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**INSIDE: MONEYCARD PRICE GUIDE**

JULY 1995

VOL. 2 No. 7

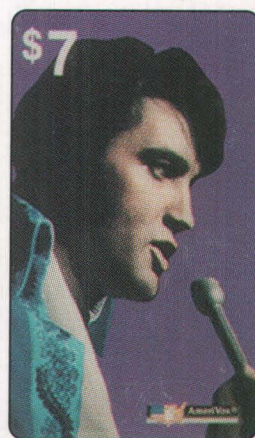
DISPLAY WITH HOBBY PUBLICATIONS

# MONEY CARD

C O L L E C T O R

## THE KING

A definitive look at the "World of Elvis"



## A SMILE AND A COKE

First cards officially issued by Coca-Cola

## HELPING HANDS

SNET and McDonald's reach out to help children



JULY 1995 \$4.95  
Canada \$5.95





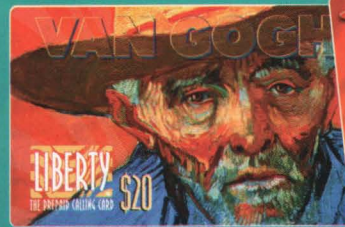
# In With The New (and Newer).



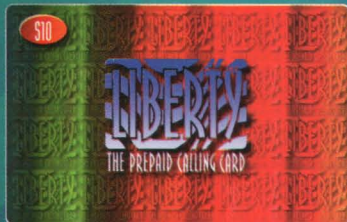
Renoir



Seurat II



VanGogh II



LIBERTY Spectrum



LIBERTY Wave II



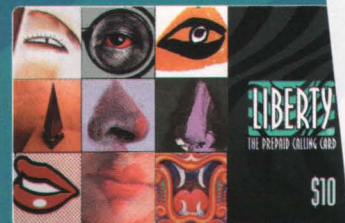
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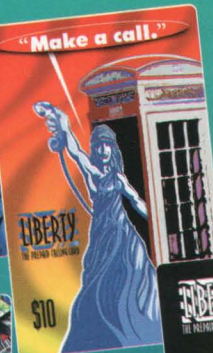
Mothers Day - Red



Mothers Day - Yellow



Funky Faces I



Make a call.



Sartori-Porcelain Me



Summer Camp

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The original LIBERTY Cards are out of print and we are introducing even newer additions to our already new line up of unique Prepaid PhoneCards. These beautiful cards are issued with the collector in mind...each has a unique serial number, "scratch-off" protected PIN number, indication of series, print number, and total cards printed. All new LIBERTY cards are printed on a 100% polyester core for superior image quality and packaged in a sealed clear fin-pack for added protection.

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To place your order for these unique cards 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 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 in the U.S.A. is \$6.50 and International is based on shipping costs to specific destinations.

Call Today!

1-800-964-0702



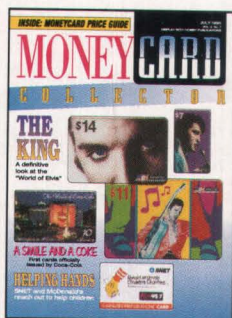
A Revolution In Long Distance Calling

LIBERTY Cards, including out of print, special edition and select "hard to find" cards are also available from quality telephone card dealers, including:

- Keep The Change: 1-800-510-0101
- PM Cards: 1-800-528-8819
- Americards: 1-206-641-6057
- Sears Coin & Stamp: 1-813-791-7535

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The eyes of Elvis stare out of our July issue, our second to receive newsstand distribution.

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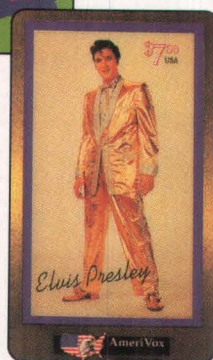
## 7 World of Coke

Collectors' convention card is first officially issued by the soft drink giant.



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## ON THE MONEY

**A**re more new phone cards an element of Long Distance field trials by Regional Bell Operating Companies?

This month we devote significant editorial coverage to the RBOC's.

Contributing writer Art Becker, for example, has done a nice job of providing an update on the cards being issued by these firms.

In our view, the most committed of the RBOCs to prepaids continues to be Ameritech, which views the devices as a key tool in reducing revenue collection costs and in staking out turf in the debit card field. Recently, the other key purpose of the cards was re-emphasized when Ameritech secured White House approval to begin a long distance field trial. Approval did not come without cost, however. In return, Ameritech agreed to cede control over local service in its Chicago and Grand Rapids markets where it will run its long distance trial. This opens those markets to competition in local phone service. Also interesting was the fact that both the Department of Justice and AT&T actually backed the Ameritech request.

David Onak, corporate spokesman for Ameritech, commented to *Moneycard Collector* that there is still a strong expectation within the industry that legislation will be adopted in the very near future to reform the telecommunications industry. Onak took pains to keep the two issues separate, however. "Regional field trials supported by the Justice Department shouldn't be a model for national field trials or national legislation," he said. He also emphasized that with this development Ameritech was not abandoning its five other RBOC brethren that make up the Alliance for Competitive Communications. "We still support the Alliance," he added, "but we felt a compelling need to move on our own because of unique regulatory and market considerations not applicable to the other regional Bells."

