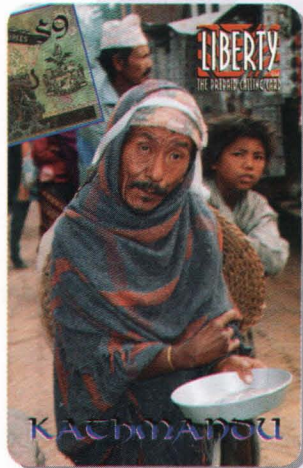


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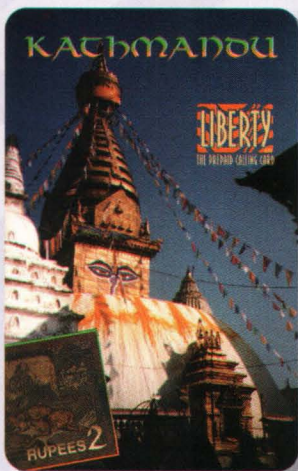
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Boy in Bhaktapur



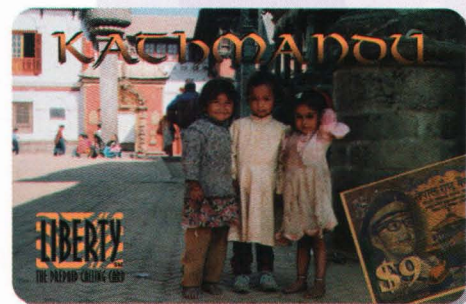
Swayambunath Temple
Exclusive \$2 Bonus PhoneCard



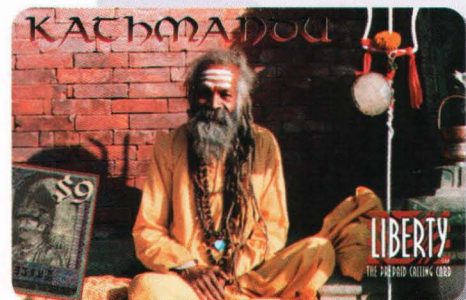
With this first set of LIBERTY prepaid PhoneCards issued in our "People & Places" series, we take you to Kathmandu, one of the most charming and fascinating places in the world. Known as the jewel nestled in the heart of the splendid Himalayas, the Kathmandu Valley is an inexhaustible storehouse of exciting 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.

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Newari Girls



Sadhu in Dakshinkali

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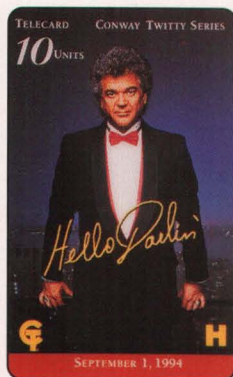
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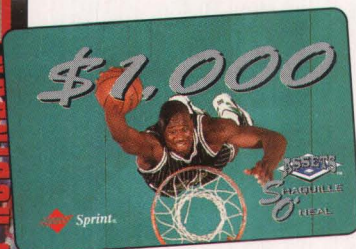
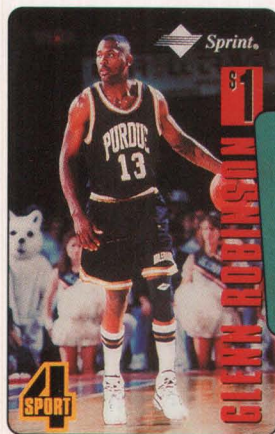
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This month we proudly introduce two new monthly features in *Moneycard Collector*: our Price Guide and regular editorial coverage of sports-based cards.

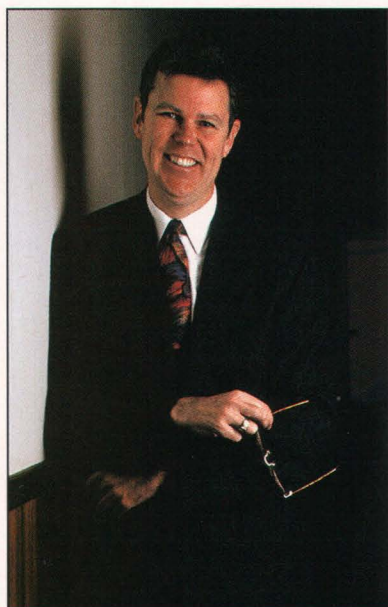
From the first day we began to work on *Moneycard Collector*, we knew that a monthly price guide was a must. It would be all well and good to do the feature stories, the new issues, the show coverage and so on, but it was clear that a regular section devoted to the prices of cards in the secondary market would add enormously to the value of the magazine for our readers.

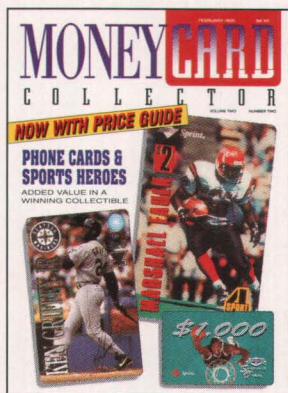
Trouble was, the time wasn't right – at least not then. There were not enough dealers for one thing, and not enough price lists and secondary market activity. But that has all changed very rapidly; so rapidly, in fact, that in late October we issued a press release announcing our plans to produce a monthly *Moneycard Collector Price Guide*. The phone lines have been burning up ever since. With our vision now a reality, we hope you, our readers, derive a great deal of enjoyment from it, tracking the secondary market performance of your favorite cards.

We have elected to start by listing the most popularly traded cards, and then assigning a retail price to each. To understand how we do this, please read the foreword to the Price Guide. Initially, we will not list prices for used cards, nor will there be prices for cards being bought back. The market, at least for now, is centered on collectors buying new, mint-condition cards, and there is simply insufficient data for us to generate dependable and representative information on used cards.

Less clear at the birth of *Moneycard Collector* was the tremendous response that would come from the sports card collectors. Almost immediately after phone cards started to become available, sports card collectors were avidly searching out sports-themed cards, and the issuers responded. Sports-based cards have quickly become a well defined and very exciting part of the market. Many trading card dealers already consider these cards as “hot” and superior in many ways to traditional trading cards. As one expert said to me, “Figure it out. With a sports phone card, you’ve got the image and a service of value attached to it. What a combination!” Couldn’t have said it any better myself!

Murray Church, Publisher





From Ken Griffey Jr. to Shaquille O'Neal, telecard issuers are turning to sports heroes.

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 First to feature rare gold coin • World's first gold phonecard
 First to depict an icon: Elvis!



★ Elvis Presley



★ ANA Gold Coin Phonecard



★ World's First Gold Phonecard



★ \$11



★ \$11



★ \$10



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★ Nyson I



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★ Patsy Cline



★ Beetle Bailey by Mort Walker



★ Richard Petty



★ Ken Griffey Jr.

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LETTERS

Thanks for the wonderful treatment of Hallmark's Long Distance Greeting line in your December issue. I would like to provide a few minor clarifications, as well as some additional information that may be of use to collectors and all interested readers. We were aware, through our initial test, that collectors had a keen interest in specific card information; and so, in the national launch we printed a code on the bottom left of each phone card specifically for collectors' use. In the sample code A-TEL-144-11.94 the A refers to the production run, with A being the original; TEL-144 refers to the stock number which corresponds to the first three digits in this part of the number on the back of the greeting card; (the fourth digit on the back of the greeting card is a 4 if produced by June '94, or a 9 if produced by December '94 — these codes help retailers identify stock with different expiration dates); the 11.94 is the ship date.

There is another number printed on the bottom right of the phone cards. This is the batch number used to coordinate and monitor activation by Sprint. We activate 600 cards at a time, so there are only 600 of any one of these numbers per card design. For proprietary reasons, we cannot release lists of batch numbers.

Concerning our distribution plans, while Hallmark products are sold in 22,000 stores around the country, nearly all of them are independently owned and operated, and unfortunately, not all of them carry Long Distance Greetings. If the local Hallmark store does not carry them, or if they are unfamiliar with the product, I (naturally) suggest that your readers tell the store staff about it and ask them to consider carrying it. All indications are that phone cards will take off in this country soon — urge your Hallmark store to be there when it happens.

Starting on November 1, there were seven new designs introduced as replacements.

| | |
|-----------------------------------|-------------------------------|
| 595TEL1419.....Friends, not years | 595TEL1429.....Magic card |
| 595TEL1449.....Snoopy | 595TEL1459.....Bear w/cupcake |
| 595TEL1469.....License plate | 595TEL1479.....It's free! |
| 595TEL1489.....Cathy | |

In addition, there are two back-up designs that were produced for the national launch, but have not yet been shipped. These will occasionally be substituted as replacements.

| |
|---|
| 595TEL1184....Here for you (design 600TEL1018 from original test) |
| 595TEL1194...Teddy Bunny (design 600TEL1019 from original test) |

Finally, we are testing a new way of displaying the cards in our stores. We want to make the product more easily understood and accessible as a thoughtful gift item to complement a greeting card. One technique we are testing in selected stores in Atlanta, Chicago, Los Angeles and Kansas City is a point-of-sale information brochure.

Here's wishing you and all at Moneycard Collector continued success with your high quality magazine. It has made a believer out of me and lots of Hallmarkers!

Tom Esselman, Hallmark Cards, Kansas City, Mo.

Normally, we do not print such lengthy letters, but this one contained so much valuable collector information about Hallmark's phone cards, that in this case we needed to make an exception.

If I'm going on vacation, can I get a phone card just as a souvenir?

Andrea Joliffe,
London, Ontario

Absolutely. Watch for purchase opportunities in high traffic areas. More and more airports have vending machines that dispense phone cards. Also watch for retail store fronts operated by phone companies. The ones selling phone cards are also increasing rapidly in number.

Thank you for my first issue of Moneycard Collector. What an exciting and well laid-out magazine. The articles are interesting and easy to read. I have been collecting phone cards for over four years and have all New Zealand and Australia trial and first issues.

Good luck with your magazine. I look forward to the next issue.

K.M. Stewart, Auckland,
New Zealand

I've been watching this hobby develop and am still not convinced this is anything more than a fad. Is it just a fad?

Don Reimer, Ottawa, Ontario

In our view, definitely not. Phone cards, and more generally debit cards, will flourish because the cost of making and processing physical cash keeps going up while the cost of processing electronic cash keeps going down. These are both well established trends which suggest that debit cards will likely displace a large percentage of the demand for physical cash.

What happens when the minutes on the card run out?

Dave Kirk, Peoria, Illinois

It all depends on the level of sophistication of the service and whether or not the card involved has been designed to be replenished. It ranges anywhere from the line going dead without any last second message, all the way to automatic dial-ups to service bureaus which allow you to replenish your account.

I have been a subscriber of *Moneycard Collector* from issue number one. The layout of the magazine is terrific, the stories are in-depth, not too crowded and easy to read with lots of colour, and even the ads look great. But I thought your article on Errors & Varieties was very interesting.

I found an error in a recent *Access International* ad in another telecard magazine. I know everybody is jumping on the band wagon for putting out phone cards, but you would think they would do it right the first time around. On two phone cards showing the planet Earth, one is okay but the other card shows the Earth on its side with the equator going through the North and South Poles.

I suppose the hand in the picture holding the Earth could have rotated it, but the silly part is that they have the Earth backwards! Saudi Arabia and the island of Madagascar are on the left side of Africa; they should be on the right side. The picture was taken off the back side of the negative. Oops! Oh well, one out of two Earths is not too bad!

Keep up the good work!

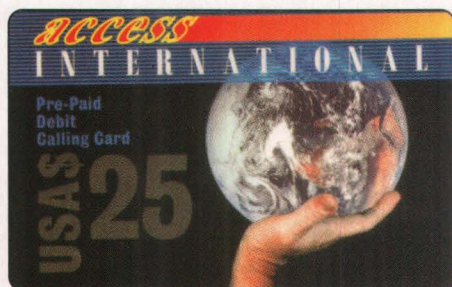
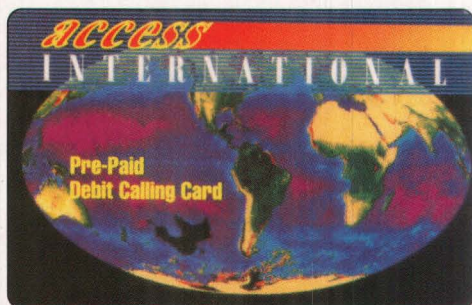
John Rudzik, Duncan, B.C., Canada

By Jove, I believe you've spotted a whole series of error cards. A careful look at the card seems to substantiate your claim. Any others out there?

Can you use a U.S. card from overseas?

Jim Witley, Miami, Fla

With a very few exceptions, no. One exception is AmeriVox's TransWorld card which can be used in almost every country in the world. Communications companies are rapidly working toward a universal 1-800 service which will be a real breakthrough when it happens.



Can you use American cards all over America's 50 states?

Donald Jackson, Milwaukee, WI

For virtually all of the issuers that are in the re-packaging and re-selling of phone time this is the case. For regional Bell operating companies, however, it is not. An Ameritech card, for example, can only be used within Ameritech's market area. The RBOC's have applied for relief to be able to provide long distance services and it appears this will be granted by the FCC. If so, then RBOC cards may have nation-wide utility.

We first would like to congratulate you for your very nice magazine. We especially enjoy the high quality of the presentation (the size is very good, all phone cards are shown in colour) and the large range of treated matters (from the car cards to the prehistoric first phone cards issued in the world). It's the reason why we quickly subscribe for one year from the second issue.

Key Serge and Serier Christophe, Collection 2000, Paris France

How will the secondary market performance of a sports trading card with a given image on it compare with a phone card carrying the same image?

Terry Gee, Painted Post, NY

It will, as always, come down to supply and demand. And, given all of the factors which will influence those levels, it is hard to predict. However, phone cards will always enjoy a competitive advantage in that they have an underpinning service value and that so far they have been produced in lesser numbers.

I already have a phone company calling card, so what's the big deal about these new phone cards?

Andrew Abutobul, Visalia, CA

From a collecting stand point, plenty. A regular calling card is actually a credit card which directly involves no cash. The pre-paid phone card, however, represents payment up-front and as such is a debit card, a new form of money.

MC

AMERICA'S MOST WANTED

This month's most wanted list is interesting because it shows an extremely wide diversity of cards on the report. Among the Most Wanted, only two dealers reported the same cards as best sellers!

Now just what does that mean? Well, there seems to be a geographical diversity, with our Florida respondents servicing the user market far more regularly than the rest of us (thanks to Keep The Change, which introduces new users to the magic of telecards on a daily basis).

Also from Florida, we see the strong thematic trends of animals, and rising up for the first time, Disney — long a popular theme in Japan, with more than 400 different Disney cards, I'm told. Also pleasing to the tourists are the NASA cards, which have been mentioned almost every month on somebody's best seller list.

Our northern respondents tend more toward inside pursuits, like comic book reading. Do people really read those things, or just collect them? The Power Rangers is about as deep as I want to get, but then I can't read!

Two of the three "modern classics" (AT&T's McDonalds and Monsters of the Gridiron from Sprint) were mentioned and are climbing up the charts. To me, they're classics because of the extreme degree of difficulty in obtaining them. Despite their high mintages, they are difficult to find. What has fallen away to "no mention" is ET. The other two are climbing.

2 PTI NASA SPACE SHUTTLE COLUMBIA If you were curious why I abbreviated Pti, try saying it? Who can say Prepaid Telecommunications International, Inc.? Not me! These NASA Cards were introduced just before the San Francisco Phone Fair in the spring, where Gordon Cooper was signing cards. It is a 16-card series, which continues to outsell most other cards in the tourist areas. The cards are reasonably priced and are of high quality. A good buy.



Prepaid, NASA series, \$5, mintage, 1994 release date.



Vista United, Disney cast member cards, \$10 face value, 2,000 mintage, 9/94 issue date.

3 VISTA UNITED TELECOM MAGIC Here's a little telco which covers only a few square miles of territory, but is making plenty of noise. So why are they on the chart? In a word: DISNEY. It's the telephone that Mickey uses to call Minnie. Vista United is the internal Disney telecom and the phones you use while visiting the Florida Disney parks.

The cards started as an "employees only" set of three, and now Vista United has five cards that I've seen, with more on the way. They will be a major issuer in 1995, and they're just getting up a head of steam. Four hundred different Japanese cards prove the Disney image is highly collectible. Watch hem move. Highly recommended.

1 GTS MARVEL COMICS (SET OF 3) I was introduced to the Marvel set this past summer by Roger Streit at the Detroit ANA Show. We shared a booth and all the kids that came by wanted the Marvel set, which had by then been out for quite some time. I was impressed how quickly the youngsters could find the cards among the hundreds displayed on the tables. The disadvantage for them, and a hint to GTS, is that few could afford the cards.

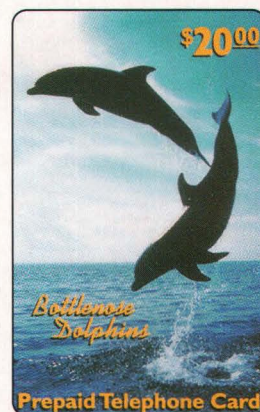
If we really want to get the kids involved, a large mintage "generic" Marvel Comic card set, which would be available for years at the \$3 to \$5 price per card, would bring a flood of new collectors into the fold... continuously. Perhaps 10 different designs that kids could collect as they could afford them. Who knows, if the comic cards stay on the chart, I may have to actually read one of those comic books. I'm probably too old to understand it, though... Maybe a kid could explain it to me!



GTS, Marvel Comics set, \$10 face value (each), 5,000 mintage, 5/94 release.

4 NAT DOLPHINS. Here's another one of those tongue twisters, always high on the list because of its user-friendly cards: North American Telephone. (I'm just glad my name is short.) The animal/sea creature cards have a strong draw worldwide, and is probably the single most important theme or topic year after year.

This card is just one of the many animal cards that this month's dealers listed. Others that didn't make the top ten were Sea Turtles, Humpback Whales, Orca Whales, and Larry Bird (just kidding). NAT has a wide variety of them and they're sold at face value. Check them out.



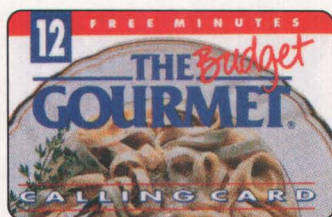
NAT. Dolphins, \$10 face value, 2,000 mintage, 6/94 release..

5 GTS '69 METS SET (32 CARDS)

Like living in the past? Well this one's for you. Somebody likes it, because it is consistently increasing in value. Like the '69 Mets, however, what goes up must come down. Be careful and make sure you are getting value and not just following the crowd.



GTS, Tom Seaver, 1969 Mets set, 3/5 min., 5,000 mintage, 3/94 issue date.



ITC, Budget Gourmet, 5/12 min., 98,000 mintage, 9/93 issue date.

6 INTERACTIVE BUDGET GOURMET Here's a card that's been hard to find. A simple paper card in two denominations, it is usually obtainable only as a gift for listening to a presentation about one of the company's products. Now it's available in some quantity. I recommend this one while it's easily available. Look in the catalog; the cards have been out for quite some time.



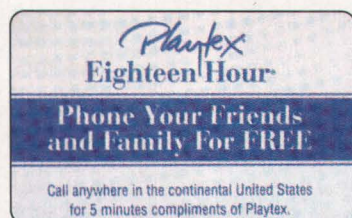
Sprint, Monsters of the Gridiron, \$3 face value, 1993 issue date.

7 SPRINT MONSTERS OF THE GRIDIRON

One of the modern classics that has been elusive, even though large quantities were issued. A Coca-Cola card that will continue to rise, unless hoards somehow appear. For the long term, I like it.

8 ITC PLAYTEX

Another older card (along with the Budget Gourmet example) that has recently come to the market is the ITC Playtex card. Even though the Playtex card is P-1 in the catalog, I tend to favor the Budget Gourmet cards. They're a lot prettier, if a plate of pasta can be attractive.



ITC, Playtex, 5 min., 150,000 mintage, 3/93 release date.

9 TELEPAX SET OF 4

This set is historically important but grossly overpriced, in my opinion. It is a private set and should have sold for half the issue price. Speculation and artificially high prices of private cards make promoters rich in a hurry, cause collectors to go broke, and in each country where artificially high-priced sets have continued to be offered, the market has collapsed, leaving lots of disillusioned collectors in the rubble.

In the U.S., we can and will avoid this by shunning the overpriced cards and sets. Good subjects are available at the \$5 level. Why waste money to fatten the promoters? Vote with your pocketbook and your shoes. Just walk away!



Amerivox (plus Belgium, Germany and Holland PTs), Telepax, \$5 face value, 9,999 mintage, 1/94 issue date.



NAT, Manatee, \$10, 2,000 mintage, 6/94 issue date.

10 NAT MANATEES This looks like a sea critter, but it isn't. Manatees spend the summer in the St. John's River on the east coast of Florida, and, in the winter, they congregate at Blue Springs State Park between Orlando and Daytona Beach. They like it because the water from the large spring is the proper temperature, and they can gather their families together there for all to see from a half-mile walkway along the crystal clear water.

