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JANUARY 1995

\$4.95

MONEY CARD

C O L L E C T O R

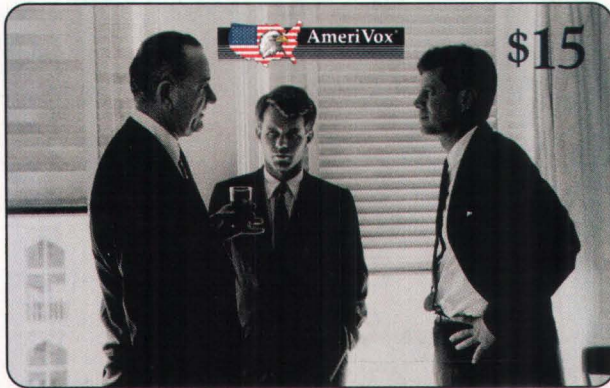
EXCLUSIVE

VOLUME TWO

NUMBER ONE

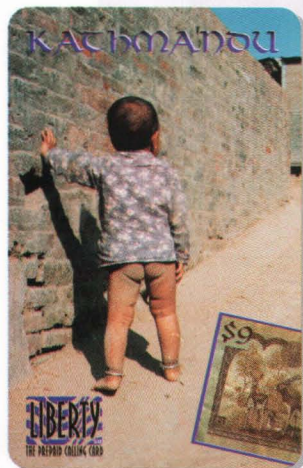
John F. Kennedy

His Life and Times
on a New Card Set

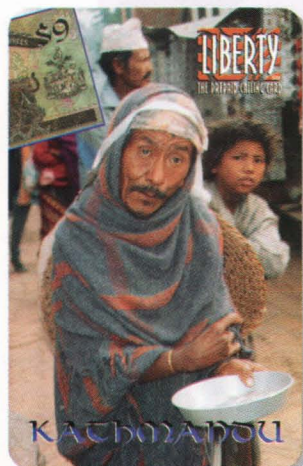


TOUR THE WORLD WITH LIBERTY'S "PEOPLE & PLACES" SERIES

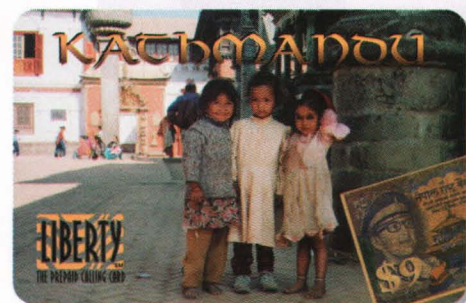
First Destination: KATHMANDU



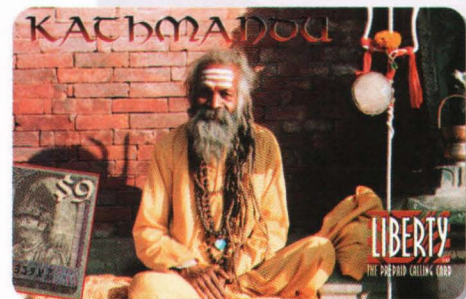
Boy in Bhaktapur



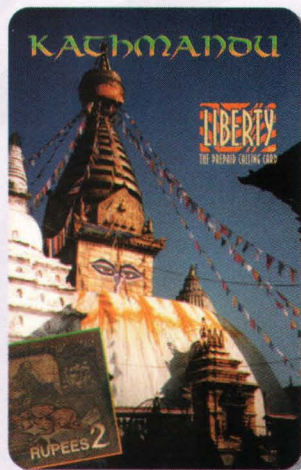
Beggar from Pashupatinath



Newari Girls



Sadhu in Dakshinkali



Swayambunath Temple
Exclusive \$2 Bonus PhoneCard

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

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

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

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

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

1-800-964-0702

QUEST
TELECOM

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

LIBERTY
THE PREPAID CALLING CARD

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The single most important factor holding back the spectacular growth of this industry is the lack of education of the general public about phone cards. The reality is that nine out of every 10 people on the street still do not yet know what prepaid phone cards are, how they work, or where they can be purchased/used. So how are we supposed to educate some 250 million Americans almost overnight, and, at the same time, break them of the expensive habit of 1+ long distance dialing?

Initially, the issuers and dealers were pretty much out there alone explaining the operation and merits of the cards. Most of it was conducted on a one-to-one basis — not a

very productive method of accomplishing the mammoth task at hand. According to respected dealer Steve Eyer, "When Moneycard Collector magazine was introduced, it quadrupled the growth rate by

explaining phone cards to 100,000 people every month. And the dealers were relieved."

But even large circulation magazines can be a hit-and-miss proposition, as they generally circulate only among "targeted" readers. By nearly everyone's admission, we need a massive education campaign... and we need it soon. According to the panel of blue-chip dealers who supply us the information for our monthly "America's Most Wanted" list, 1995 should be the year of the campaign. Quoting one of the largest private issuers in the U.S., "the big carriers are just sitting back waiting for us to open up the market for them. Then you'll see them move in with their huge ad campaigns." Though it may seem a negative

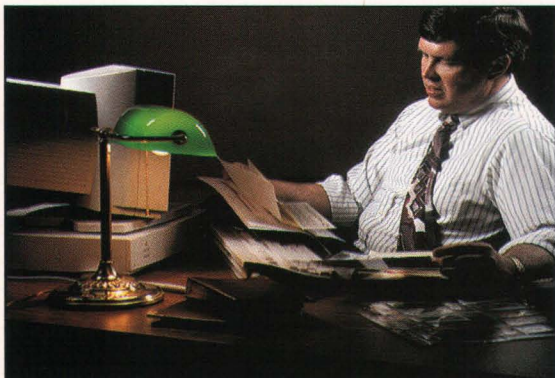
for those having to clear the pathway, it is, perhaps, the event we've all been waiting for.

The marketing mechanisms are already in place. With the majority of the nation's population now represented by the "Big 4" (AT&T, Sprint, MCI and LDDS) and Regional Bell Operating Companies, or RBOCs (NYNEX, Bell Atlantic, Bell South, Ameritech, Southwestern Bell, Pacific Telesis, and U.S. West), it would be relatively easy and effective to slip information to the public via the carriers' monthly billing statements. Sample cards could even be issued by those companies to further the educational process and help ease transition. When and if that process transpires, the mass public will become educated about the cards, will begin to use them, and the collector market will flourish.

In the meantime, another piece to the mass education puzzle falls in place next month with the introduction of the first monthly price guide for the most frequently traded North American cards issued. Both dealers and potential collectors have requested such a list to help educate them on the value of these popular cards.

The Moneycard Collector Price Guide will appear as a value-added service to collectors on a regular monthly basis. Prices will be based on information supplied by a group of the most respected and knowledgeable phone card dealers in the U.S., and will be adjusted just as frequently as we receive the new information. By keeping each issue of the Price Guide, readers will be able to compare and analyze trends of individual cards and issuers. Plans are in the works for additional educational tools in 1995, and we will continue to develop products to serve and assist moneycard collectors.

Randy Moser, Associate Editor





Perhaps no American symbolized the idealism of the '60s more than John F. Kennedy. A new series of cards from AmeriVox captures the life and times of the first family and the nation.

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Mailing Address: P O Box 783, Sidney OH 45365. Phone 513-498-0879. Hours Mon.-Fri. 8AM-5PM., EST. Moneycard Collector is published monthly by Amos Press Inc., 911 Vandemark Rd., Sidney, Ohio 45365. (GST R126225960) Also Publishers of Cars & Parts, The Sidney Daily News, Linn's Stamp News, Coin World, Scott Postage Stamp Catalog, and Scott Stamp Monthly. Entire contents copyright 1994 by Amos Press, Inc., Sidney, Ohio 45365. Postmaster: Address changes to Moneycard Collector, PO Box 783, Sidney, Ohio 45365.

PRINTED IN THE USA.

MONEYCARD COLLECTOR

LETTERS

I received my first sample issue of *Moneycard Collector* and was very impressed. The colorful layouts, glossy pages and fine writing are well above what one would expect for a fledgling hobby.

I look forward to starting and expanding my collection, along with your magazine.

Richard Halpern, Great Neck, NY

I have been meaning to write you for several weeks now but have been buried under a sea of paperwork and now a barrage of orders from the first issue of *Moneycard Collector*. I wanted to call and congratulate you even before the release on doing such a first-class job.

I was very impressed with your entire staff and the followup on every detail along the way leading up to the launch of the magazine. As for the results of the since released magazine...TREMENDOUS! We have had more orders and inquiries from your one publication than all the others combined! We have also had people coming up to our stores and asking for your magazine by name. We are excited about what you all are doing for the industry and look forward to carrying your magazine in all of our stores!

Scott duPont, Keep the Change!, Orlando, Fla.

Just received the first two issues of my subscription. Awesome!! Helpful articles, good layouts, GREAT magazine!

Have you thought about including credit card collecting in *Moneycard Collector* magazine? I would be interested.

Annie-Claude Petitjean, San Francisco, Calif.

Thanks for your kind words and inquiries about credit cards. Though credit cards and debit cards were at one time grouped together at our very first convention in Richmond, Va., the two collectibles went their separate ways this year. You can learn more about that area by contacting Bill Wieland at the American Credit Piece Collectors Association, (517)631-3901.

Congratulations on your excellent first issue. I enjoyed every article, especially Klaus Degler's splendid review of the varieties of cards we manufactured for Luis Vigdor, AmeriVox and the ANA in 1993. I appreciate the nice things he said about Brilliant Color Cards.

I do, however, want to call attention to two points. First, these were not the first cards we manufactured with our patent pending scratch-off technique. That honor goes to Quest Telecommunications, Inc., whose Liberty cards were the first digital photo-printed cards produced with scratch-off.

Second, although Klaus *does* indicate that there were no duplicate ANA cards produced, I think some clarification of terms is needed. Each card had a separate and unique PIN number and a separate and unique control number. In addition, there were two printing runs — cards from the first run bore serial numbers 1-500; cards from the second bore serial numbers B1 through B500. Thus, one can find, for example, cards with #56 and #B56, but not two cards with card number 56.

I hope that this clarification is helpful. Thanks again for your kind remarks and a great first issue.

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

I feel the new magazine is great. I knew nothing about phone cards before it came today. I could not put it down. I faxed five friends names to you.

I sent in a subscription card. I want this magazine.

Cam Wolff, Brighton, Mich.

1994 IN REVIEW

IT WAS A VERY GOOD YEAR! We asked dealers who regularly supply sales information for our "America's Most Wanted" column to provide us a list of the best of 1994 and a forecast for '95. As you will see, the responses varied greatly from dealer to dealer. Here's to a successful and prosperous 1995 to all!

PM CARDS/POWELL ASSOCIATES

One Rockefeller Plaza, Suite 1506
New York, NY 10020
(212)332-8105
David Phillips

1994'S MOST WANTED*

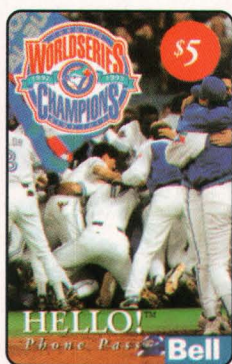


1. Ameritech; early Michigan Bell cards, CoinSaver series
2. AT&T; America's Cup set, TeleTicket series
3. NYNEX; \$1 Democratic Convention, NY skyline (first)
4. Sprint; 10-unit generic cards, 4-card soccer set
5. GTE Hawaiian Tel; '91 Waikiki Beach, '90 Hawaiian Open
6. AmeriVox; Pirillo Indian series, Elvis cards
7. Bell Canada; Hello! Canada series, Blue Jay World Series
8. New Zealand Tel; Elvis, Antarctic cards
9. German Telecom; all cards

*ranked primarily by issuers, rather than individual cards. Those cards listed are most significant issued.

TOP EVENTS OF '94

1. San Francisco Phonecard Phair.
2. Publication of the first North American phone card catalog by Chris Garibaldi and Steve Hiscocks.
3. Unveiling of *Moneycard Collector* magazine. *Moneycard Collector* will be the major magazine in the industry. The publication is a welcome addition to the industry, and is issued by an outfit with a good reputation and staying power.



1995 FORECAST

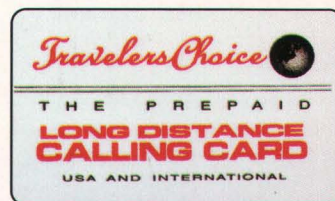
1. 1995 will be the key year for phone cards. The hobby will rapidly accelerate in '95, with more collectors and dealers creating a greater awareness in the general public.
2. Collectors will continue to surface from all different areas of collectibles – sports cards, comics, coins and stamps.
3. Supply may grow too rapidly for American market. Too many issuers are concentrating on producing "collectible" cards.

KEEP THE CHANGE!

2819 Northwood Blvd.
3rd Floor
Orlando, FL 32803
(407)647-2666
Scott duPont

1994'S MOST WANTED

1. Peoples Telephone \$5 NASA cards (11). \$55
2. North American Telephone \$10 Traveler's Choice. \$10
3. NAT \$5 Traveler's Choice. \$5
4. TeleTrading Cards Wizard of Oz series. \$54
5. GTS 3-min. Global Calling Card.
6. Sprint \$10 Soccer cards. \$14
7. Quest/Liberty \$10 Waves. \$10
8. Quest/Liberty \$20 Atlanta card. \$20
9. NAT Florida cards. \$20
10. Sprint 10-unit World Cup cards (4). \$175



TOP EVENTS OF 1994

1. '94 Phone Card Phair, San Francisco
2. Launch of *Moneycard Collector* magazine, Detroit
3. Keep the Change Telebago Tour
4. TeleCard World '94 show, New York
5. Launch of *TeleCard World* and *Phone Card Collector* magazines
6. '94 Card Ex show, Amsterdam
7. Upper Deck/GTS issue, July 1994
8. NBC/Sprint promotion, September 1994
9. Phone Card Pavillion, Anaheim Sports Card Show
10. Classic/Sprint issue, September 1994

1995 FORECAST

1. **GTS Mickey Mantle set**
Collectors and dealers alike will be buying back this monumental set at more than \$200.

2. **Disney test cards**
Price could approach \$1,000 for one of the 1,000 sets issued to Disney cast members. The few people who have them will not want to let them go.

3. **AT&T Teletickets**
Most collectors who visited an AT&T Center Store took these cards for granted. The entire set will be blue chip investment of the '90s.

4. **Sprint Soccer cards**
With or without the World Cup logo, these cards should be good investments like the early AT&Ts. The MasterCard lawsuit over the rights to use the logo make them particularly interesting.

5. **Shaquille O'Neal cards**
Apparently to be issued through Sprint/Classic, these cards should go very quickly, just like everything else with Shaq's name attached to it.

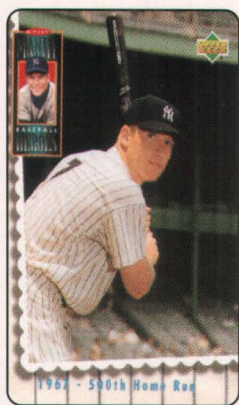
6. **New York Telephone**
Pre-NYNEX cards should be of interest, as the Landis & Gyr cards were the first (along with Michigan Bell) to be heavily publicized.

7. **Endangered Species series**
Extremely contagious, these cute animals keep popping up every month. Newcomers to the hobby will pay dearly to catch up with this entire set, starting with the Panda.

8. **Brilliant Phonecard Family**
Can not predict what will happen with the new series yet, but some of the first Jumbo cards (i.e., Telecard man, Debit Card Woman) will become real treasures to true collectors.

9. **Elvis, Marilyn cards**
As the hobby grows and collectors narrow their interests to selected categories or interests, these cards should be among the most popular.

10. **\$1 Democratic Convention card**
Other than the scare at TeleCard World when the prices briefly plunged below \$500, there will be no need for concern about these cards. As it matures, the market will bring stable prices to these benchmark cards, as well as to early corporate and promotional cards.



INT'L PHONE CARD EXCHANGE

41 Watchung Plaza, Suite 383
Montclair, NJ 07042
(201)857-2121
Roger Streit

1994'S MOST WANTED

1. **NYNEX; \$1 Democratic Convention card.** \$800
2. **NYNEX; \$5.25 Democratic Convention card.** \$225
3. **AmeriVox; first collector card.** \$65
4. **GTS; '69 Mets set.** \$225
5. **Ameritech; Snowflake set.** \$65
6. **NYNEX; Luge card.** \$25
7. **GTS; Marvel X-men 6-card series.** \$75
8. **Michigan Bell; 5-card set.** \$400
9. **Telepax; set of four countries' cards.** \$100
10. **GTS; original Marvel 3-card set.** \$50



TOP EVENTS OF 1994

1. **Phonecard Phair, San Francisco/Telecard World show, New York.** The San Francisco show was the real ground breaker, while the Big Apple show was most successful, with more sponsors and much more awareness by the public.
2. **Phone card magazines by two major U.S. publishers - Moneycard Collector (Amos Press) and Phone Card Collector (Krause Publications).** The commitment made by two of the world's largest collectibles publishers provided credibility to the hobby.

1995 FORECAST

1. **The proliferation of prepaid phone cards will continue from all sources - both good and bad.** Collectors will need to discriminate in their efforts to build a solid collection.
2. **Usage of phone cards will increase dramatically.**
3. **Audiences will continue to grow and will actively participate in the hobby.**

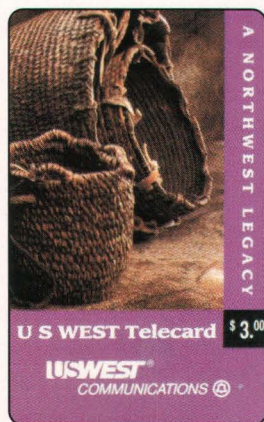
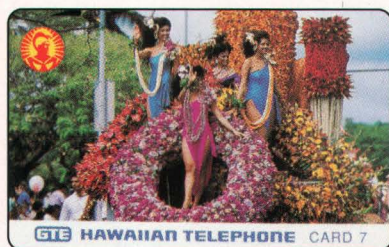


AMERICARDS

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(206)641-6831
Chris Garibaldi

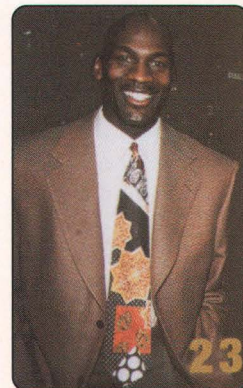
1994'S MOST WANTED

1. U.S. West Northwest Legacy 5-card set. \$120
2. Sprint \$3 Monsters of the Gridiron card. \$36
3. GTS Marvel Comics set (first series). \$49
4. ACMI Endangered Species \$3 Panda. \$68
5. Ameritech Snowflake 5-card internal trial set. \$75
6. GTE Hawaiian Tel 3-unit Spinnaker card. \$45
7. GTE Hawaiian Tel 5-card Aloha State Games set. \$80
8. PhoneLine USA \$5 Save the Whales. \$2.75 (used)
9. GTE Hawaiian Tel 3-unit King Kamehameha card, \$17
10. Pacific Digital Comm 3-card TeleToken set. \$65



1995 FORECAST

1. Dramatic increase in issuance of promotional/incentive cards for retail market
2. Variety of designs will continue to expand and include every aspect of American culture – from Barney the dinosaur and Charlie Brown to Michael Jordan and David Letterman.
3. American collectors increase in numbers to 20,000 - 50,000. Trading card market continues to expand and include its particular themes on telecards (sports, comics, etc.)
4. Several issuers will exit the market, with the majors – the Baby Bells, Big Three (AT&T, MCI and Sprint) and a handful of larger long distance companies becoming more established, and the smaller players getting the “squeeze.”
5. Introduction of government regulations to curb the under-financed companies.
6. Market grows dramatically, with the associated growing pains in the licensing and failed company areas.