Onak was not able to provide any comments on what this might mean to Ameritech's prepaid card program, but it is obvious that some new cards for these field trials will at least be considered.

It is our understanding based on other

press reports, that the reform legislation may be very near at hand and that if and when adopted it would override decisions about specific individual field trials. More than one collector is thinking ahead to what might happen to the value of RBOC field trial cards when the reform legislation is eventually approved.

Meantime, RBOC prepaids remain highly collectible. Years from now, regardless of their secondary market value, they will serve as a visible record of this interesting era in U.S. telecommunications history.

.....

Lately, we never seem to have enough editorial pages to cover everything we'd like to in each monthly issue - a combination of the growth of the hobby and meeting reader requests for more pricing and market information. This month we double our price listings in the Price Guide, for example, but at the same time have to delay our report on the recent San Francisco International Phone Card show. Next month we'll have that report, a close-up of an avid 8 year old collector we met at the show and coverage of cards issued for this event.

Meantime, enjoy this issue to its fullest. We hope that *Moneycard Collector* continues to be your most credible and comprehensive source of information about phone and debit card collecting.

.....

As we create this month's issue, all of the United States is mourning the loss of life that occurred with the bombing on April 19th of the U.S. Federal Building in Oklahoma City. One of the many companies and individuals who immediately stepped forward to lend their assistance was MCI. To its residential customers in Oklahoma City, MCI gave free long distance service from April 19 through 23rd. To other Oklahoma City residents that were not its customers MCI distributed, through two local churches, free PhoneCash calling cards. It also provided free MCI pagers for local Red Cross volunteers to help them communicate and coordinate their efforts. We at *Moneycard Collector* extend our sympathies to those affected by this tragedy and salute MCI and all those who are helping in this time of need.

---

Murray Church, *Publisher*





# THE READERS ALWAYS WRITE

## Add Some Time

Thanks for including the new (Orlando) Magic Prepaid Calling Card series in the "New Issues" section of the February issue of *Moneycard Collector*. I'd like to correct a slight error in the story involving the amount of long distance time on each card. It should read: "Each card carries 10 minutes of long distance time through Sprint/United Telephone-Florida."



Brian Craven, Sprint/United Telephone-Florida

*Thanks for the additional information. We received our card specifications from the Orlando Magic sales outlet, called The FanAttic, which obviously was running "a little short on time."*

## Better Show Calendar

I have a subscription to *Coin World* and found your ad for the *Moneycard Collector* last year. I have every issue that has been printed, and they just keep getting bigger and better.

The only thing that I would like to see added to your magazine is a show calendar (like *Coin World*). This could help collectors find hard-to-get phone cards and supplies for storing phone cards.

1995 looks like a big year for cards. P.S.: I like the price guide and enjoy the magazine very much.

Lee Prowse, Encinitas, Calif.

*We do have a show calendar each month listing the major upcoming events in the telecard collecting hobby and we're always glad to add more show listings to it. As the hobby grows, we will keep our eyes peeled for more local and regional shows, and provide as much info about the events as our pages will hold.*

## More Prices

I read your magazine and like it. The information contained is invaluable. My company is just starting in the phone card sales and advertising, and *Moneycard Collector* — especially the Price Guide section — is very helpful.

An expanded Price Guide would be very helpful, especially to the beginning collector.

James Simmons, M.A. Storek Co., Portland, Me.

*Your suggestion (along with numerous others suggesting the same thing) has been heard and we have implemented the change. This month's Price Guide has been expanded to some 800-plus listings and by the end of the summer we should have more than 2,000!*

## More promotions

I was recently given a copy of your magazine and found it very interesting. I am a refunder and have several prepaid phone cards issued by nationally sold brands. I am wondering if these may some day (or are currently) considered collectible. These are issued by Polaroid, Kron, Eve cigarettes among others.

Any help or advice would be greatly appreciated. Thank you in advance for your help.

Sue Beckers, Green Bay, Wis.

*Promotional phone cards are the newest, and by far one of the most popular methods, of advertising products and services in the very competitive marketplace. Some cards — like McDonald's, Coca Cola, 7-Up, Polaroid and K-Mart — have already become quite popular among collectors. Others will serve their promotional purpose, and simply be used for their phone time and discarded. The trick is to figure out which ones the collectors will fancy. Kind of like Kenny Rogers' lyrics "You got to know when to hold them, and know when to fold them..."*

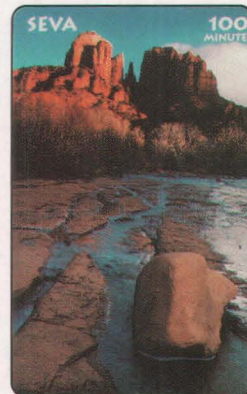
## SEVA Superlatives

*(The following letter was forwarded to Moneycard Collector through SEVA)*

These (Seva) are the first U.S. phone cards I have even considered buying. The Galen Rowell series of Southwest scenes is absolutely beautiful! Thank you for placing the advertisement in

*Moneycard Collector* (actually, thank Brilliant Color Cards for the ad), and thank that fine magazine for its glowing review of the cards and the fine work SEVA does.