So, I guess the "sea" critter has become a "see" critter - but they don't look like mermaids. They're available from NAT at or near face value.

HONORABLE MENTION: Ameritech's Robin Yount (here come the sports collectors), AT&T McDonalds (a resurgence), LDDS License Plates (very nice and reasonably priced), NAT Sea Turtle, and a host of other animals and sea creatures.

I'm happy to note the continued popularity of the various phone card catalogs and magazines. We always recommend that a beginner obtain the catalog: Telephone Cards of the World., North American, Caribbean and Atlantic, by Hiscocks and Garibaldi. This catalog and several magazine subscriptions help collectors make informed decisions.

Buy the book, subscribe, collect. See you next month.

Steve Eyer

In the Beginning...

The History of Prepaid Phone Cards

By Alex Rendon

Part 5 of 5

New collectors are usually amazed by the number of African countries that started using phone cards very early in their evolution. Landis and Gyr in Morocco and Tunisia (1983), and Autelca in Gabon, Oman and Yemen (1985), were the earliest ones. Other manufacturers such as Gemplus, Plessey (GPT), Schlumberger, Tamura, and Urmet, joined later on.

Landis & Gyr countries

Morocco was the first in 1983, with a single 100-unit card. The card was red in color and only 4,000 were produced for a sporting event. This is an exceedingly rare card, and lucky is the collector who has it.

Saudi Arabia conducted field trials in Dammam in 1984-85, and they proved very popular with the guest workers, mostly Filipinos, until internal squabbles between the Minister of Finance and the Minister of Telecommunications forced the King to order that the phones be unplugged.

A member of the American team in charge of the project at the time related to me why these cards were so popular. Legend has it that prior to the introduction of the cards, it took three people to make one call home — one to hold the Rial coins, another to feed them to

the pay phone, and the third to make the call. All kidding aside, no cards survived this trial, except as 'dummies,' or unfinished cards without the optical strip.

Algeria,

Nigeria, and Senegal joined the telecard parade in 1985. Of the first issues from these countries, the rarest is the one for Senegal. Very few of the 5,000 cards made it into collector's hands, and those that did always show staple marks. Tchad (or Chad) issued a set of three cards in early 1988: 30 units, 60 units and 120 units. Cards manufactured in May (3,000 sets) have no notch at the right, while the October shipment is notched.

The most attractive Landis & Gyr cards are, in my opinion, those supplied to Ghana in 1989, a set of 3 showing traditional rugs. Although South Africa will be covered later, it should be mentioned here that one of the rarest African cards was supplied by Landis & Gyr for BEXA, a telecommunications trade show which took place in Johannesburg in September 1985.

Autelca countries

Qatar was first to use Autelca, in 1984, with two cards, one of QR100, and the other QR200.



This 1983 Moroccan card was one of the first issued in Africa. A total of 4,000 of the 100-unit cards were produced; very few remain.



The 1985 issue from Senegal is considered ultra-rare, as very few of the 5,000 were collected.

Gabon issued two cards in 1985 - 3100F and 6200F with white backs. These same two cards were reissued in 1987 with advertising on the reverse for "MBOLO." An additional variety is known, in the colors of the 3100F card but without indication of value and with the legend "Protected by Watermark Magnetics" just above O.P.T. Gabon.

During the same year, Yemen received a set of four cards: 32u, 40u, 80u and 180u. One of the three higher values was placed on sale. According to the local Cable & Wireless manager at the time, the entire supply of 32u cards was eventually destroyed, as it was much easier to compute the value of a 40 unit card than a 32 unit card. Oh well...

Autelca supplied pay phones and cards to Oman in 1985. There were four Oman cards: R.O. 1,500; R.O. 6,000 and R.O. 9,000. The cards remained in use until 1989, when the country switched to GPT pay phones.



A set of three of these attractive cards from Ghana were produced in 1989, illustrating traditional African rugs.

(KD3, KD5 and KD10). This trial issue was followed in 1988 by three new cards (same values) showing the emblem of the Ministry of Telecommunications of the State of Kuwait and a payphone.

The first printing for all three cards has the control number on the left side, while the second printing had the numbers on the right. All of these Autelca cards today range from very scarce (1988 issues) to very rare (1987 issues), as the stocks did not survive the shelling the Ministry's offices received during the first day of Iraq's invasion of Kuwait.

Other Autelca countries of this period are Bahrain (1986), Cameroon and Kenya (1987) and Ivory Coast (1988).

Other cards

Tamura of Japan began supplying cards to the United Arab Emirates in 1988. There were four values (Dhs30, Dhs60, Dhs90 and Dhs120), with the cards carrying different slogans, such as, "Phone home today, it feels good to let them know you're okay."

Egypt was supplied by Urmet of Italy starting in 1988. At first, the card had a value of E.L.20, which changed to E.L.40 in 1989. Urmet alleges that the two cards shown in the Hiscocks catalog were not the first ones used, but that others, such as the one illustrated here (with value printed by dot-matrix) preceded the



One of the rarest African cards was this Landis & Gyr example (at left) created for a South African trade show. A variety of a 1985 issue from Gabon (below) has no indication of denomination.



ones listed by Hiscocks. In my opinion, this is simply a question of semantics, and the cards in question, although highly collectable,

are internal Urmet or Arento trial cards, and it is highly unlikely they were sold to the public in Egypt.

For those readers who might be interested, an excellent listing of these cards, prepared by Riccardo Mourglia, appears in the 3rd Edition of the Cacace/Cecconi Specialized Catalogue of Italy.

Djibouti started using cards manufactured by Schlumberger in 1989. These cards, six in total (10u, 25u, 50u, 100u, 200u and 300u), were mostly used by French Legionnaires.

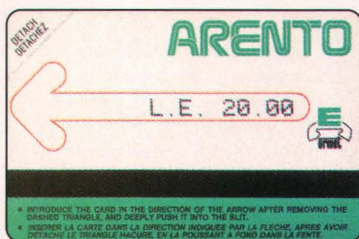
In 1989, Libya received their first card of 120 units for use on Crouzet payphones. Something was wrong with the design, so the cards were withdrawn and replaced with a reconfigured one. Both are equally scarce.

South Africa is a specialists' delight. After the special Landis & Gyr exhibition card of 1985, nothing happened until 1988 when trials of GPT payphones began at the Police Barracks in Pretoria and shopping centers in Cape Town, Johannesburg and Durban.

The cards supplied by GPT were of two values, R5 + 40c and R10 + R1, and different shipments were made between 1988 and 1992, creating different varieties: cards with and without notch; cards laminated all in black so when viewed from the side all one sees is black; cards with thin white laminate; cards with thick white laminate; control numbers at the bottom; controls at the top; controls of five digits giving month/day/year; cards with no controls; and even one card with a control engraved on the front (a great rarity). Of even more fun for the



The Autelca cards supplied to Oman in 1985 (above), remained in use for four years. The same company produced cards for Kuwait in 1987, like the test card pictured at left.



Though other reference sources disagree, Italian supplier Urmet claims the first Egyptian cards had their value printed by dot matrix (upper left). The first Libyan cards (upper right) were valued at 120 units and designed for use in payphones. Early South African cards (lower left) were supplied for payphones by GPT. European immigrants to Israel were handed cards like the one at lower right, upon their arrival at Tel Aviv, so that they could call a relative.

adventurous collector are the field trials of Telkor and Telkom, which started in 1991.

Israel probably deserves a chapter of its own, but I have learned over time that it is probably easier to

learn about the country's nuclear capabilities than getting information from Bezeq, the telephone company.

Israel entered into a contract with Landis & Gyr in 1988. For the first two years, most, if not all, the cards produced were for use by immigrants from Eastern Europe. On their arrival at Lod Airport in Tel Aviv, a host or hostess handed each head of family a 120u card and an explanatory leaflet in four languages, so that they could call a relative or friend from the airport. After the call was made, this card was returned to the host to be used by another immigrant.

The cards are the standard Landis & Gyr Phonecard with "22" within the arrows. Early cards, with and without notch, had blank backs. Later on, backs were overprinted in blue with Bezeq's logo and "Welcome to Israel" in Hebrew, Cyrillic and English. Some varieties are very common, while others — early ones — are quite rare.

We have now briefly covered the early history of prepaid telephone cards worldwide. Readers I have encountered in my travels have mentioned how much they have enjoyed this series, but that they would also like more in-depth articles about specific countries. To them I have this advice — write to the Editor and tell him what you would like to see in *Moneycard Collector* magazine.

MC

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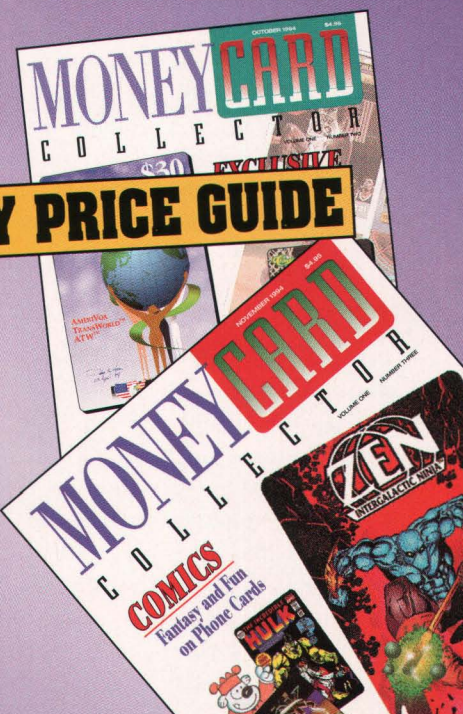
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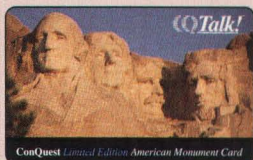




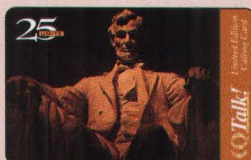
CQ-940005 Assorted Coinage



CQ-940007 Gold Coins



CQ-940004 Mount Rushmore



CQ-940008 Lincoln Memorial



CQ-940009 Eagle & Flag

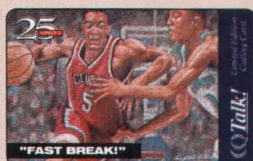


CQ-940003 CQ Talk!

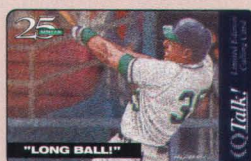
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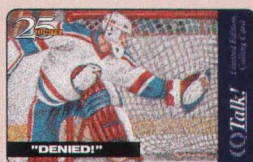
CQ-940006 Break The Bank



CQ-940011 "Fast Break!" Basketball



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More Than Just a Phone Card

Cards with a Message or Menu

by Nancy Blackburn

en•hanced – (en hanst) raised to a higher degree, made greater.

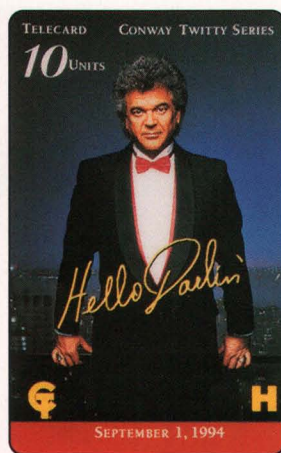
in•ter•ac•tive – (in ter ak tiv) between, together; engaged in action, motion, volume, use or participation.

phone card – (fon kard) debit telecard or prepaid moneycard.

Very simply, an enhanced phone card offers an additional service beyond the cursory long distance phone time. An interactive card is enhanced in a way that involves the user in an activity. The simplest enhanced phone cards involve a celebrity voice heard while placing a phone call with the card. WorldLink was one of the first, using Marilyn Monroe impersonator, Vynette Anthony of Paris, France, to record voice prompts. ACMI callers are greeted by Conway Twitty's melodic "Hello Darlin" when they dial the 1-800-5TWITTY number on the back of the card.

Several entertaining voice responses have been featured by SmarTel of Boston, Mass. Football stars Tony Hill and Andre Tippett, hockey's Cam Neely, Dick Clark, from American Bandstand and AT Top 40, and United Way President, George Harvey, are all heard as voice prompts on the SmarTel phone cards.

SmarTel's New York Rangers 1994 Stanley Cup Finals card has audio highlights of the play-by-play account of Stephanne Matteau's double overtime, sudden-death final goal that won the Eastern Conference Championship last year. Green Bay Packers star



ACMI, Conway Twitty, 10 minutes phone time; 5,500 issued; November 1994.

Reggie White includes a personal "thank you" on his "Alpha and Omega" Nehemiah Ministry fund-raiser card.

Carrying the idea one step further, David Wilkie of InComm, describes his company's phone cards as "walking, talking billboards." The visual effect occurs when customers are handed phone cards, put them in their purse or wallet, and carry the card around with them. When the cards are taken out and used, the caller then hears a specific promotional greeting from that company, resulting in sort of a double exposure.

A SmarTel card produced for Abbott Laboratories was handed out to doctors, offering them a menu choice of conventional phone time or information about Abbott products. Long distance time was not deducted when the information option was selected.

Moneycards can also be enhanced by the types of service that they provide. With Com-Tel's new Interactive Press Release, the caller has the choice of listening to a news story audio sound byte of the release, or of receiving the complete version in print by utilizing fax on demand. It is envisioned that key pad menu choices could be offered to include interviews with key executives, or more detailed fax information on specific products or services.

Voice mail, fax, and conference calls are just the tip of the iceberg of services that are being offered. As for the cost, services are charged by the unit. One unit equals one minute for United States calls; a call to France would equal 5 units per minute; FAX retrieval is 2 units/minute; and conference calls cost an extra



Clockwise from upper left. SmarTel, American Bandstand, 10-minutes, mintage undisclosed, July 1994; SmarTel, Cam Neely celebrity classic, 10 min., 250 issued, July 1994. Comid, Build the Walls, \$10, 10 minutes time, 25,000 issued, March 1994.



unit per minute. The cost of a unit ranges from a retail price of 59¢/minute for a 10-minute card to 40¢/minute for a 50 or 100-unit card. Cost can run as low as 33¢/minute. Other services being offered include market surveys, weather and sport reports, psychic predictions, and Dow Jones reports.

ACMI's Anywhere Telecard probably accesses the most extensive interactive information services available — over 1,100 different categories. With a capability that includes providing a two or five-minute Associated Press news update, agricultural report or business barometer, or sports scoreboards, users can also access interactive music and sports trivia questions, music lines, Top 10 music, recipes, and reviews of new motor vehicles. These services cost 60¢/minute.

An innovative interactive voice response survey phone card has been developed by Laser Radio of Laramie, Wyo. There were 200 FEEDBACK cards handed out at the American Tele-Card Expo in Houston in October. The card begins as a dead card, and when the 1-800 number is accessed, a number of questions are asked about a particular product or experience. The questions are answered on a scale of 1 to 5, using the touch-tone pad. The incentive is 10 or 20 minutes of phone time provided for responding to the questions.

The technology is described as a propriety-type program that runs on a large platform which can handle 5,000 calls simultaneously. The data can be collected weekly or monthly and a report given. LDDS Metromedia also reports the ability to operate sweepstakes or collect data for customer promotions, rewarding the customers with phone time.

Marvel, GTS and Toy Biz have recently inaugurated a truly remarkable interactive phone card

game, which pits X-Men against evil villains, the four-minute audio confrontations use sound effects and professional announcers to create a battle scenario, where the player chooses maneuvers by answering true-false or multiple choice questions using the touch-tone technology. In the difficult final battle, the player's timed reactions will determine who ultimately prevails.

There are five X-men versions of these 20-minute phone cards, with each card including five different four-minute games. The cards are packaged separately in blister packs and cost \$10 each. They are available nationally in 1,300 Kay Bee Toy Stores. The caller also has the option of using the cards for phone time, rather than game time.

Interactive cards were taken to a different dimension last month with the Star Trek promotional offered by Future Call Company. First is the limited edition, Premier Tech Card 12-card series of stars and scenes from Star Trek. The set of 10-unit cards is priced at \$120; the 20-unit set retails at \$240. Each features five units of Star-Trek entertainment from the automated Interactive Entertainment Line.

It's Future Call's jumbo cards that produced most of the excitement, though. With 5,000 of the oversized phone cards issued at \$100 apiece, they may sound a bit "pricey"; but those who wanted in on perhaps the world's largest conference call thought otherwise. The PIN number provided 4,000 callers access to one of three live phone conferences with stars William Shatner and Patrick Stewart on December 11. Fifteen lucky callers were randomly selected to ask questions of the stars.

These are, of course, just a small sample of the numerous phone cards currently using enhanced and interactive features. All these fun little goodies, however, raise some interesting questions. If you are a collector and the card is never used, will there come a time when the interactive feature is discontinued? Does the knowledge that a feature was once attached



ACMI, Anywhere card, \$20, 3,600 issued, September 1993.



GTS, X-Men's Greatest Battles, \$10, 20 minutes, December 1994.

to the card make it any more valuable to collectors? Or if you play with the feature before it expires, will anybody know or care after it expires? These collectibles are definitely more than simple phone cards, but their attraction and ultimate value to collectors remains to be seen.

MC

BELL SOUTH EXPECTING POSITIVE PROGNOSIS IN HOSPITAL TRIAL
BellSouth has initiated its first solo telecard test and the results are looking positive. The telecommunications giant initiated its trial procedure at the University of Alabama at Birmingham (UAB) Medical

Center during August, with the test scheduled to run through February 28, 1995. According to BellSouth's John Goldman, "The trial has exceeded our expectations so far," with few, if any, complaints about the concept of using cards. If anything, hospital staff and visitors have embraced them.

Goldman recalls an incident with a woman whose son was in intensive care for an extended period of time. "She reached into her purse and pulled out five or six of the BellSouth telecards. She had been making all these local calls and thought they were great."

The trial at UAB involves 15 newly installed telephones equipped with magnetic stripe card readers. Ten vending machines dispense the calling cards in denominations of \$1, \$5,

\$10 and \$20. The telephones and vending machines located in three different facilities in the medical complex, have been strategically placed near emergency and waiting rooms. Visitors

and staff are required to remain close to those areas. "Being able to use the telephones without leaving the waiting rooms to hunt for change has proven to be one of the most appreciated features," claimed Ron Royal, BellSouth manager for public communications.

"Results from our first month of the trial are overwhelmingly positive," Royal said. "Not only has customer acceptance been good, the cards have proven to be

extremely reliable. Plus, we received a great deal of interest in our cards from the collector community."

Goldman added: "I understand that we have sold several thousand cards to collectors." A total of 80,000 cards were produced in equal quantities of each denomination.

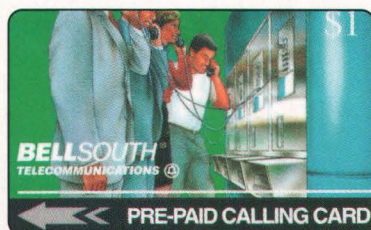
The UAB trial is not BellSouth's first venture in the debit card arena. In 1992, the company collaborated with several others in a debit card program for Belmont University, located in Nashville, Tenn. The six-month trial involved magnetic stripe student identification cards capable of storing up to \$200 for use in the campus cafeteria, vending machines, laundry machines, and pay telephones. BellSouth provided the debit pay phone service.

"The Belmont trial was very successful," Royal explained. "The cards were tremendously popular with students and administrators, as well as BellSouth. The UAB trial is one of several planned to test prepaid calling card services using different technologies."

The telecommunications company is currently reviewing the possibility of conducting separate tests using chip cards and 1-800 access. Goldman indicated that BellSouth plans to begin another trial immediately following the test at UAB. It is safe to say that the prognosis looks good for BellSouth to become a major player in the prepaid telecard industry.

Leslie Gainer

BellSouth cards courtesy of Telecard USA, New York City



The \$1 trial card, which was sold at face value by BellSouth, is already becoming a hot commodity in the dealer market.



The largest of the so-called "Baby Bells," BellSouth has issued its first prepaid calling cards. Available in denominations of \$1, \$5, \$10 and \$20, the 80,000-card initial issue features a telecommunications theme.