TOP EVENTS OF 1994

1. Release of the first four-color, illustrated U.S. telecard catalog, “Telephone Cards of the World, Part II - North America, Caribbean and Atlantic.”
2. Phonecard Phair, San Francisco. The first major gathering of industry players, including dealers and collectors. It was light years past the show in Richmond, though less than six months later.
3. The entrance into the market of five of the seven “Baby Bells” – Ameritech, U.S. West, Pacific Bell, Bell Atlantic and Bell South. The largest provider of local service, GTE, also entered the field. With approximately 90 percent of the local service providers now offering telecards, this will hopefully create the user’s market we are all anticipating.

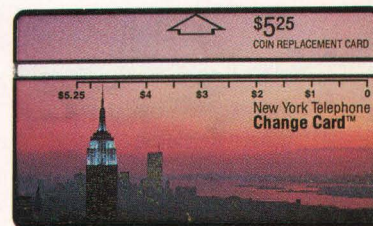


STEVE EYER, INC.

P.O. Box 324
Mt. Zion, IL 62549
(217)864-4321
Steve Eyer

1994'S MOST WANTED

1. NYNEX Empire State Bldg. #2. \$9.50
2. NYNEX Empire State #1. \$34.50
3. AmeriVox 5 min. Eagle/Flag. \$7.50
4. AmeriVox 5-min. Eagle/Map. \$7.50
5. Ameritech Snowflake set (5 cards). \$62.50
6. Ameritech CoinSaver set (4 cards). \$34.50
7. Ameritech \$5 Holiday card. \$22.50
8. AmeriVox \$5 Seasons Greetings Holiday card. \$14.50
9. WorldLink Statue of Liberty (Korean). \$3.25
10. PhoneLine USA \$3 Diamond Head card. \$45



ADDED INCENTIVE!

THREE GREAT REASONS TO SUBSCRIBE TO MONEYCARD COLLECTOR TODAY.

OFFER ONE



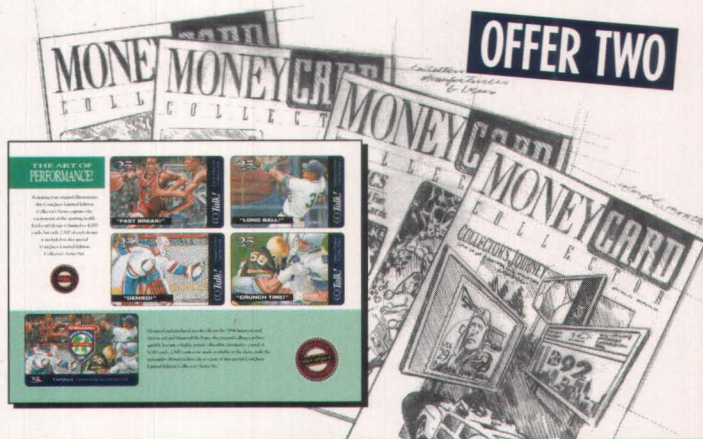
By selecting Offer One, you will receive the Moneycard Kit in addition to your one year subscription to Moneycard Collector. This Kit includes everything you need to begin your moneycard collection.

- Eight Genuine Moneycards
Mixture of foreign and domestic phone cards
- Moneycard Album
Deluxe leatherette album houses up to 120 moneycards
- 10 Polyethylene Sleeves
Crystal clear polyethylene to protect individual moneycards
- 48 Page Collector's Handbook
Step-by-step introduction to moneycard collecting
- One Year Subscription to Moneycard Collector
Essential hobby information each month

OCQN7 - \$37.95 + \$4.50 shipping = \$42.45
(\$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 collector's 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!)



OFFER TWO

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!)

OFFER THREE



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.

TO SUBSCRIBE, CALL TODAY!
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John Fitzgerald Kennedy

JFK Commemorated with New Card Set from AmeriVox

By Murray Church

In our culture and history there are images we all recognize. They speak to our hearts and minds with great eloquence, shaping the memories of each of us individually and as a nation. Phone card collectors are fortunate that there are card issuers who identify such powerful themes and images and then turn those ideas into reality with a product to acquire and enjoy.

Having first demonstrated its willingness and abilities in this area with its Elvis Presley series, AmeriVox has teamed again with Brilliant Color Cards to produce its second major set — a collection of 16 cards and two single cards which celebrate the life and times of America's 35th president, John F. Kennedy.

The new Kennedy set is an impressive, four-panel, gatefold album. When closed, it measures 16 inches tall, 12.25 inches wide and 2.25 inches thick. Although we have only seen photos of the album, all indications are that it is being made with first rate materials and with great attention to detail.

Sixteen of the cards will be mounted in four card mini albums, with each mini album laid into one of



JFK on the campaign trail in Wisconsin; Fall 1960



Jack and Jackie leave their N Street home for White House; Jan. 1961



At Hyannis Port summer home following 1960 Demo Convention



At a Nebraska barbecue in late '59, this photo later became a campaign poster

four recessed apertures or wells. Inside each mini-album, cards will be inserted into an open-ended plastic sleeve that is glued to the album page.

The album is a big step forward in AmeriVox's packaging. It enables the collector to take the cards out of the album and return them later without affecting their mint condition status. Because the cards can be taken out of the plastic sleeves, each has its PIN number concealed by scratch off.

The photos used for cards are the work of President Kennedy's official photographer from 1958 to 1963, Jacques Lowe. During his years with the President and his family, Lowe shot some 40,000 photos, the best of which are in his book and video, both entitled, "JFK Remembered". The book is currently available through book stores.

Part of the extensive liner notes in the phone card album liner are a biographical note about Lowe and some personal reflections on this part of his career life. In the introduction he writes, "Our relationship evolved into a kind of partnership. An unspoken trust developed between us. I felt the excitement, the indefinable quality that transforms a mere human being into a



President Kennedy at his desk in the Oval Office in 1961.



His first day as leader of the free world; January 1961



Three political giants – LBJ, RFK and JFK at 1960 Demo Convention.



Kennedy's Democratic Party acceptance speech in Los Angeles; 1960.

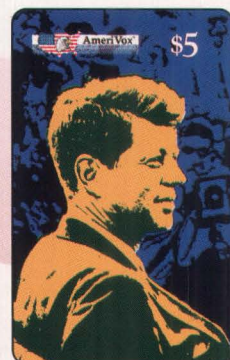
charismatic, almost mesmerizing figure. Men and women, young and old, from all socio-economic backgrounds were absorbed, almost bewitched by this gifted, confident, intelligent patrician New Englander..."

Twelve of the 16 cards in the mini-albums are rendered in their original black and white with a colored AmeriVox logo. One of the sets, Set 3, is strikingly different. It uses black and white photos that have been colorized in bright hues of yellow, blue, orange and green. I liked the images they selected to employ this technique; the treatment has added power and drama to the photographs.

Another surprise was to see AmeriVox dedicate the fourth mini album to photos of Jackie Kennedy. Particularly given her recent passing, the Jackie mini-album is bound to increase the appeal of the larger collection as a whole.

Complementing each of the four mini sets is the use of simple secondary graphic

images and Kennedy quotations. David M. Eastis of AmeriVox is proud of these small touches and an example points to the logo of Kennedy's alma mater, Harvard University. In an interview given to Moneycard Collector at the American Telecard Expo, Eastis commented: "It was great to be able to use this. They were so nice about it. We just explained the project and they said 'sure' – we were thrilled about that." Another image of this type is a wooden carving that appears on a box belonging to "Honey Fitz", the nickname JFK used for his grandmother.



Colorized poster of JFK the Icon; 1959.



Senator Kennedy in deep thought; 1959.



JFK learns of Lumumba's death; '62.



Serious John Kennedy prepares for press; 1959.



A Time for Greatness; Presidential Campaign Poster



Eternal Flame; colorized full facial shot

JFK COMMEMORATIVE SET

SET 1 CAMELOT

Card	Denomination	Description
1\$5The Magic of Kennedy; presidential campaign 1960
2\$10The Dawn of Camelot; leaving N. Street home 1/61
3\$15Fun in the Sea; Hyannis Port respite 7/60.
4\$20Destined to be President; Omaha barbecue 1959

SET 2 A NEW FRONTIER

Card	Denomination	Description
1\$5Commander and Chief; Oval Office desk 1961
2\$10President Kennedy; first day as President 1/61
3\$15JFK, RFK, LBJ; at Demo National Convention 7/60
4\$20Candidate Kennedy is Crowned; acceptance speech 7/60

SET 3 TORCH STILL BURNS

Card	Denomination	Description
1\$5JFK the Icon; first campaign poster 1959
2\$10Pensive JFK; Coos Bay, Ore. 1959
3\$15Heartbroken President; Lumumba assassination 2/62
4\$20Young Patrician; preparing to meet press 1959

SET 4 TRIBUTE TO JACKIE

Card	Denomination	Description
1\$5Cherished Jackie; Hyannis Port 8/60
2\$10American Legend; on porch at vacation retreat 8/60
3\$15Exquisite First Lady; Paris reception 6/61
4\$20Icon of Elegance; at Georgetown home 1959

SINGLE CARDS

Card	Description
\$17A Time for Greatness; Presidential campaign poster
\$21Eternal Flame; colorized full facial shot



Packaging of the Kennedy set is impressive, complete with four separate mini-albums. Collectors will be able to remove the cards from the album and return them later, without affecting their mint condition.



Jackie at Hyannis Port; August 1960.



On the porch of their summer home; 1960.



Jackie stole the show at this Paris reception.



Jackie at her Georgetown home; 1959.

domestic phone time at \$1 per minute. Any of the cards can be recharged at the AmeriVox standard rate of 29.9 cents per minute. As was the case with the Elvis project, the JFK cards will be available as part of either a Promo album or a Regular Edition album. While no cards from the four sets of four will be sold as enveloped sets, each of the mini albums will be available separately.

AmeriVox has set a retail price of \$217 for the Promo or Standard album, which includes a free \$17 loose card for the first 7,777 album customers. Including a \$21 face value card to be issued separately on November 17th, the total issue for the program actually comprises 18 cards, with the total number of units being 36,494 cards, as follows:

• Promo Albums	3,717 units
• Standard Albums	10,000 units
• Mini Albums	5,000 units
• \$17 single (loose)	7,777 units
• \$21 single in #10 AmeriVox env.	10,000 units
TOTAL	36,494 units

All of the cards and albums will be serialized. However, at press time it appeared that AmeriVox would not be able to produce the albums in such a way as to have the same serial number applied to the album and to each of the 16 cards in a set. If this turns out to be the case, it will be too bad. It would have added value to the set for the collector.

Understandably, senior management at AmeriVox is ecstatic over the project and its possibilities, but at the same time very serious about the need to create a product worthy of Kennedy's place in history and Lowe's images. Eastis explained some of the background: "I guess if we had first seen suitable JFK images as original art we might have gone for them. But the fact is that we saw the Lowe images first, and we just thought they were ideal. The black and white character of them perfectly recalls the times during which they were taken. Back then, there was no color TV, nor did newspapers regularly run color photos. And Kennedy.... What can you say? Even to many Americans like me, who were not yet old enough to have memories of his term in office, he has still become very special."

The back cover of the album features a number of credits. AmeriVox wanted to do an even better job with this program than their Elvis project, and went to great lengths to share their early plans and to obtain input. I was fortunate to be one of the people they confided in and provided my views in a number of areas. The advice in some cases was adopted, in other cases not. But it was good to see an issuer take these pains to try to make a better product, and there is no doubt the product is the better for it.

MC

HOW WILL THE MARKET REACT? A big question is how this issue will fare in the marketplace.

PRIMARY MARKET I think demand will be strong. The Elvis program has almost sold out, a good sign. This program is slightly smaller than it was for Elvis (3,777 Elvis promo sets versus 3,717 JFK's), but a little more expensive (Elvis @ \$189.95 versus JFK @ \$217), so AmeriVox is acting in the belief that domestic and foreign demand will be as strong as it was for the Elvis program. The complete Elvis set, which totaled 21 cards and included an LP picture disc, carried a face value of \$143.77, with 177 minutes of long distance phone time. In comparison, the total Kennedy project includes fewer cards (18), but with a much higher face value (\$238) and 238 actual minutes of phone time.

Emotion could be the trump card. If you are in your forties as I am, don't you still remember where you were the day of his assassination? I do, and to this day there are very few historical events during my lifetime that register so clearly.

SECONDARY MARKET The strong theme, underpinned by solid creative and presentation should drive a level of demand greater than supply, even though a large percentage of the 10,000 - \$21 cards in #10 envelopes intended for the utilitarian market will likely never be used. Given the size of the total issue, once the program is sold out the numbers suggest there should be a strong level of potential supply. But given the nature of the album and its theme, the typical collector may buy the set because of its appeal and then will hold on to it. Actual available supply could turn out to be low. Only time will tell. But one thing is certain: in collectibles the market always decides.

International Pre-paid Calling

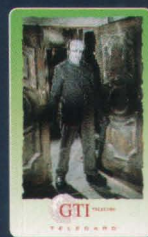
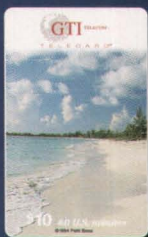
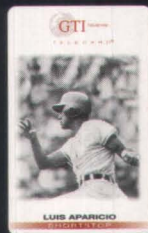
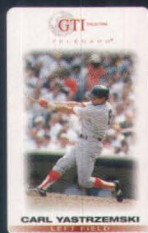
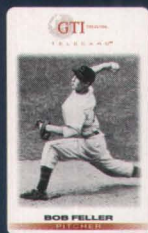
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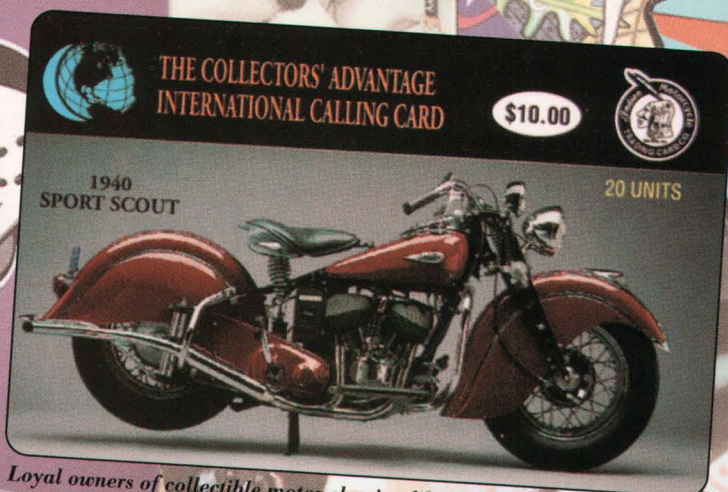
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One of the fastest growing areas of phone card collecting is comics, where issuers like Marvel have taken a leadership role. GTS: Marvel Comics series (3-card set), \$10 denomination, 5,000 quantity, issued May 1994.



Loyal owners of collectible motor classics, like this 1940 Sport Scout, purchase phone cards as ancillary memorabilia. Collectors Advantage, \$10 denomination, 20 minutes phone time, 1994 issue.



Card series of performers, such as Elvis and Jerry Lee Lewis (above), have created quite a stir in collecting circles. ACMI: Great Balls of Fire, \$6 denomination, 24 minutes phone time, 3,000 mintage, issued September 1993.



Images of NASA spacecraft are popular collectibles in both the U.S. and abroad. Prepaid Telecommunications: \$5 denomination, 10 minutes phone time, 1994 issue.



Fantasy cards are another must for collectors - especially among the comic book crowd. Telechange (Collectors Edge): Vampyri, \$10 denomination, 10,000 mintage, issued August 1994.

Starting Off in the Right Direction

By Nancy Blackburn

So the collecting bug has bitten you, eh? You were just browsing through the sportscard show and wham! Those little moneycards caught your eye. Bright clear pictures of sport greats: Nolan Ryan, Mets of '69, Sir Charles, Larry Bird, Green Bay Packers, Wayne Gretzky, Babe Ruth... This is fun stuff!

As excitement grips your innards, your eyes dart wildly from case to case and display to display. Wow! There are movie stars, comic book characters, space ships, universities, motorcycles, fine art, fantasy, auto racing... Why, this is something the whole family could get into. These are not those flimsy trading cards with easily bent corners, but sturdy 18 to 30 mil plastic phone cards.

Congratulations! You have just entered the ground floor of the collecting phenomenon of the '90s. Ranging in price from \$1 to \$100, newly released phone cards have the distinct advantage of having a set face value. Just like stamps and coins, phone cards have been recognized by the American Stamp Dealers Association (ASDA) and the American Numismatic Association (ANA) as collectibles.

There are two aspects of moneycard collecting to which you will want to pay attention. The first is collecting merely for the pleasure of collecting an item that you will enjoy. You will undoubtedly delight in the chase, the discovery, and the careful handling of the card.

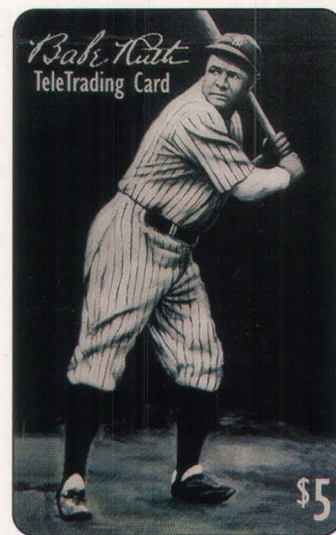
The second is the judicious selection of cards for

their future potential value. Value, you ask? These cards could become valuable? Yes, the cards can be an investment. There are now 2.5 million people collecting phone cards in the world — and very few of them are United States collectors.

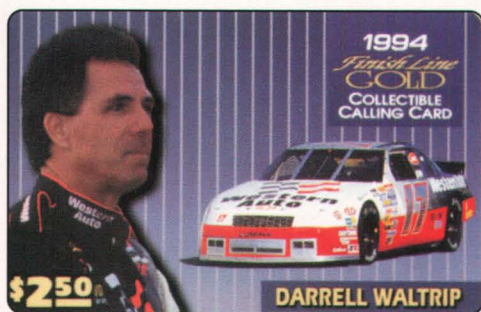
As the industry explodes, runs of 100,000 to a million telecards will not be uncommon. If you have purchased a phone card that only had a limited release of less than five or ten thousand, the law of supply and demand tells you that as the U.S. market expands, you may find yourself in possession of a rare and valuable card.