Keep up the good work.



Jeff Peckham, USS Detroit

## Promotional cards

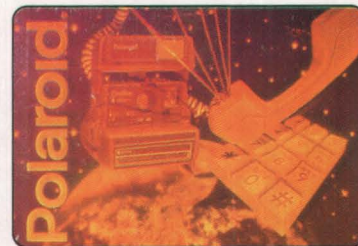
I've noticed lately that phone cards are being offered to people for purchasing a product. With a proof-of-purchase, a cash register receipt, and the official coupon, the card is yours.

My first attempt at getting a phone card this way was with Polaroid. You had to buy a double pack of film to get a 5-min. card, a triple pack to get a 20-min. card or a 5-pack of film to get the 60-min. card. I purchased a double pack of film, did the coupon and register receipt and in four weeks received the phone card. The card is a hologram of a phone pad and a Polaroid camera floating over the earth — turn the card, and a picture pops out of the camera. The card is very dramatic. Note: only one card of any denomination per household (GTI phone time).

Two drug stores and one grocery store in my area recently had an offer to buy two products and receive a phone card. It's funny, but all redemption coupons had the same P. O. Box on them. (Note: I am still waiting for the phone cards. I'll update you later on what I get.)

The mail for a phone card can be found anywhere anytime, so keep an eye out for these interesting ways to add to your collections. Keep reading Sunday circulars and all that so-called junk mail. You don't know what will turn up in those places that you just can't refuse to buy for a phone card.

Cam Wolff, Brighton Mich.





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Fax orders: 619.736.0112 Phone orders: 1.800.887.AVOX (2869)  
International calls: 213.488.3375

Description	# Ordered	Price	Cost
World of Elvis Phonecard Series 20 card set w/ album case (\$7.77 card free for first 25,777 ordered)		\$189.95	
Set 1: 4 cards w/ album case		\$53.95	
Elvis Phonecard Club Membership		\$24.95	
Elvis .9999-fine Gold Phonecard*		\$129.77	
Elvis Picture Disc: 1960 Interview*		\$29.77	
Elvis Poster: Gold Lamé Suit, 1957		\$15.00	
Elvis King of Hearts: 2 \$21 Cards		\$50.00	
Sub Total			
Tax (if applicable)			
Shipping & Handling (charge at cost)			
TOTAL (includes S & H)			

Card denominations in each set: \$2, \$7, \$11, \$14. Orders to be filled within 6-8 weeks.  
\* Elvis Club Membership required to purchase these orders. MCUL95

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Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

AmeriVox Rep. I.D. (if applicable): \_\_\_\_\_



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MONEYCARD  
COLLECTOR

# CALENDAR

## July 25-30

National Sports Collectors Conv.

Cervantes Convention Center

St. Louis, Mo.

Bill Goodwin

(314)892-4737

## Aug. 16-20

ANA (American Numismatic Assn.)

Anaheim Convention Center

Anaheim, Calif.

Susan Collins

(719)632-2646 or

(713)974-5252

## Aug. 26-27

TeleCard Times Expo '95

JFK Int'l Airport Travelodge Hotel

Queens, N.Y.

Dave Friedland

(516)795-2788

## Sept. 1-4

Int'l Sportscard & Memorabilia Expo

Anaheim, Calif.

Jack Petruzzelli

(714) 526-5913

## Sept. 13-17

CardEx 95

Maastricht, Netherlands

Sue Dickson

Ph. 44(0)1206 765601

Fax: 44(0) 1206 768591

## Sept. 21-23

TeleCard World '95 East

Jacob Javits Center

New York City, N.Y.

Angie Nicotra

(713)974-5252

## Oct. 5-8

Long Beach Collectibles Show

Long Beach Convention Center

Long Beach, Calif.

Paul Koppenhaver

(818)787-4020

## Oct. 13-15

Collectorama

Lakeland Civic Center

Lakeland, Fla.

Edward Kuszmar

(800)447-4590

Fax (407)995-7983

## Oct. 29-Nov. 1

CTAC-IS/IMAC '95

Walt Disney World

Orlando, Fla.

Rita Skehin

(800)221-5334



# COCA-COLA CLASSIC

**W**ELCOME TO COKE'S 'WORLD' The World of Coca-Cola joined the world of telephone cards with the release of the first issue of a licensed Coca-Cola card in the United States. Some 1,200 Coca-Cola memorabilia collectors who attended the "Springtime in Atlanta" convention on April 13-15, 1995, immediately recognized the importance of this new card.

With an issue of only 2,500 cards, savvy collectors immediately purchased their limit of 10 each, and came back again the next day. The first 1,000 sold in two days, with the remainder going the following day. By the end of the convention, the cards were allegedly exchanging hands for between \$20 and \$30.