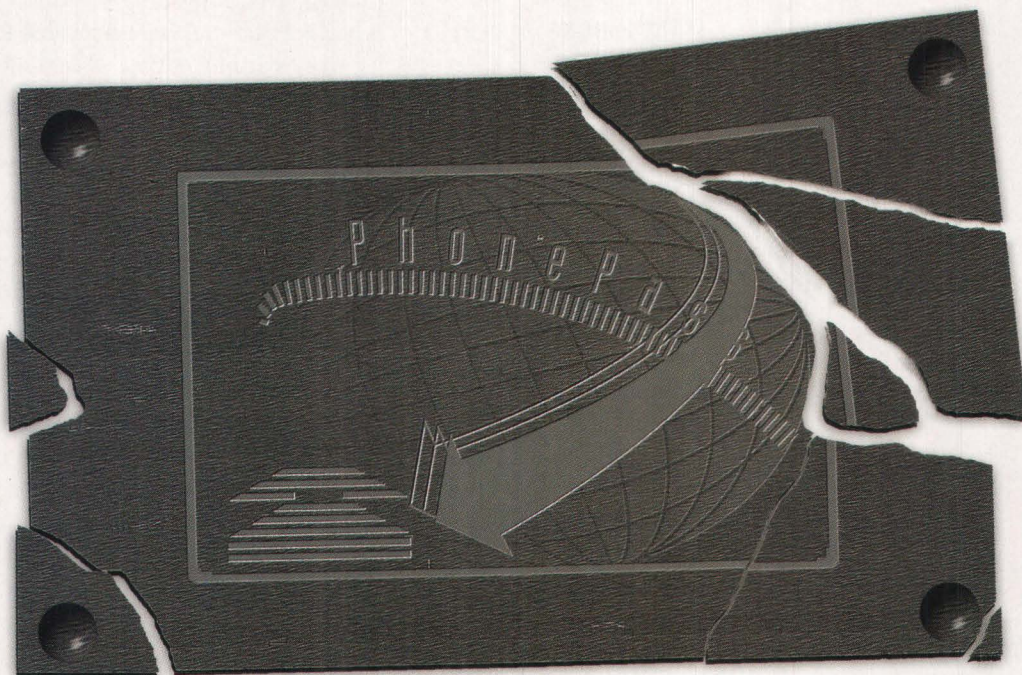


Technical testing was conducted prior to field testing at the UAB Medical Center in Birmingham, Alabama.



BellSouth's Ron Royal checks the card supply in a telecard vending machine at the University of Alabama at Birmingham Medical Center, site of the Birmingham prepaid calling card trial.

PhonePass™: No Ordinary Calling Card



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LDDS Communications was one of the first U.S. companies to break the traditional calling card mold with its introduction of PhonePass™ in 1992. Offering prepaid worldwide calling convenience, PhonePass™ is backed by one of the largest and fastest-growing long distance carriers in the United States.

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LDDS is a full-service long distance carrier with more than \$3 billion in annual revenues that specializes in providing flexible voice and data telecommunications solutions for business and residential customers.

To obtain LDDS PhonePass™ cards, contact your local debit card dealer.



DEALER PROFILE

KEEP THE CHANGE PRIMED FOR MAJOR EXPANSION John Bridges and Scott duPont are archetypes of people who can take an item and turn it into a household name. In this case, telecards are the item, and an expanding chain of stores is now acting as a daily vehicle for introducing the cards to consumers in the United States.



Partners John Bridges (left) and Scott duPont (right) are the guiding forces behind the rapidly growing Keep the Change organization.



Keep the Change uses its high traffic mall locations to expose and educate the public about prepaid phone cards. From a single store in 1993, the company has expanded to four outlets, with many more planned.

Keep the Change! The Phone Card Store is the full name of the duo's phone card outlets. Two are located in Florida, with two new licensees opening in Texas and California. Each of the stores sells phone cards, but also acts as an educational center for customers who are just beginning to learn about debit cards and their uses.

Bridges and duPont are currently in the early stages of a massive expansion program, and if all goes well, it is conceivable that they

will be operating as many as 85 KTC locations by the end of 1995. That represents phenomenal growth for a business that opened its first retail location a little over one year ago on November 15, 1993.

Those who know the two business partners are not surprised by their vision or success. Tom Teague, president of Phone Tag, Inc., and manager of Governor's Square Mall in Tallahassee, Fla., recently signed a 'Master Agreement' with KTC.

Under the terms of the agreement Teague and his partner, Bob Block, can

act as stewards for the expansion of the chain in Florida, Georgia, and Hawaii.

Teague spent a good deal of time getting to know Bridges and duPont while he was collaborating with them about the new retail program. "I think they had great courage to start a retail prepaid phone card business at such an early developmental stage in the U.S. They had high energy and a strong desire to succeed."

Courage and energy alone were not sufficient to convince Teague to join in a business venture with them, however. The team's acumen for business development led him to believe that they would be able to ride out the early "learning curve." Teague believes their business savvy will allow them to use their stores as an educational forum for consumers, and at the same time to become known as the definitive debit card stores in the U.S.

In a test conducted last year at Teague's Tallahassee mall, shoppers were given the option of purchasing a \$7 "Angel" telecard that also included seven paper coupons for substantial discounts at other stores in the mall. Whether the dual-function telecard generates added interest is open to speculation at this time, but one in which many issuers will be extremely interested.

The first Angel telecard is a limited edition of 2,000 with the artwork of a Baroque angel on the front. North American Telephone (NAT) is the long distance carrier, with printing supplied by Brilliant Color Cards. Each phone card includes seven minutes of domestic long distance time. The principals at Keep The Change and Phone Tag anticipate producing three additional angel card promotions during 1995, with separate telecards produced for each promotion.

A second test conducted November 1994, offered shoppers purchasing \$150 in goods a free Governor's Square telecard with 20 minutes of domestic phone time, along with \$10 of free gift wrapping. In an interesting variation, five stores also allowed the debit cards to be encoded with special offers redeemable with purchases at their stores. For example, free bath gel and lotion were used to reward customers who made a purchase of \$10 or more from The Body Shop. The special offers were encoded and read by equipment designed and manufactured by DANYL Corporation.

All of the programs on the Governor's Square telecard can be a mouthful to explain, but the biggest challenge was to come up with an advertising campaign that would solicit questions from the shoppers and initiate the education process with the debit cards. Lenberg helped craft a multi-media advertising campaign which employed a variety of slogans to capture the imagination and interest of shoppers. One of the teasers was "Talk is cheap. With a \$150 purchase, it's free." The ad campaign ran on outdoor billboards, radio spots, and in print.

Luanne Lenberg, manager of sales & marketing for the mall defined the promotion as "a unique, cutting edge, customer loyalty program. We expect to generate more than one million dollars in retail sales using this tool during the holiday season."

All of the partners involved in the debit card promotions have high hopes for positive results. The success of this program could pave the way for access to prime retail locations and promotions in malls throughout the U.S. Governor's Square mall is owned and managed by an affiliate of The Rouse Co., of Columbia, Md. Rouse operates 78 retail properties and 54 prime regional shopping centers in the U.S. DuPont and Bridges are hopeful that if all goes well, Keep The Change could be at the top of the list for strategically placed retail space at locations of their choice.

Bridges and duPont only deal with telecard issuers that are secure and guarantee first-rate customer service. They personally visit the offices of issuers and screen the customer service programs. KTC also enforces a store-wide policy which ensures customers that telecards will always be sold at face value when they are initially issued. This gives consumers the confidence that they do not have to immediately compete with the collector market the minute the cards are released.

KTC also restricts its product sales to a list of approved vendors. This provides customers with the security that they will be purchasing products that have undergone scrutiny for quality control. One example is that KTC only sells telecard albums that are guaranteed to preserve and not break down the material used to make telecards.

At present, there are two ways to act as an agent for Keep The Change. Independent collectibles dealers who currently have their own retail location may apply to participate in the Independent Dealer Program. Investors may apply for their own Master Dealer Contract, which gives them the right to operate KTC stores in all or part of a state.

Independent dealer applicants should contact Keep the Change and be prepared to submit background information on their existing collectible business, a business license, and proof of sales tax exempt status. Once approved, independent KTC dealers receive all newly released cards at wholesale. In addition, KTC generates a weekly updated price list which tracks cards by mintage, amount of domestic telephone time, franchise cost, dealer cost, and suggested retail price.

Independent dealers also receive regular newsletters and updates.

Bridges and duPont recommend two books for dealers who are new to telecards: *The World of Phonecards*, by Dr. Gary Felton; and *Telephone Cards of the World - The North America, Caribbean and Atlantic*, a catalog by Dr. Steve Hiscocks and Chris Garibaldi. At present, there are over 100 KTC independent dealers.

The partners offer a word of caution for those eager to get into the retail business.

Consumers in the U.S. are just beginning to learn about telecards and the benefits of using and collecting them. In the coming year, however, we will see a plethora of new promotions that will introduce telecards to U.S. consumers on a mass scale and finally begin to penetrate the consciousness of the public.

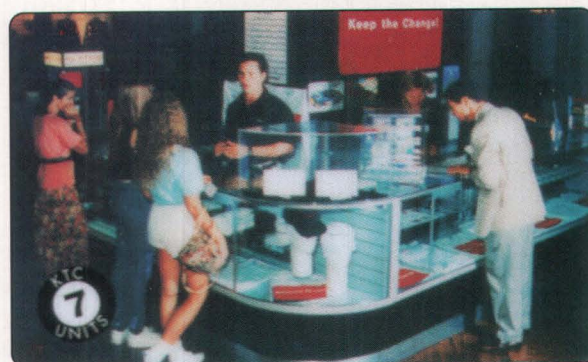
"We would rather unveil our franchise program next year when it is going to be more profitable," duPont claims. He adds that there is a great deal more to be gained by taking a thoughtful approach to expansion. The success of the Governor's Square promotions could open the door to a massive marketplace for debit card shoppers. He echos the wisdom of the executives at The Rouse Co. "They observe, they test, and they see the future," according to duPont.

"This is a test for something that can become a nationwide tool," says Rouse's Lenberg. "Rarely in a marketing career do you get the opportunity to introduce a program of this scale."

KEEP THE CHANGE STORE LOCATIONS

| OPENING DATE | LOCATION | TELEPHONE NUMBER |
|----------------|--|------------------|
| Nov. 15, 1993 | Winter Park Mall Winter Park, FLA | (407) 647-2666 |
| Dec. 15, 1993 | Church Street Station Orlando, FLA | (407) 426-1955 |
| Sept. 23, 1994 | Governor's Square Tallahassee, FLA | (904) 942-3993 |
| Oct. 1, 1994 | Victor Valley Mall San Bernardino, CA | (909) 391-3572 |

The headquarters of Keep The Change is located at 2819 Northwood Blvd., Orlando, Florida, 32803 (407) 629-CARD.



Keep the Change offers complimentary seven unit phone cards as a tool to educate potential customers.

Leslie Gainer



TIMES SQUARE ON TELECARDS Forty-second Street and Broadway — Times Square in New York City! What a place; aggravating and colorful, dazzling and brazen, joyful and lurid, raucous and seductive, tacky and unnerving, yet zany and vital! Millions of people pass through Times Square (above or below ground) each day, surely making it one of the major crossroads of the world. Measured by the square-footage of neon signs and billboards, it must also be judged one of the busiest communication exchanges in the universe.

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

The set was issued to commemorate the Telecard World Conference and Exposition, which took place in New York City during late September. HT Technologies plans to continue the series by issuing additional cards to commemorate the sites of future conferences.

The painter of “An Evening in Times Square” is Alexander Chen, a Chinese-American artist living in the San Francisco Bay area. His original acrylic painting measures 25 1/2 by 36 inches, which means that in reducing it to fit the three-card format, a total of about six inches had to be shaved from its top and bottom.

This loss was unavoidable (the size of the cards, after all, must remain uniform), but it was also most unfortunate. Sacrificed were dramatic parts of the N.Y. skyline at the top of the painting, and the wonderful sweep of traffic at the confluence of Broadway and Seventh Avenue at its bottom. The resulting view is noticeably more constrained, less open and expansive than the original image.

Nonetheless, in most other respects, the transfer of the painting onto the cards has worked quite satisfactorily. The colors are well printed, and they successfully capture the brassy nighttime glare of office lights, neon signs, and traffic. The gigantic signs, billboards, and marquees that are such an important part of the original painting are especially effective in the smaller format, providing large blocks of pure color (i.e., the red in the Coca Cola ad, or the blue in the Panasonic) which serve as a foil for the minute details of Chen’s realistic description. Furthermore, the letters on these signs create abstract shapes interesting in their own right. Note the interplay of figures and letters in the partially visible “United Colors of Benetton” billboard, just beneath the helicopter on the right.

But these letters also form words which boldly and aggressively advertise an array of products, services, and entertainment. In fact, Chen’s painting seems to celebrate Times Square as the epitome of commercial America — a commercialism that is nonetheless benign and even cheery. Indeed, in this artist’s vision of the city, all is well with the world. The evening is clear (a digital weather sign even promises that tomorrow will

also be fair); traffic is moving smoothly; an ad for that upbeat musical, "Guys and Dolls" shines brightly from a central marquee; and Jay Leno (TV's "Mr. Nice Guy") smiles out at us from a billboard high above Broadway. Indeed, to borrow a phrase from an exhibition brochure describing the artist's work, Chen's urban scenes appear "blissfully happy, surrounded by beauty on the optimum day" (or, in this case, night).

Almost lost in the kaleidoscope of colors and lights are two tiny figures suspended above the square. One is a worker in a hard-hat who appears to be rappelling down the side of a building to join his teammates on a cat-walk. The other is a video cameraman dangling from a helicopter above Seventh Avenue, filming the street below him. The surprising discovery of these figures rewards the careful inspector of the cards. In their state of suspension above the Square, the two figures suggest the sense of giddy pleasure one derives from an encounter with a particularly exciting and vital urban environment.

Alexander Chen is a 42-year-old artist born and educated in China, who immigrated to the United States in 1989. While in China he had painted rural life; but upon settling in America he seems to have become fascinated with its urban culture. He has of late been painting a series on the great sites (and sights) of America's cosmopolitan centers, and many of

these works appeared recently in San Francisco at an exhibition entitled "Alexander's World." In addition to his Times Square composition, he showed paintings of Wall Street and Central Park, Sunset Boulevard in Hollywood, the Magnificent Mile of Chicago, and panoramas of San Francisco and San Diego.

Chen's cheerful and idealized city scenes, with their happy colors and wealth of realistic detail, have an unmistakable appeal to a wide audience. For those who can't afford the original paintings (which range in price from just under \$6,000 to \$24,500), many of his images are available as limited edition serigraphs (available through his agent Edward Duniven of Binder Fine Arts), as jigsaw puzzles published in Japan, or as collectors' edition phone cards, such as the ones reviewed here.

Given the artist's popularity, we can hope to see more of Chen's cityscapes appearing on phone cards in the future. Indeed, two additional New York scenes — "Santa Comes to Radio City" and "The Magic of Rockefeller Center" (depicting skaters on the ice rink) recently appeared on two new phone cards issued just before Christmas. If this trend continues, "Alexander's World" will soon be at the fingertips of phone card collectors and users throughout the world.

Dawn Glanz

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|----------|---|-----------------|-----------|--|
| _____ | "We Bring the World Together" - 1st American Issue | 20 unit \$10.00 | _____ | Address _____ |
| _____ | Spotted Leopard - by Nature Photographer Mark J. Thomas | 20 unit \$10.00 | _____ | City _____ |
| _____ | †Spotted Leopard Greeting Card (blank) | \$2.00 | _____ | State _____ Zip _____ Country _____ |
| _____ | Harp Seal - by Nature Photographer Mark J. Thomas | 20 unit \$10.00 | _____ | Phone _____ Fax _____ |
| _____ | †Harp Seal Greeting Card (blank) | \$2.00 | _____ | Sub-Total (from previous column) _____ |
| _____ | West of Key West - photography by George Rhodes | 20 unit \$10.00 | _____ | Sales Tax (Florida residents add 6%) _____ |
| _____ | Parrot Trio - watercolors by Robert Schott | 20 unit \$10.00 | _____ | S&H (5% domestic/10% International) _____ |
| _____ | Undersea Ruins - I.T.C. Magic Eye™ Card | 50 unit \$25.00 | _____ | Total Order Amount _____ |

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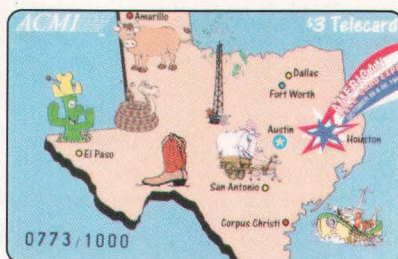
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Fort Lauderdale, Florida 33304

1-800-994-5994
Tel.: +1 (305) 537-3320
Fax: +1 (305) 537-4977

Distributor Inquiries Welcome



SmarTel, American Tele-Card Expo, 5 minutes, 1000 issued, October 1994



ACMI, American Tele-Card Expo, \$3, 1000 issued, October 1994



The Money Company, American Tele-Card Expo, 10 units, 1000 issued, October 1994



Homisco, American Tele-Card Expo, 5 minutes, 10,000 issued, October 1994



CDG, American Tele-Card Expo, \$5, 5 minutes, 500 issued, October 1994

AmeriVox, Black Gold, \$1, 2000 issued, October 1994



HOUSTON SHOW A GREAT PRODUCTION

"The bug ain't yet bit down here" one local was heard to say, which summed up the overall impression of public attendance at this show. Too bad for those Texans who didn't come. Laurette Veres and her team organized an excellent show that offered outstanding content, was an exhibitor sellout (86 booths), and went off without a hitch.

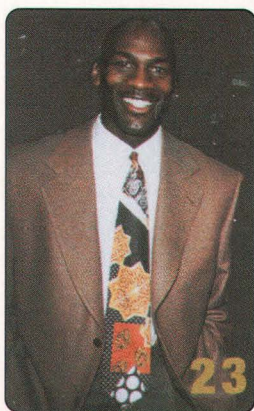
Along with a number of cards issued for the show, highlights included:

- A superb speaker program which included sessions about the future of the "electronic wallet," selling phone cards in the retail environment (for usage and/or collecting), how promotions will be the most important factor in educating the public about phone cards, and the future for enhanced and interactive debit cards.
- The first Michael Jordan phone card. The star athlete is pictured in street clothes, but at \$23 for 23 minutes and a planned issue of 500,000 cards, it's hardly a bargain. Still it's Michael and a first, so who knows.
- Plans for the release of a Star Trek series in the

USA. More about this when we get more information. But this will be a hot series if it is done right.

- The USA launch of the first series of cards from Norfolk Island (see new issues).
- And news that the show will be held again next year, this time in San Antonio, June 1-3, 1995.

- Murray Church



Phame Phone Net, Michael Jordan, \$23, 23 minutes, 500,000 issued, October 1994

UNIQUE STORE OPENS IN MASSACHUSETTS

Wireless Way, a futuristic communications store opened in Boston during early November. The new store features user and collectible prepaid phone cards, along with other technologically advanced wireless communications products.

Located next to the Post Office of the Future in Boston's Prudential Center, the store's goal is to help customers choose or collect communication products that best fit their lifestyles.

Among the companies whose products and services will be represented in the store are Global Telecommunications Solutions (GTS), AmeriVox, Sprint, AT&T, and NYNEX

Two touch screen video kiosks based on a proprietary software system will allow customers, with the assistance of an on-screen guide, to browse through a video catalog of the store's phone cards and telecommunications products.