Now, before you go hog-wild, take a deep breath and listen to a few words of advice: When you begin, only collect what you like! If you like sports, collect sports phone cards. If you are partial to animals, look for animal phone cards. If you prefer cartoons, find the cartoon moneycards.

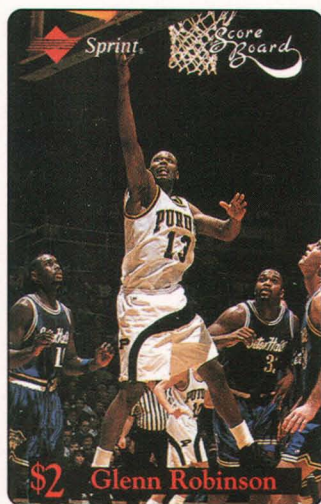
However, when you see a card that you feel you cannot do without, trust your gut instinct and buy it, even if it is not what you normally collect. You will not be sorry. As you become more familiar with market



TeleTrading Cards: \$5 face value, 5,000 issued, released March 1994, April '95 expiration.



Finish Line: cards inserted in Gold Edition trading card packs; \$2.50 face value, 5 minutes phone time, 3,000 quantity, issued July 1994.



Scoreboard: Glenn Robinson, \$2 denomination, 48,000 mintage, issued October 1994, June 1996 expiration.

trends, you will gain the confidence to expand your selections.

If you are new in the hobby, *Moneycard Collector* will serve as your guide to starting your collection. Be sure to look for our story on which

cards to collect, which is scheduled for next month. Get out your trusty fluorescent yellow marker and get ready to explore. This is like a treasure hunt. So, let's go!

First read through the magazine, paying close attention to ads and noting the cards you particularly like. Take a good look at the "New Issues" section (which begins on page 42), and check out the newest cards on the market. This section includes phone numbers so that you can call directly for more information and for ordering. Look closely for information about clubs you can join.

Flip towards the back to the "Classifieds" and peruse the offerings; this will give you an idea about the availability and prices of phone cards now trading on the secondary market. Examine the "Dealer Directory," where many dealers offer price lists and catalogs. Give these people a quick call for information about the hottest cards on the market. Then check out the "Calendar of Events" so you can attend any shows or expos that are scheduled.

By now you probably have an idea what is appealing to you. The first decision you will need to make is whether you will collect phone cards from around the world or limit yourself to issues from the U.S. The advantage of starting with U.S. moneycards is that you can obtain them easily, you are familiar with the monetary exchange, and you can use them right from your home or business. In a future issue, we will address some of the aspects of worldwide collecting — card technologies, international publications, and mint (new) versus used cards.

There are a couple of things you will want to purchase before you make a decision on that first phone card. Buy a stack of individual plastic protectors or plastic protector sheets to protect your cards. A special-

ized notebook is nice, but not totally necessary — a three-ring notebook can serve you almost as well. You will find several advertisers who offer supplies. Look for an upcoming *Moneycard Collector* article on selecting the best products to preserve your cards.

Here are some key questions you need to ask yourself before making the decision to purchase a particular moneycard: *What is the face value of the card?* Surprisingly, lower denominations have appreciated at a higher rate than higher denominations.

Is it a set or a single card? Frequently, cards come in sets of four or five, but if the set has 15 or 20 or more cards, the collector needs to consider the total price of the set.

Is this the first of a continuing series? If not, is the first set still available? If there were 5,000 of the first set and 10,000 of the second set issued, it could prove difficult and expensive to obtain the entire set of a series.

If the cards are sequentially numbered, can you purchase all of your set with the same number? More and more collectors are placing a premium on matched numbered sets.

How many will be issued of each card? This will determine the future rarity of the card and its potential value.

Will you pay face value or a premium price? Many cards are available from the issuer for face value, and some dealers offer cards at face value until demand raises the price.

How much will shipping and handling cost? Prices vary from a set percentage of the total to a per-card amount. Calculate this into the total overall cost.

Should you buy mint (new) or used cards? Experience has shown that numismatic collectors place the highest value on mint coins and stamps. Since the U.S. market offers hundreds of mint cards, start with these.

How can you identify a new card? In general, the moneycard should either be sealed in an envelope or the personal identification number (PIN) covering should not be scratched off. If all else fails, call the customer service number on the back side of the card.

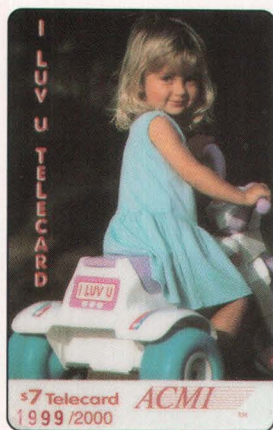
And now, the moment you have been waiting for; that final decision of selecting your very first telecard, that kingpin of your collection! Pick up the phone — there are quite a few 1-800 numbers for issuers and dealers in this issue of *Moneycard Collector* — and start talking. You will find a warm camaraderie among collectors. Ask good questions. Now, what will it be... honestly, can you really be content with just one moneycard?

Well, friend, this is one bug bite that is going to be fun and could prove profitable! Relax and enjoy yourself. Invite your family and friends to join you.

Welcome to the worldwide hobby of moneycard collecting.

MC

NEW ISSUES

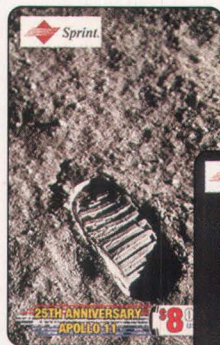


A CMI SAYS 'I LUV U' The adorable "I Luv U" series from ACMI features a small girl on her hot wheels, with a license plate which reads, "I Luv U."

Issued in four different denominations, the cards includes ACMI's traditionally low 25 cents per minute rate. A total of 5,000 of the cards were produced.

\$32,500 issued
\$72,000 issued
\$20400 issued
\$50100 issued

Call (901)363-2100 to purchase the cards.



NAT OFFERS THE MOON North American Telephone (NAT) and Collect-A-Card have jointly released a three-card series commemorating the 25th anniversary of the Apollo 11 moon walk. A special collector set is available, which includes three phone cards, four commemorative patches, and a silver metal calling card plaque.

The series is limited to 1969 sets, which represents the year that man first set foot upon the moon. The plastic phone card and matching patch are paired together in an envelope. Serial numbers will be sequentially printed on the front, along with the Sprint and Collect-A-Card logos. The silver cards will be displayed in a Snap-It holder, and will be shipped in a black, jewelry-type display box. The complete set retails for \$199. Individual cards can be ordered for \$18 each.

The denominations and quantities for the individual NASA cards are:

Apollo 11 launch\$83,000 issued
Eagle has landed.....\$83,000 issued
Moon footprint.....\$83,000 issued

You can order the NASA sets or individual cards by calling NAT at (800)864-4004.

SEARS SELLING PRE-PAIDS Sears Roebuck stores have always carried a wide variety of products, but this one may be a first. The Sears store in the Countryside Mall, Clearwater, Fla., is selling prepaid phone cards, and has even issued one of its own.



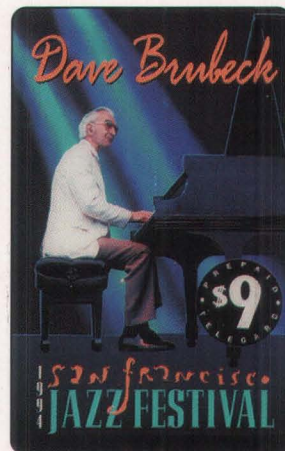
The Sears Coin and Stamp Department is an ultra clean area of the store, complete with neon and fluorescent fixtures, glass showcases, a sitting area, and an 800-square foot display wall. It is open seven days a week, carries a wide variety of U.S. phone cards, accepts most major credit cards, and issues its own price list.

The new Sears prepaid phone cards are the first cards issued with the SEARS logo, and the design is a collage of U.S. postage stamps and coins. Produced in three different colors, the cards are printed in black ink and laminated.

Silver.....5 min.1,600 issued
Gold.....10 min.400 issued
Green.....20 min.100 issued

The cards are not for sale, and can only be obtained by spending specified amounts at the Sears Coin and Stamp Department. Call (813)791-7535 for more details.

HT JAMS WITH BRUBECK HT Technologies and LDDS have combined to produce a card with a lot of "jazz" for the San Francisco Jazz Festival. The card features the legendary Dave Brubeck, seated at a piano in a smoky jazz club.



The prepaid phone card is a first for the festival, which is testing the medium as a promotional fund-raising vehicle. Partial proceeds will benefit the Festival's Dizzy Gillespie Jazz Education Fund.

Selling for \$9, the Brubeck card includes 15 minutes of phone time (60¢/min.). A total of 2,500 of the cards were produced for the occasion.

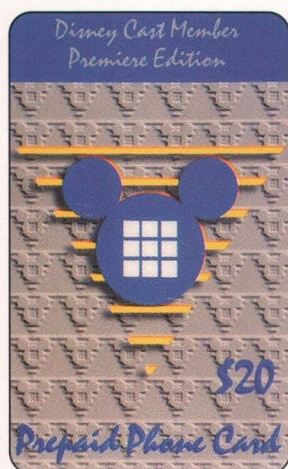
The HT card is being distributed through the San Francisco Jazz Festival store, or by calling (800)820-8980.

continued on page 43

IT'S A SMALL WORLD



The first of three series of Disney prepaid test cards issued by Vista United were made available to Walt Disney World cast members on September 1.



The first series of Disney test cards were issued in \$5 (2,000) \$10 (2,000) and \$20 (1,000) denominations. A second printing of the series will appear minus the wording "Disney Cast Member Premiere Edition," which appears at the top.

TELECARDS GOING TO DISNEY WORLD The first official U.S. Disney telecards made their debut at Walt Disney World in September 1994, with three different series issued during separate product releases held throughout the month. The telecards are not yet available to the general public.

Disney launched the three programs to test and evaluate the usefulness of telecards for Disney cast members and guests. The Disney telecard program was issued by Vista United, a partnership between Walt Disney World and United Telephone of Florida, a fully taxed and tariffed telco. Disney is a majority partner in Vista United, which was established in 1971 and serves as the telecommunications division for Disney in the United States and abroad.

Vista United provides telephone and telecommunications services for the 47-square-mile region owned by Walt Disney World in Orlando. The company provides telephone and pay phone communications in the theme parks, hotels, retail stores, apartment complexes, and the local communities of Bay Lake and Lake Buena Vista.

Frank Ruscio, manager of prepaid telecards for Vista, explained that Disney began looking at debit cards as a means of providing necessary and economical telephone service to Disney World cast members and visitors from abroad. Disney guests and staff find it impractical and expensive to use coins at the myriad of pay phones that dot the Disney property. EuroDisney in France was used as a model for the new debit card system.

Ruscio and his staff are excited about the multiple services that debit cards might pro-

vide — applications in park vending machines, restaurants, Disney memorabilia stores, and yes, in telephones. "We've had our eyes on telecards for the last couple of years. Our focus at Disney — whether we're considering cast members or guests — is how will the service adapt to our customer?"

One of the most significant issues that must be addressed before introducing a new product at Disney is to ensure that it provides a valuable and desired service. Telecards are certainly a valuable service, but the major question for Disney is whether or not they are desired. Hence, the reason for the test of three different series.

"While there is a small segment of the U.S. population that is aware of telecards," Ruscio says, "most Americans are not yet knowledgeable and certainly aren't used to paying for things in advance. But Europeans are accustomed to smart cards."

The Disney exec believes that by providing well-priced telecards, Disney can enhance the stay of a visitor from abroad. The same principle applies to Walt Disney World cast members who rotate into the U.S. to work. They need an economical and convenient way to call home during work breaks and from their temporary housing. Telecards are also cost-effective for domestic Walt Disney World employees who need to place calls from the park.

The first test involved a three-card series released on September 1, 1994. The telecards were available for purchase by cast members at a vending machine in the employee cast services building, from another vending machine at an employee apartment complex, and at Company D stores where cast members buy their uniforms and other convenience items. The telecards were produced in three different denominations and limited quantities: \$5 (2,000); \$10 (2,000); \$20 (1,000). The artwork is the same on each of the three denominations; only the colors vary.

Printed by Brilliant Color Cards, the prepaid cards include a local access number which must be dialed to enter a PIN and complete the call. There is also an equal access "950" number that provides free access to Vista United's number when the card holder dials from a pay phone. Vista United decided against using a 1-800 number for the test, in order to keep costs down. The benefit to the cardholder is significant since domestic calls may be made for 20 cents per minute. The international rates are also very reasonable.

The response to the "Disney Cast Member Premiere Edition" telecards was both immediate and enthusiastic. The cards were nearly sold out by mid-October and a significant underground collectors' market had already surfaced.

Scott duPont, president of Keep The Change!, was on the trail the minute he heard about the Disney cards. He was able to obtain some cards from a friend who is a cast member. "My friend encountered a German who said he'd picked up 200 cards. There was a story about another German who got into a Company D store and ordered 500 cards. When the cashier queried him and asked for a cast member I.D., he was unable to produce one and got kicked out."

The first series of telecards were produced in 10 different lots numbered A0001-A0010. The cards contain two sets of sequential numbers. One set shows the lot number, with the second indicating the card's overall sequential number in the series.

DuPont and his business partner, John Bridges, were tipped off to the second Disney series in time to acquire a few of those cards, as well. The annual Disneyana Convention was held in Orlando on September 8-11. Each year, Disney memorabilia collectors gather at the Disneyana Convention to compare notes on the hottest collectibles and to trade and sell Disney memorabilia.

This year, Ruscio used the convention as a forum to test the waters for telecards. Disneyana attendees who completed a questionnaire were given a commemorative telecard containing five domestic minutes. The theme of the convention was based on the movie "Fantasia." The front of the card depicts the Russian dancers from the film. The cards are sequentially numbered and only 2,000 were printed. Unlike the first series, the Disneyana card contains a toll-free number, so that it can also be used when the collectors return home. The cards may also be used for international calls.

"Only about 10 percent of the people knew about or used cards," Ruscio claimed. After being introduced to the concept, however, "We got an overwhelmingly positive response to the calling cards." DuPont concurs: "John and I went to the convention the very first day they were given away. The cards were being resold on the floor for \$50."

There is little doubt that collectors will be hot on the trail of the third limited series issued by Disney. The Telecom Magic '94 card

was released in conjunction with the internal trade show by the same name. Disney executives and cast members were invited to this professional development seminar that introduces the latest telecommunications technology available to Disney. Ruscio explained Disney's test programs and distributed a telecard to each Disney employee who attended the seminar. The 600 cards included an international calling capability, sequential numbering, and a face value of \$5.

Ruscio is very pleased with the response to the three series that have been issued so far. A second run of the first series was planned for release in October 1994. The second run will be minus the wording "Disney Cast Member Premiere Edition," which will distinguish the first series from the second. Ruscio planned to issue the cards in the following denominations/quantities: \$5 (500); \$10 (1,000); \$20 (500). Ruscio anticipated that the cards would last about 45 days before they sold out. Beyond that, he had plans for a card with a Christmas theme to be released after Thanksgiving 1994. He is also working on a card with a more generic theme.

According to Ruscio, it is premature to announce when Disney may be ready to make telecards available to guests at its theme parks. However, it is clear that the entertainment giant is in an excellent position to provide the services and market the cards whenever it wishes. The organization has its own debit card platform in place, highly competitive rates, and extremely desirable artwork to place on the cards.

In the true Disney tradition, the entertainment giant's entry into the telecard market will be very deliberate and carefully calibrated. "In this particular instance, we don't need to be a leader," Ruscio concluded.

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"Bringing the Disney standard of excellence to telecommunications"

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① Dial 939-1939 From the Orlando local calling area OR

Dial 950-1939 From pay telephones within the WALT DISNEY WORLD Resort Complex® (no coin required)

② At Greeting, dial your card number:

③ Dial 1 + Area Code + Number For US/Canada calls

Dial 011 + Country Code + City Code + Number For International calls

④ To make another call, do not hang up. Wait for the prompt, then press #.

For Customer Service: 407-827-2566

You are entitled to rights of usage on Vista-United Telecommunications network through February 28, 1995. This card has no cash redemption value, cannot be applied to any Vista-United Telecommunications invoice, is non-transferable and is non-refundable. All calls include tax.

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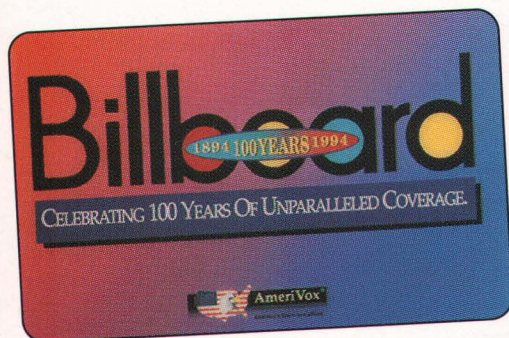


The reverse side of the first series includes a local access number, as well as an equal access "950" number, which provides free access to the carrier's number when the caller dials from a pay phone.



The second set of Disney cards was passed out to attendees at the 1994 Disneyana Convention. The image on the five-minute cards depicts Russian dancers from the Disney classic movie "Fantasia." A total of 2,000 of the commemorative cards were issued.

Leslie Gainer



The front of Var. 1 & 2 with no registration mark (®).

BILLBOARD DOES A NUMBER — 1,000 In honor of its 100th anniversary, celebrated on November 1st this year, *Billboard* magazine has released to 1,000 top-level music, video and home entertainment executives a limited edition promotional phone card. The special card produced by AmeriVox allowed this select group of card holders to call the advertising sales office of *Billboard* toll-free to reserve advertising space for the special November commemorative issue of the worldwide publication.

The magazine's U.S. associate publisher, Jim Beloff, said "*Billboard* is very excited about our upcoming 100th anniversary and we're especially thrilled to utilize this unique new product as part of our promotional campaign. As far as we know, *Billboard* is setting another first by using these prepaid cards for a marketing purpose such as this."

With readership of more than 200,000 in 107 countries, *Billboard* stands as the leading worldwide publication in the entertainment industry. The special 100th anniversary issue focuses on the magazine's history and chronicles its role in the shaping of American music by reproducing historical advertisements, photographs, charts, and legendary reporting from past writers.

Given the special nature of this AmeriVox phone card and its rarity, collectors and enthusiasts will be interested to know the fascinating behind-the-scenes story of the card. The final version of the card evolved through several different incarnations before it was approved for issuing.

In order to appreciate these variations, it's necessary to understand the process through which an AmeriVox promotional card moves toward approval. First, a very small number of proof cards is produced, usually no more than 6, to verify color reproduction and to allow the preparation of advertising materials to begin. Next, a larger number of test cards is produced with fronts and backs to ensure that the information on the back is complete and will print properly (e.g. 1-800 access number, customer service number, etc.). The number of test cards is highly variable, depending on the number of client people who will need to see it before the final card goes into production and the number of media with long lead times. About four weeks later, the final production cards are printed. Standard AmeriVox procedure is to affix each to a slick sheet, on which is printed the PIN number. Then, both card and slick are sealed in an envelope, ready for delivery.