Scoreboard/Classic teamed with The World of Coca-Cola and Sprint to produce this special collectible \$10 FONCARD. Sequentially numbered to 2,500 and presented in an individually numbered, laminated folder, the card features a stunning full-color night scene of The World of Coca-Cola pavilion in Atlanta, Ga. The top is captioned "The World of Coca-Cola" and "Springtime in Atlanta 1995" across the bottom.

Each card includes 10 minutes of domestic long distance time provided by Sprint. The cards carry an issue date of April 1995, with an expiration date of December 31, 1996. The World of Coca-Cola's registered trademark appears on the back of each card.

According to Mark Grauer, director of The World of Coca-Cola Pavilion, exciting plans are already underway for the second and third cards of the series. "Coca-Cola Red Hot Summer Promotion" will be released during mid-June, with a third card expected to commemorate the International Coca-Cola Collectors' Club Show in Kansas City in July.

The Coca-Cola's Collectors' Club is a separate organization, not affiliated with The World of Coca-Cola.

However, every Easter Week approximately 1,200 Coca-Cola Collectors' Club members make the pilgrimage to Atlanta for the annual springtime meeting. The organization numbers some 7,000 worldwide, and the July 1995 International Club Show should draw around 3,000 to Kansas City. If you are near that location during July, it would make "cents" to pick up some of these highly collectible cards.

Commenting about the immediate popularity of the



Scoreboard/Classic, World of Coca-Cola, 10 minutes of phone time, 2,500 issued, April 1995.

card, Grauer explained, "Coca-Cola is more than just a soft drink company; it is a worldwide symbol of American culture."

With world headquarters in Atlanta, Coca-Cola has carved out a rich 109-year history. The 45,000-square foot Pavilion opened five years ago and has proven to be Atlanta's busiest tourist attraction, with one million people visiting the facility each year.

Even though phone card collectors have seen Coca-Cola cards released in Europe and Japan, this is the first strictly retail, licensed production of these cards in the U.S. Previously, the trademark has been relegated to promotional or premiums cards, like those randomly inserted in 12-packs of Coke in Kansas, Oklahoma, and northern Texas.


Present plans call for limited telephone cards to be available exclusively through The World of Coca-Cola Pavilion in Atlanta. The limited-edition phone cards with the registered trademark will focus on special events and sponsorships.

So, if you want an "out-of-this-world" memento to cap off your summer vacation, plan to swing by The World of Coca-Cola Pavilion in Atlanta. The facility is located at 55 Martin Luther King Jr. Drive, Atlanta, GA 30303; telephone (404)676-5151.

Nancy Blackburn

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# TEARS THE NEWS

**VISTA-UNITED CREATES GENERAL USE CARD** For months now, collectors have been straining their ears for news from Vista-United Telecommunications, the provider of telephone and telecommunications service for Walt Disney World in

Orlando, Fla. Ever since a private release of internal phone cards was made during September 1994 (see story in June '95 *Moneycard Collector*), these cards have been the subject of discussion and speculation.

By February 1995, prices had increased ten- and twenty-fold for individual cards and the three-card cast member set had reached \$350. By May, the \$5 card was still holding at \$95, and the cast member set was

retailing for \$460. The selling price for a complete 14-card set of 1994 issues was \$1,650.

With this type of overwhelmingly positive response from the public, Vista-United found it troublesome that large numbers of "cast" cards designed for use by park and staff workers had reached the underground collectors' market and were no longer available for their original intended purpose.

To alleviate this impasse, Vista has chosen to make a general use card available to visitors for use within the park. The card is not a limited edition, and sufficient cards will be printed (during 1995) of the various denominations to meet guests' needs. They may be used to make domestic and international calls from within the park to anywhere in the United States.

The Vista-United logo and Disney registration mark are superimposed over the dark blue, star-filled sky of the "1995 Stock Card." Mickey Mouse fans will be happy to see that the prominent ears again form a distinctive

part of the logo. Available in denominations of \$7.50, \$15, \$30 and \$55, the remote memory card conceals its PIN with scratch-off and is only 18 mil thick — thinner than regular issue cards.

Vista-United is a partnership between the fully taxed and tariffed United Telephone of Florida (Sprint) and Walt Disney World, in order to service the two communities of Bay Lake and Lake Buena Vista, as well as the parks, hotels, retail stores, and complexes located on the 47-square mile property owned by Disney.

So, once again the ears have it. Even though it's not a limited edition issue, there seems to be little doubt that collectors will once again scramble to obtain these cards for their collections. This time, maybe a few of them will actually stay in the park.

Nancy Blackburn



Vista-United, Stock Card (General Issue), \$7.50 denomination (\$15/\$30/\$55), quantities undetermined, Brilliant Color Cards manufacturer, March 1995.