- Randy Moser

continued on page 50

PRICE GUIDE

ACMI

| DATE | QUANTITY | DENOM. | DESCRIPTION | RETAIL PRICE |
|-------|----------|--------|--|--------------|
| 8/93 | 1000 | \$7 | Endangered Species Panda | \$45.00 |
| 12/93 | 1800 | \$3 | Endangered Species - Harp Seal | \$32.00 |
| 1/94 | 5000 | \$3 | Endangered Species - Humpback Whale | \$13.00 |
| 2/94 | 5000 | \$3 | Endangered Species - Macaw | \$10.00 |
| 3/94 | 5000 | \$3 | Endangered Species - Collage | \$14.00 |
| 5/94 | 5000 | \$3 | Endangered Species - Cheetah | \$9.50 |
| 8/94 | 5000 | \$3 | Endangered Species - Gray Wolf | \$10.00 |
| 3/93 | 2500 | \$3 | NASA'S 25th Anniversary - Man On The Moon | \$9.50 |
| 3/93 | 2500 | \$3 | Green Bay Packer Hall Of Fame - Vince Lombardi | \$9.50 |
| 9/93 | 3000 | \$3 | ACI Corporate Logo Green | \$6.00 |
| 9/93 | 3000 | \$6 | Jerry Lee Lewis - Great Balls of Fire | \$8.00 |
| 9/93 | 3000 | \$6 | Jerry Lee Lewis 5 CARD SET | \$40.00 |
| 1/94 | 3000 | 20 U | Ryder Truck Rentals Collector's Series | \$75.00 |
| 3/94 | 2500 | \$3 | NASA Anniversary & Space shuttle | \$9.50 |
| 6/94 | 5000 | \$6 | Larry Bird L Card | \$9.50 |
| 6/94 | 1500 | \$7 | Toyota Camry | \$14.00 |
| 8/94 | 5000 | \$3 | Marilyn Monroe | \$12.00 |
| 9/94 | 5000 | \$6 | Larry Bird A Card | \$9.50 |
| 9/94 | 480 | \$10 | Batman 1st Edition | \$15.00 |

Alaska Telecom

| | | | | |
|------|---------|--------|---|----------|
| 1/93 | 2500 | 75 U | Alaska State Flag Set | \$175.00 |
| 3/94 | 5000 | Varies | Snow Scene/Northern Lights/Eskimo Hunter & Bald Eagle | \$160.00 |
| 2/94 | Unknown | 52.5 | Eskimo Hunter | \$53.50 |

Ameritech

| | | | | |
|-------|-------|--------|---|---------|
| 1/93 | 10000 | \$2 | Senior Open Golf Tournament | \$10.00 |
| 12/93 | 5000 | \$5 | Holiday Edition Card | \$23.00 |
| 12/93 | 5000 | \$20 | Snowflake Issue | \$25.00 |
| 2/94 | 5000 | \$10 | Coinsaver | \$14.50 |
| 3/94 | 3000 | \$2 | G-7 Jobs Conference | \$25.00 |
| 5/94 | 16000 | VAR | Robin Yount SET OF 4 (.50,\$2,\$5,\$10) | \$50.00 |
| 7/94 | 6011 | 40&\$3 | ANA convention 1994 SET | \$25.00 |
| 1994 | 13600 | VAR | Mackinac Island CoinSaver 3 CARD SET (\$5,\$2,\$10) | \$40.00 |

AmeriVox

| | | | | |
|-------|-------|--------|--|----------|
| 1/93 | 5000 | \$20 | First Collector's Edition | \$75.00 |
| 1/93 | 5000 | \$20 | Hello Canada | \$37.50 |
| 2/93 | 11111 | \$5 | Nyson II Eagle (Roman Temple) | \$17.00 |
| 4/93 | 100 | \$5 | Go! Phone | \$85.00 |
| 5/93 | 5000 | \$10 | Cactus | \$37.50 |
| 8/93 | 11111 | \$10 | Nyson I - World Eagle | \$50.00 |
| 9/93 | 12222 | \$20 | Hologram Globe Card - International Card | \$60.00 |
| 9/93 | 500 | \$5 | Perillo 24ct Gold Card | \$140.00 |
| 10/93 | 2000 | \$10 | Elvis Presley 1 - ID Card | \$27.50 |
| 10/93 | 2000 | \$20 | Wind Beneath Your wings | \$250.00 |
| 11/93 | 100 | \$2.50 | Chief John Big Tree - Test Card | \$170.00 |
| 11/93 | 7077 | .5 LB | Hiscock's Personal Portrait Card | \$22.50 |
| 12/93 | 5000 | \$2.50 | Blackfoot Chief | \$12.00 |
| 12/93 | 9777 | \$7 | Elvis Presley 25 - gold Card | \$130.00 |

Price listings in the Moneycard Collector Price Guide are provided only as a guide and are based on the retail selling prices of the most popular unused mint condition cards. Prices have been determined by cluster analysis and not by arithmetical average which in this case suggests that \$25 is the most representative selling price.

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

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

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

- Americards
- Bruce Gibbings Telecards
- Flanagan's Fonecards
- International Phonocard Exchange
- Keep the Change
- Marin Numismatics
- Sears Stamp & Coin (Clearwater, Florida)
- Steve Eyer Inc.
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AmeriVox *continued*

| DATE | QUANTITY | DENOM. | DESCRIPTION | RETAIL PRICE |
|------|----------|----------|--|--------------|
| 1/94 | 10000 | \$10 | Blue Hawaii | \$35.00 |
| 1/94 | 2000 | \$5,\$10 | NFL Hall of Fame Legend Series | \$150.00 |
| 1/94 | 10000 | \$10 | Richard Petty Card | \$25.00 |
| 1/94 | 2500 | VAR | Telepax Peace Issue Set of 4 | \$120.00 |
| 3/94 | 1000 | \$2.50 | Phone Phair 1994 Powell Associates Collage | \$35.00 |
| 5/94 | 5000 | \$1 | \$100,000 Bill Card | \$15.00 |
| 5/94 | 1000 | \$5 | Billboard 100 Year Issue 1894-1994 | \$150.00 |
| 6/94 | 2777 | \$7 | American Phone Card Collectors' Club | \$32.00 |
| 6/94 | 10000 | \$10 | Ken Griffey Jr. | \$24.00 |
| 6/94 | 10000 | \$10 | Patsy Cline | \$25.00 |
| 6/94 | 5000 | \$10 | Three Stooges | \$27.00 |
| 7/94 | 5000 | \$5 | ANA \$3 Gold 2ND ISSUE | \$25.00 |
| 7/94 | 5000 | \$2.50 | ANA 1994 Convention - Gold Piece | \$7.00 |

AMI Communication

| | | | | |
|------|------|------|--------------------------------------|---------|
| 2/94 | 5000 | \$15 | Aerial View of First Cubs Night Game | \$18.00 |
|------|------|------|--------------------------------------|---------|

AT&T

| | | | | |
|-------|---------|------|--------------------------------|------------|
| 4/92 | 500 | 50 U | Americas Cup | \$1,500.00 |
| 5/92 | Unknown | 10 U | American Bald Eagle | \$18.00 |
| 5/92 | Unknown | 10 U | Bridge Connecting Two Worlds | \$18.00 |
| 5/92 | Unknown | 10 U | Golden Gate Bridge | \$10.00 |
| 6/92 | 5000 | 10 M | ET - Universal Studios Card | \$50.00 |
| 8/92 | 1050 | 10 U | Republican National Convention | \$425.00 |
| 9/92 | Unknown | 10 U | New York City Skyline | \$16.00 |
| 9/92 | Unknown | 10 U | Nubble Lighthouse, Maine | \$16.00 |
| 11/92 | 6000 | 10 U | Christmas Tree Ornaments | \$16.00 |
| 11/92 | 6000 | 10 U | Holiday Sweets | \$20.00 |
| 11/92 | 4000 | 10 U | Rockefeller Center | \$15.00 |
| 11/92 | 6000 | 10 U | Xmas Tree Ornaments | \$20.00 |
| 3/93 | Unknown | 10 U | Art Deco District, Miami Beach | \$16.00 |
| 4/93 | 4500000 | \$3 | McDonald's Big Mac | \$125.00 |
| 4/93 | 4500000 | \$3 | McDonalds NO HOLDER | \$75.00 |

Bell South

| | | | | |
|------|------|-----|----------------------------|----------|
| 1/92 | 3000 | \$3 | Belmont College Trial Card | \$600.00 |
|------|------|-----|----------------------------|----------|

Bottom Line Communications

| | | | | |
|------|---------|-------|--------------------------|----------|
| 1/93 | Unknown | 15 M | Good Card Phillip Morris | \$17.00 |
| 9/93 | 200000 | 180 M | Talk N Toss | \$110.00 |

Brilliant Color Cards - BCC

| | | | | |
|-------|------|-----|----------------------------------|----------|
| 9/93 | 500 | 7 M | Telecard Man | \$250.00 |
| 9/93 | 100 | 7 M | Telecard Man - Large | \$950.00 |
| 3/94 | 1000 | 5 U | Phone Card Family - Large | \$250.00 |
| 5/94 | 5000 | N/A | New Telecard Man | \$35.00 |
| 5/94 | 500 | 7 M | Debit-card Woman - Large | \$250.00 |
| 9/94 | 4500 | 5 M | Woman Palm Springs (sample) | \$50.00 |
| 10/94 | 5000 | 3 M | All Star Small Basketball - LDDS | \$7.00 |

Cable & Wireless

| | | | | |
|-------|-------|-----|--------------------------|---------|
| 10/94 | 25000 | \$3 | Telecard World '94 Promo | \$25.00 |
|-------|-------|-----|--------------------------|---------|

CardCaller

| | | | | |
|------|--------|-------|-------|----------|
| 7/92 | 100000 | \$6 | Coins | \$15.00 |
| 7/92 | 200 | \$400 | Coins | \$600.00 |

CardCaller/Celluar (CTE)

| | | | | |
|------|------|------|------------------|----------|
| 1/93 | 1000 | \$10 | Cable & Wireless | \$200.00 |
|------|------|------|------------------|----------|

CDG

| | | | | |
|------|------|------|--------------|---------|
| 9/94 | 5000 | \$10 | Tony Bennett | \$12.00 |
|------|------|------|--------------|---------|

Collector's Advantage

| | | | | |
|------|-------|------|--|---------|
| 7/94 | 868 | 20 U | Sadaharu Oh - Japanese Baseball Star- Signed | \$80.00 |
| 8/94 | 10000 | \$3 | Hakeem The Dream | \$15.50 |
| 1994 | 3000 | \$3 | Mello Yellow 500 | \$15.00 |

Cominex

| | | | | |
|------|------|-------|--|---------|
| 6/93 | 4166 | 15 U | Classic Car Series - 1935 Auburn | \$8.00 |
| 6/93 | 4166 | 25 U | Classic Car Series - 1936 Packard | \$13.00 |
| 6/93 | 4166 | 50 U | Classic Car Series - 1956 Corvette | \$25.00 |
| 6/93 | 4166 | 100 U | Classic Car Series - 1988 Lamborghini countach | \$52.00 |

Computerized Calling Technologies

| | | | | |
|-------|---------|------|--------------------------------------|---------|
| 10/92 | 40500 | \$1 | World Call 2000 Complimentary, Paper | \$10.00 |
| 3/93 | Unknown | \$30 | The Telephone Money card | \$55.00 |

Comsat

| | | | | |
|------|------|------|--------------------------|----------|
| 1/89 | 1100 | 10 M | Comsat, S14 gold contact | \$325.00 |
| 1/89 | 1100 | 5 M | Comsat, S14 gold contact | \$165.00 |

ConQuest

| DATE | QUANTITY | DENOM. | DESCRIPTION | RETAIL PRICE |
|------|----------|--------|-------------------------------------|--------------|
| 2/94 | Unknown | \$20 | Earthquake Relief Donation Card | \$40.00 |
| 3/94 | 5000 | \$8.75 | Break the Bank - Piggy Bank w/coins | \$11.00 |
| 3/94 | 5000 | \$8.75 | GOLD COINS | \$11.00 |
| 6/94 | 4000 | 25 U | Anaheim Expo Sports Collectors Set | \$60.00 |

Convenient Card

| | | | | |
|-------|---------|-----|---|---------|
| 10/93 | Unknown | N/A | Ford Mustang 1964 1/2, 30th Anniversary | \$14.50 |
| 10/93 | Unknown | \$5 | Payphone on Violet background | \$7.50 |

Earth Call

| | | | | |
|-------|---------|------|-----------------------------|---------|
| 12/93 | Unknown | 15 U | Happy Holidays | \$15.00 |
| 1993 | Unknown | 30 M | Earth Call - Domestic Paper | \$25.00 |
| 1993 | Unknown | 30 U | Niagara Falls | \$20.00 |
| 1993 | Unknown | 80 U | Pyramid | \$50.00 |

FCN Worldwide

| | | | | |
|-------|---------|------|-----------------|---------|
| 11/93 | Unknown | 25 U | Balloons | \$20.00 |
| 11/93 | Unknown | 50 U | Stars & Stripes | \$35.00 |

Finish Line

| | | | | |
|------|------|------|------------------------------|---------|
| 6/94 | 5000 | \$10 | Winston Cup Drivers Series 1 | \$12.00 |
| 6/94 | 1800 | \$10 | Winston Cup Drivers Series 2 | \$10.00 |

General Electric

| | | | | |
|-------|---------|------|------------------------|---------|
| 12/93 | Unknown | 10 U | D-Day 50th Anniversary | \$9.00 |
| 12/93 | 10000 | N/A | GE Express Card | \$13.00 |

Global Telecom Network

| | | | | |
|-------|------|------|---------------------------------------|---------|
| 10/93 | 6300 | \$4 | Goodwill Telecard - Greater Hollywood | \$12.00 |
| 10/93 | 300 | \$5 | TRA - Handshake Pale Blue | \$25.00 |
| 10/93 | 6000 | 2 M | Welcome to America | \$15.00 |
| 2/94 | 1000 | 20 U | Bill Clinton Series | \$12.00 |
| 5/94 | 5000 | 10 U | Floating Coin Card | \$6.00 |
| 5/94 | 5000 | 25 M | Magic Eye Series - Fish | \$14.00 |
| 5/94 | 3000 | 25 M | Magic Eye Series - Raindrop | \$25.00 |
| 5/94 | 500 | 40 U | Space Shuttle | \$21.00 |
| 6/94 | 2000 | 20 U | Florida Cat | \$12.00 |

Globalcom 2000

| | | | | |
|-------|---------|------|----------------------------|---------|
| 1/93 | 25000 | \$10 | 7-11 Card | \$15.00 |
| 12/93 | Unknown | \$10 | Frontera Card | \$15.00 |
| 12/93 | Unknown | \$10 | Marilyn - Christmas | \$14.00 |
| 12/93 | Unknown | \$3 | Marilyn - Red Gown | \$23.00 |
| 12/93 | Unknown | \$3 | Marilyn Monore - Valentine | \$12.50 |
| 12/93 | Unknown | \$10 | MONA - Museum of Neon Art | \$13.00 |
| NA | Unknown | \$2 | Global Map | \$4.00 |

GTE Hawaii

| | | | | |
|------|------|------|---|----------|
| 1/90 | 750 | 10 U | 25th Hawaiian Open - Rare | \$900.00 |
| 9/91 | 6500 | 7 U | 1991 Aloha Festivals - Floral Float | \$25.00 |
| 7/92 | 4000 | 3 U | Diamond Head - Beautiful | \$20.00 |
| 4/93 | 2500 | 3 U | 1993 Aloha Festivals: rainbow waterfalls | \$30.00 |
| 6/93 | 2500 | 3 U | 1993 Aloha Festivals: Canoe | \$13.00 |
| 7/93 | 2500 | 3 U | 1993 Aloha Festivals: Polynesian Girl | \$15.00 |
| 7/93 | 1000 | 3 U | Diamond Head - Sun & fun | \$50.00 |
| 9/93 | 2500 | 3 U | 1993 Aloha Festivals: Pa'u Rider - Maui | \$14.00 |
| 1/94 | 6000 | 3 U | Hula Bowl - 48th Annual: Hula Girl (TEL on reverse) | \$25.00 |
| 1/94 | 6000 | 3 U | Hula Bowl - 48th Annual: Logo (Yellow) (TEL on reverse) | \$20.00 |
| 2/94 | 2500 | 3 U | 1993 Aloha Festivals: Diamond Head at Night (Purple) | \$30.00 |

GTI Telecom

| | | | | |
|-------|---------|-------|------------------------------------|---------|
| 3/93 | 500000+ | 20 U | Kennedy Space Center - English | \$14.00 |
| 3/93 | 10000 | 40 U | Sea World of Florida - English | \$20.00 |
| 11/93 | 112500 | 20 U | Back Street Boys - Lampost/English | \$11.00 |
| 11/93 | 112500 | 10 U | Bud One Airship | \$12.50 |
| 11/93 | 90000 | 40 U | Crock Rock - English | \$21.00 |
| 11/93 | 112500 | 20 U | Dog Gone Artist - English | \$13.50 |
| 11/93 | 112500 | 120 U | GTI - Soccer - USA '94 | \$60.00 |
| 11/93 | 225000 | 40 U | Medieval Times - English | \$22.00 |
| 11/93 | 2000 | 20 U | NASA Space Shuttle Launch | \$14.00 |
| 11/93 | 112500 | 30 U | Rad Bad Duck - English | \$18.00 |
| 11/93 | 112500 | 10 U | Surf the Nile (Shark) - English | \$8.50 |

GTS

| | | | | |
|-------|------|------|------------------------|---------|
| 9/93 | 500 | 20 M | Christmas Tree Card | \$15.00 |
| 11/93 | 5000 | 17 M | AIDS Awareness Card | \$14.00 |
| 11/93 | 2000 | 16 U | Chinese New Year Stamp | \$12.00 |
| 1/94 | 5000 | 16 M | NHL All Star Card | \$17.00 |

ClassiCards

ACMI

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

AMERIVOX

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

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This Price Guide is provided to readers with current retail values of the most frequently traded cards on the market.

The more data that we receive to create this Price Guide, the more useful and comprehensive it becomes.

We welcome published bprice lists from retail phone and debit card dealers. Please send the information to:

MONEYCARD
C O L L E C T O R

Price Guide Price List
P O Box 783
Sidney OH 45365

GTS continued

| DATE | QUANTITY | DENOM. | DESCRIPTION | RETAIL PRICE |
|------|----------|--------|--|--------------|
| 1/94 | 5000 | 17 U | NHL Eastern Conference - New York Rangers | \$25.00 |
| 2/94 | 3000 | 16 U | Basketball Centennial Stamp | \$15.00 |
| 3/94 | 3000 | 3U/3M | 69 Miracle Mets Set (32 card set) | \$250.00 |
| 4/94 | 5000 | 10 M | Mickey Mantle Series 1 - 5 card set | \$95.00 |
| 5/94 | 5000 | \$10 | Marvel Comics Cards - 3 card set | \$75.00 |
| 5/94 | 8000 | 20 U | Marvel Comics: X-Men - Series 1 (per card) | \$12.00 |
| 7/94 | 2000 | 3 M | Upper Deck Card | \$200.00 |
| 7/94 | 2000 | 20 M | Woodstock | \$15.00 |
| 1994 | 2000 | 20 M | Cyberforce | \$12.00 |

IDB Worldcomm

| | | | | |
|------|------|------|---------------|---------|
| 1/94 | 5000 | \$25 | Wayne Gretsky | \$40.00 |
|------|------|------|---------------|---------|

Interactive Telephone

| | | | | |
|------|-------|------|-------------------------------------|---------|
| 8/93 | 98000 | 5M | Budget Gourment - Pasta, Comp. Card | \$22.50 |
| 2/93 | 4200 | 10 M | Interactive Card | \$18.00 |

InterNet

| | | | | |
|------|------|-----|---------------|---------|
| 6/95 | 2000 | \$3 | Coca-Cola 600 | \$19.50 |
|------|------|-----|---------------|---------|

ITC

| | | | | |
|------|--------|----|---------|------------|
| 3/93 | 150000 | 5M | Playtex | not avail. |
|------|--------|----|---------|------------|

Landis & Gyr

| | | | | |
|--------|---------|-------|------------------------------|------------|
| Apr-85 | Unknown | 120 U | Intexpo 85, pale blue/silver | \$1,400.00 |
|--------|---------|-------|------------------------------|------------|

Laser Radio/Go Phone!

| | | | | |
|------|---------|------|-----------------|---------|
| 1994 | 2600 | \$10 | Marilyn | \$12.00 |
| 1994 | Unknown | \$10 | One Eyed Jackie | \$14.00 |
| 1994 | Unknown | \$10 | Salvador Dali | \$14.00 |

LCI

| | | | | |
|-------|---------|------|-----------|---------|
| 12/93 | Unknown | 10 U | Rose | \$8.00 |
| 12/93 | Unknown | 20 U | Sunset | \$15.00 |
| 12/93 | Unknown | 30 U | Waterfall | \$25.00 |

MCI

| | | | | |
|------|---------|------|-----------------------------|---------|
| 8/93 | Unknown | 15 U | Phone Cash (first MCI Card) | \$40.00 |
|------|---------|------|-----------------------------|---------|

Metromedia - LDDS

| | | | | |
|-------|------|-----------|--------------|---------|
| 9/94 | 2000 | 30U | Robo Cop | \$20.00 |
| 11/93 | 2000 | 30 U/30 M | Times Square | \$60.00 |

Metropolitan Transport Authority, New York (MTA)

| | | | | |
|-------|-------|--------|-------------------|---------|
| 10/93 | 20000 | \$1.25 | MTA - First Issue | \$60.00 |
|-------|-------|--------|-------------------|---------|

Michigan Bell

| | | | | |
|------|------------|--------|--|------------|
| 1987 | 2500-10000 | var. | University of Michigan - 5 card set (\$2, \$5, \$10, \$20, \$40) | \$400.00 |
| 1987 | 20000 | \$0.40 | University of Michigan 3mm band Notched | \$600.00 |
| 1987 | 10000 | \$0.40 | University of Michigan/4mm band not notched | \$1,600.00 |

MT Worldcard Communications Inc.

| | | | | |
|-------|------|------|------------------------|---------|
| 10/93 | 3000 | 50 U | World Cup '94 - Brazil | \$45.00 |
|-------|------|------|------------------------|---------|

NAT

| | | | | |
|------|---------|-------|------------------------------|------------|
| 3/93 | 1000 | \$5 | Traveller's Choice | \$10.00 |
| 3/93 | Unknown | \$20 | Traveller's Choice - Florida | not avail. |
| 3/93 | Unknown | \$5 | Trucker's Choice | \$10.00 |
| 7/93 | 1000 | 120 M | Salute To Veterans | \$20.00 |
| 6/94 | 2000 | \$10 | Dolphins | \$20.00 |
| 6/94 | 2000 | \$10 | Manatees | \$10.00 |
| 6/94 | 2000 | \$10 | Sea Turtle | \$20.00 |

Nice Telecom Corporation

| | | | | |
|------|-------|------|-------------------------|---------|
| 9/93 | 50000 | \$10 | 24th NYC Marathon, 1993 | \$18.00 |
|------|-------|------|-------------------------|---------|