Not counting the six proof cards (no registration mark after the word "Billboard", no back), there were four varieties of cards. How this occurred and the details of the cards were verified by David M. Eastis, head of the Collector Division at AmeriVox.

VAR. 1 - APRIL '94 - 200 PROMOTIONAL CARDS - NO ® - NO PIN

Produced for the client as a trial, none of these cards had a registration mark after the word *Billboard*, nor a PIN on the card itself. At this time, the absence of the ® was not noticed, but the client wanted to have the PIN on the card. AmeriVox agreed to the request and asked for the return of all of these cards. All but some 30 cards were retrieved.

VAR. 2 - MAY '94 - 100 PROMOTIONAL CARDS - NO ® - PIN ON BACK

To see how the PIN would appear on the card itself, the client asked for another 100 cards to be made. At this juncture, the absence of the ® was noticed. AmeriVox requested the return of all of these cards, and received all but about 40 of them.

VAR. 3 - 7 MAY '94 - 300 TEST CARDS - WITH ® - 777 TEST NUMBERING ON BACK

This version was approved by the client for final production. Most were left with the recipients; some 140 cards were retained by AmeriVox.

VAR. 4 - 11 MAY '94 - 1000 CARDS - WITH ® - PIN ON BACK

This was the final version distributed by *Billboard*.

The end result is a stunningly beautiful card which will likely become one of those rare, highly sought-after collectibles because of its low issue number, the interesting story involving the error, and the manner in which it is used in *Billboard's* advertising and marketing program.

Gary Felton



Var. 4, the final approved version of the *Billboard* card included the 800-number and PIN, as well as the number issued and the date of issue.

How to use AmeriVox® from any touch tone phone:

1. DIAL 1-800-669-6599 - wait for the dial tone. In California only: 1-800-655-6509
2. DIAL YOUR PERSONAL AmeriVox NUMBER - wait for the dial tone.
3. DIAL AREA CODE AND NUMBER YOU ARE CALLING. You must always dial the area code first even if it is the same as the originating area code.

You may AUTOMATICALLY EXTEND the use of this card by using your VISA or MasterCard to purchase additional calling time. Call Toll Free: 1-800-627-0290 To order additional AmeriVox cards, or for customer service, please call the above Toll Free number. Please remember to protect your card as you would any major credit card. JUNE 1994, ©CC © World Telecom Group, Inc. 1994

Var. 1 cards carried a stock reverse side, conveying the customer service number, access number, and other relevant information, but no PIN.

MetroCardSM

**Limited Edition
Card Series**



Front of card

New York Rangers® 1994 Stanley Cup® Championship

Celebrate a winning season with a Rangers' MetroCard **autographed by Mark Messier!** Each *Signature Set** will contain five cards celebrating the 1994 Stanley Cup Championship season. Also available without autograph (*Collector's Set*).

New York Rangers 1994 Stanley Cup Autographed Signature Set and Collector's Set:
Edition: Rangers' Team Captain, Mark Messier; Brian Leetch, Mark Messier with The Stanley Cup, The 1994 New York Rangers, The Stanley Cup

*One card autographed by Mark Messier per *Signature Set*.

Celebrate New York City Landmarks!

MetroCard is the key to New York's pre-paid card future. Soon, New Yorkers will be able to use their MetroCards from the Battery to the Bronx - on buses, trains, telephones and even taxis! So, what better way to celebrate than with our six limited edition cards.

New York Landmarks—Second Edition: *The Statue of Liberty and United Nations Plaza*

New York Landmarks—Third Edition: *World Trade Center; Guggenheim Museum; Empire State Building; and Chrysler Building*



**To order, receive more details or a free MetroCard Collector's Newsletter, call:
1-800-682-1825
Fax: 610-532-9010**



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Great holiday gifts!

INTERNATIONAL TELECOM COMMUNICATIONS NETWORK

With Offices Worldwide to Serve You!
Specializing in Collector Cards, Custom and Promotional Issues



Spotted Leopard†



West of Key West



We Bring the World Together



Under Sea Ruins



Harp Seal†



Parrot Trio

†Matching Greeting Cards Available

No Hidden Charges or Activation Fees!

Mail Today - Limited Quantities

Quantity	Denomination	Price	Extension	Ship to
_____	"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 _____

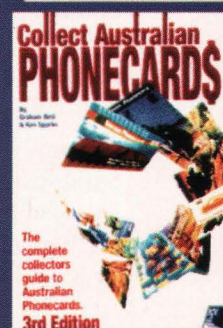
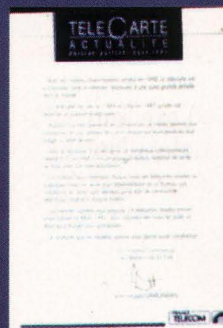
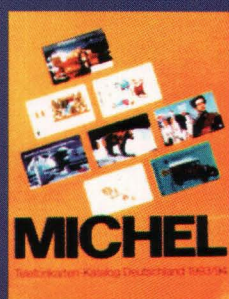
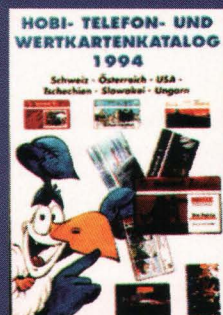
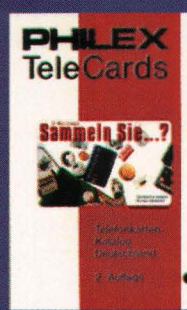
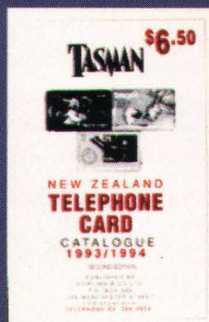
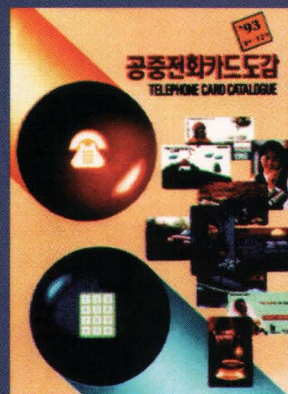
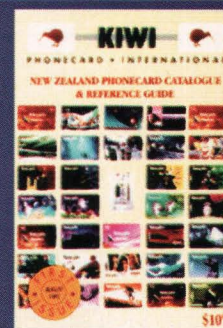
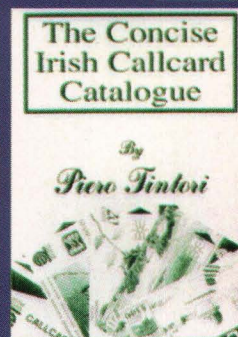
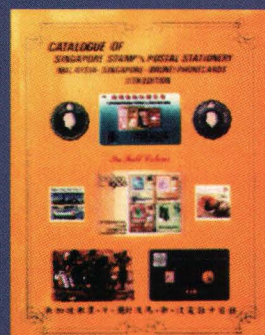
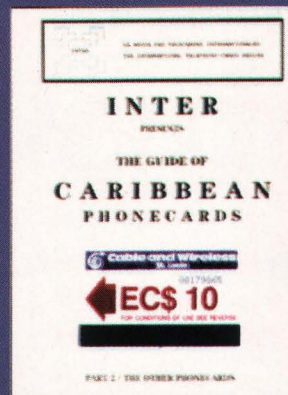
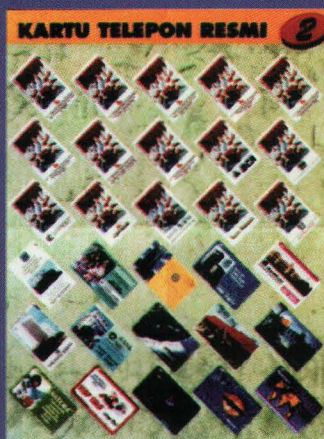
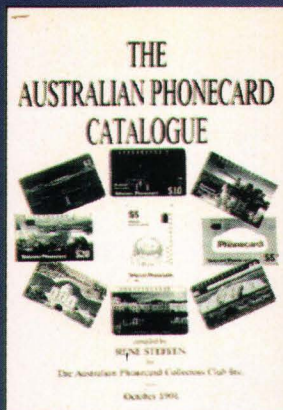
Make Check Payable to: I.T.C., Inc.

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Fort Lauderdale, Florida 33304

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

Distributor Inquiries Welcome



Phone Card Catalogs

And the Art that Covers Them

By Gary Felton

I do not know any reading more easy, more fascinating, more delightful than a catalogue.”
— Anatole France, 1881.

When you stop to think about it, France’s statement is probably more appropriate than ever today for most of us. Indeed, in the late 20th century, we have become a catalog culture. There are catalogs everywhere you turn — waiting rooms, airplanes, supermarkets, you name it. And how many unsolicited catalogs do you receive in your daily mail?

In recent years we have experienced an increased number of these publications in our lives — particularly around the holiday season, when the number we are exposed to multiplies at an astonishing rate.

When it comes to phone cards, most American collectors have attained their knowledge from collectors and dealers or from industry/hobby publications. In fact, telegestists (phone card collectors) regularly use and rely heavily on these resource bases. Those are only part of the picture, however. Another major information bank is the phone card catalog.

Although there has not yet been much exposure to such publications in the U.S., they are abundant in other countries. In fact, as of late 1994, at least 45 countries had published phone card catalogs.

Catalogs offer an historic documentation of the growth pattern of phone card activity in a particular



country. Usually, they include the all-important control numbers, issue/edition numbers, dates of release, alternative versions, accurate sequencing of cards (e.g., in a four-card series, sometimes card four is released first), the names of cards’ artists/illustrators and, when more than one telco exists in a country, which telco manufactures the particular phone card. And, by working with a catalog you have complete information at your fingertips, so that

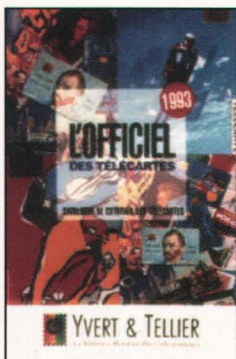
if you want to see all cards at once from a country, you can do so.

Catalogs also provide an appreciation of the nature of a given country’s artistic/thematic style, and what to expect of its cards in the future. International comparisons of such features are then possible. For example, the cards of Denmark look very different thematically than those of Japan, while the cards of Thailand show up as a different story altogether from those of Malaysia.

These reference volumes are also books about art — an important criterion to phone card collectors. Research shows that for most hobbyists, art and graphics are the cards’ major attraction.

In addition, catalogs also allow collectors an indirect way to “obtain” all of





the cards from a country without the heavy financial outlay. Thus, as often has been the case, if you are starting to collect cards now and want to obtain very early cards, such as a German service card or one of the original 1976 Italian prototypic phone cards, it would be prohibitively expensive. With your catalog and its superbly detailed images and full information, you have the next best thing in front of you!

As the United States is just getting acquainted with phone cards, we have a very limited sample of American phone card catalogs. There are a few catalogs, however, so you might want to check them out.

To date, we have seen more than 2.9 billion phone cards released, of which there have been approximately 175,000 different examples. Almost all cards from major countries have been visually cataloged, as well as listed. The exception is Japan, where more than 140,000 separate cards have been issued.

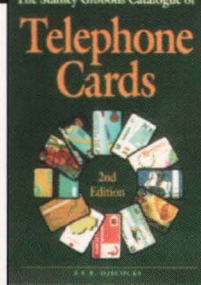
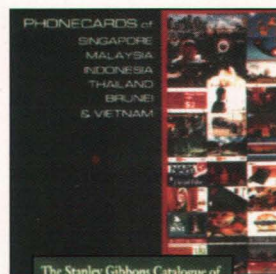
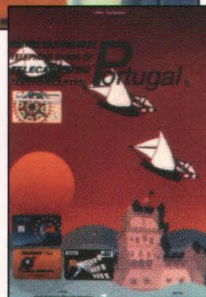
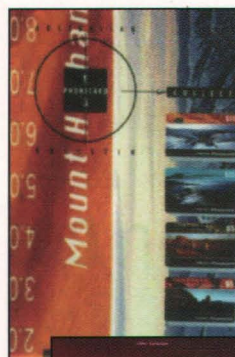
Since there is such a large number from Japan alone, and so many of these cards have been privately released, there has been no practical way for the Japanese to record them all visually.

Therefore, Japanese catalogs are only representative, whereas those from most other countries are comprehensive.

Over the years, I have maintained a library of every phone card catalog that I could obtain from around the world, and thus there is a substantial resource to draw from for this article. At the time of this writing, the library comprises 161 catalogs.

All of my research and collecting has shown the first documented catalog to be the giant annual Telephone Card Book from Japan, first published in July 1985 as *The Year Book Of Telephone Card 1985*. This book covered the period December 1982 to July 1985, the initial 2.5 years of issuance of cards in Japan. The first copy of this series that I have managed to obtain is the 402-page *Telephone Card Book Volume 5*, published in September 1987.

Let's take a peek at the artwork on the actual catalogs' covers, which serves in its own right as a gallery. The catalogs range in length from two to 816 pages, and in size from 24mm x 32.9mm (9.45" x 12.95") down to 12.4mm x 18mm.



Designed with a multitude of color and graphic formats, the countries represented are intermixed so that the focus is on the imagery, rather than their alphabetical order.

Overall, there are catalogs from 36 different countries. These 56 samples provide the broadest view artistically of what takes place on phone card catalog covers.

Nearly all (94.4 percent) of the covers show phone cards in one sense or another, as would be expected, whereas a few (05.6 percent) reflect only language and written information. Most of the catalogs

list and illustrate the complete issuance for the given country. In a few cases, the book might list two or three countries (e.g., Singapore, Hong Kong, Malaysia), where it is common practice internationally to group the countries together.

The catalogs cover 75 different countries and islands. There are two additional books used throughout the world as the reference and price guide publications (by Dr. Steve E.R. Hiscocks), which are also included in the tally here. These two volumes, published in 1989 and 1990, include what were at the time of publication, complete coverage of the world's countries which issued phone cards.

Overall, we have taken a look at an uncommonly viewed aspect of the phone card world — its catalogs — and their benefits and artistic qualities. If this writing has whetted your appetite, you might consider finding some of these catalogs and looking through them.

Perhaps the best starting place for information about catalogs is checking the major phone card magazines. Catalogs will exponentially increase your knowledge and awareness of phone cards, thereby adding a whole new dimension to your collecting skills, expertise, and total experience with this marvelous canvas of the 20th century.



IN THE CARDS

A HANDSHAKE FOR PEACE "Nulla via ad pacem, pax via est." These words in Latin proclaim, "There is no path to peace, peace is the path."

Coming together on telecards for peace, four different countries – Belgium, Germany, Holland and the United States – have released the first TELEPAX card series. Complete with a presentation folder, these four cards depict the famous handshake between Premier Rabin of Israel and PLO-Chairman Arafat which took place in Washington, D.C. on September 13, 1993. The card also marks the first international cooperative release which includes the newest player in the phone card marketplace, the U.S.

The telecards employ different technologies. AmeriVox produced the U.S. card with a scratch-off covered PIN to activate the remote debit calling feature when the appropriate toll free 800 number is dialed. The German card includes a computer chip, which carries all the specific card information, such as remaining time, etc. Finally, Holland and Belgium have provided an optical strip for phone time tracking, compatible with their national debit telephone systems.

Only 2,500 complete sets were assembled and sold throughout the world. Each card was limited to 9,999 pieces, and the 7,499 cards not placed in sets are being sold individually within each issuing country.

In the United States, Millennium Management is distributing the AmeriVox card, and the few complete sets allocated for this country. They can be reached at (203)866-3975, or by FAX (203)853-2748.

The TELEPAX phone cards focus on peace initiatives around the world. The concept is simple. According to TELEPAX, "Phone cards – telecurrency – are tangible symbols of communication, and future peace rests on improved communications."

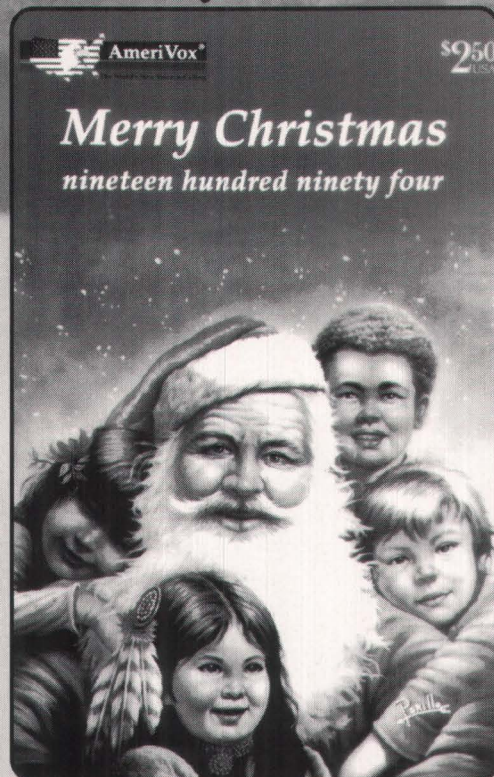
Bill Peay



GET THE
JUMBO
ONLY 2000 ISSUED WORLD-WIDE

POWELL ASSOCIATES PROUDLY OFFERS THIS

Special Christmas Issue



THE JUMBO PHONE CARD

PAINTED BY WORLD FAMOUS ARTIST,
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\$24.95 ACTUAL SIZE
4.25" x 6.75"

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CARDS LARGEST
TELECARD DEALER

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New York City, New York 10020

TEL: 212-332-8105

FAX: 212-332-8107

TOLL FREE: 800-528-8819

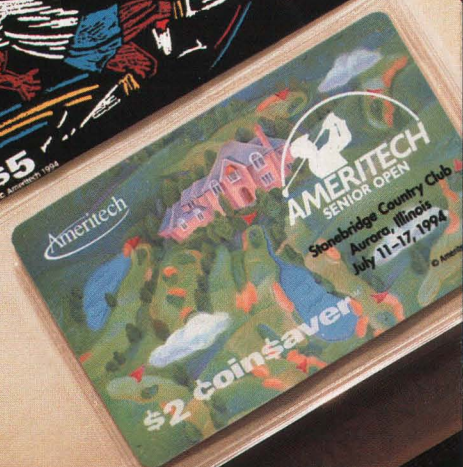
All listed Cards are in Unused Mint Condition. Prices and supply subject to market conditions. Shipping charges and sales tax will be added to your order when applicable.