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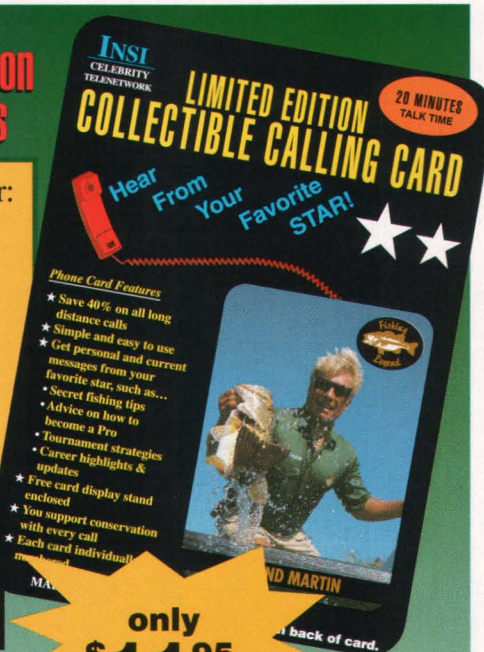
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Teleworld International,  
Walls of the Wild five-  
card set, 1,000 sets  
issued, February 1995.

**W**ALLS OF WILD CARDS HELP REBUILD FLORIDA ZOO Is there any one of us who is not delighted with the suggestion, "Let's go to the zoo?" But residents of South Miami, Fla, have just cause to be especially proud of their Metrozoo and the "Walls of the Wild" exhibit and awareness program.

TeleWorld of Fort Lauderdale, the Zoological Society of Florida, and Friends of Metrozoo have joined forces to fight the still-lingering damage of the devastating Hurricane Andrew. According to Joan Sklar, vice president of TeleWorld, "For many South Miami residents - including our animal friends at the zoo - recovering from the storm is still a daily battle. Teleworld is glad to be a part of the recovery."

Walls of the Wild is an opportunity for animal lovers to monetarily support the Metrozoo and Zoological Society program, which benefits endangered species. The Wall is being built of terra cotta tiles, each depicting one of five endangered or popular species: Florida panther, elephant, rhinoceros, gorilla, or white tiger. A donation of \$250 entitles patrons to choose the animal tile that will have their name or corporate name inscribed on it to become part of the Wall.

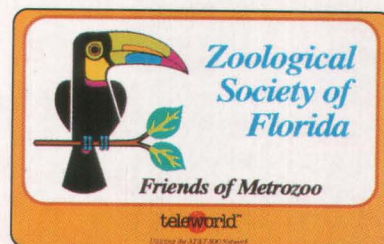
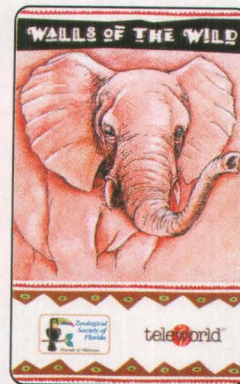
Donors receive a TeleWorld "Call of the Wild" prepaid phone card that matches their tile choice (There are 1,000 each of the five cards). Each card given to a tile purchaser carries 66 minutes of phone time. Cards sold are priced at \$10 and carry 33 minutes of phone time, but are visually identical to the 66-minute cards. The design was donated by Visual Inventors, and the printing by Continental Plastics.

A sixth card features the brightly colored Metrozoo's Toucan mascot (2,500 issued). Available at the zoo, the card is also being called the "Endangered Child" card. A valuable and unique service is

the ability to activate the card so that when a child uses it, he or she is connected with the parent's designated phone number.

Parents are being encouraged to give this card to their children so they will always have it available for use in an emergency. Call (800) 434-2499 for more information about the Metrozoo cards.

Nancy Blackburn



Teleworld, Zoological  
Society of Florida  
(Toucan), 2500 issued,  
March 1995.

## The Sprint Telecard Marlene Dietrich Collection

**\$318.00**  
Set of Four  
One Gram  
Gold Cards

Set of Four  
One Gram  
Fine Gold  
Telephone Cards  
Face Value \$6.00  
each card  
Production  
limited to 500  
cards per design  
Manufactured by  
Mitsubishi  
Materials Corp.

Artist:  
Gregory Perillo  
Laurence M. Gartel  
Tina Watts  
Tony Capparelli  
Serial Numbers issued for each  
design 001 to 500  
Selling price per set of four cards  
**\$318.00**

plus \$9.00 shipping per set USA  
\$21.00 via International Express Mail  
(plastic case, certificate and plush velvet  
box included for each card)

**\$24.00**  
Set of Four  
Polyester  
Telephone Cards

Set of Four  
Polyester  
Telephone Cards  
Face Value \$3.00  
each card  
Production  
limited to 2000  
cards per design  
Manufactured by  
Brilliant  
Color Cards

Artist:  
Gregory Perillo  
Laurence M. Gartel  
Tina Watts  
Tony Capparelli  
Serial Numbers issued for each  
design 0001 to 2000  
Selling price per set of four cards  
**\$24.00**

plus \$4.00 shipping per set USA  
\$16.00 via International Express Mail  
first four sets

A limited number of the Marlene Dietrich Commemorative Pre-Paid Telephone Card sets have been Produced by Powell Associates with the cooperation of Sprint, Brilliant Color Cards, Mitsubishi Materials Corporation and Curtis Management. This set is considered to be one of the most impressive Telephone Card Issues in 1995. It is the first using four exclusive pieces of art depicting Marlene Dietrich executed by four renowned American artists. It is also the first time ever that Sprint One Gram Gold Telephone Cards have been issued.