NYNEX

| | | | | |
|-------|--------|--------|---|------------|
| 12/91 | 50000 | \$5.25 | New York Skyline | \$120.00 |
| 1/92 | 100000 | \$1 | Yellow Phone/Skyline- 108E | \$65.00 |
| 7/92 | 12000 | \$5.25 | Democratic Convention - Liberty head - 205B | \$250.00 |
| 7/92 | 20000 | \$1 | Democratic Convention - Skyline - 205A | \$1,100.00 |
| 2/93 | 80000 | \$5.25 | Empire State Bldg. 2 | \$20.00 |
| 5/93 | 50000 | \$5.25 | Ellis Island Series 1; Building | \$12.00 |
| 10/93 | 60000 | \$5.25 | Empire State Bldg. 1 | \$40.00 |
| 11/93 | 70000 | \$5.25 | Wish You Were Here: Cooperstown | \$10.00 |
| 11/93 | 70000 | \$5.25 | Wish You Were Here: Lake George | \$10.00 |
| 11/93 | 70000 | \$5.25 | Wish You Were Here: Long Island | \$10.00 |
| 11/93 | 70000 | \$5.25 | Wish You Were Here: New York city | \$10.00 |
| 11/93 | 70000 | \$5.25 | Wish You Were Here: Niagara Falls | \$10.00 |
| 2/94 | 25000 | \$5.25 | Lillihammer 1994 Luge Card | \$30.00 |

NYNEX continued

| DATE | QUANTITY | DENOM. | DESCRIPTION | RETAIL PRICE |
|------|----------|--------|-------------------------|--------------|
| 5/94 | 65000 | \$10 | Ballerina | \$18.00 |
| 5/94 | 45000 | \$20 | College Graduate | \$32.50 |
| 5/94 | 85000 | \$5 | New York Stock Exchange | \$9.50 |

Pacific Digital Communications

| | | | | |
|-----|------|------|--------------------------|---------|
| N/A | 1000 | \$20 | Teletoken - Golden Globe | \$35.00 |
|-----|------|------|--------------------------|---------|

People's Telephone

| | | | | |
|-------|---------|------|----------------------------------|---------|
| 3/94 | 5000 | 25 U | Playboy Stepping Out | \$20.00 |
| 3/94 | 5000 | 25 U | The Dark - 2 Card Set | \$35.00 |
| 3/94 | 6500 | 25 U | The Dark 1, Continuum Comics | \$15.00 |
| 3/94 | 6500 | 25 U | The Dark 2, Continuum Comics | \$15.00 |
| N/A | Unknown | N/A | Frazetta Set of 3- Hologram | \$60.00 |
| 10/92 | Unknown | N/A | Global Link - Two Buttons, paper | \$25.00 |

Phoneline U.S.A

| | | | | |
|-------|-------|------|--|---------|
| 11/93 | 10000 | \$10 | Phantom of the Eagle (International calls) | \$13.00 |
| 11/93 | 5000 | \$20 | Phantom of the Great Warrior (International | \$26.00 |
| 11/93 | 10000 | \$10 | Save the Whales (Domestic calls) | \$13.00 |

Prepaid Telecom

| | | | | |
|------|-------|------|--|---------|
| 3/94 | 500 | \$50 | Gordon Cooper Astronaut Card - Signed | \$90.00 |
| 6/94 | 31000 | \$5 | \$1 1934 Mallards Alighting | \$7.50 |
| 6/94 | 31000 | \$5 | \$15 1994 Red Breasted Merganser | \$17.50 |
| 1994 | 50000 | \$5 | NASA 4 Lunar Module | \$8.00 |
| 1994 | 50000 | \$5 | NASA 7 Columbia - First Shuttle Lanuch | \$8.00 |

Quest Telecom

| | | | | |
|-------|-------|------|-------------------------------------|----------|
| 5/93 | 1000 | \$5 | APCC (Get Out of Jail Free) | \$150.00 |
| 6/93 | 1000 | \$25 | Degas | \$30.00 |
| 6/93 | 750 | \$50 | Seurat | \$55.00 |
| 6/93 | 2000 | \$25 | Vincent van Gogh | \$45.00 |
| 6/93 | 750 | \$10 | Wave | \$15.00 |
| 11/93 | 2000 | \$20 | Atlanta Skyline | \$30.00 |
| 1/94 | 1100 | \$10 | Nature Conservancy - Margay Cat | \$18.50 |
| 1/94 | 550 | \$10 | Pro Football Hall of Fame | \$40.00 |
| 9/94 | 10000 | \$71 | Charles Barclay Series - 5 card set | \$71.00 |
| 9/94 | 5000 | \$38 | Kathmandu - 5 card set | \$38.00 |

R, D & J Communications

| | | | | |
|------|---------|-----|-------------------------------------|---------|
| 1993 | Unknown | \$2 | GTE Tennis Festival - Jimmy Connors | \$12.00 |
|------|---------|-----|-------------------------------------|---------|

SEVA

| | | | | |
|------|-----|-------|--------------------------|---------|
| 9/93 | 200 | 100 M | Aravind - Amerivox | \$40.00 |
| 9/93 | 100 | 100 M | Guatemala - CCT | \$50.00 |
| 9/93 | 110 | 100 M | Indigenous Peoples - NAT | \$50.00 |
| 9/93 | 350 | 100 M | Nepal - Globalcom 2K | \$40.00 |
| 9/93 | 100 | 100 M | Seva: 15 Years - ACI | \$50.00 |

Smartel

| | | | | |
|------|-------|------|---------------------------|---------|
| 7/94 | 10000 | 84 M | Roberto Clemente Baseball | \$65.00 |
|------|-------|------|---------------------------|---------|

Southern New England Telecommunications

| | | | | |
|-------|------|-----|---------------------|---------|
| 11/93 | 5500 | \$5 | Pre-paid Phone Card | \$12.00 |
|-------|------|-----|---------------------|---------|

Sprint

| | | | | |
|-------|---------|--------|--|------------|
| 1993 | Unknown | \$3 | Coca Cola Monsters of the Gridiron | \$65.00 |
| 7/92 | 6000 | \$10 | Flamingo I | \$19.00 |
| 7/92 | 46000 | \$10 | Lady Liberty | \$17.00 |
| 7/92 | 46000 | \$10 | Statue of Liberty | \$25.00 |
| 9/92 | 5000+ | 40 U | 1939 Chevrolet | \$18.00 |
| 9/92 | 4000 | 50 U | 1957 Chevrolet Bel Air | \$35.00 |
| 9/92 | 9500+ | 10 U | 1960 Corvette | \$15.00 |
| 9/92 | 1500 | 10 U | 1960 Corvette - With ANA Logo | \$30.00 |
| 9/92 | 3000 | 20 U | Flamingo II | \$19.00 |
| 3/93 | 55000 | \$20 | Bald Eagle Instant Foncard | \$25.00 |
| 7/93 | 15000+ | 10 U | World Cup, USA '94 | \$16.00 |
| 11/93 | 2000 | 10 U | Hallmark - Maxine | \$14.00 |
| 11/93 | 900 | \$6 ea | Hallmark - Original /Set of 47 with greeting cards | \$1,295.00 |
| 11/93 | 2000 | 10 U | Hallmark - Whistler's | \$13.50 |
| 11/93 | 20000 | \$10 | Soccer - World Cup 1994 - set of 24 | \$250.00 |
| 8/94 | 5025 | \$5 | Jason Kidd - Basketball | \$30.00 |

Telexmax, Inc.

| | | | | |
|------|-------|------|-------------------------------------|---------|
| 1/94 | 10000 | \$20 | Colorado National Monument | \$23.00 |
| 3/94 | 10000 | \$20 | Grand Canyon National Park, Arizona | \$22.00 |
| N/A | 5000 | \$3 | 1923 Ford Automobile | \$6.30 |

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Telemax, Inc. continued

| DATE | QUANTITY | DENOM. | DESCRIPTION | RETAIL PRICE |
|------|----------|--------|---------------------|--------------|
| N/A | 5000 | \$3 | Automobiles | \$25.00 |
| N/A | 5000 | \$10 | Nolan Ryan Baseball | \$20.00 |

Teletrading

| | | | | |
|------|------|------|----------------------------------|---------|
| 3/94 | 5000 | \$5 | Baseball's Greatest Baseball Set | \$38.00 |
| 3/94 | 5000 | \$10 | Dorothy & Toto | \$10.00 |
| 3/94 | 5000 | \$5 | Dorothy Red Shoes | \$10.00 |
| 3/94 | 5000 | \$20 | Teletraders Baseball Greats | \$35.00 |
| 3/94 | 5000 | \$30 | Wizard of Oz - set of 6 | \$54.00 |

TravelTel

| | | | | |
|-------|-------|------|------------------------------------|---------|
| 1993 | 1000 | \$5 | Hooters 500 - Collectors Advantage | \$23.00 |
| 1993 | 10000 | 10 U | Otis Spunkmeyer Cookies | \$12.00 |
| 12/93 | 1000 | 20 U | Indian Motorcycle | \$60.00 |
| 12/93 | 1000 | 50 U | Merry Christmas | \$40.00 |
| 3/94 | 3000 | 20 U | Phone Phair 1994 Card | \$20.00 |

US West Comm.

| | | | | |
|------|------|-----|-----------------------------|----------|
| 8/93 | 5000 | VAR | Northwest Legacy 5 card set | \$140.00 |
|------|------|-----|-----------------------------|----------|

Vista Comm.

| | | | | |
|------|------|------|---|----------|
| 9/94 | 2000 | \$5 | Disney cards - cast test | \$90.00 |
| 9/94 | 2000 | \$10 | Disney cards - cast test | \$130.00 |
| 9/94 | 1000 | \$20 | Disney cards - cast test | \$180.00 |
| 9/94 | 1000 | VAR | Disney cards - cast test - set of 3 cards | \$350.00 |

Worldlink

| | | | | |
|-------|-------|------|--------------------------------------|---------|
| 11/92 | 1050 | 25 U | Candy Cane and Bows | \$25.00 |
| 5/93 | 2050 | 3 U | Concorde | \$8.50 |
| 6/93 | 10000 | 10 U | Florida Alligator | \$11.00 |
| 6/93 | 6000 | 10 U | Space Shuttle Endeavor on launch pad | \$7.50 |
| 2/94 | 6000 | 10 U | Goldengate Bridge in Fog | \$7.50 |
| 4/94 | 1500 | \$10 | Marilyn Monroe Set | \$45.00 |

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(818)787-4021

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Los Angeles, Calif.
Angie Nicotra
(713)974-5252

March 25-26

Telephone Calling Card Expo
Travelodge Hotel JFK Airport
New York
David Friedland
(516)783-0502

March 31-April 2

Hawaii Pacific National Sportscard & Collectible Expo
Neal S. Blaisdell Center
Honolulu, Hawaii
Contact: The Greatest Moment, Inc.
(808)591-1076

June 1-3

American Tele-Card Expo
Municipal Auditorium
San Antonio, Texas
Laurette Veres
(713)364-0961

July 25-30

National Sports Collectors Convention
St. Louis, Mo.
Bill Goodwin
(314)892-4737

Aug. 16-20

ANA (American Numismatic Assn.)
Anaheim, Calif.
Anaheim Conv. Center
Susan Collins
(719)632-2646

Sept. 21-23

TeleCard World '95 East
Jacob Javits Center
New York City, N.Y.
Angie Nicotra

DEALER DIRECTORY

Moneycard Collector is designed to meet the emerging needs of phone card collectors and users. As a service to our readers we are providing this free listing of dealers who are committed to the growth of this hobby by advertising in Moneycard Collector magazine. You will find

below their name, address, phone/fax number, specialties, plus where to find their display ad within this issue. If you are interested in knowing more about pre-paid phone and debit cards, or are interested in buying or selling cards, please contact one of the following dealers.

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|--|--|---|
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| COLORADO | | |
| USACARDS 560 S Broadway Denver CO 80209 | Ph. (303) 777-3034 Fax (303) 733-4946 | Wholesale distributor representing the major US Telecoms. See our ad on page 27. |
| FLORIDA | | |
| Keep The Change 2819 Northwood Blvd. Orlando FL 32803 | Ph. (407) 629-CARD Fax (407) 629-4354 | A chain of retail stores which also do wholesale business directly to dealers. Volume Discounts. See our ad on page 31. |
| NEW YORK | | |
| PM Cards One Rockefeller Plaza Suite 1506 New York, NY 10020 | Ph (800) 528-8819 Fax (212) 332-8107 | The largest selection of recent cards from Ameritech, AT&T, AmeriVox, Bell Atlantic, Bell Canada, GTE, GTI, NYNEX, Sprint, and US West. See our ad on page 49. |
| NORTH CAROLINA | | |
| SmartCards Inc. P O Box 2335 Chapel Hill, NC 27515 | Ph. (800) 782-6781 Fax (919) 932-1121 | Wholesale distributor of domestic and foreign cards. Also a consultant to telephone companies. See our ad on page 25. |
| OKLAHOMA | | |
| Phonecards Plus 2522 N Meridian Oklahoma City, OK 73107 | Ph. (405) 943-1997 Fax (405) 943-4924 | Specializing in a wide variety of rare & collectible U.S. telecards. See our ad on page 28. |
| VIRGINIA | | |
| June Telecards 6560 Backlick Rd. #204 Springfield, VA 22150 | Ph. (703) 451-0366 Fax (703) 451-0424 | Specializing in GTE Hawaiian Tel., Ameritech, AmeriVox, GTS, Worldlink, NYNEX, ACMI, TeleTrading Cards and Others. See our ad on page 26. |
| WASHINGTON | | |
| Flanagan's Fonecards P O Box 1288 Coupeville, WA 48239 | Ph. (206) 678-0224 Fax (206) 678-3326 | Thematics from all over the world. 10 - 20% U.S., balance foreign. Will help find what you want. See our ad on page 26. |
| ENGLAND | | |
| Philcard International P O Box 1000 London NE 3TS ENGLAND | Ph. 44,81,349-1610 Fax 44,81,349-1610 | Specializing in worldwide phone cards from 150-plus countries. See our ad on page 28. |
| FRANCE | | |
| Dick Brand 8 Rue Monte Cristo 75020 Paris FRANCE | Ph. 33,1,43,56,60,80 Fax 33,1,43,56,60,79 | We carry 1000s of different cards. From Disney to Jazz Stars. Dealers welcome. See our ad on page 27. |

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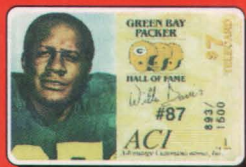
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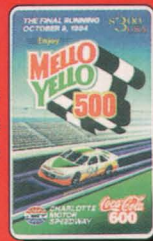
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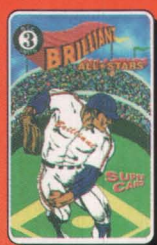
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NASA Card \$5
11 Card NASA Set \$55



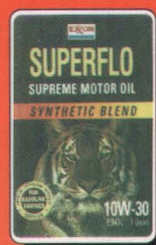
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Calling All Sports Fans

Trading Card Issuers Become Important Players in Phone Card Industry

By Steve Fritz

A new product line has presented itself to the sports trading card industry and it is quickly reading the signals and reacting. Phone cards have "arrived" for these manufacturers at a time when their industry sees diversification as a key to continued success.

Diversification wasn't in the cards 10 years ago. Heck, that wasn't even the case three years ago. Up until 1991, the trading card business was one of the fastest growing industries in the world. It had matured from a child-oriented hobby (where having all the greatest baseball players in your personal collection was the highest possible achievement) to a thriving \$2.0 billion collectibles establishment, where investors watched the performance of Jose Canseco like they were studying a blue chip stock. In fact, the Wall Street Journal and Forbes both stated that the return on investment in baseball cards was better than in fine art. Then the market changed.

A major pundit inside the trading card industry, Kit Kiefer, has a rule: "You can't pay your rent with baseball cards." He wrote that for the magazine he was editing at the time, *Baseball Cards*. It turned out to be prophetic.

Somewhere through the boom years, people forgot that Wayne Gretzky was willing to pay a half million



Classic/Sprint, 4 Sport series, Glenn Robinson, \$2, 100,000 total issued in all denominations, November 1994.

dollars for a T-206 Honus Wagner not only because there were only 50 of them in existence, but because Wagner is also enshrined in the Hall of Fame at Cooperstown, N.Y. The titans of the industry forgot that Ken Griffey Jr.'s 1989 Upper Deck rookie card was worth \$50 because he's one of the best hitters in the majors. They forgot that kids love heroes — sports heroes in particular. And they also forgot that the bulk of the collectors out there are still kids.

The end result? One of the better trading card companies in the business, Action Packed, does an annual industry report that showed the sports trading card business has dropped from \$2.0 billion in 1991, to 1.9 billion in 1992 and 1.6 billion in 1993. The '94 results will likely be even lower, as the result of the extended baseball strike.

The baseball strike and hockey lockout were a blow for the industry. ESPN reported that after the strike hit, sales of baseball cards for the Topps Co. (the oldest and one of the largest card manufacturers) declined 67 percent for that quarter. And that kind of result wasn't confined to Topps.

"Sports licensing (as a whole) generated about \$13 billion in retail sales in 1993," said Karen Raugust, executive editor of *The Licensing Letter*, one of the leading publications in the licensed product field. "I suspect that will be going down for 1994."



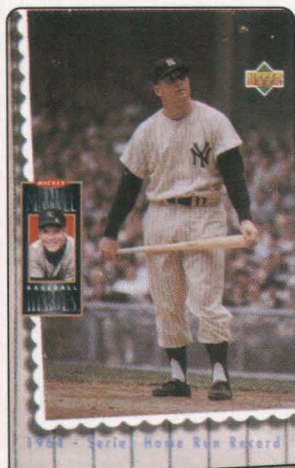
GTS, New York Rangers Hockey, \$10, 17 minutes, 5,000 issued, March 1994.

issuing cards with the help of telcos GTS and Sprint, respectively. Most experts in the business believe that the other major manufacturers (Fleer, Leaf/Donruss, Pinnacle Brands, Skybox and Topps) are now all looking into product applications.

There's a solid reason for the sudden interest in phone cards. It seems as though whenever a sports-based phone card is issued, it's usually a sell-out.

"One of the things we tried to target from the beginning was sports licenses," explained Paul Silverstein, President of GTS. "One of our first was with the National Hockey League, when we did 6,700 of each team's logo. Although we missed the all-star game last year, we *did* sell an awful lot of the hot team cards during the playoffs."

Then there was GTS' venture with Upper Deck. Their first offering, the promotional 1869 Cincinnati Reds baseball team card, went through the roof when it was handed out at the 1994 all-star game. Sports card collectors were struck by the strong art and Upper Deck trademark on a phone card. With baseball's troubled present, a lot of collectors became nostalgic and found that card right up their alley. GTS and Upper Deck stirred up the pot even more with the introduction of a



Upper Deck/GTS, Mickey Mantle (Series II), 10 minutes, 5,000 issued, December 1994; Upper Deck/GTS, 1869 Cincinnati Red Stockings, 2,000 issued, July 1994.

To counter this trend, trading card manufacturers are turning to phone cards. Two of the big manufacturers, Upper Deck and Classic, have already started

10-card set based on the living legend Mickey Mantle.

"I know Upper Deck was out in the market looking for a phone card connection for over a year," said Silverstein. "We were looking for a relationship that made sense from a distribution standpoint; a reputation of a quality product, and a company with some appealing athletes in its lineup. Upper Deck fit all those requirements. They provide the athletes, graphics and distribution, and we handle the manufacturing and phone time.

"I think a lot more people become interested in phone cards when they see a famous player on the product. It becomes more of an emotional purchase. They can carry it in their wallet to show their support. I would not be surprised if sports phone cards end up like Affinity credit cards.

"Mind you, our '69 Mets set did very well," Silverstein added. "That's due to nostalgia for the team. It was their 25th anniversary and we sold out. The same can be said for the Mantle Upper Deck set. We sold 5,000 sets in just two weeks. That amazed us! That tells you that if you have the right product and the right hero attached to it, you'll be successful.

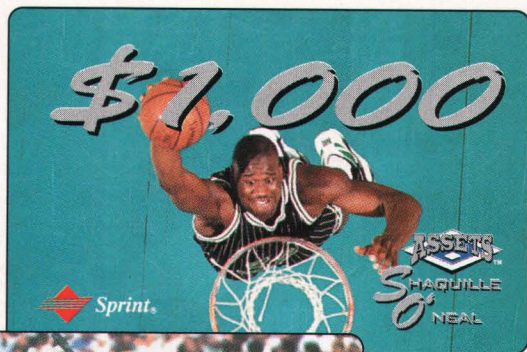
"Another important point about the Upper Deck connection is they got involved in the solicitation process," Silverstein concluded. "They have a list of thousands of card stores and they solicited them directly. The end result was the sales response was quite high."