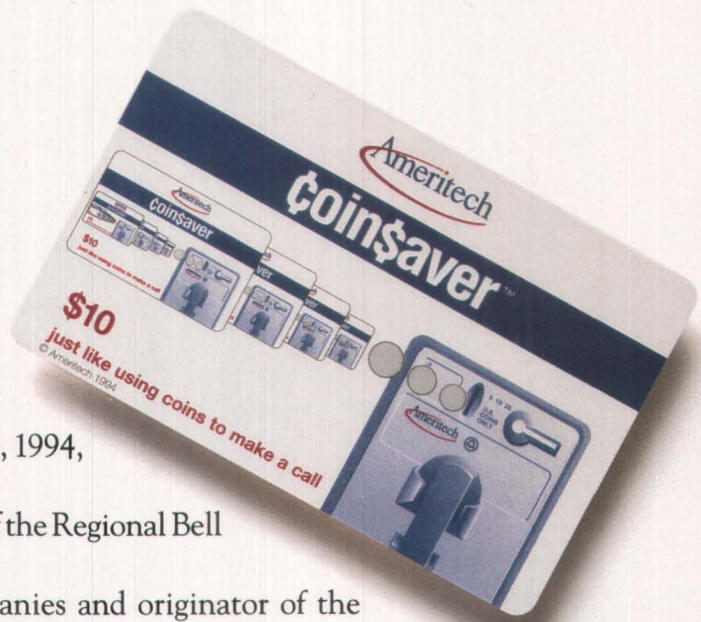
In 1987, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

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

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

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





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

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



Your Best Link
To Better Communication

SHOW STOPPERS

LONG BEACH FALL '94 One of the largest collectibles shows in the U.S. is the three-times-yearly event at Long Beach, Calif. The 16th annual fall edition of the show was held from October 6th to 9th in the newly renovated Long Beach Convention Center. Some 700 tables were in place in a hall that it is capable of holding 1,000, which made for an impressive sight.

Two individual cards and a card series were launched at the show. The official show card was produced by USACard, with an issue of 1,000 pieces. It was available only upon presentation of a coupon issued at the entrance, plus \$5. Later, dealers were paying \$15 for each example.

Another USACard issue was just as interesting. It was done on behalf of Days of '49 as a sales promotion tool. Not only good for the phone time, this card can be used as a coupon redeemable on the purchase of products. Take a look at the backs of the USACard issues. These guys are setting a good example for the information that is included: card serial number, total issue quantity, and date of issue on each card. All issuers should provide this type of information for collectors.

For fans of the Power Rangers, the big story at the show was a new four-card set featuring the stars of this hit TV series. On hand to autograph cards was young heartthrob, Austin St. John, who plays Jason on the show.

During the exposition, dealers and collectors of sports cards showed increased interest in phone cards. For example, the hand-signed

Glenn Robinson card from Classic, and the Cincinnati Red Stockings card from Upper Deck, which had been given out at the Anaheim collectibles show earlier this year, were in hot demand. Offers of \$500 were common for the Robinson card, while a nearby dealer had the Reds card for \$200 as a stand-alone,

and \$250 with the original accompanying dealer letter.

During the show, I was able to sit in with one of the top card dealers as he assessed a rather remarkable card collection as a prelude to making the owner an offer. One extremely interesting point he made to me was the overall hierarchy of cards. Assuming that an error or a variety is not involved, the base value for a conventional (working) card is first determined; next up the ladder are test cards (usually less than 100 pieces); and on top are proof cards (cards with blank backs).

The proof cards in this case are obviously remote memory cards and usually an issuer prints only a handful of them to check color and prepare promotional materials. Within this value equation are other factors: the more prominent the issuer (e.g. a Baby Bell company), or if it is a first issue, etc. The more any given card possesses these attributes, the more it will tend to be worth.

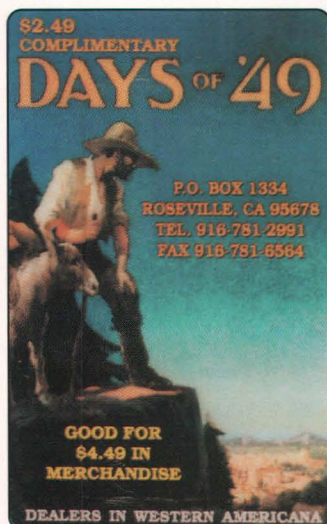
So what are the average premiums on these test and proof rarities? The dealer contends that nearly every test card is worth more than \$100, and proof cards will be worth even more. How much more will depend on the significance of the issue, the carrier/issuer, and so on.

On the secondary market front, one well informed consultant and part-time dealer was delighted to acquire a small lot of cards containing many issues from the now-defunct GLOBALCOM 2000. In his view, many of their issues — especially the graphically better ones like Mona, are an easy collecting decision: easy and inexpensive to buy now and already showing signs of increasing in value.

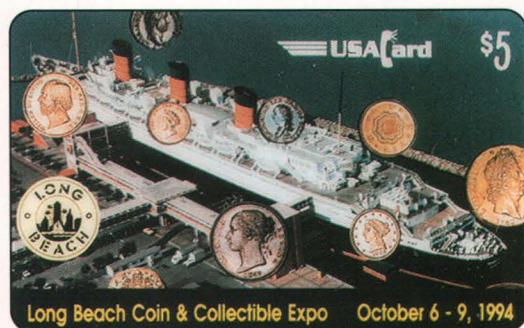
Another major piece of news from the show directly involved *Moneycard Collector*. Show organizers Paul Koppenhaver and Ron Gillio proudly announced to all present that our parent company, Amos Press, had been appointed official show publisher for Long Beach. As a result, *Moneycard Collector* and our other stable mates, *Linn's Stamp News*, *Coin World* and *Scott Stamp Monthly*, will be working to help promote the show and increase public attendance.

Coin World is taking on the show catalog's advertising sales, printing and distribution. For *Moneycard Collector*, there are some special things brewing, and we'll let you know as they come to fruition.

Murray Church



Produced for Days of '49 by USA Card, this promotional debit card was good for both telephone time and discounts off store merchandise.



The official Long Beach show card was issued by USACard, and carried a \$5 face value. With only 1,000 of the event cards released, they were selling for \$15 by show's end.



NEW ZEALAND

PhoneCard Collector Service

**SPECIAL
OFFER**
To International
Collectors

BLACK MUSIC LEGENDS

Purchase this PhoneCard collector
set of five of America's Greatest
Legends of Music for just NZ \$155
per set (plus p&p) only 2,500
International sets produced.

Other collector sets available:



Artists
depicted on
Black Music
Legends
PhoneCards
include:
Louis Armstrong
Billie Holiday
Ray Charles
B.B. King
Aretha Franklin



☒ **YES** I would like to order the following PhoneCard collector sets.

Black Music Legends	_____ sets @ NZ \$155 ea + Postage and Packaging	NZ \$ _____
AdCard Volume 6	_____ sets @ NZ \$155 ea + Postage and Packaging	NZ \$ _____
Year of the Family	_____ sets @ NZ \$85 ea + Postage and Packaging	NZ \$ _____
The Ultimate Card	_____ sets @ NZ \$175 ea + Postage and Packaging	NZ \$ _____
Add NZ \$10 per set for postage and packaging	_____ sets @ NZ \$10ea	NZ \$ _____
TOTAL		NZ \$ _____

PAYMENT DETAILS

NAME: _____

ADDRESS: _____

CITY _____ STATE _____ ZIP _____

PAYMENT VIA ☐ Visa or Mastercard ☐ PLEASE TICK ONE

Credit Card Number _____ Expiry Date _____

Signature _____ Print Name of Cardholder _____

If you would like to receive regular information and ordering details for Telecom New Zealand
Official Collector Packs Please Tick ☐

Post or Fax this form to Telecom PhoneCard Collector Service Box 3838 Auckland New Zealand
Fax No. (64) (9) 309-6191

CONQUEST/MONEYCARD OFFER 1-800 LINE ConQuest Long Distance Services Corp. has raised the curtain on its new Enhanced Call Service products.

Moneycard Collector magazine is the first customer for the Dublin, Ohio-based telco. Beginning December 1, 1994, ConQuest and *Moneycard Collector* will offer a toll-free subscription hotline, with a 24-hour service to handle all subscription inquiries.

With the service, calling card customers can subscribe to the magazine and take advantage of several collector opportunities offered only through the toll-free hotline.

"We recognize that there is opportunity to utilize our 24-hour operator call center for other services," said Michael Dotterweich, product manager. "Our advanced call-handling technology has created countless opportunities for us to develop live 800 applications within this product arena."

— Randy Moser

TACO BELL SERVES UP PREPAIDS Taco Bell restaurants in four western cities began test marketing prepaid phone cards in November, as part of their "Big Full Meal" promotion.

Patrons of 170 Taco Bell stores in Portland, Ore., Eugene, Ore., Albuquerque, N.M., and Phoenix, Ariz., are being offered the five-minute card for 99 cents, with any purchase (while supplies last). Issued by GTS, a total of 350,000 of the cards were printed. The brightly colored Taco Bell Calling Cards are made of paper, and come sealed with PINs concealed in a similarly printed paper folder.

Taco Bell is the first national fast food retail chain to use phone cards as a promotional tool. The promotion is being supported by TV and radio commercials, as well as point-of-purchase display information.

— Randy Moser



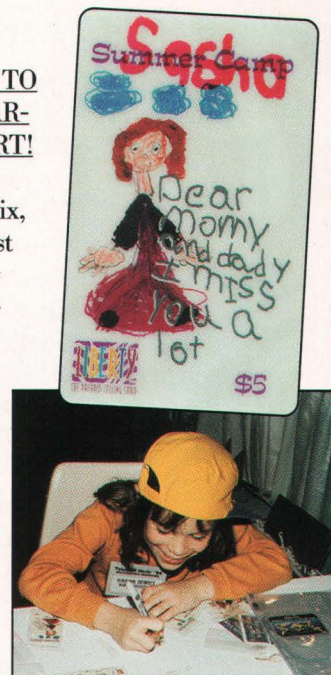
TELECARD TO WARM A PARENT'S HEART!

When Sasha Dewitt, age six, spent her first week at sleep-away camp in the mountains of North Carolina, she sent her mom and dad this poignant pictograph along with a very important message, "I miss you." A poised and talented young lady, Sasha is the daughter of

Luba and Richard Dewitt, president of Quest Telecommunications. Sasha started first grade at the Riviera Day School in September. A young linguist who speaks English, Spanish, and French, Sasha enjoys playing the piano, tia qaunda, and ballet. We think she can add "artist" to her list of accomplishments.

Visitors to the TeleCard World '94 Expo in New York lined up to ask her to autograph her moneycard. Thank you, Sasha. We appreciate your work.

— Nancy Blackburn



PORSCHE LOVERS... EAT YOUR HEARTS OUT! Here is the real die-cut Porsche telephone card from Germany. You heard rumors of its existence in the September *Moneycard Collector*. With a bit of searching, we are able to show you this little beauty.

This exquisite diminutive card was issued February 1994 in Germany by Sprint. Only about 2.5 inches from front bumper to rear bumper, and about one inch from wheels to convertible top, this flame red 1959 Porsche 356 A Cabriolet has been slipped into a larger linen-like paper die-cut folder. The back indicates the location of the club: Porsche 356, Interessengemeinschaft Duetschland E.V., Geberstrabe 56, 53797 Lohmar, Germany.

Only 1,356 of these 10-unit cards have been issued. For more information about this particular card, as well as other Porsche phone cards, please contact Peter Wolf (Porsche 356-IG), Erasmusstr. 23, 42653 Solingen, Germany. Phone: (0212) 59 19 17. Fax: (0202) 2703456.

— Nancy Blackburn



T ELEPHONE CARDS IMPACT '94 HONG KONG COIN SHOW Typically one of the busiest and most prestigious coin shows in the world, this year's Hong Kong International (HKICC) had an extra ingredient which almost overwhelmed the hotel where it was held.

Due to the growing international popularity of phone card collecting, the show's management had decided to issue the first official HKICC telephone card, and selected USACard to help design and produce it.

"We thought the card would be well received," commented Mr. Ma Tak Wo of the HKICC Committee. "However, we were even more delighted at how well the entire project turned out. Everything from the quality and beauty of the cards to the unbelievable crowds and positive feedback was very satisfying."

For several hours

during the show, local fire marshals had to limit access to the convention ballroom. Lines of enthused attendees filled the lobby and stairways up to the main hotel floor.

Although the show management graciously apportioned distribution of the 2,000 cards minted for each day of the event, it was soon evident that the card would be a complete sellout. A secondary market had already developed on the convention floor at levels considerably higher than the show issue price of HK \$90 (US\$12).

Since its establishment in 1983, the annual Hong Kong International Coin

Convention has attracted dealers and collectors from all over the world. Over half the bourse tables represent dealers from Europe, Australia, the U.S., and other Asian countries. While coins are the main focus, most of the dealers will bring related collectibles each year. Antique watches, paper money, jewelry, artifacts, stamps, and now telecards are displayed and in demand. It is commonplace to have steady crowds three or four deep gathered around desired merchandise at some dealers' tables.

U.S. collectors interested in obtaining one of these official convention telecards may have to search the collectibles shops next time they are in Hong Kong. Very few of them escaped the hands of local collectors. Perhaps your favorite telecard dealer was able to gather a few from colleagues who attended the convention. Good Luck!

— Robert Mish



Hong Kong card collectors lined up for hours for a crack at the souvenir telecard (top) handed out at the Hong Kong International Coin Convention.



Members of the first (non-sanctioned) Moneycard Collector indoor soccer team are (front row, from left) James Mosely, Mike Stovik, Klaus Degler; (back) Kevin Stanley, Keith Love, Tom Love, Don Ward and Dave McNeil. The Moneycard boys participate in a regular indoor soccer league in Denver, Colo.

M ETRO WIRELESS ENTERS MARKET

Metro Wireless Interactive Corp., Los Angeles, Calif., has entered the prepaid phone card business. Diane L. Smith has been appointed vice president of marketing of MetroBell Telecom Corp., which will operate as a subsidiary and issuer of the prepaid cards.

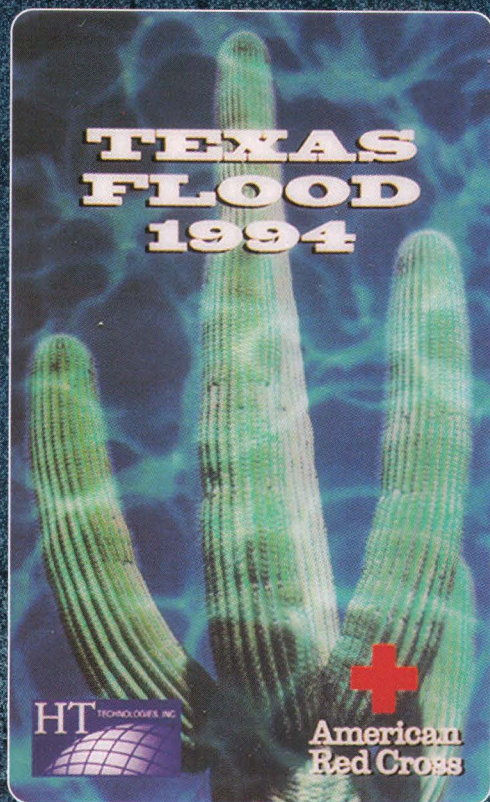
"We are very excited about our involvement in the prepaid telephone card business," stated Metro Wireless Chairman K.A. Green. "Prepaid calling cards will grow to a \$1 billion domestic market opportunity over the next few years and we envision MetroBell becoming a major player in this market."

MetroBell introduced its first sports collectible calling card and two consumer calling cards aimed at Spanish-speaking markets during the CardEx show in Amsterdam.

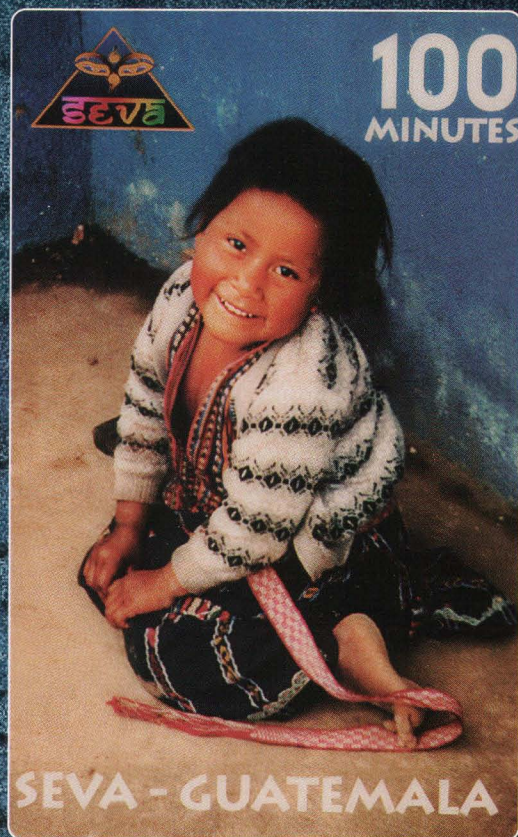
— Randy Moser

MC

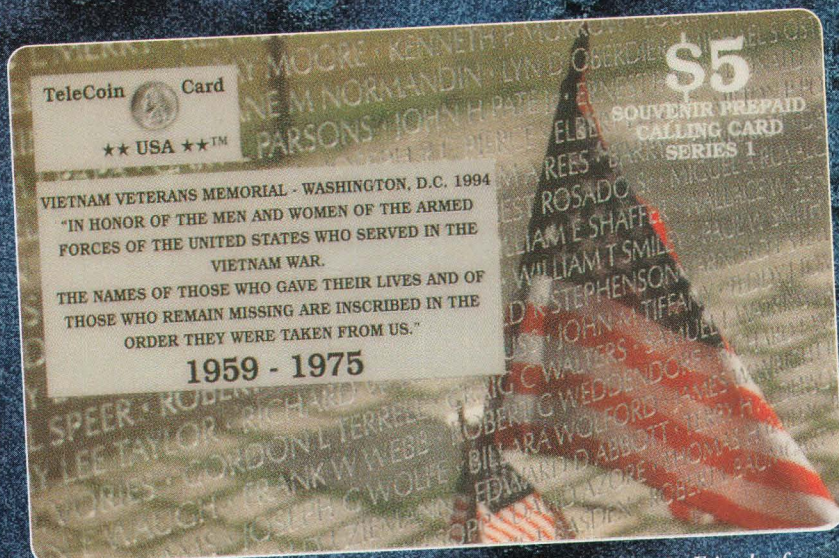
The telecommunications industry has been tremendously supportive of causes ranging from children to natural disasters, foreign aid and our armed forces. Proceeds from ACMI's Childhelp USA card (right) assist a national child abuse center. Issued in July 1994, there were 1,000 cards printed at \$25 apiece.



It didn't take long for HT Technologies to respond to flood victims around Houston, Texas, this fall. Brilliant Color Cards and LDDS provided the printing and phone time for the 2,000 cards. Each card carries 10 minutes of long distance time, which could be renewed at 30 cents per minute.



Nine telcos donated phone time to celebrate the 15th anniversary of the Seva Foundation. The first series, Indigenous Peoples, featured five cards. Only 1,250 of the \$35 cards were issued, each with 100 minutes of phone time.



Issued by TelePrint USA, this was one of five cards dedicated to the Friends of Vietnam Veterans Memorial (FVVM). The souvenir cards carry a \$5 face value with 10 minutes of long distance phone time.

Just Because

Moneycards offer a helping hand

By Nancy Blackburn

We all groan when dinnertime callers identify themselves as calling on behalf of a benevolent firemen's, policemen's or sheriff's association fund-raiser, offering tickets to a dance, baseball game, or circus. Every fall, school-age children con parents, grandparents, aunts and uncles, and any hapless adult friend to subscribe to magazines they neither want nor have time to read. And just this afternoon were we able to pass by the bright-eyed girls in uniform offering us a choice between gooey caramel pecan clusters and luscious double chocolate mints? Of course not!