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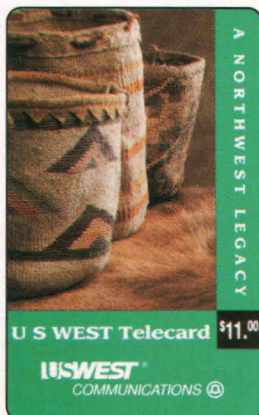
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Luis Vigdor, President ONE ROCKEFELLER PLAZA, SUITE 1506, NEW YORK, NEW YORK 10020 • TEL: 212-332-8105 • FAX: 212-332-8107  
All Listed Cards are in Unused Mint Condition. Prices and supply subject to market conditions. Shipping and sales tax will be added to your order when applicable.  
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# BABY BELL NOTES

The following is a brief synopsis of the latest news of phone cards from the seven Regional Bell Operating Companies (RBOCs).



With the installation of 16,000 special payphones that accept U.S. West chip prepaids, these could soon be the first large quantities of used phone cards. A total of 5,000 sets was printed.

## US WEST

Probably the most important RBOC news is that U.S. West will be installing 16,000 payphones that use their chip cards. This is the first firm commitment any Baby Bell has made regarding pay-phone technology in its entire operating area — in this case, 14 states. With this historic announcement, U.S. West should provide the nation with its first large-scale source of used phone cards. It is the lack of inexpensive used cards that is one of the main barriers to entry into the hobby of collecting telephone cards in the U.S. A new third edition of U.S. West chip cards is scheduled for production in June.

There was a maximum of 5,000 of the first U.S. West set possible, with the actual number probably much lower. A maximum of 10,000 of the five-card second set is possible.

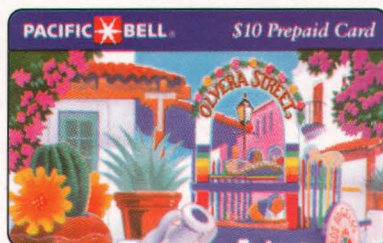
## PACIFIC TELESIS

Remote memory card sales continue in Los Angeles, under the Pacific Bell name. PacBell is selling, through its business offices and selected Chevron stations, cards with the same design as the first-edition “Numerals” and “Los Angeles” cards, but without the first-edition markings. The “Olvera Street” cards will be replaced next month with a new, as yet undisclosed, ethnic design. All of the remaining unsold first-edition cards, and unsold “Jolly” (Christmas) cards have been destroyed, though some first-edition cards might remain in retail locations.

There are numerous varieties of the first-edition cards, as at least a half-dozen different expiration dates exist. The “Olvera Street” cards are also available in a Spanish-only edition consisting of \$5, \$10 and \$20 cards. Otherwise, all PacBell cards are bilingual. Informed estimates of the maximum number of the first-edition cards printed range from 3,500 to 5,000.

The tariff, under which PacBell is selling the cards, limits the test area to Los Angeles. A new tariff has been filed, which will allow PacBell to sell cards statewide throughout California. The tentative expansion date was May 15, 1995. Plans are being made to sell cards to authorized card dealers, as well as directly to collectors.

The Jolly cards, sold mostly during December, num-



PacBell's Olvera Street cards are being replaced with a new design. Quantities of the first-edition cards range from 3,500 to 5,000.



Excess inventory of the Jolly cards from PacBell have apparently been destroyed. Issue quantities are estimated at less than 2,000.

bered less than 2,000 each. There were four holiday designs, in denominations of \$5, \$10 and \$20. Preliminary indications are that more than half of the cards were not sold, and have since been destroyed. One estimate is that less than 300 complete sets of all 12 Jolly cards exist. It's possible the number is as small as 200 sets. The final figures have been promised by PacBell to *Moneycard Collector* for an upcoming issue.

Many of the scarce Jolly card sets went to German investors.

Street prices are reportedly as high as \$750 for the complete set of 12 — when you can find them for sale.

## SOUTHWESTERN BELL

Southwestern Bell has changed its name to SBC Corporation. Plans call for a phone card to be issued in June, with the trial conducted in Texas, Oklahoma, and Missouri.

## AMERITECH

All unsold CoinSaver cards have been destroyed, and a video made of the destruction process. That in itself might become an interesting collectible.

Currently, Ameritech cards are only valid for calls originating within the telco's five-state service area. The new planned remote cards will be operational for calls anywhere.

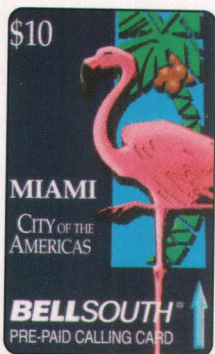


Ameritech CoinSaver cards are now history, and new remote technology cards will soon be available.

## BELLSOUTH

Card trials were originally scheduled for termination by the end of February, but tests at the University of Alabama (UAB) Medical Center in Birmingham were extended until May 28th, after which all remaining cards were to be destroyed. In addition to the actual number of cards used at the medical center trial, 5,000 were made available to collectors. The total number of cards will soon be released, according to BellSouth officials.