Classic Games, a subsidiary of Score Board, Inc., is one of the largest providers of sports cards and memorabilia in the U.S. Score Board has a stable of athletes rivaling Upper Deck's, including the likes of Shaquille O'Neal, Troy Aikman, and many of the top young turks coming up in the sports world, highlighted by the NBA's 1994 number one draft choice, Glenn Robinson and NFL rookie sensation Marshall Faulk. Classic/Score Board also has a distribution network that is helping Sprint sell the new product.

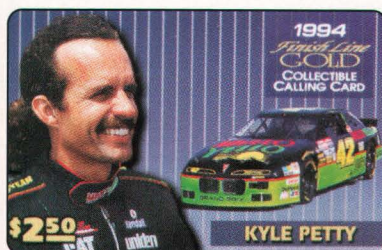
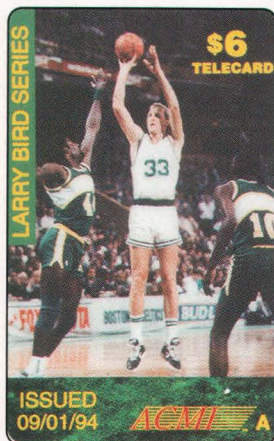
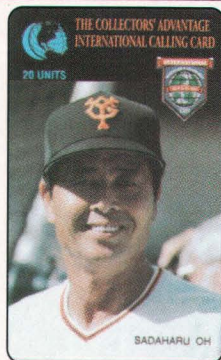
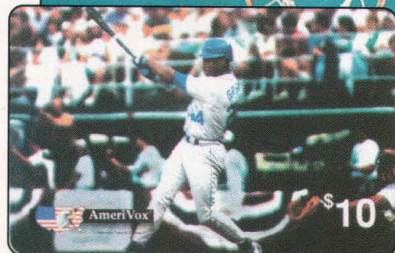
"We supply Sprint the right to use athletes they will market via traditional retail outlets," explained



GTS, 1969 Mets set, \$10, 3,000 issued, March 1994; Classic/Sprint, 4 Sport series, Marshall Faulk, \$2, 100,000 total (all denominations), November 1994; ACMI, Vince Lombardi & Bart Starr, \$3, 2,500 issued, August 1994.



Classic/Sprint, Shaquille O'Neal, \$1000, four issued, December 1994; AmeriVox, Ken Griffey Jr., \$10, 10,000 issued, April 1994; Collectors' Advantage, Sadahara Oh, 20 units, August 1994.



ACMI, Larry Bird "A" card, \$6, 5,000 issued, September 1994; Finish Line (Gold Series), Kyle Petty, \$2.50, 5,000 issued, June 1994.

Classic Product Manager Harrison Woodard, "while we take care of the hobby outlets. It should be noted that we do help them on some non-collectible outlets. Seven-Eleven is a good example. They couldn't get into some of the stores because of their relationship with MCI. A 7-11 in the Orlando area will not take a Sprint card because they have a deal with MCI that keeps Sprint out of there, but it will take a Shaquille O'Neal card from Classic. The end result is we co-market a lot of the cards," Woodard says.

Classic is also helping get Sprint phone cards into new hands. The latest Classic trading card product is their 4-Sport cards. Classic and Sprint have put together 24 phone cards composed of eight different athletes from the Classic roster (including Faulk and Robinson), and has randomly inserted the cards inside the packs as chase cards. There is approximately one phone card in every seven display packs or 252 individual pack-ages.

"We're trying to bring trading cards into the 21st century," says James Robinson, Woodard's counterpart at Score Board, "and our 4-Sport product is an outstanding indication of what we're trying to do. Not only does it have 100,000 phone cards, but it also features a fully integrated joint marketing program."

"Most importantly, it will get phone cards into the hands of collectors and into the price guides," adds Robinson, "which will help in the assimilation of phone cards into the trading card price guides and acceptance into the trading card hobby."

Another aspect of the Action

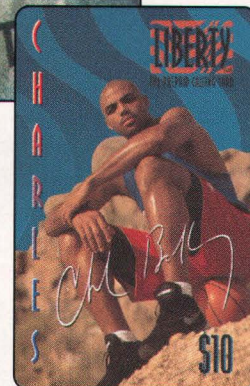
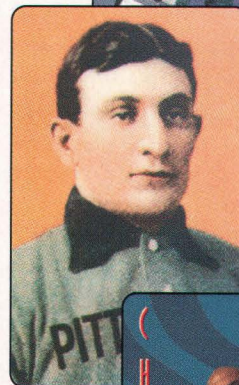
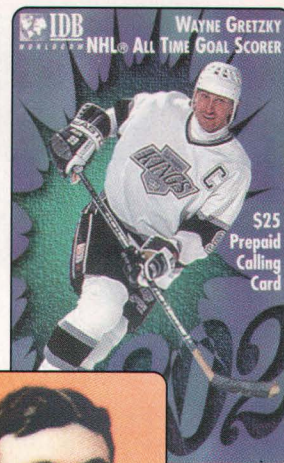
Packed report is that while the number of collectors has decreased over the last three years, there are still over one million of them left. That's a lot more people than are currently using phone cards by a long shot. So, the two hobbies will be helping each other considerably.

Trading card manufacturers look at phone cards as a way to provide a dynamic product that will help them keep their customer base. Phone card manufacturers see an avenue to expand their total business. One hand washes the other.

And don't think other card manufacturers aren't paying attention. "I heard that the competition is looking into phone cards," said Woodard. "The fact is, their entering the market is only going to help us. It will help make people more aware of phone cards, and we are unique because we were one of the first out there and have our own deals with our athletes. We should end up a leader in this industry because of it. If not, then we haven't done our jobs."

Still, Sprint and GTS had better be ready for a lot of competition. As it stands, an informal survey found over a dozen different phone card manufacturers have already issued sports-based cards in one form or another. Some of them, like HT Technologies, hook up with people like Champion Sports (one of the largest middlemen in the sports card world), to become forces to be reckoned with.

Another is major telco GTE's licensing deal with both the National Football League and NFL Players Association (NFLPA). The National Basketball Association is another player to consider. It hasn't budged yet, but as Raugust points out, the most recognizable sports heroes today are NBA players. While Classic does have a license with several individual athletes, it only has a sports license with one of the sports leagues, the NFL. The end result is, yes, they can do a card of Shaquille O'Neal, but they can't do one of him in an Orlando Magic uniform. That



From top: IDB Worldcomm, Wayne Gretzky, \$25, 5,000 issued, January 1994; HT Technologies, Honus Wagner, \$20, 5,000 issued, August 1994; Quest, Charles Barkley, \$10, 10,000 issued, June 1994.



means a lot to a card collector.

Classic can also do a card of Dave Justice, but GTS just got the license from both Major League Baseball and the Major League

Baseball Players Association. That means the Classic card will not have Justice in uniform; the GTS card will.

Which leads to the next area — that of the licensors. GTS already has Major League Baseball under wraps, as well as half of the National Hockey League. The NFL and NFLPA's

hobby stores last November, and all of them reported that football card sales are up. All but one of those stores reported that sales of baseball and hockey cards are down, with the last one reporting that sales were the same.

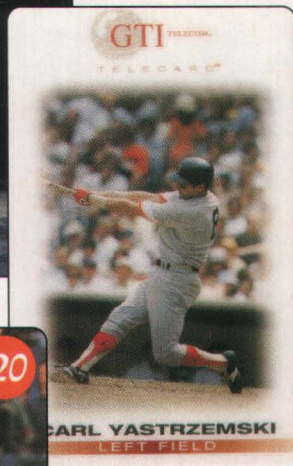
"People have to remember that the collector is a fan, first," says Walker. "If he feels betrayed, then he's going to take his allegiances elsewhere. Sure, there are fans who are never going to cross over from baseball and hockey to football, but there are others who will. Stores have to adapt in order to survive. We know it's also happening from the reports we're getting from our licensees."

Which all boils down to the hero factor. According to Kit Kiefer, while baseball as a whole may be suffering, a number of individual athletes are not. "If I was creating a phone card set, I would only focus on the most popular players like Frank Thomas," he said. "His popularity hasn't diminished in the least because of the strike. Another is Ken Griffey Jr. They have pretty much come out of it unscathed, and unless the strike goes on for about 10 years, they will continue to be popular."

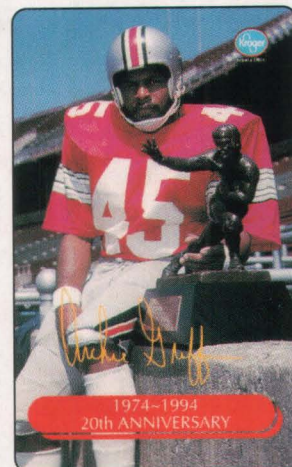
"There's a market for players like Shaquille O'Neal. There are collectors who only want Griffey or O'Neal or Gretzky. Those collectors have to have everything with their heroes' names on it. Phone cards tend to be issued in smaller sets, so that's an asset. After all, you're not trying to sell a 900-piece phone card set; maybe only 30 at the tops. What I would do is market phone cards as having use and value," adds Kiefer, "and not just because of the players. There's a lot of things you can do with them."

At press time, GTS had just announced its first set of Major League Baseball cards to be issued in January. The set will include the likes of Griffey, Thomas and three other top baseball players that kids will readily recognize. Sports mavens were not holding their breath on the possibility of the baseball strike being over yet, but the NHL situation appeared a little more optimistic.

It would be the first step towards getting the fans back into the game. If that happens, then the trading card industry can begin to pick itself up. As Kiefer said, it was on its way toward a recovery in 1994, when the two strikes came along. Perhaps the emerging phone card market is the single bright spot along the horizon of recovery for the sports card manufacturers. But what a bright star it looks to be!



Clockwise, from upper left: TeleTrading, Babe Ruth, \$5, 5,000 issued, March 1994; GTI, Carl Yastrzemski, \$5, 15,000 issued, 1994; Bell Canada, Toronto Blue Jays, \$20, 17,500 issued, July 1994.



Quick Call, Kroger Phone Network (Archie Griffith), 5 minutes, 300,000 issued, August 21, 1994.

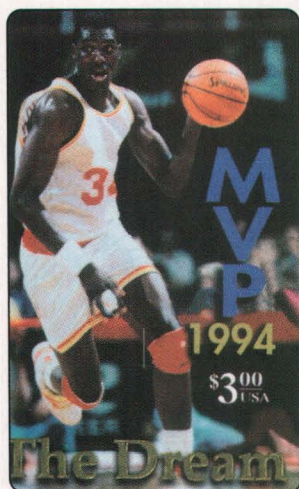


announcement that they have closed deals with GTE and IEM Telecom will undoubtedly have some effect.

"We think it's a great product," says NFLPA Assistant Vice President of Licensing, Clay Walker. "We're not sure where it's going, but we think there's a good market. Now that we've licensed GTE and IEM, we are going to sit back and see where it leads. When you get a license from us, you have the right to use all

1,500 guys (in the NFLPA)," Walker explained. "The license from the NFL gets you the right to put them in uniform. I'm not ready to talk about IEM yet, but with GTE the plan is to roll out 28 players, one from each team. So, with the Jets, it's either going to be Ronnie Lott or Boomer Esiason. For the Giants, it will be either Dave Brown or Rodney Hampton. It will depend on how they perform this season. We're hoping to have these cards out by Christmas; if not, then by the Super Bowl."

If anything, the NFL has greatly benefited by the baseball strike and hockey lockout. The NFLPA conducted a survey of 250



Collectors Advantage, "The Dream" (Akeem Olajuwon), \$3, 10,000 issued, August 1994.

IN THE CARDS



Here's the evolution of "La Fleur Enchantee." Start with a beautiful little girl; add one giant hibiscus from which our fairy will rise; she rises, dances and stops in perfect pose; weaving fine-spun webbing into an elegant gown, our fairy is now complete. The award-winning artist is Mary Baxter St. Clair.

CREATING FANTASY As more and more Americans begin to use and collect debit calling cards, an overlap with other collecting hobbies is emerging. In addition to sports card and comic book collecting, there is an ever increasing appearance of fine artwork on American phone cards. AmeriVox first used artist Dana Nyson, and followed up with Wyland and Tabora, two established seascape artists, and now numerous artists across the country are starting to place their images on the front of phone cards.

The concept makes sense; obviously, if someone is willing to pay several thousand dollars for an original painting, or a few hundred dollars for a signed lithograph, they just might be willing to carry that same image, which is hanging on a wall at home, along with them in a wallet or purse on a phone card. With issuers like AmeriVox, who pass residual income generated from phone usage back to the artists, there's an additional incentive for the artist to work with calling cards.

It's an excellent working relationship. For the telephone company, the artist helps move cards. For the artist, circulation of the product helps provide much needed exposure, along with a monthly residual income check. For the card owner, there is savings in the cost of long distance telephone calls, as well as the constant enjoyment of the admired image.

Mary Baxter St. Clair, a well-known fantasy artist, has recently introduced the first in a series of fairy images. She is also expanding her market segment by reproducing her first image, "La Fleur Enchantee" on AmeriVox calling cards. By marketing her images on phone cards, she will be targeting completely different collectible fields. The artist hopes it will generate more interest in her originals and lithographs from people who have seen her work on these cards and plates.

An extremely limited test run of 150 cards, featuring a tiny fairy poised on a pink hibiscus flower, were issued in time for the New York TeleCard World show, just to see if collectors were ready for fine art on calling cards. The effort produced an almost instantaneous sellout of the cards at the show, par-

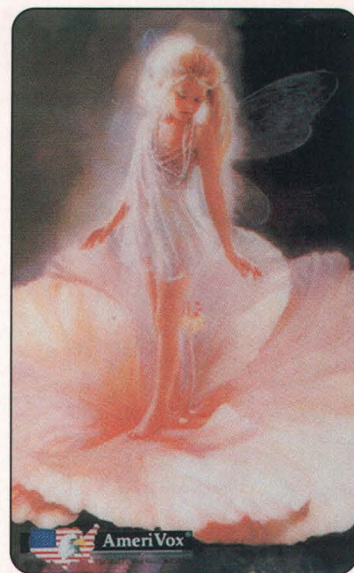
ticularly to interested German collectors. In all likelihood, the entire series of fairy images will appear as a cross-licensed set on both ceramic plates and telephone cards within the next few months.

For an exclusive inside peek at how fantasy art is created, Mary Baxter St. Clair has graciously loaned *Moneycard Collector* the actual photographs she used to produce "La Fleur Enchantee." What you see here is rarely shown outside an artist's studio, and then only to trusted friends and family members. It is a unique treat to view them here.

To produce what the artist had only imagined, she first searched for just the right model to represent Maia, her fairy girl. She also had to locate a platform appropriate to hold her delicate fairy. Next, the model was photographed in a variety of poses — one for the upper body, head, arms and hand positioning, with the other for the lower body, legs and feet, along with just a hint of fairy clothing.

Both flower and girl were painted together in the first rendition of the art. As with all good fantasy, when the imagination expands, so does the mind's eye concerning what the final image should be. Maia, in her gown on the pink hibiscus, has become exactly as the artist envisioned. Now, she is dancing her way into the hearts of the public on greeting cards, phone cards, ceramic plates, and lithographic prints.

Although the original calling cards are no longer available, this image will most likely appear again as part of a fantasy set. Interested card collectors should contact Mary Baxter St. Clair's "Enchanted Island Studio" at (800)607-7767, so their names can be added to her mailing list for future card releases.



All 150 of the AmeriVox test cards were purchased during the early stages of the TeleCard World Show this past fall. The art may appear again as part of a fantasy set.

Bill Peay

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A talented Photographic Artist, Claudia Nierman has vision. She takes objects out of their context and creates a poetic product. Claudia is able to find magic in a piece of rusted metal or even a broken glass. Each has a touch of nostalgia and time; it seems as if each photograph has its own story to tell.

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CONFESSIONS FROM A STAMP COLLECTOR I am a dyed-in-the-wool stamp collector, and that's not likely to change. For three decades I have eaten, slept and dreamed about them, and have made stamp-related activities my profession of choice. Why, then, am I now collecting moneycards with a sudden and newfound passion? It's really rather simple: All the things I like best about moneycards play right into my stamp collecting interests, and the two are very closely related in many ways.

First and foremost, moneycards are arguably more closely related to stamps than any other collectible. The earliest phone cards, released during the late 19th century by France, Bavaria, Austro-Hungary and Monaco, were stamps. These coupon-like items, purchased from post offices, had actual stamps printed on them.

The designs of these early moneycards were basically the same as the then-current postage stamps. These prepaid cards were good for specific amounts of telephone time. When the allotted time was used, the stamped cards were canceled, making them void for further telephone use, but rendering them highly collectible.

The new generation of telephone cards, introduced during the 1970s, is really very similar in function to its 19th-century predecessors. In most countries, the telephone systems are controlled by the Post and Telecommunications department - the post

office. The prepaid cards are good for specific dollar amounts that represent telephone time. As the allotted time credit is used, the cards are self-canceling - some with visible marks, others without. When the time credit is depleted, the cards are void and have no further value to the user. Time has proven these used cards as highly collectible items.

Unlike other popular collectibles, such as sports cards and comic books, moneycards, like stamps and coins, have a tangible value to them in addition to their speculative collector value. This attracts many collectors by lending an air of legitimacy to moneycards not found in other hobbies. Yet moneycards have the beauty and appeal to those who collect items related to popular culture. This broad collector appeal will no doubt have a positive affect on the hobby.

Like stamp collecting, the collector of moneycards has the choice of collecting either mint or used examples. For decades, collectors of used stamps have pursued the time-honored practice of what is known as "dumpster diving" - finding their treasures in others' trash. In areas where moneycards are heavily used, the lucky collector can find used cards at no cost, sometimes finding valuable types that can be traded to others for desired material.

Mint moneycards, like stamps, can be purchased through various agencies and are on sale only for a limited time. After that, they must be obtained through the secondary collector market, which includes dealers and other collectors.

In recent years, the most popular way to collect stamps has been by topic. A stamp collector can save and organize stamps related to his profession, lifestyle or those depicting any object or subject he desires. There is no difference in the area of moneycards.

A number of foreign countries and at least one United States company have released moneycards that illustrate stamps. But, I may also choose to collect cars, dinosaurs or popular film and music stars. No problem, I can find everything from model T's to Edsels, fantasy scenes to Jurassic Park, and Michael Jordan to Michael Jackson represented on moneycards.

If I prefer a little more in-depth collecting, I can chase varieties. In stamp collecting, many major types of similar appearing stamps are distinguished by differences that result from more than one printing of a given stamp. In addition, any damage to a printing plate causes noticeable differences to the stamp



Wayne Youngblood and some of his favorite cards: an 1894 Telephon Billet from Germany, an NTT Marilyn Monroe from Japan and a 1992 British Telecom prison service card.

design. These differences consistently show up on all stamps printed from the affected plate.

The same situation holds true for moneycards. If more than one printing is made of a particular moneycard, there often are distinguishable differences between the two, making them collectible varieties. This can include slight design or printing differences that are consistent throughout a printing.

In some cases, like stamps, I can even chase plate flaws. If, for example, a hair or other form of foreign material adheres to the model during the photo transferring process of creating a full moneycard printing plate, that flaw will always show up on cards from the same plate position throughout that printing.

More traditional forms of collecting also come into play with moneycards. Collectors can seek all cards produced by a country or company, becoming a specialist in that area. If you wish to add more esoteric material to your collection, you can purchase sample and proof moneycards.

There are even some errors known, as well as scarce, unissued cards. Although the market for these items has not yet fully developed in the United States, its day will come. Such specialty items are most always scarce and are highly desirable, due to their generally unavailable nature.

In many ways, moneycard collecting is more exciting than stamp collecting at this time because it is such a new hobby. The rules and conventions that constrain more traditional hobbies are still emerging, and we as collectors are the ones making them. Since more types of moneycards are currently being developed and introduced, we are forced to be adaptable and change our collecting habits as necessary.

Another important factor involving the collectibility of moneycards is that the hobby is long on the thrill of the hunt. When cards that are scarcely three years old are now selling for hundreds of dollars, the possibility of finding rare examples inexpensively, or buying a soon-to-be classic at face value still exists. There's more than a little treasure hunter in most of us collectors.

In addition to the many reasons why moneycards are collectible from traditional standpoints, they are increasingly popular for another reason. These little beauties are miniature billboards. They have fewer design constraints than many other small collectibles, including stamps and coins.

Moneycards have appeal to people from all walks of life. Because they are already extensively used for telephones, and will be used in the future for purposes as diverse as public transportation and grocery stores, moneycards will become a common item for most everyone. Their general beauty and

convenient size make them a natural collectible in terms of widespread appeal. A large group of casual collectors will develop in this area. There are people who won't necessarily avidly pursue the hobby, but they will collect whatever comes their way.

Finally, moneycards can make wonderful additions to any topical collection. I personally may not choose to exhibit moneycards and stamps together, but the presence of moneycards in stamp and coin collections can greatly enhance them. Will I hang my stamp collecting tongs up on the wall to pursue moneycards?