Americans have long enjoyed a reputation for being generous givers. As the economy plunged, good-hearted people whose incomes had dropped, wrestled with the problems of supporting worthy causes and the necessity of making choices between equally deserving charities. Fortunately, the technology of moneycards has opened up a whole new world of fund-raising promotions.

Prepaid phone cards are used several different ways as fund raisers. Probably the most common method is to designate either a certain portion of monies paid from the net or gross proceeds, or a set value donated for each card sold.

Percentages range from a high of 100 percent to a low of one percent. Some issuers freely advertise the amount, while others are a bit more reticent. Often there is a residual benefit to the charity when the card

is renewed. Look to ACMI, AmeriVox, Go!Phone, and NAT for cards of this type.

Early fund-raising cards were often supported by a person in the industry with a special interest in the cause and who was in a position to put deals together. Helping cards may have phone time, artwork, or printing donated. Sometimes the donation comes from selling the card for a premium price, well over face value. Other times a high price per minute provides the helping funds.

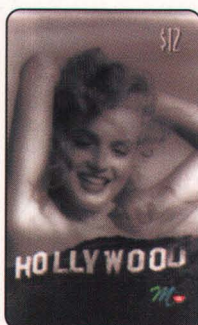
One of the earliest helping cards was North American Telephone's (NAT) "Salute to Veterans Racing Team" phone card, issued in September 1993.

The promise made by John Schaper, president of NAT, was simple: "With every Veteran's Car card purchased, NAT returns \$40 to support our veterans." There were only 1,000 of the \$100 cards issued with phone time at 83¢/minute. Some of these cards are still available for collectors; call (800)864-4004.

Go!Phone!, a division of Laser Radio in Laramie, Wyo., established an admirable policy that all of its cards would help needy organizations. John Guthrie, president, summed up his company's mission this way: "What GO!s around... GO!s a long way to a better world." Early collectors will remember the no-longer



North American Telephone (NAT): Salute to Veterans Racing Team, \$100, 120 minutes, 1,000 issued, July 1993.



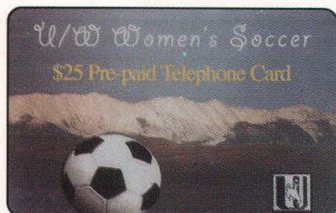
Produced by Laser Radio, this four-card set featured "lost" photos of Marilyn Monroe by famous photographer Andre Dienes. "Made in America": \$10, 2,500 issued; "Sea to Shining Sea": \$15, 2,500 issued; "Classic Marilyn": \$12, 2,500 issued; and "Close Up": \$20, 2,500 issued.



available "T-REX" dinosaur card, whose proceeds helped fund the Rock River (Wyo.) Museum.

In tribute to a famous lady who, herself, was "exploited throughout her life," Laser Radio has released 2,600 sets of "Lost Photos" from the works of Andre de Dienes. Nicely packaged, the set is composed of four Marilyn Monroe cards: "Close Up," "Made in America," "Classic Marilyn," and "Sea to Shining Sea."

Current charitable releases include a joint venture with ACMI, in which a set of 13 of Marilyn's "lost photos" will contribute 30 percent of their royalty to benefit the United Way. The first card (the blonde bombshell wrapped in a towel and talking on the phone) had an issue of 10,000 cards.



Laser Radio: University of Wyoming women's soccer team, \$25 face value, 60 minutes phone time, 500 issued, September 1994.

Soccer gets an extra kick from Go!Radio with the release of the University of Wyoming's Women's Soccer Team Title IX phone card. Depicting the snow-capped Rocky Mountains, only 500 of these cards were released. The cards have a face value of \$25 for 60 minutes, and five percent of the net is being donated to the university to support the team.

For further information, call John or Forbes Guthrie at (307) 745-4170.

AmeriVox issued the Premier United Nations Collectible in December 1993. With the goal of raising funds for an international public education program to promote world peace, 1,000 cards in \$10 denominations were issued for the Global Communications Center-Communications Coordination Committee for the United Nations (GCC-CCC/UN).

According to George M. Levy, an AmeriVox rep from New Jersey, who keeps collectors posted as to the status of the cards, by March 1994, all 1,000 cards had been sold out and the cards were selling on the U.S., European, and Hawaiian secondary markets for \$75 to

\$80. In July 1994, the founder of the GCC-CCC/UN died unexpectedly, leaving the series incomplete. The design for the original card will no longer be used.

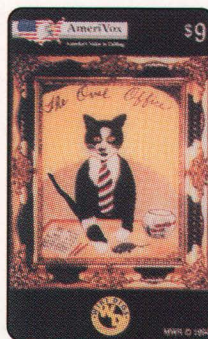
Telepax Middle East Peace telecards portray the world-famous handshake between Yasir Arafat, chairman of the Palestinian Liberation Organization, and Premier Yitzhaak Rabin of Israel on September 13, 1993, as U. S. President Bill Clinton looked on. Sponsored by Interpax and issued by AmeriVox, 10 percent of all proceeds was donated to the UNESCO-sponsored PEACE program to provide scholarship programs for the West Bank and Gaza.



AmeriVox: \$5 face value; 9,999 issued (2,500 in four-card set folders).

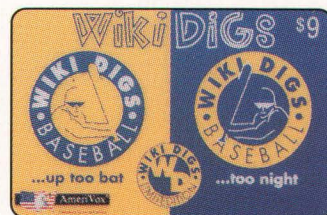
The Telepax/AmeriVox card program was limited to 9,999 of each card, with the first 2,500 set aside and placed in folders with German, Dutch, and Belgian cards. Issued in March 1994, the set is worth \$75. Roger van Vlissingen, president of Millennium Management, can be contacted for information at (203)866-3975.

AmeriVox also released two phone cards in July 1994 for Wiki Digs (of Southern California) that benefited the Make-a-Wish Foundation of Greater Washington, Inc. The first card was "Socks the Cat," a portrait of the current White House cat painted by Michele-Weston Relkin. After hanging in the Ronald Reagan Museum in California for a year as part of the "From Washington to Clinton" exhibit, the original portrait was sent to the White House. According to Ilene Golob, a partner of Wiki Digs, who was, herself, a survivor of a childhood life-threatening illness, Socks represents nine lives and is a symbol of hope.



AmeriVox: Socks; \$9 face value, 222 issued, July 1994.

The second card, "Wiki Digs Baseball," is based on a fictional baseball character. The cards are limited to a run of 222 and come with a certificate of authenticity. The cards are \$9, with 20 percent



AmeriVox: Wiki Digs Baseball; \$9 face value, 222 issued, July 1994.

of the proceeds to be donated to a charity. Information on the cards may be obtained from Darren Siegel, (818)376-1047.

Sixteen years ago, a small group of physicians, professors, spiritual leaders and friends joined with small-pox fighters from several different nations to give birth

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Moneycard Collector is a special interest publication designed to meet the emerging needs of phone card collectors,

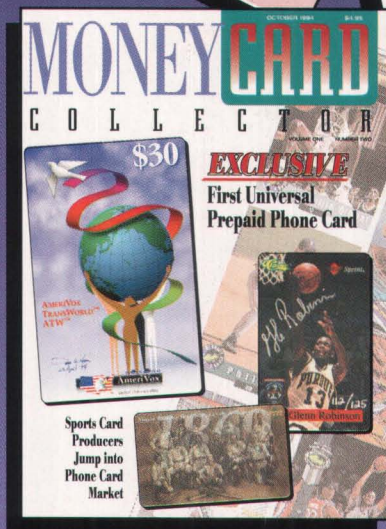
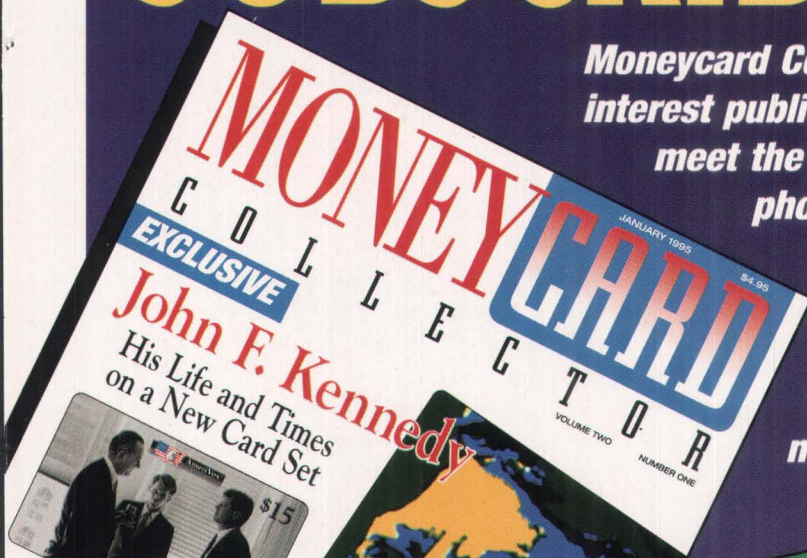
issuers, manufacturers, dealers, and users. Each

month Moneycard Collector is filled with informative articles on today's market, new releases, and information

on how and why collectors collect. Beginning with the February issue Moneycard Collector will include a monthly retail price guide for the most frequently traded US phone cards and debit cards.

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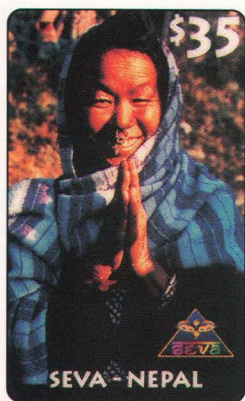
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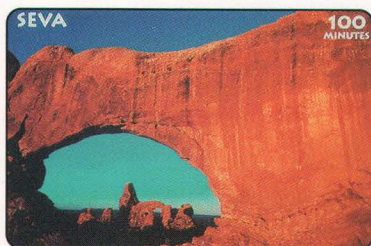
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For credit card orders call 1-800-264-9884 or write to Moneycard Collector, P.O. Box 783, Sidney, OH 45365. Allow 6-8 weeks for delivery of your first issue.

5JNH1



SEVA (set I): Indigenous People, \$35 denomination, 100 minutes, 1,250 issued.



SEVA (set II): Dynamic Landscapes, \$40 face value, 100 minutes of phone time, 250 issued, October 1994.

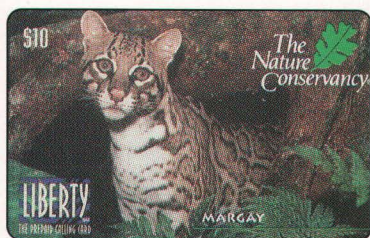
to the Seva Foundation. The diverse group pledged to transform their deep concern for suffering in the world into useful action and service. Among those original founders was Larry Brilliant, one of the largest printers of prepaid telecards.

In a generous gesture last year, 10 telecard-related companies donated phone time to celebrate the 15th anniversary of the foundation of Seva. The five-card series featured a logo card, people from Guatemala, Nepal, Aravind, and an "Indigenous Peoples" card. There were only 1,250 of the 100-minute cards issued and priced at \$35 per card. One-hundred percent of the proceeds from the cards went to the Seva Foundation.

Due to the overwhelming response, a second series of Seva cards has been released. Featuring the "dynamic landscapes" photography of Galen Rowell of Berkeley, Calif., these five cards feature "unexpected convergences of light and form, and seemingly unrepeatable moments in the natural world." Shown on the five cards are Arches and Yosemite National Parks, Oak Creek Canyon, Mount Ritter, and Monument Valley. Four of the cards are \$40 each for 100 minutes of phone time.

For Canadian collectors, the Monument Valley card is available for use in Canada, and is priced at \$30 for 50 minutes. There will be 1,000 each of these cards released. For ordering, call Seva at (800)223-SEVA; Canadians can call (604)733-4284.

Working diligently to support the environment, The Nature Conservancy (TNC) received support through calling cards issued by Quest/Liberty of Atlanta, Ga. Four cards were designed and produced exclusively for the Conservancy: San Joaquin Kit Fox \$25; Margay \$10; Snake River, Idaho \$10; and



Quest/Liberty: Four-card set, Margay, \$10 face value, 1,100 sets issued.

Niobrara Prairie, Neb. \$10.

There were 1,100 of each card issued, and they still may be purchased individually or as a set by calling Quest at (800)964-0702. At least 10 percent of the proceeds are designated for TNC's conservation programs to preserve plants, animals and natural communities that represent the diversity of life on earth. TNC has already extended protection to 7.5 million acres in

the United States and Canada.

Miniature fine art and fund-raising were combined by MT World Card of San Francisco and Telephone Technology Exchange (TTE) in

three different series of cards. November 1993 saw the release of a Collector Series of Great Wildlife Art to benefit the Southeastern Wildlife Expositions (SEWE) in Charleston, S.C. A portion of the sales was donated to SEWE's efforts to protect the ACE Basin, a pristine nature area in the Carolinas.

The first three cards – "Flower Dancers" by Paco Young, "Silent Shadows," and "Miss Scarlet," – released in February 1994, had a limited issue of 999 each, and an original selling price of \$50.

MT World joined Coca-Cola and SEWE as part of the Kids for Conservation poster contest. The winning student's artwork is published as "Poster of the Year." MT World featured the art of Sandra Sapinose of South Carolina on the first phone card of the series. Plans are underway to feature the winning poster as a telecard each year. There were 5,000 cards issued at \$50 each.

The first two cards of a beautiful Civil War Series – "Longstreet and Staff" and "High Tide," were issued March 4, 1994. The art on the cards was created by one of America's most popular Civil War artists, Mort Kunstler, and was limited to 999 of each card. Each of the prepaid phone cards included 20 units of long distance time, and sold for \$50. Part of the proceeds were earmarked for restoring neglected Civil War battlefields. For information on any of these fine art releases, contact MT World Card at (415)543-9909.

"It's Your Life...It's Your Call" is part of an innovative prepaid phone card and public service program developed by Telecom International. The "Telecom Highways" project was created to inspire a nationwide call to action to assist America's runaway children.



Peoples Telephone: Heartbreak Blvd., distributed free, 15 minutes phone time, 5,000 issued, June 1994.

street of broken dreams."

Peoples Telephone Co. (PTC) provided cards and time for the Heartbreak Blvd. campaign. It was the first of a three-card set: Runaway Teens, AIDS and Stop the Violence, all designed by McNeilly.



MT World Card: Southeastern Wildlife Exposition, \$50, 999 issued, February 1994.

Artist John McNeilly, known for his "Mega-Murals" on social issues, designed the prepaid card, which depicts Robyn Hood (a.k.a. Bubblehead, a modern-day heroine) "holding a candle to light the way for kids lost on Heartbreak Blvd. – a



Globalcom 2000:
Mona, \$10 face
value, issuance
unknown,
December 1993.

1994. Gala grand opening ceremonies promised millions of minutes to be donated for several worthy causes. Affected was the well-received MONA card, designed to benefit the Museum of Neon Art in Universal City, Calif., and The Red Ribbon AIDS Foundation phone card.

With a goal of raising \$1 million to purchase duck habitat, Prepaid Telecommunications released its 1994 "Red Breasted Merganser" duck stamp, as well as reproductions of the first 10 duck stamps—from 1934 to 1943. One of the largest series of phone cards ever produced, the remaining telecards were released in groups of 10 on September 1, October 1, November 1, December 1, and December 15, 1994.

The first 45 have a face value of \$5; the next 16 reflect the value of the duck stamp, which ranges from

The cards were issued in June 1994 and distributed around the New York, Boston and Los Angeles areas, providing young users an opportunity to call home or an audio text of organizations that might offer help. Plans are underway for the cards to be offered to the general public at retail outlets. Information is available at (800)864-3355, Ext. 120.

On the somber side, a major disappointment to the telecard industry was the demise of Globalcom 2000 early in spring of

ing earthquake shook Los Angeles on January 17, 1994, and within days HT Technologies, ConQuest Telecommunications, and Brilliant Color Cards had donated 25,000 minutes of long distance telephone time to victims of the quake. The minutes were divided into 2,000 "We Love L.A!" prepaid calling cards, each carrying 10 minutes of long distance time. The cards were distributed by the American Red Cross.

As Tropical Storm Alberto slammed into the tri-state areas of Alabama, Florida, and Georgia, and flood waters raged, HT Technology, LDDS Metromedia and Brilliant Color Cards again stepped in to help victims contact their loved ones. Distributed through the Georgia Red Cross, HT issued 2,000 "Georgia Flood 1994" phone cards, each with 10 minutes of free time. The cards could be renewed by credit card at 30 cents a minute.

Friends of the Vietnam Veterans Memorial (FVVM), is a national nonprofit, non-political membership organization, dedicated to extending the healing nature of the Vietnam Veterans' Memorial and preserving its historical significance

and emotional legacy. TeleCoin Card USA of Timonium, Md., has donated five percent of gross proceeds from the sale of their Series I cards, which include the words, "Never Forgotten," and "In honor of the men and women of the armed forces of the United States who served in the Vietnam War, the names of those who gave their lives, and of those who remain missing are inscribed in the order they were taken from us." There are five cards in the series, with 1,000 of



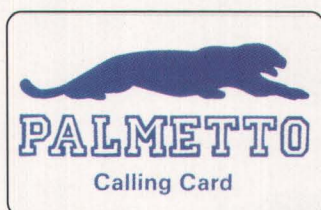
HT Technology: LA Earthquake, distributed free, 10 minutes phone time, 2,000 issued, January 1994.



HT Technology: Georgia Flood, distributed free, 10 minutes phone time, 2,000 issued, September 1994.



Prepaid Telecommunications (PTI): Red Breasted Merganser, \$15, October 1994.



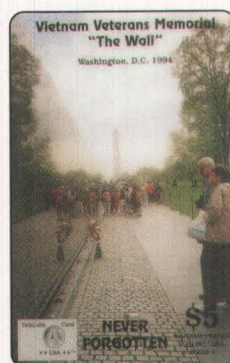
Prepaid Telecommunications (PTI): Palmetto High, \$10 face value, 1994.

\$7.50 to \$15. PTI's goal is that 100 percent of its projects contribute to worthwhile, non-profit, or environmental projects throughout the world. Information about the availability and release of the duck stamp cards is available from PTI at (800)825-2328.

On a much smaller scale, PTI has issued a fund-raiser for a local school, Palmetto High, in Miami, Fla. These "Touchdown Club" Booster cards are sold by club members and students for \$10, with the school receiving \$2 to support sports activities.

The prepaid card can be renewed by credit card at 35 cents per minute, with the Touchdown Club receiving 10 percent of the renewal revenue.

When disaster strikes, HT Technologies of San Francisco has indeed proven to be a friend. A terrify-



TelePrint USA:
Vietnam Veterans Wall, \$5, 10 minutes phone time, 1,000 issued, 1994.



Comid: Society of Nehemiah (Build Back the Walls), \$10 face value, 10 minutes phone time, 25,000 issued, March 1994.

each of the 10-minute cards issued. They are still available by calling William R. Sprague at TelePrint USA Inc., (410)560-6704.