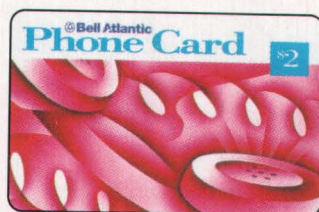


*BellSouth's \$10 Pink Flamingo cards are available from phone card dealers.*

## BELL ATLANTIC

Along with the readily available first-edition \$5, \$10 and \$20 cards is a \$2 card. The card uses the same design as the other three, but is raspberry in color. Originally intended as a complimentary card, there is no such designation on the card itself. Most retail outlets do not have this card, though it is available from card dealers.

There were 5,000 \$2 cards with a special design issued for the 1995 Owners Meeting (stockholder annual meeting). Each owner who attended the meeting was given a card, though this would account for only a few hundred. The rest were offered to Bell Atlantic employees, but not to the general public. This policy allowed employees an insider opportunity to obtain the cards, and retail street prices reflect this, with the average price being \$25 and rising.



*A late-arriving \$2 card from Bell Atlantic completes the four-card set. It's only available from dealers.*

from Bell Atlantic business offices, via mail order, or by phone. A second-edition series was tentatively scheduled for early May.

## NYNEX

New magnetic cards are being introduced every few months. The Inaugural Series, King Kong set, Big Apple, and Peace cards are still available. Anyone joining the NYNEX Collectors Club will have an opportunity to buy up to two sets of each of these at face value (\$5 more for the Inaugural Set), as well as all future cards, plus postage. In addition, there will be a members-only card issued soon.

The first quarterly NYNEX newsletter has been published, and it is excellent. The \$15 annual membership fee has already more than repaid itself for just about half

Rumors that the test cards were reprinted are apparently false.

Many collectors were unable to obtain the \$10 Miami Pink Flamingo card. The card wasn't available during the early publicity campaign, so it never received any notice. Card dealers should now have it. Informed sources say BellSouth is planning a technology switch — from magnetic cards to chip cards. We will report on this development next month.

the members, since all members receiving the newsletter got a new \$1 complimentary card, will soon receive the members-only card, and the first 220 members automatically received a Peace card signed by the artist (a NYNEX first). This card alone currently retails for \$50. There have been a couple of giveaways, and a contest is in progress. The NYNEX British D-DAY card set was sold by the club at face, and the street price is now well over double that. Call 800-70-NYNEX, or (704) 588-2391 for details.

Finally, there is a rumor that NYNEX is coming out with a remote memory card. This makes sense, as installation of the yellow public payphones that use the magnetic cards is limited to downtown Manhattan in New York City. Two thousand such phones are expected to be in operation there by the end of 1995. A remote memory card would allow NYNEX to provide prepaid service to the rest of the seven states it covers.



*The Big Apple cards are among four sets of magnetic cards still available from NYNEX. New designs are being developed.*

Art Becker

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**TELEWORLD**



# Long Live The King!

'World of Elvis' Withstands Test of Time

By Nancy Blackburn

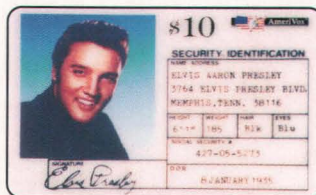
**T**he early histories of rock 'n' roll and prepaid phone cards share an amazing American icon — Elvis Presley. Just as Elvis changed the face of 20th century music, so will prepaid phone cards revolutionize the telecommunication industry of the 21st century. And at the same time that some Elvis fans are still mourning the loss of their idol, others are reviving the memories on AmeriVox's "The World of Elvis" phone card series.

**"Before Elvis  
there was  
nothing."**

- John Lennon

Acknowledged as the first major American phone card series to feature a celebrity, the AmeriVox release was unique for its exclusive international agreement with Elvis Presley Enterprises. Numerous inquiries into the foreign and U.S. market reveal that if your heart desires an Elvis Presley phone card, you will only find it from AmeriVox.

Here is some ancient history about the Elvis program, with some facts which, hopefully, will interest even the "old-timers" in the hobby. The first four Elvis calling cards — Security ID,



*The Domestic Standards set (Security ID, Pink Phone, Triple Image and Single Image, ) was issued one month before the 22-card World of Elvis album. A total of 2,000 cards was produced with scratch-offs; 23,000 without.*

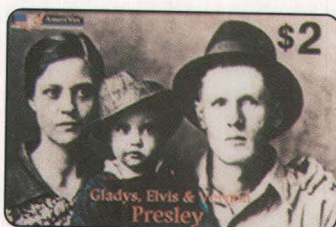
Pink Telephone, Triple Image, and Single Image — were released in December 1993 to spike interest for the forthcoming major phone card program. The \$10 cards were limited to 25,000 each and were available individually.

The inaugural release of the "World of Elvis" was scheduled for January 8th, 1994 — Elvis' birthday — and AmeriVox hired the entertainment division of Hill and Knowlton, a public relations agency, because of their previous experience in working with Graceland.

One of the primary marketing tools used by the agency was a media satellite tour from Graceland, Elvis' home in Memphis. The tour took place in the Graceland automobile museum, with Elvis' pink Cadillac in the background, and appeared via satellite on TV newscasts throughout the nation. Towru Ikeda, founder and president of AmeriVox, highlighted the uniting of the new telecommunications technology of prepaid phone cards with the most recognizable icon in the world.