Not a chance! But I have found an exciting and fun area to actively pursue in addition to my major interest, and I see no possibility of that enjoyment diminishing anytime in the near future.



These little beauties are miniature billboards with broad appeal, says Wayne.

Wayne L. Youngblood

Wayne Youngblood is editor of Scott Stamp Monthly magazine, one of Moneycard Collector's sister publications.



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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 March 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.




Decisions, Decisions, Decisions

Dealing with Dealers

by Nancy Blackburn

As new collectors forge ahead into the uncharted waters of moneycards, they begin to look about for some guidance and help on their new adventures. Nearly every collector soon becomes familiar with dealers in their field of interest: stamp dealers, coin dealers, antique dealers, car dealers, and now, dealers who specialize in telephone cards. At the present time, because dealers are few and far between in the United States, we sug-

gest you start by looking in the Moneycard Dealer Directory (found within the pages of the price guide), and in the "Classifieds."

When do you use a dealer and what are the advantages? What can you expect a dealer to

do that you cannot do for yourself? And what advice would a dealer give new collectors? Young collectors? Moneycard Collector made inquiries of dealers across the United States: New York, Florida, Colorado, and Washington.

Dealers are happy to share their wealth of knowl-

edge with collectors. Those we talked to patiently answered questions and freely gave advice. Here are two of the questions we asked: *What would you suggest to a young collector who was starting out with \$50? What advice would you give to a collector with \$500 to spend?*

Klaus Degler of USACards, Denver, Colo., gave this very succinct advice: "Buy the book before the card. Education is necessary because knowledge is your best protection." Degler strongly feels that collectors must familiarize themselves with the hobby before they begin to purchase cards and, of course, read as much as possible (collector magazines, trade magazines, catalogs and books) to learn about the hobby. "Also of value," suggests Degler, "are dealer price lists. With these, not only can you compare prices, but you can follow market changes in the cards you already own, or always wanted."

Degler skirted the specific cards question, recommending, "There are no 'musts'... there is only what



ACMI, Giant Panda, \$20, 1,500 issued, August 1993; ACMI, Harp Seal, \$3, 1,800 issued, December 1993.



PM Cards (AmeriVox), Chief John Big Tree, \$5, 5000 issued, December 1993.

YOU like, as you cannot collect them all. If you like the card, the investment will take care of itself somewhere down the road. New collectors may like it and want it for the same reasons as you.

"Beginners should always buy cards that sell at or near face value — avoid cards with high premium prices. Buy cards that you will enjoy and will use. Make sure you check the value of the card for phone time. Some cards run a dollar or more a minute because of royalties, while some generic cards have a nice theme and are only 25 to 50 cents a minute. Celebrity cards, properly licensed with a reasonable issue price and mintage, can be a good investment, while fun to use and show. I also recommend cards issued for special events like trade shows and sporting events."

The question of whether to collect a series of cards, such as ACMI's Endangered Species or the AmeriVox Perillo Native Indian series, came up. In general, a series can be a good buy if you are on the "ground floor" and are able to purchase the first cards at face value. The ideal situation is to strike an agreement with a dealer (who is a distributor) to purchase the rest of the cards at a specified price. Unfortunately, today a new collector would find that some of the

Endangered Species cards — the Panda and Harp Seal, for instance — are going for up to 10 times the issue price, which would make

completing the set difficult. The PM Cards / AmeriVox Indians have also had some price rises on the earliest

issues, but collectors can complete their set, as back issues are still quite reasonable."

David Phillips of PM/Powell Associates, New York, (800)528-8819, recommended that collectors either concentrate on phone cards they really like or on phone cards that have an historic value. His first recommendation for a collector with \$500 would be to look at early Michigan Bell cards, as they are the first U.S. cards that were available to the general public. Also highly recommended are

early NYNEX, GTE Hawaii, and AT&T moneycards. The reason is simple: What these companies do matters in the industry. As the "Dealer's Dealer," PM/Powell is geared more for the large wholesale market and would not be the ideal place for a young collector with a \$50 bill in his fist.

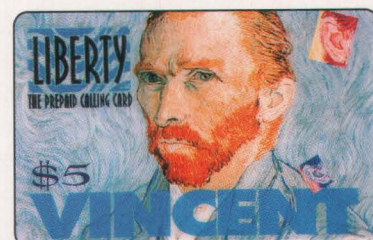
However, Keep the Change, with retail stores in Florida, Texas and California (800)510-0101, would be a good place for a small-time collector. Young customers are excitedly buying \$1 and \$2 phone cards there daily. The new collector could walk out with a handful of low denomination cards available at face value. According to Scott duPont, his young customers are sophisticated consumers who are looking for the cheapest card at the best rate. Even though he observes that only about one in a thousand people know what a phone card is, the youngsters quickly become savvy about best buys and keeping the cards in good condition.

As a one-stop store for collectors, Keep the Change carries and recommends that collectors organize their collection in Rembrandt albums (which are customized for the industry), and use the PVC-free Ultra-Pro pages. Also important are individual protectors to prevent the cards from being marred and the scratch-off from being damaged.

DuPont agrees that "you will go broke trying to collect everything on the market. Focus on either one company or a couple of topics." For topics, he suggests endangered species, celebrities, movies, Broadway shows, or sports, either in general or specifically according to team, player, or type. When pressed to name a specific "must have," duPont highly recommended the "first ever, premier American issue for Disney, the cast member test card," available for \$99; and the GTS five-card Mickey Mantle set, available for \$75. He feels the individual ACMI Endangered Species cards are also worth collecting, not only for the

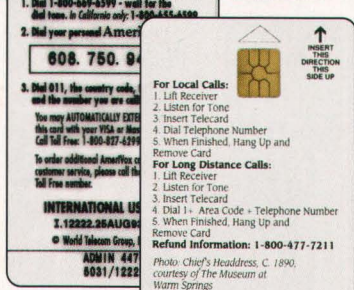


Vista United, Disney test card, \$20, 1,000 issued, September 1994; AmeriVox, Elvis telephone, \$2, 4,000 issued, December 1993; ACMI, Larry Bird, \$6, 5,000 issued, June 1994; Upper Deck/GTS, Mickey Mantle, 10 minutes, 5,000 issued, September 1994.



Quest/Liberty, Vincent, \$5, 2,000 issued, June 1993.

Michigan Bell, Cash Card, \$5, 10,000 issued, 1987 release; NYNEX, New York Skyline, \$5.25, 50,000 issued, December 1991; GTE Hawaii, Aloha Festival Girl, 3 minutes, 2,500 issued, July 1993.



NYNEX, Lake George (optical), \$5.25, 70,000, Nov. 1993; the reverse side of a remote memory and chip cards; **NYNEX, Ballerina** (magnetic), \$10, 85,000 issued, June 1994.

subject, but for the 25¢ per minute long distance rate. Several cards by Quest – Vincent Van Gogh and Get Out of Jail Free – are “sleepers” that are reasonably priced, are only 33¢ per minute, and will quickly appreciate when collectors become aware of them.

Chris Garibaldi of Americards in Bellevue, Washington, (206)641-6057, believes more focus needs to be placed on the young collector: “This is what is missing from the hobby right now. I want that to change.” He points to the lack of used cards on the market because the general American public is not yet using the cards.

Again, this comes back to educating both the collector and general American public, according to Garibaldi.

The Washington dealer suggests new collectors start out buying a few of each type of card: remote memory, chip, magnetic and optical. This way, they will get a first-hand feel of the different types of cards. He recommends that the cards be of low value, ranging from \$4 to \$15. NYNEX cards are an example of an inexpensive optical card, easily available to the collector. He also advises, “Keep a sharp eye out for promotional and incentive cards. This market has the fastest growth in phone cards. By sending in proof of purchases from hotdogs, chili, shoes, or audio tapes, you can get free phone cards.”

When questioned as to necessary equipment for the beginner, very-down-to-earth, economical suggestions were offered. Use any three-ring notebook and baseball card pages to start with. This makes sense because the pockets are larger and the cellophane-sealed phone cards have room to fit nicely inside. Bank note pages from stamp or coin shops can be used for cards sealed in envelopes. An even cheaper alternative is to find heavy-duty cardboard envelope boxes from a print shop.

When a collector moves into the area of investment, Garibaldi offers these tips: “Right now, as initial issues are coming from major companies, is the time to buy! Here are some cards that will hold their value: BellSouth, Bell Atlantic and Pac Bell.

“Market demand determines price. Because the market is still mostly overseas, and there is a lot of overseas confusion as to who is issuing cards in the U.S., and the credibility of issuers, at the present time,

“Baby Bells” and major issuers are better for long-term investment. The market is also focused on stored memory for the same reason – familiarity.”

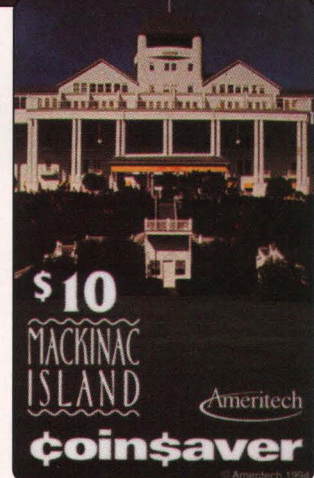
At this point many collectors make the decision to contact and work with a phone card dealer. Even though some companies will advertise and sell directly to the collector, many do not because the cards are intended for local use. When this occurs, mail order through a dealer becomes the only option. For example, the Ameritech Mackinac Island card set was available only on the Island – and through a dealer, such as PM Cards. Similarly, the Bell Atlantic set is not available through the company, but can be obtained through a dealer.

When dealers are able to obtain the cards through the issuer, they often buy their stock at a discount. This enables the collector to obtain newly released cards at face value, plus handling and shipping. Even if the dealer bought at face value, there is usually only a minimal markup and this is the time for the collector to buy. After the set has sold out and is only available on the secondary market, the prices rise dramatically.

There is a bottom-line distinction between pleasure collecting and investment collecting. For investment, there must be confidence in the company.

For pleasure, the theme is the most important because the collector will be happy even if the company goes broke.

So should a collector deal with the dealers? Definitely, yes. You will find fair prices and money cards that are that only available through a reputable dealer. With emphasis on the word “reputable,” dealers themselves offer a few words of warning: Be careful – some dealers are part time and some charge more money than they should. As the industry itself grows, we will see shake-ups, buy outs, mergers, or companies go out of business among the issuers. This is where the collector’s knowledge of the market, when combined with the guidance of a dealer with a good reputation can prevent mistakes and costly errors.



BellSouth, UAB trial cards, \$10, 80,000 (total issued), November 1994; **Ameritech, Mackinac Island**, \$10, 13,600 issued, July 1994.

MC

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Mixture of foreign and domestic phone cards
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Step-by-step introduction to moneycard collecting
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Essential hobby information each month

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(\$44.90 retail value!)

In addition to a one year subscription to Moneycard Collector, Offer Two features the ConQuest Limited Edition Five Card Sportscard Series Set. A specialist in enhanced telecommunication services, ConQuest distinguishes itself in the phone card industry as a facility-based long distance provider. ConQuest asks collectors to "cash in on our experience." What better way to establish a foundation for your moneycard collection?

OCQX1 - \$39.95 + \$2.90 shipping = \$42.85
(\$58.70 retail value!)



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OFFER THREE



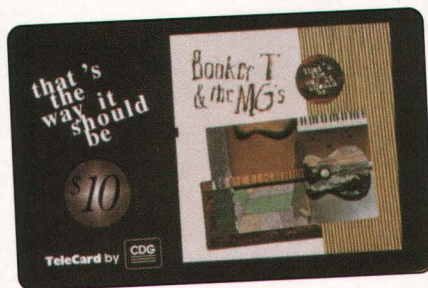
Along with a one year subscription to Moneycard Collector, Offer Three features the Moneycard Collecting Handbook. This 48 page collector's handbook provides a step-by-step introduction to moneycard collecting. After all, you must first be informed before you can truly take advantage of this collecting opportunity.

OCQH9 - \$15.95 + \$1.50 shipping = \$17.45
(\$18.90 retail value!)

ConQuest is proud to unite with Moneycard Collector in order to promote the prepaid calling card industry. This special 800 number allows you to take advantage of some fantastic opportunities. Designed to establish a firm foundation for your collection, each offer draws upon years of telecommunications and hobby publishing experience.

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NEW ISSUES



CDG HONORS BENNETT, BOOKER T

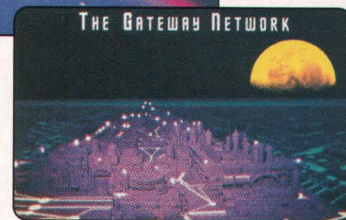
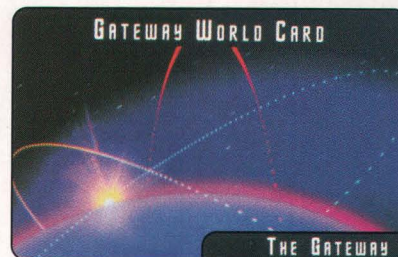
Audiophiles will be interested in two new cards from CDG, featuring famed recording artists Tony Bennett and Booker T & the

MGs. Both of the limited edition cards include musical excerpts following the 1-800 number.

Bennett's telecard commemorates the release of his newest album, "MTV Unplugged," and features a close-up portrait of the musical legend. The Booker T card represents Sony Music's inaugural U.S. telecard.

Each of the CDG cards carries a face value of \$10 with an issue of 5,000 pieces. Three thousand of the cards will be available to the general public, with the remaining 2,000 reserved for Sony Entertainment's top corporate customers.

The cards can be ordered by calling (203)353-8881.



GN LAUNCHES SPACE SERIES If

it's futuristic images that you're looking for,

Communications Gateway Network may have what you need. Their Space series, which features four-color process graphics, includes five different sci-fi looking scenes in denominations ranging from 5 to 100 units. Each of the cards carry a 35 cent-per-minute rate, with 10,000 of each card issued.

| | |
|---------------------|-----------|
| Arch..... | 5 units |
| UFO..... | 10 units |
| Futurescape..... | 20 units |
| Atomic Sunrise..... | 50 units |
| Harvest Moon..... | 100 units |

Call (214)401-0400 for information about the cards.

LDDS AND PENNZOIL TEAM UP

LDDS and

Pennzoil Products Co. are offering free PhonePass calling cards to customers in the Chicago area.

Customers receive coupons to send away for the prepaid calling cards when they purchase Pennzoil motor oil by the case or have an oil change performed using Pennzoil. Each card comes with \$6 worth of long distance calling time, with an option to purchase additional minutes with any major credit card.

The first design features the yellow #30 Pennzoil Pontiac NASCAR, while the other illustrates the Pennzoil Special Indy car. A total of 10,000 first edition collector cards were produced by Pennzoil and distributed by CLI International. The company plans to extend the promotion to the Los Angeles area, with additional cities to be included later.

For information about the cards call LDDS at (601)974-8411.

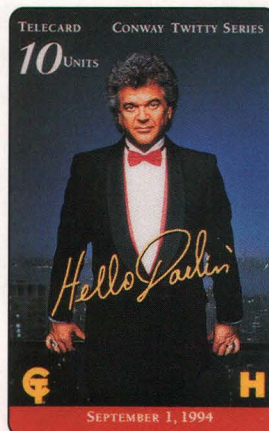


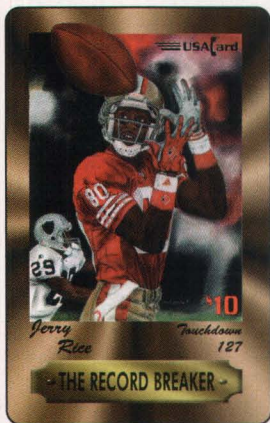
ACMI kicked off its country music series with two cards commemorating legendary performer Conway Twitty. Collectors who dial 1-800-5TWITTY are greeted by country music's well-known "Hello Darlin'" musical intro.

The initial card in the series is a classic photo of the country music great in a tuxedo, the image which was used as the cover shot on the Silver Anniversary Collection album released by MCA in 1989. Other photos on subsequent issues will range from album cover shots to never-before released candid shots. In all, there will be 11 cards issued — one per month — which will spell out "Hello Darlin'."

There will be 5,500 of the first cards issued, representing 100 cards for each of his #1 hits. A total of 5,000 of the telecards will be released with 10 units of time, with the remaining 500 carrying 20 units.

A general use card was also issued (2,500; 10 units), featuring a candid shot of Twitty at his home in Twitty City, Tenn. For more information or to order a card, call (800)478-5165.





USACARD COVERS RICE Jerry Rice, the football player who has been so elusive to defensive backs for the past few years, has finally been caught — by USACards.

The super receiver has been captured on canvas by celebrity artist Steve Hoskins, who was commissioned to bring to life a color portrait of Rice's record-setting 127th touchdown on September 5, 1994. A total of 127 lithographs of the work sold out in a matter of days.

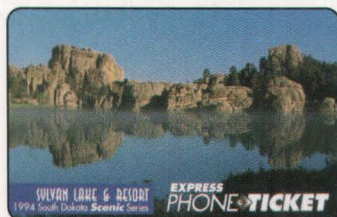
USACard was selected to commemorate the work, with a mintage of 5,000 of the \$10/20-minute phone cards. A special \$49 card with a mintage of 127 pieces (one for each of the touchdowns) will be strictly allocated.

For further information, contact USACard at (303)777-3034.

EXPRESS TELECARD ISSUES TWO SERIES

Sioux Falls, South Dakota-based Express Communications has recently released two series of prepaid phone cards. The Scenic Series features 10 cards from picturesque South Dakota, including images of Mount Rushmore, Badlands National Park, Sylvan Lake, and Custer State Park. The Sturgis Rally and Race Series is an eight-card set commemorating the annual motorcycle event. Both series are available in 10, 20, 40 and 100-minute denominations, and sell for \$5, \$10, \$20, \$50, respectively. A total of 39,160 cards were issued from the first series, with 32,000 minted from the second series.

Call (605)334-7432 for information about purchasing the cards.

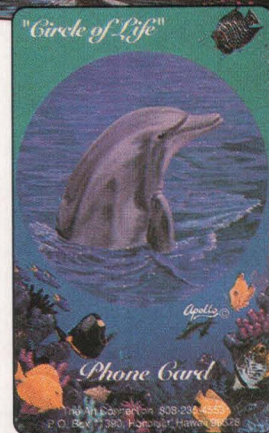
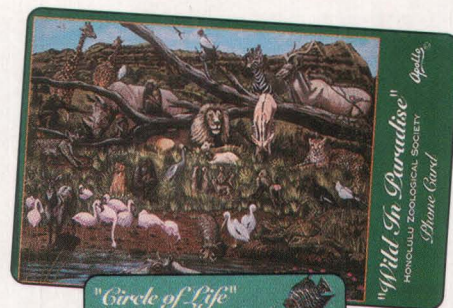


PHONE CARDS HAWAII ISSUES FIRST CARDS

Phone Cards Hawaii is the first Hawaii-based corporation specializing in prepaid calling cards to produce a remote memory phone card.

The first two creations from the telco were unveiled October 21 at the Food & New Product Show in Honolulu. "Welcome to My World" and "Wild in Paradise" display the works of environmental artist, Apollo. Each card contains 10 units of long distance time, and were issued in a limited quantity of 1,000 serial numbered units.

A portion of the proceeds from the "Wild in Paradise" card will be donated to the Honolulu Zoological Society. The phone cards are available at the zoo's gift shop, or by calling (808)847-7015.



ROCKWELL COVERS ON CARDS Americana art familiar to nearly every American is featured on two new series of telecards from Integrated Marketing Technologies (IMT). The two limited edition series will include artwork from America's beloved Norman Rockwell.

One three-card series includes reproductions of three different covers from *The Saturday Evening Post*. The 15-minute cards are being inserted into specially marked boxes of sports trading cards at Sam's Clubs. Each has remote charge-ability and a December 31, 1995 expiration date.

The second set was released in conjunction with the U.S. Postal Service's centennial celebration of Rockwell's birth in 1894. Each of the five cards include five minutes of long distance time, and will be individually packaged as first-day issue covers for \$6.96 at Wal-Mart stores.

Contact IMT at (404)351-6311 for more information on the limited edition Rockwell series.

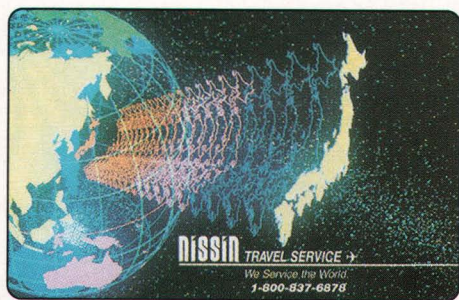
COVER SERIES

| | | |
|------------------------------|---------------------|---------|
| The Dugout | 16,666 issued | 15 min. |
| 100th Year of Baseball | 16,666 issued | 15 min. |
| Game Called for Rain | 16,666 issued | 15 min. |

U.S. POSTAL SERIES SERIES

| | | |
|----------------------------|--------------------|--------|
| Triple Self Portrait | 5,000 issued | 5 min. |
| Freedom of Worship | 5,000 issued | 5 min. |
| Freedom of Speech | 5,000 issued | 5 min. |
| Freedom from Fear | 5,000 issued | 5 min. |
| Freedom from Want | 5,000 issued | 5 min. |





NISSIN TRAVELS WITH CONQUEST

Telecommunications and Nissin Travel Service have launched a prepaid calling card for college students

traveling abroad. The private label calling card program features two 20-unit (domestic time) cards, which will sell for \$7 each.