"On behalf of Reggie and Sara White, we'd like to thank you for your donation. Help us in

our effort to build back the walls," is the message heard by those using the National Society of Nehemiah Ministry debit card. Reggie White, Green Bay Packer all-pro, along with his wife, Sara, established the Alpha and Omega ministry as a Christian network to implement healing and building of the inner cities of the United States.

Thus far, there have been 25,000 cards issued, in \$10 denomination, by Comid, the telecommunications segment of Schneider National, Inc. (800)822-6643. Collectors should note that for a fee, Reggie White has personally autographed cards for those ordering a large number.



Global Telecommunications Solutions (GTS): Tomorrows Children's Fund, \$10 face value, 20 units time, 1,000 issued, 1994.

Tomorrows Children's Fund (TCF), established in 1982, was founded by parents whose children had cancer. Today TCF delivers the best available care to hundreds of children with cancer or serious blood diseases, while helping families to deal with the emotional and financial aspects of the disease.

Don Imus of WFAN radio fame raised over \$5 million through WFAN radiothons to build a state-of-the-art medical facility in Hackensack, N.J., for treatment and research of cancer and blood diseases. Global Telecommunications Solutions of New York has offered its support and issued 1,000 commemorative cards. A substantial portion of the proceeds is being donated to TCF. The cards are \$10 for 20 units of time and are available through TCF, 30 Prospect Avenue, Hackensack, NJ, 07601.

GTS received media attention by combining stamp collecting and phone cards. Released in conjunction with the U.S. Postal Service as a first day issue, the package included an AIDS stamp phone card, a first day cover, and envelope cachet.

The telecard, stamp and cover cost \$18.95, of which \$4 went to Hearts & Voices. Established in 1990 in New York to provide entertainment and mentors to adults and children hospitalized because of AIDS, Hearts & Voices now includes over 1,400 volunteer performers. Nearly 100 of them perform monthly at eight hospitals in the New York area. Hearts & Voices also has a Los Angeles program.

Offering children hope, Childhelp USA, founded in 1978 as Children's Village, Beaumont, Calif., was the first residential treatment center in the U.S. established for victims of child abuse and neglect. What is now the Childhelp IOF Foresters National Child Abuse

Hotline was established in 1982 to provide trained crisis counselors seven days a week, 24 hours a day. In 1992, they handled 360,050 calls.

The sad statistics of child abuse indicate that 2.7 million children were reported abused in the United States in 1991, and over 1,200 children died from mistreatment. A percentage from the sale of these cards will be donated to Childhelp, now a national non-profit organization. There were 1,000 of these \$25/25 minutes cards issued by ACMI for the Palm Desert, Calif. Auxiliary. They are still available though Childhelp at (619)695-6247.

Helping Hands & Open Hearts is a totally non-profit volunteer HIV/AIDS Agency, located in Modesto, Calif. With no paid staff, they are dedicated to easing the suffering of those who are battling against AIDS by providing care, financial assistance, support, and "The Last Request" program. And when the battle is lost, they can offer assistance with a Funeral/Memorial

fund. With a goal of making a down payment on a home, which will be called "The House of Help & Hope," ACMI helped produce a phone card in which a portion of the proceeds will be directed to Helping Hands & Open Hearts.

There have been 200 cards issued, each with a face value of \$10 for 12 minutes of time. Interestingly, half of the cards have been purchased by the German market, which should give collectors something to consider. These cards may be obtained by calling Raymond at (209)521-1492.

Black and white telecards, printed the "old-fashioned way," were produced for the Center for Southern Folklore, located on historic Beale Street in Memphis, Tenn. ATS Network Communications and ACMI, both of Memphis, collaborated to issue the card, from which a substantial portion of the profits will benefit the center. The *Los Angeles Times* described the Center as "an idiosyncratic place that is equal parts gift shop, exhibit hall, music shrine, performing arts showcase, bookstore, and unofficial guide to what's happening in Memphis."

There were 1,000 of these telecards printed by Ultra Plastic Printing of Cleveland, using a negative from one of the thousands of photographs in the center's archives. The phone card, with a denomination of



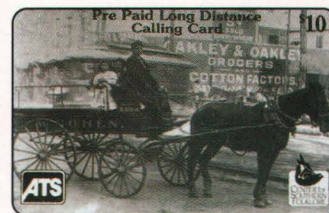
ACMI: Helping Hands & Open Hearts, \$10 face value, 12 minutes phone time, 200 cards issued, 1994.



GTS: AIDS Stamp, \$10 face value (\$18.95 first-day issue), 17 minutes phone time, 5,000 issued, January 1994.



ACMI: Childhelp USA, \$25 face value, 25 minutes phone time, 1,000 issued, July 1994.



ACMI: Center for Southern Folklore, \$10 face value, 20 minutes time, 1,000 issued, July 1994.

\$10, can be obtained by calling the Center for Southern Folklore at (901)525-3655.

B&J Collectibles of New Jersey, one of the largest dealers of baseball cards and sports memorabilia, as well as parent company of B&J Telecard, wanted to create the perfect fund-raiser for a worthy cause. They ended up issuing "Garden State Games" to commemorate the 12th year of the New Jersey Games.

According to President Joseph Meerman, the games were held during the summer using a extensive volunteer network and involved nearly 5,000 high school level students. The phone card was designed by New Jersey artist Linda Heyniger and portrays a Olympic runner carrying a torch. The cards carry a face value of a \$10 and 15 minutes of prepaid time. B&J anticipates that sales of these cards will raise over \$30,000 for the Garden State Games.

B&J's next project, in support of the Federation of Child Abuse and Neglect, was produced in conjunction with WPLJ radio, and includes a message from Rocky Allen, a well-known DJ from New York. Additional information can be obtained from B&J Telecards, (617)599-9191.

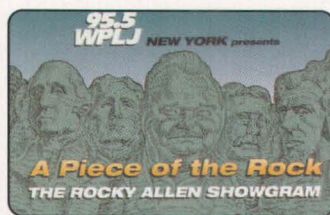
Signed with a paw print, Global Telecom Network (GTN) issued the first of its Tele-Tag series to benefit the Florida Panther, believed to be the most endangered mammal in the world today. The State of Florida supplied this authentic reproduction of Florida's most popular environmental license plate to be issued as a moneycard.

The "Protect the Panther" card shows a full-face Florida Panther in sawgrass. There is a special collector's edition of 2,000 cards printed on 28 mil plastic; an unlimited number of cards will be printed on 18 mil, and these will be unnumbered. The back of the card very clearly states, "A portion of the proceeds go to the Florida Game & Freshwater Fish Commission, Solely For the Panther Fund & Habitat." Call GTN at (800)544-0061.

Chicago White Sox superstar Frank Thomas and Ameritech worked



B&J Collectibles: Garden State Games, \$10, 15 minutes time, 7,500 issued, September 1994.



B&J Collectibles: Rocky Allen card, \$10, 15 minutes calling time, 10,000 issued, Sept. 1994.



Global Telecommunications Network (GTN): Protect the Panther, \$10, 20 minutes time, 2,000 issued, August 1994.

together to issue four CoinSaver telecards with action images of the baseball star. Arrangements were made for portions of the proceeds from the sales to go to the Frank Thomas Charitable Foundation. Established in May 1993, the foundation focuses on opportunities to help those with special needs. Since the death of his young sister to leukemia, Thomas has attempted to support the effort to find a cure for this disease. The CoinSaver cards are available in \$1, \$2, \$5 and \$10 denominations, and can be used in Ameritech payphones.

Tele-Vend of Sausalito, Calif., has turned its attention to assisting talented new artists. The Emerging Artists Series has been designed to assist the Emerging Artists Fund and other artist-designated charities, with one percent contributed to each fund.

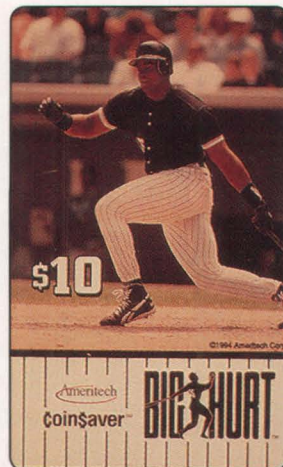


Tele-Vend: Emerging Artists Series, 1994 issue.

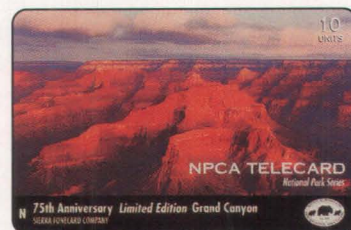
White at (415)331-4475.

Nature lovers especially will appreciate the telecard issued by Sierra Fonecard Co. on behalf of the National Parks and Conservation Assoc. (NPCA). Celebrating its 75th anniversary, the NPCA is America's only private, non-profit citizen organization dedicated solely to the protection, preservation, and enhancement of the U.S. National Park System. There will be 5,000 cards released every two months. Eventually, 13 different cards will be issued, spelling out "National Parks." The cards are \$10 for 10 minutes, but will recharge at 25 cents a minute, with a portion of the proceeds going to the NPCA. The cards can be ordered at (800)987-5330.

From helping blind people in a foreign land to preserving the ecology of the earth, from local high schools to around the world, from arts to life-threatening illnesses, with issues from a hundred to hundreds of thousands of phone cards, collectors have a cornucopia of worthy causes from which to select. It is a dimension of collecting that is gaining momentum, and one where the enjoyment of moneycard collecting can also benefit others.



Ameritech: "The Big Hurt" (Frank Thomas), \$10 face value, 25,000 issued, November 1994.



Sierra Fonecard: Grand Canyon, \$10, 10 minutes time, September 1994.



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UNDER THE BIG TOP

CIRQUE DU SOLEIL - A CIRCUS WITH A NEW ACT

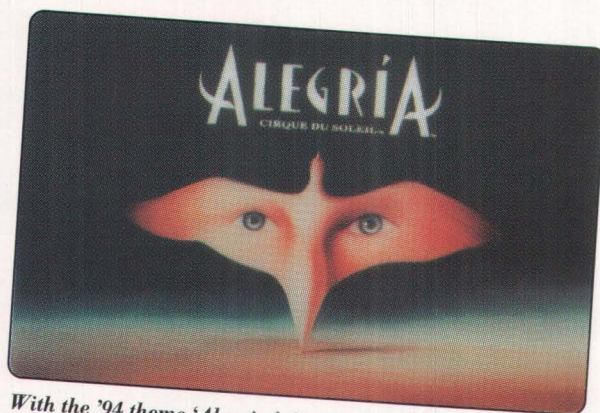
Famous for captivating circus shows with magical themes played out before the audience through a series of vignettes, the Cirque du Soleil now has its own prepaid phone card.

The Cirque du Soleil story is performed by trained acrobats of all ages, and enhanced by a multimedia presentation that includes original music, lighting and sound effects. The home of the Cirque du Soleil is in Montreal (Quebec), Canada, the brain center for the creation of the shows that tour the United States and Canada.

A strong telecommunications network is a key component in allowing the traveling artists and their associates and friends to stay in touch. With that in mind, it seemed like a logical connection for the Cirque du Soleil to test market a limited edition prepaid telecard during the 1994-95 tour. Those who attend the shows will have the opportunity to purchase a 25-minute telecard for \$15, while supplies (2,500) last.

The theme of this year's North American tour is Alegria, which means "joy of life." Elaborate sets and costumes enhance the performances of the international cast that is bringing the show to 10 major U.S. cities. The Cirque du Soleil telecards will be available at concession stands until they have sold out. There are no plans to produce an additional series of cards.

The front side of the telecard features the colorful photographic logo of the Alegria show. The



With the '94 theme 'Alegria,' the Cirque du Soleil cards are a useful show souvenir. The limited edition (2,500) 25-minute card sells for \$15.

reverse side carries a July 12, 1994 issue date, which is the day Cirque du Soleil kicked off its '94-95 show in the U.S.

Cards are sequentially numbered. The telephone time is provided on AT&T lines via SmartTel, a reseller based in Waltham, Mass. Brilliant Color Cards of San Rafael, Calif. handled the printing. The telecard was conceptualized and developed by Metacomm, a Portland, Ore.-based telecommunications consultant.

David Resnick formed Metacomm with the marketing uses of prepaid telecards foremost in his mind. Resnick believes that prepaid telecards are a cost-effective promotional tool with a logical connection to entertainment events. "Prepaid telecards with a tie-in to entertainment events provide a memento that has a current value and use to the purchaser, and may actually increase in value over time, due to the collectible nature of limited editions of licensed art or individuals."

The toll-free number for the Cirque du Soleil is (800)678-5440. The telephone number for Metacomm is (503)226-0546.

Leslie Gainer

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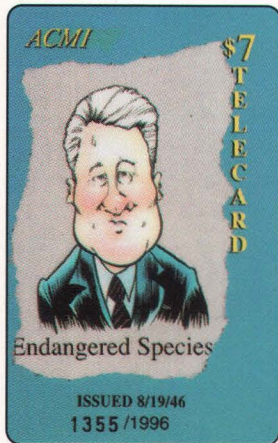
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NEW ISSUES

continued from page 17



FREE WILLY ACMI has issued a new satirical version of one of their most popular series – the Bill Clinton Endangered Species card.

The new cards feature a very worried looking President Clinton in a caricature drawing produced exclusively for the Memphis telco. A limited number of cards will be issued – 1992 of the \$3 cards and 1996 of the \$7 version, with serial numbers printed on the front of the whimsical cards. The issue date is also tongue-in cheek; 8-19-46 is Clinton's birthday.

Call ACMI at (901)363-2100 to order these cards.

SANTA VISITS FLORIDA

Florida Calls has recently issued a new prepaid calling card featuring Santa himself. The contemporary Santa flies through the night on a snowmobile, while making a call on his cellular phone.

The new card includes multilingual instructions, and utilizes the AT&T 800 network. The \$7.50 card includes a one-time activation fee, with recharging available at 29.9¢/minute.

The issue is reportedly limited, though the exact number was unavailable at press time. Call Florida Calls at (305)256-7201 to order.

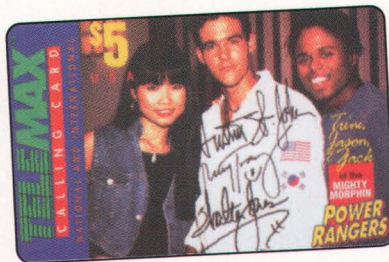


TELEMAX HAS THE 'POWER' A new set of cards sure to be a hit with the youngsters is the four-card Power Rangers series from Telemax. A trio of the Mighty Morphants are pictured singly and as a group on the \$5 cards.

Each of the cards carries 10 minutes of phone time (50¢/min.), and a mintage of 10,000. The entire set of the autographed cards retails at \$25, with personally autographed photos of the three stars available for \$14.95 apiece.

One development to note is the recent news that the actors playing Jason, Trini and Zack have announced their departure from the popular series, in order to pursue different projects. Austin St. John (Jason) had been touring shopping malls around the nation, on behalf of his Telemax phone cards. What effect (if any) the news will have on the value of these cards is yet to be determined, but it will be interesting to follow.

Call Telemax at (800)704-2006 to order the cards.



CARRY YOUR OWN GUARDIAN ANGEL

It has often been said that everyone is assigned a personal Guardian Angel at birth, and now The Money Company makes it possible to carry around a phone card commemorating it.

Each of the 10 charming Guardian Angel telecards includes the message "When you need to make a call – your Guardian Angel will be there." Seven of the 10-card prototype set were limited to an issue of 800, with the remaining three issued in quantities of 2,500, 1,000 and 900. Each of the cards carry 10 units, or five minutes of domestic long distance time. The prototype set of 10 cards is being offered for \$49.95.

In addition to the prototype set, a special Christmas Guardian Angel phone card is being marketed. Call The Money Company at (818)609-7666 to purchase a set.

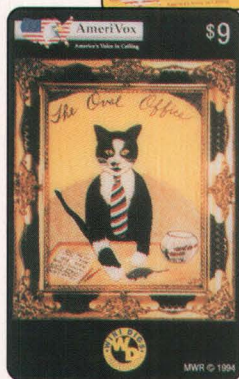
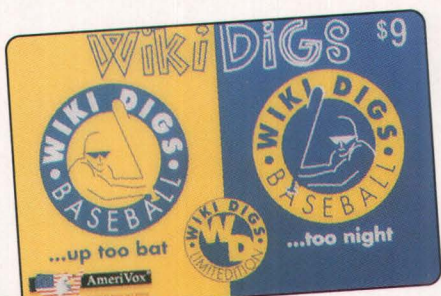
IVY LEAGUE ENTERS PRE-PAID ARENA

Around the World has announced the Penn PhonePass – a customized phone card developed exclusively for the University of Pennsylvania. The Penn PhonePass is the first prepaid calling card from an Ivy League school, and will be marketed to Penn students and alumni.

Priced at \$10, the PhonePass will carry 30 minutes of long distance calling time. When the original 30 minutes have expired, additional time may be added through any major credit card.

Call (609)662-6779 or (215)898-1199 for more information.





AMERIVOX ISSUES MAKE-A-WISH CARDS

A Socks the Cat and a fictitious baseball team are featured on two cards by Wiki Digs, with proceeds to benefit the Make-A-Wish Foundation.

The first card is based on an original portrait by Michele Watson-Relkin of President Clinton's well-known family cat. The original portrait of Socks was exhibited in the Ronald Reagan Museum for one year. The second card illustrates the blue and yellow logo of Wiki Digs, a fictitious baseball team.

The number of cards for each of these issues has been limited to 222, with 20 percent of the proceeds donated to the Make-A-Wish Foundation of Grater Washington. Both cards have \$9 face values.

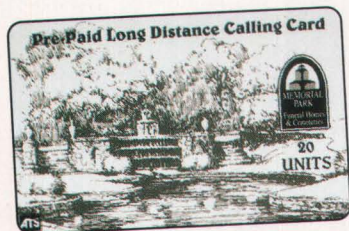
Order these cards by calling (818)376-1047.

A CARD FOR THE BEREAVED ATS Network Communications has produced a prepaid phone card with a unique application. When a grieving family comes to Memorial Park Funeral Home in Memphis to arrange for the funeral of a loved one, they are presented a phone card by the facility's director. The prepaid

card makes it easier to contact friends and relatives to inform them about funeral arrangements.

The card is a pen and ink drawing of the fountain gracing the

entrance to Memorial Park and was produced by renowned Memphis artist Marjorie Schwartz. A limited number of 500 of the 20 unit cards were issued. Additional information about the card may be obtained by calling ATS at (901)797-3188.



TCM 'PEDALING' CARDS

TCM Associates, Inc. has released a set of cards featuring classic bicycles from Chicago's recently

opened Bicycle Museum of America. The four-card set includes images of an 1880 High Wheeler (\$20/33 min.); 1950's Schwinn Panther Cruiser (\$15/25 min.); 1950's Rollfast Hopalong Cassidy (\$10/16 min.); and 1960's Schwinn Stingray Krate (\$5/8 min.). A total of 750 sets was produced, with each set priced at \$50.