The cards are being tested in Nissin's Columbus and Dayton (Ohio) offices, with college students who purchase airfare to travel abroad during winter and summer breaks from school. Available with either English or Japanese instructions, the cards can be used from over 40 countries abroad to call anywhere in the world.

For additional information about the Nissin cards, call Conquest at (614)764-2933.



MAGIC-AL CARD Fans in attendance at the Orlando Magic's basketball game on Nov. 18 received the first in a series of collectible phone cards from the club.

The cards, which were handed out free to the first 16,000 fans through the gate that night, feature the recognizable Orlando Magic logo. Three more cards will be issued in the promotion - one each month - with the images of Magic players Anthony Bowie and Nick Anderson, and Stuff, the team mascot.

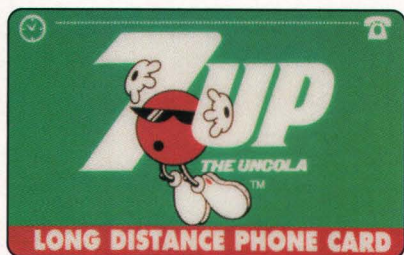
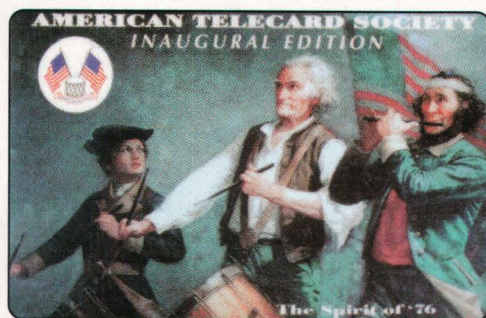
The collectible phone cards will be sold for \$10 each at Orlando FanAttic stores, or by calling (800)HOT-TEAM. Each card carries three minutes of long distance time through Sprint/United Telephone-Florida. The first 10,000 cards are planned as a numbered limited edition.

A portion of the proceeds from the cards will be donated to the Orlando Magic Youth Foundation.

AMERICAN TELECARD SOCIETY HAS 'SPIRIT' The American

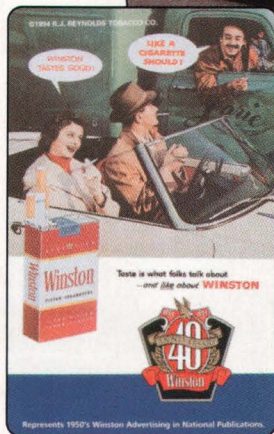
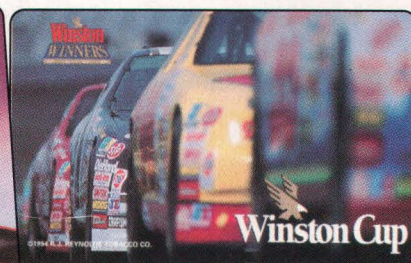
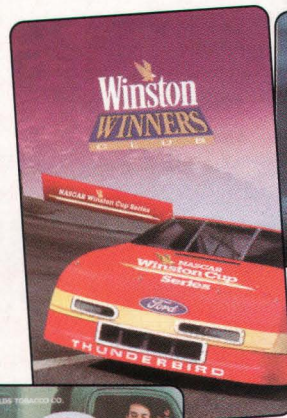
Telecard Society has released its inaugural telecard - "The Spirit of '76" - as a complimentary offering with each new membership.

Charter membership in the association is appropriately limited to 1,776, which will make the cards relatively rare. Call the ATS at (305)981-7769 to sign up for the association and inaugural card.



LDDS UNLEASHES 7UP'S 'SPOT' LDDS Metromedia has issued a phone card featuring 7UP and its famous advertising character "Spot." The PhonePass cards were offered to bottlers as a sales incentive tool, as part of the company's "Uncola Miracle Money Holiday" promotion.

Available in 20 and 60-minute denominations, the cards are programmed with a custom 7UP greeting. For additional information about the 7UP PhonePass call (601)360-8600.



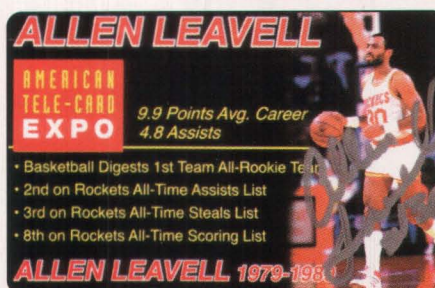
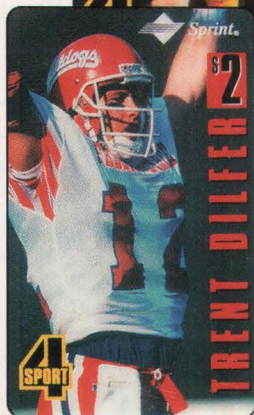
GTS OFFERS WINSTON SERIES To commemorate the 40th anniversary of Winston, GTS has created an exclusive three-card set for Winston Winners Club members.

The new set includes two Winston Cup series cards, as well as a 40th anniversary commemorative card. The limited-edition cards include 60 minutes of phone time each, and the set is being offered for \$59.

The Winston set can only be sold to adults 21 years or older. Call LogoFon at (800)280-1166 to order a set.

S CORE BOARD/CLASSIC
RELEASE 4 SPORT Sprint
and Score Board/Classic
have recently issued a 24-
card set of top draft picks in
football, basketball, baseball and
hockey. The 4 Sport series is the
latest trading card packs to
include Sprint Prepaid FON-
CARDS.

The new cards feature
Glenn Robinson, Jason
Kidd, Marshall Faulk,
Trent Dilfer, Jeff O'Neill,
Ben Grieve, Paul Wilson
and Ed Jovanovski cap-
tured on three different
denominations of phone
cards each. Over 100,000
of the \$1, \$2 and \$4
phone cards will be ran-
domly inserted in the 4
Sport card series, which
were released to major
retail and hobby stores
during November.



J BA, PHONE CARDS USA OFFER SHOW CARDS
JBA Worldwide Technologies and Phone Cards USA
have issued special show cards for the 1994
American Tele-Card Expo, which was held in
Houston during October.

Designed specially for the Houston show, the "Don't
Mess with Texas" card from JBA pictures the distinctive flag
of the Lone Star State. It is a \$3 card worth six minutes of
domestic long distance time. A total of 3,000 of the phone
cards were issued for the occasion. Call (817)379-0652 for
information about the card.

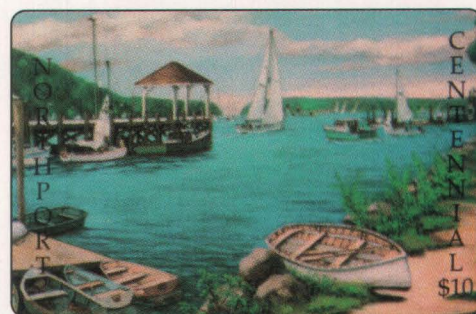
Former Houston Rocket great Allen Leavell is featured on
the front of the Phone Cards USA product. The card is good
for five minutes domestic phone time. Partial proceeds from
card sales go to Be An Angel Fund, Inc., for handicapped
children.



B ICENTENNIAL OF U.S.
COINS The Collectors'
Advantage has released five of
the eight cards in a planned
series commemorating the bicentennial
of U.S. coinage. The first two releases
are still available in limited quantities,
and the final card will be released dur-
ing early 1995.

The five new cards include:
1794 Flowing Hair
Half Dime.....20 units2,000 issued
1794 Flowing Hair
Silver Dollar.....20 units2,000 issued
1796 Draped
Bust Quarter.....20 units2,000 issued
1796 Draped
Bust Dime20 units2,000 issued
1795 \$10 Eagle
Gold Piece.....20 units2,000 issued

Contact Collectors' Advantage at
(201)796-5552 to order the cards.



B &J COMMEMORATES
NORTHPORT CENTENNIAL
A new card from B&J Telecard
features a beautiful centennial
painting of Northport, Long Island. A
total of 5,000 of the 15-minute cards
were produced by the New Jersey issuer,
with the price at \$10 each.

Call B&J at (908)905-5599 to pur-
chase one of these 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

TDI, the nation's leading out-of-home advertising company will sell advertising space on NYNEX Change Cards to be used on their new coinless yellow public pay telephones.

Public Communications magazine reports that Guatemala is retrofitting 2,000 payphone units to accept magnetic cards.

According to Telecom and Security Network Review, payphone fraud costs the industry about \$90 million per year. The most common method is the use of slugs or plugs in coin boxes. Sophisticated thieves have been using various technical boxes to emit tones, allowing the phone to think a coin has been placed in the slot..

NTT America reports that by the end of 1995, all of its payphones in Japan will be replaced by coinless debit card payphones.

SEALED OR OPEN? There is a lot of discussion about whether or not to open cards that come in sealed envelopes. Obviously, if you want to use the card for telephone time, then you must open the package. Historically, if you are saving them for investment purposes or eventual resale, then keep the envelope sealed. Original packages of toys and other collectibles have always generated a higher price on the resale market if they were in the original state as sold.

Another important question facing collectors is whether the future will bring demand for the works of smaller telephone firms or for the majors such as NYNEX or Ameritech. One factor seems to be obvious so far in our hobby; there is a definite leaning towards thematic or topical collecting. We see sports figures on want lists, Coca-Cola is wanted throughout the world, Hallmark cards have been generating a great deal of publicity, and Marilyn Monroe is gorgeous in all of her poses. McDonalds has created a name for itself in the card field with its giveaway promotions and now collectors want to continue their series. When it comes to thematics, the collector doesn't seem to care which company made the card, the interest is strictly on the illustration. This is definitely something to keep in mind when buying cards for investment purposes.

BABY GETS A NAME They are known as Baby Bells, and now one more company has given up the "Bell" birthright. Southwestern Bell Corp. has changed its name to SBC Communications Inc., leaving only Bell Atlantic and BellSouth with the original names given to the seven babies. The other companies are known as Ameritech, NYNEX, Pacific Telesis and U S West.

WHAT'S IN A NAME? Our hobby has occasionally used the name Telegery for telephone card collecting, but this name has not been widely accepted throughout the world. If you think we have trouble making up a name, pity the collectors of Pogs, the small cardboard caps that are used as part of a school-yard game. The game originated in Hawaii, using the cardboard inserts in milk and juice bottle caps. The most popular cap was from passion fruit, orange and guava drink, thus we have POG.

In 1993, the World POG Federation bought the POG trademark from the Hawaiian juice maker and claimed rights to the name. They have distributed 47 million pieces since April 1994. The Universal Pogs Association claims that the game was known as Pogs before the federation bought the name. The matter is currently in the courts.

So, whether you call it telegery, phone cards, telecards or moneycards, everyone knows what you mean. The issue hasn't reached the stage where card groups are suing one another over which name to use and who has the right to what.

TIME'S UP With NYNEX switching from optical to magnetic technology, many collectors are starting to question collecting cards that expire or for which phones no longer exist. If you think about it, the phone time on many of the most valuable cards has already expired. I would be glad to own the early Michigan Bell sets or many of the expired AT&T cards. Some of the Marilyn Monroe cards from Globalcom, even though they have gone out of business, are gorgeous.

The head of the CompuServe card network, Jim Moran, put it very well when he repeated the line from a coin collector about an encased Roman coin: "Do you think I'm really unhappy with this coin because the Roman Empire will no longer redeem it?"

7-ELEVEN ROLLS DICE WITH PHONE CARDS Just in time for Christmas, 7-Eleven presented a big "gift" to the prepaid phone card industry. With a massive nationwide launch in mid-November, the giant convenience store chain became the largest national retailer to launch a proprietary branded, prepaid phone card. The sales promotion and accessibility should go a long way toward educating the general public about the benefits of telecards.

The 7-Eleven card will now be readily available 24 hours a day, seven days a week at more than 5,300 stores throughout the country. No end date for the issue was stipulated by the company. Suggested retail prices for the cards will be \$5.99 for 15 minutes, \$10.99 for 30 minutes, and \$19.99 for 60 minutes of domestic long distance telephone time. The cards can be purchased with cash, check or credit card at most stores.

The card has an enormous number of potential users. The company is targeting approximately 36 percent of the long distance market — collect, telephone credit card, pay phone, operator assisted and hotel-billed calls. Company officials believe the cards are perfect for consumers tracking a monthly budget, business travelers, senior citizens, children away from home, and military personnel. According to industry analysts, there are currently 25 million Americans who do not have telephones, and another 37 million who do not have telephone credit cards.

Three different carriers will provide long distance service for the 7-Eleven cards: MCI in the Northeast; Bottom Line Telecommunications in the Northwest and Southwest regions; and VarTec Telecom in the Midwest, Mountain, Texas and Florida areas. The 7-Eleven Phone Card offers voice prompts in either English or Spanish, along with 24-hour bilingual service.

According to Mike Roemer,

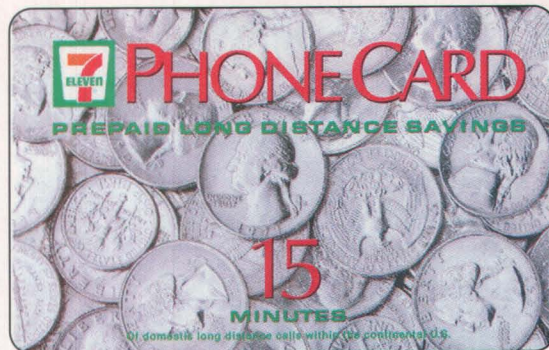
senior vice president of marketing for 7-Eleven, "With the projected explosive demand for prepaid telephone cards in the United States, 7-Eleven should be in an ideal position to capitalize on that growth as the first mass retailer to issue its own card. With its vast nationwide network, 7-Eleven is poised to dominate the burgeoning market."

The Southland Corporation's operations include more than 5,300 7-Eleven and other convenience stores in the U.S. In addition, licensees and affiliates operate another 8,600 stores in the U.S., its territories, and 20 other countries.

Just before Christmas, 7-Eleven was installing extensive, point-of-sale promotional kits in each of its 5,300 stores, with radio spots supporting the campaign in most of the major markets.

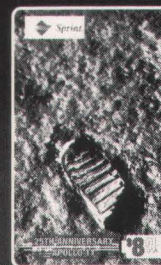
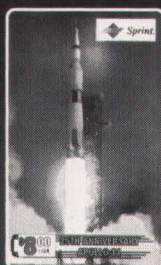
Though the company has no current plans to create any special edition collector cards, officials there admit they have already been contacted about their product by European publications.

MC



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MUST HAVE
ONLY 1969 ISSUED WORLD-WIDE

25th ANNIVERSARY OF NASA's LUNAR LANDING



A Superb (4-Piece) Pre-Paid Telephone Card Collector's Set

FROM AND

PLUS:
4 Apollo II embroidered patches (25th Anniversary version of originals) as worn by the astronauts.



BACK OF SILVER CARD

Set includes the world's first (one gram-.9999) Silver Telephone Card. Card is packaged in its own plush velvet presentation case.



FRONT OF SILVER CARD



4 Cards and 4 Patches at a Special Introductory Wholesale price \$169.⁶⁹

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All listed Cards are in Unused Mint Condition. Prices and supply subject to market conditions. Shipping charges and sales tax will be added to your order when applicable.

MCI MAKING DEALS During late September, MCI was offering up to two-thirds off the cost of its prepaid calling cards, if the customer signed up for MCI's Prepaid Calling Card Services.

Those ordering 100 cards totaling at least \$405 in face value, received a 55 percent discount.

- '411' newsletter

GTS ADDS EISNER TO STAFF New York-based Global Telecommunications Solutions (GTS) has named Cory Eisner as vice president of interactive services.

Eisner has 17 years of interactive and creative experience, and will be responsible for the development and marketing of interactive features for GTS clients, which includes the utilization of enhanced 800, 900 and fax technologies.

- Randy Moser

NEW U.S. CARD CATALOG

Joachim Hofmeister, a card dealer and auctioneer from Berlin, Germany, has issued his first phone card catalog covering North America and Hawaii. Although many of the listed prices appear to be high compared with current U.S. values, the author makes the point that in Germany there are some U.S. cards that can be bought less expensively than in America.

All the introductory text is written in German with full English translation. Price for the catalog is \$30US. Orders should be sent to TKK USA - Joachim Hofmeister, Jaegerallee 16, 14089 Berlin, Germany Phone: (49, 30 365 81 90).

As a promotional item, Hofmeister hands out a highly amusing postcard, featuring his mascot, Kevin Clever. The four scenes on the card show Kevin dreaming of the good life, making his start collecting used phone cards, graduating to dealing in cards, and finally with the profits enjoying the good life. Clever idea? Yes, and fun too! Ask for one when you order a catalog.

- Murray Church

CONQUEST NAMED TO TOP LIST Inc. magazine has included ConQuest Telecommunications Services Corp. on its annual list of America's 500 fastest growing private companies.

As a group, companies on the Inc. 500 boosted their collective revenues from \$541 million in 1989 to more than \$7 billion in 1993. The companies also created close to 47,000 new jobs over the same period, with the average company posting a 1,868 percent annual growth rate.

- Randy Moser



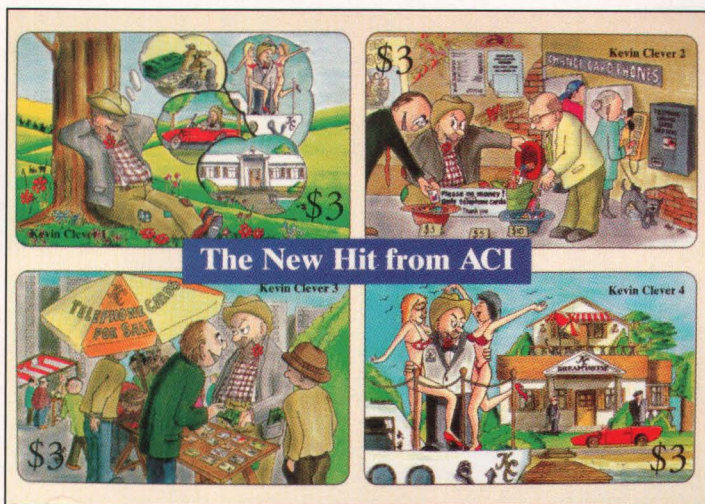
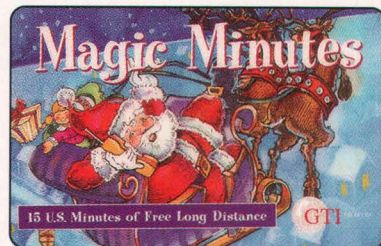
MALLS OFFER TELECARDS AS CHRISTMAS SHOPPING INCENTIVES

Several shopping malls around the country have been offering prepaid phone cards as a reward for shopping with its merchants.

Governor's Square in Tallahassee, Fla., launched what is believed to be the nation's first prepaid card that combines telephone time with special retailer offers. For details turn to page 16 and the article on Keep the Change.

To help boost Christmas sales many malls are offering 15-minute GTI "Magic Moments" phone cards. For every \$100 worth of register receipts Lafayette Square in Indianapolis, Ind., and the Upper Valley Mall in Springfield, Ohio gave customers one of these cards.

- Randy Moser



International Pre-paid Calling

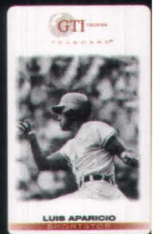
The GTI Telecard

The Innovator in Custom Card
Production and Packaging



Strategic Planning • Expedient Implementation • Corporate

A Leader in Collectible Imagery



Sports • Entertainment • Art • Pop

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BCC means value
BCC means security

BCC is the card manufacturer "behind the scenes" for the leading telephone companies in the US with the highest quality, photodigital printing process using the best recyclable materials.

BCC is the home of industry "firsts":

- first photodigitally produced cards
- first polyester cards
- first scratch off
- first Jumbo sized cards (TeleCard Man)
- first silver cards
- first environmentally conscious phone card. We urge collectors to avoid PVC cards and to look into our recycling program (an alliance between Kodak and Brilliant Color Cards)
- first cards printed full color on both sides
- and now - we introduce a lower priced, but still high quality collectible for the mass market; color cards printed on styrene.

With so many phone companies and so many designs, how can the hobbyist decide what to collect? An increasing number of careful collectors collect only BCC cards.

How does a collector know the card is printed by Brilliant Color Cards?

- the quality will tell you
- the **BCC** on the back will confirm it!



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2. After prompt, enter ID#
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