The bicycle series is only available in four-card sets. Included with each is a 6.5" x 13" folder which displays the cards and offers a brief insight about the specific bike. The prepaid calling cards are available in hobby shops, specialty stores, the Bicycle Museum, and phone card outlets. For additional information about purchasing the cards call TCM at (800)923-8723.



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



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

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

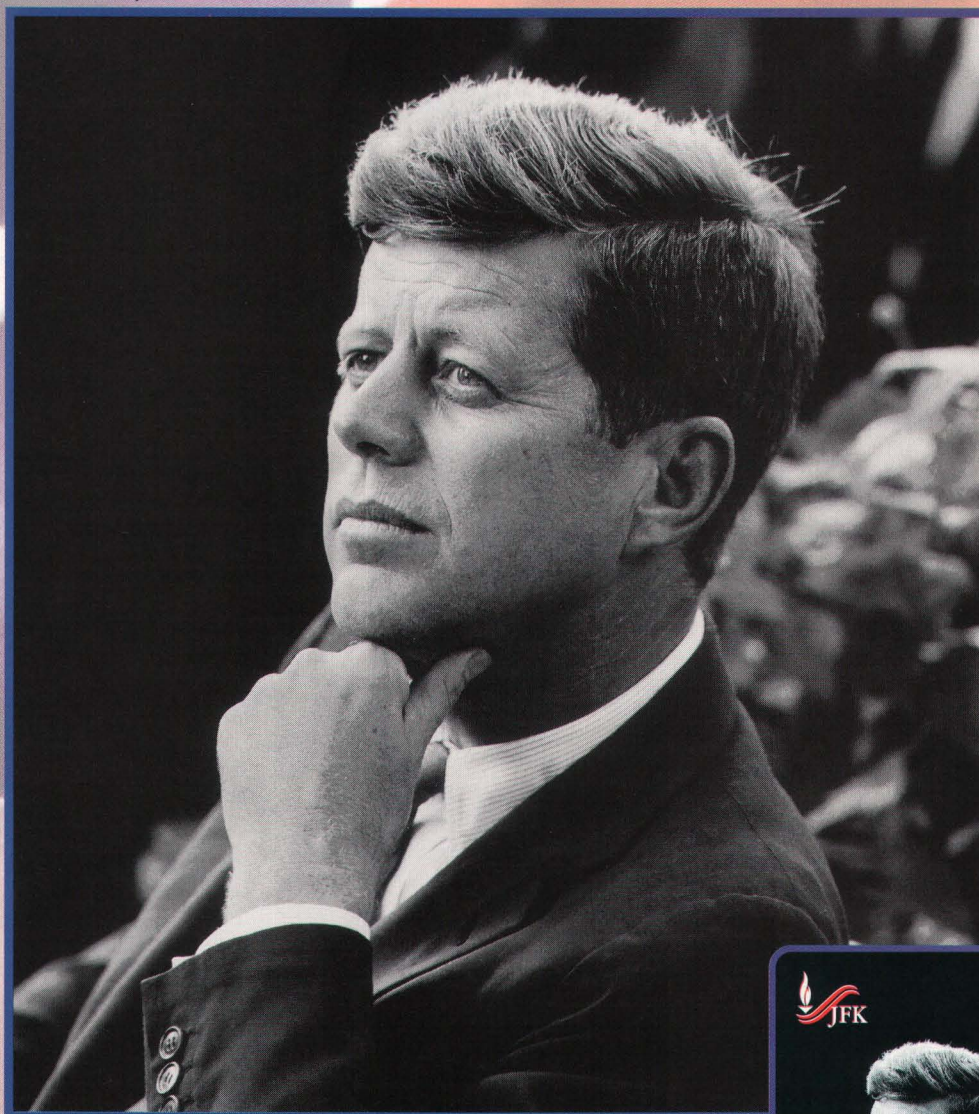
AMERIVOX

PROUDLY PRESENTS

JOHN FITZGERALD KENNEDY

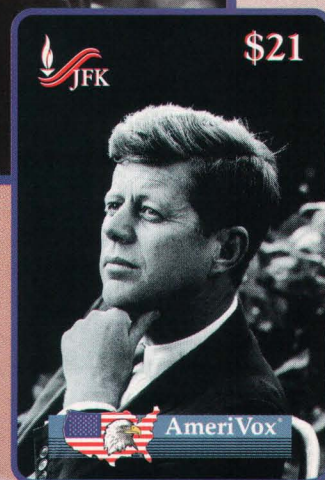
29 MAY 1917 - 22 NOVEMBER 1963

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- \$21 face value
- Limited to only 10,000
- Featuring a famous photograph which was depicted on a 13¢ U.S. postage stamp



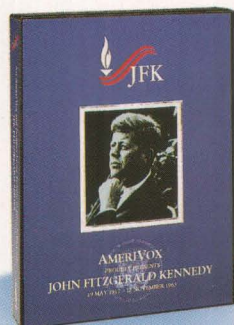
John F. Kennedy Phonecard Series

No photographer was closer to John F. Kennedy than Jacques Lowe. No photographer has better captured the complexity and personality of JFK, the Kennedy family and the spirit of Camelot. Now one of the world's most brilliant photographers, who took 40,000 photographs of JFK, his administration, and the Kennedy family, presents

a spectacular AmeriVox phonecard series in tribute to the President.

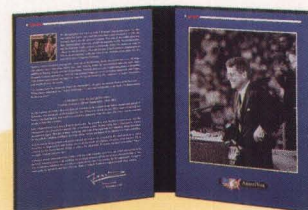
"I am grateful for the opportunity to express once again my gratitude to JFK and to keep alive the flame of John F. Kennedy's legacy through these images."

Jacques Lowe, 17 November 1994



First U.S. presidential phonecard series

- Elegant album with four mini-sets of four cards each, 16 cards total
- Plus a special \$17 JFK phonecard (17 for his birth year) and limited to the first 7,777 who buy the entire album of 16 phonecards
- Spectacular photography of Jacques Lowe, President Kennedy's personal photographer
- The first 3,717 albums will be stamped "JFK Promo Album" with a seal of the Victura, a sailboat Ambassador Joseph Kennedy bought JFK when he was 16



First American telephone card series of JFK



Four sets of four cards each, depicting:

- JFK campaigning, as president and with Jacqueline
- One striking set of four cards colorized by the world-famous photographer Jacques Lowe
- A special set of four cards dedicated to Jacqueline Kennedy Onassis
- Each set of four phonecards has a \$5, \$10, \$15, and \$20 card



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Description	No. Ordered	Price	Cost
JFK Phonecard Series (17 Phonecards)		\$217	\$
\$21 JFK Phonecard		\$21	\$
Sub Total		\$	
Tax (if applicable)		\$	
Shipping and Handling (charge at cost)			
Allow two to four weeks for delivery		Total	

Method of Payment

Credit card orders only.

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Card No.

Expiry: _____

Name: _____

Address: _____

Country: _____

Postal Code: _____

Phone: _____

FAX: _____

Signature: _____

Date: _____

AmeriVox Rep. I.D. (if applicable): _____



BRILLIANT IDEA

THE BRILLIANT GREEN CARD — HIGHLY COLLECTIBLE AND FRIENDLY TO THE ENVIRONMENT Being one of the largest U.S. producers of telecards can have its wasteful side. For Brilliant Color Cards (BCC), San Rafael, Calif., production waste is the inevitable by-product of manufacturing millions of cards. In an effort to minimize the waste, however, BCC has undergone extensive research to apply the environmental mantra of the 1990s — “reduce, reuse, & recycle.”

Brilliant Color Cards and Eastman Kodak Co. recently announced the release of telecards made from a polyester base which the Environmental Protection Agency (EPA) classifies as “generally regarded as safe.”

Larry Brilliant, the chairman of BCC, summed up the reason for the change in very simple terms: “This comes about as a result of guilt.” Brilliant is painfully aware of the amount of material that ends up on the cutting room floor at his company. As a medical doctor, he is also well-versed on cancer-causing chemicals and their insidious effect on humans and the environment.

While associated with the Michigan State Department of Health in the mid '70s, he was involved in several investigations of carcinogenic chemicals which had made their way into the bloodstreams of an estimated 97 percent of the state's population. Brilliant was one of the whistle-blowers at the time. Now, 20 years later, he is guiding his company away from as many hazardous substances as possible, and is actively seeking ways to mitigate the impact of toxic products that must be used in manufacturing. In Brilliant's own words: “We're not pure, but we're trying.”

The Brilliant Green Card is made from a polyester base manufactured by Eastman Kodak. Polyester offers distinct advantages over most plastic cards currently used, especially conventional poly vinyl chloride (PVC) cards. In September 1994, the EPA released a report implicating PVC as a source of contamination to the environment, and identified it as a “probable carcinogen.”

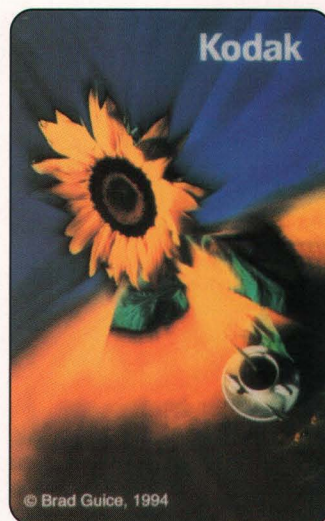
Last fall, BCC began collecting used telecards and all polyester manufacturing waste, and started sending regular shipments to Kodak for recycling. Brilliant estimates that 50 percent of the material his company uses

for manufacturing ends up as waste that can now be recycled. The used polyester is converted into 35-millimeter film, overhead materials, and other consumer items.

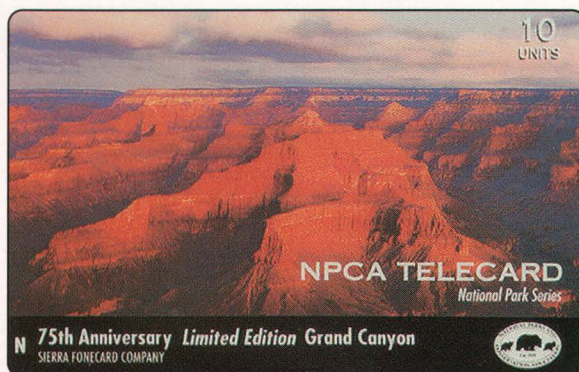
The first polyester cards manufactured at Brilliant Color Cards were released in the last quarter of 1994 for two non-profit groups — SEVA Foundation and the Sierra Club.

The research and development team at BCC has been spurred on by the positive impact of the joint program with Kodak. As a result, BCC also introduced a program in which they have been able to take the waste from silver (a production by-product), and recycle it into solid silver debit cards. They plan on releasing a limited edition, solid silver Telecard Man card to debut the recycled silver cards.

Leslie Gainer



Kodak Environmental Services used this five-minute telecard (300 issued) to answer questions about recycling, safe handling of process chemicals, and proper waste disposal. The card is made from Kodak Duraflex display material, which can be recycled by the printer.



The first example of the new Kodak polyester cards was produced, appropriately enough, for the Sierra Club.



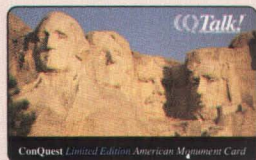
This heart-shaped telecard (left) was handed out by Brilliant Color Cards at the TeleCard World show in New York, to help educate visitors about the new environmentally safe polyester-based telecards. The 3-unit card could be recycled by returning them to BCC.



CQ-940005 Assorted Coinage



CQ-940007 Gold Coins



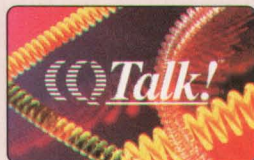
CQ-940004 Mount Rushmore



CQ-940008 Lincoln Memorial



CQ-940009 Eagle & Flag

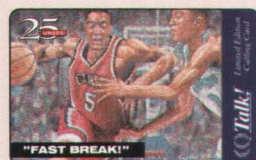


CQ-940003 CQ Talk!

25 UNIT CARDS
\$8.75
EACH



CQ-940006 Break The Bank



CQ-940011 "Fast Break!" Basketball



CQ-940012 "Long Ball!" Baseball



CQ-940014 "Denied!" Hockey



CQ-940013 "Crunch Time!" Football

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This could be your last opportunity to purchase this set! Only a limited number remain! Limited to only 2,500, the ConQuest Limited Edition Five Card Set features the 1994 International Sportcard and Memorabilia Expo Logo Card. Available only at the Expo or as a part of this set, the Expo Logo Card has quickly become a highly prized collectible. The card carrier is specially designed to enhance the appearance and collectibility of this Limited Edition Collector's Series Set and is suitable for framing. Call or write today to enter the big leagues.

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CQ-940016 Five Card Sports Card Series Set

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\$43.75

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

When it comes to media attention, the most quoted phone card price seems to be the NYNEX \$1 Democratic National Convention card, quoted



at \$1,700. I tried to pin down when the specifics on the card that allegedly sold at this price (like who sold and who bought it). It's strange, but so far no one has been able to supply that info. The closest I could come was an article from a national magazine stating that the card was worth \$1,700. And that price was subsequently picked up by many other sources.

The \$1 complimentary NYNEX DNC card *did* sell for \$1,239 in a computer service auction on June 8, 1994. I can substantiate that figure, and as far as I am concerned, that is the retail price for this card until I get firm verification of another sale at a different price.

Obviously, there is nothing wrong with a \$1,239 price for a \$1 card that was given away a few years ago. There are lower prices quoted on this card, but those are generally dealer to dealer rates.

Incidentally, my son was a delegate to the '92 Democratic National Convention. He received the card, tried making a long distance call with it and the operator didn't know what he was talking about. He ultimately threw the card away. Recently, one bright dealer got the names and addresses of all the DNC delegates and wrote to each one, offering \$250 for the card if they still had one. It is not known how many he was able to buy.

While on the subject of NYNEX, look for a joint card that can be used for the NYNEX "coinless" telephones and the New York City Metro subway. Negotiations are under way, but it isn't easy when a government agency (the subway) and a private firm try to reach an agreement.

A separate record will be kept of each card holder's usage in the subway or making telephone calls. There are currently 70 new yellow telephones installed in New York, with more being installed every day.

A NYNEX Collector's Club has been established with all public issues. Private issues are those made up for a firm which does not sell its cards on the public market. For example, if IBM orders 10,000 cards from NYNEX for use of their employees, they may request NYNEX not to permit these cards to be sold to the public.

When you order a quantity of telephone cards from a German dealer, he sends them to you in an attractive folder which may turn out to be a collectors item in itself. The card producers received permission from the Disney company to reproduce the artwork from "The Beauty and The Beast" as the cover art for their telephone card mailing. They also managed to include silhouettes of the two Oscars won by the film.

There were a few complaints that only a small percentage of the people present at the New York show were collectors. However, the organizers of the show spelled out in their ads that they also wanted to attract marketing companies, ad agencies, premium suppliers, fund-raisers and other "volume buyers" of telecards. That they did!

NTT (Nippon Telephone and Telegraph) has been called the "sleeping giant" of the telecommunications industry. The company has billions of dollars in assets and totally controls the communications industry in Japan.

Recently, NTT has joined forces with the U.S. firm, Peoples Telephone Co., Inc. (PTC). NTT America will not sell PTC cards in Japan, nor will PTC sell NTT cards in the U.S. However, NTT has been selling some souvenir cards in this country for the past six or seven years that are good only in Japan. Technically, they are for executives of firms in this country who are traveling to Japan and require the phone card. The joint marketing agreement permits the Japanese firm to consult on telecommunications systems for Japanese corporations located in the U.S. PTC will be the originating carrier.

Peoples had a 1994 increase in gross revenues of 74 percent over the first quarter of 1993, but their net income declined by 16 percent. I foresee a joint agreement on the growing telephone card market that will permit both firms to sell each others' cards in both countries.

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COMPREHENSIVE PRICE LIST upon request. Specializing in United States and topical foreign phonecards. Sears Phone Card Department, 27001 U.S. Highway 19 North, Clearwater, FL 34621. (813)791-7535.

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

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

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MARVEL X-MEN Set, \$69; Halloween or Christmas Set, \$39; Send check or money order plus \$3.75 S&H (NY add tax) to Global Telecard Company, 1133 Dobbs Ferry Rd., White Plains, NY 10607 or call (914) 674-0408. Write for Amerivox distributor information.

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WIRELESS WAY! New retail store in Prudential Center, downtown Boston, Offers Collectible Phone Cards in store or through mail. For our phonetastic price list contact Telenova (800) 505-NOVA, (617) 484-1837. Compuserve 74731,1645. Visa, M/C, Discover, Amex Accepted.

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FEB. 2-5

LONG BEACH COIN & COLLECTIBLES EXPO

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MARCH 2-4

TELECARD WORLD WEST

Los Angeles Conv. Center
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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

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Honolulu, Hawaii
Contact: The Greatest Moment, Inc.
(808)591-1076

JUNE 1-3

AMERICAN TELE-CARD EXPO

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Laurette Veres
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JULY 25-30

NATIONAL SPORTS COLLECTORS CONVENTION

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AUG. 16-20

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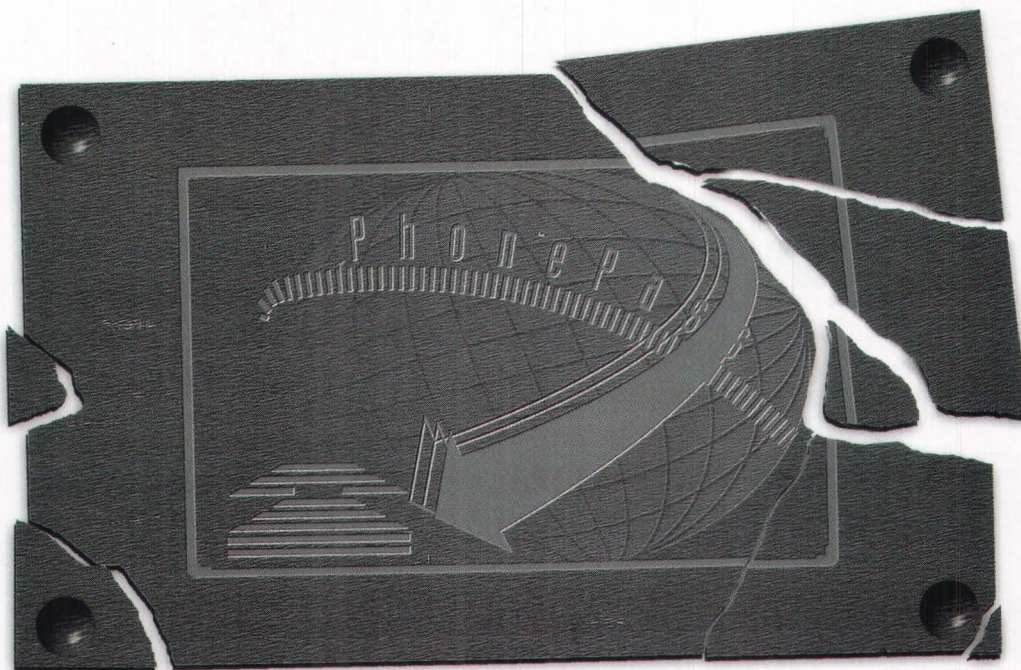
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