The story was picked up by ABC and broadcast through affiliated sta-





*The World of Elvis, Set 1: Childhood (\$2); Family (\$7); Military (\$11); The Eyes of Elvis (\$14).*

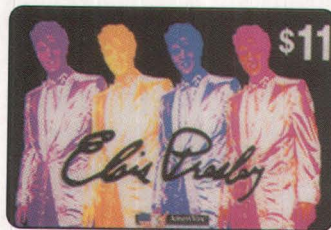
issued, the set of test cards is identified by PINs on each card reading "777.777.777," which represents Elvis' affinity for that number. Although as test cards they had no phone time, within a few weeks these cards had made their way to the German market and were selling for \$100 each.

There was a "royal faux pas" on the back of these sample cards, and the same variation also showed up on the first 2,000 complete albums. Apparently, AmeriVox's David Michael Eastis placed a crown logo over the "P" of the EPE initials of Elvis Presley Enterprises to designate Elvis as the king of rock 'n' roll. Initially approved by Graceland, a request was later made to remove the crown. These "crown logo" albums were shipped between December 22, 1993, and January 10, 1994. According to the Jan. 1994 edition of *AmeriVoice*, the AmeriVox monthly newsletter for collectors, if you have one of those early albums and are wondering if you have the "royal crown" set, here is the coding system that was used on all 22 of the "World of Elvis" cards: Card #1 "Family" is coded CKI2A0007. C = 3rd year or 1993, the year printed; K = 11th month or November, the month of printing; I =

tions across the United States as newsworthy for commemoration of Elvis' birthday. Seen by 40 million Americans, news about the card appeared on programs such as Entertainment Tonight, E! News, Reuter's (International), USA Network, and CNN.

Another important part of the campaign — especially interesting to collectors — was media packs. According to David Michael Eastis, Executive Vice President of Corporate Services at AmeriVox, as well as co-designer and coordinator of the World of Elvis project, 177 samples were made of each of the 21 cards in the set, as well as the four different \$10 cards.

Comprised of one each of the 22 cards



*World of Elvis, Set 2: Meditation (\$2); Enchantment (\$7); Four Elvises (\$11); Eternal Elvis (\$14).*

Roman numeral one, (set I of 5 sets); 2 = \$2, the card denomination; A = the first printing; 0007 = the card issue number.

If you're curious how the program got started, according to Gary Felton, it was on a Sunday afternoon, August 29, 1993, that he and David Michael Eastis sat down in the living room of Felton's home in Los Angeles to consider a long agenda. Four hours and fifteen minutes later, the agenda was still untouched, but together they had spontaneously created the entire Elvis project.

On September 7, they met with Priscilla Presley and representatives of Elvis Presley Enterprises in Beverly Hills. Two weeks later, they had the approval for the project, and the deal was signed at Graceland on September 24, 1993, by David Michael Eastis and Jack Soden, EPE's chief executive officer.

The album holder is modeled after a double vinyl record album designed to integrate the flow of Elvis' history, the phone cards and an LP record of Elvis interviews and thus bring about a collectible first.

As is true of all record albums, there is coded information on the spine of the "World of Elvis" album. Take



*World of Elvis, Set 3: Solo (\$2); Duo (\$7); Blue Suede (\$11); Electric Elvis (\$14).*





a look at the edge, and you will see the term "EAP 290893." This translates to "Elvis Aaron Presley, 29 August 1993," the date that Felton and Eastis conceived the program. When the album is opened, the cards are arranged in die-cut holders to spell out "EP."



There are two different Certificates of Authenticity with the program. The first was designed with the eye of Elvis and a pyramid, which reflects Elvis' sheik roles in Egyptian-type movies and alludes to the relationship between the cities of Memphis in Egypt and Tennessee.



Priscilla Presley did not like the possible connotations of the pyramid and eye, as it might be applied to either mysticism or Masonic interpretations, and she asked that it be changed. Of course, it was!

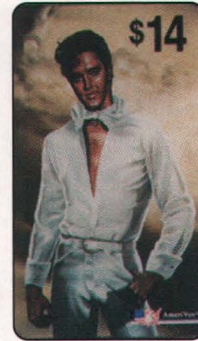
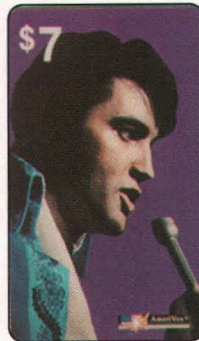


*World of Elvis, Set 4: Phone (\$2); Baseball (\$7); Piano (\$11); Glow in the Dark (\$14).*

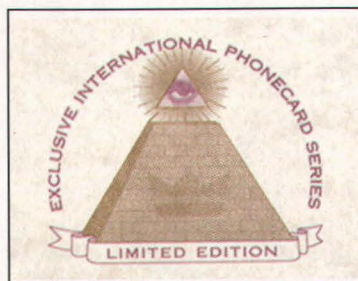
With more than 100,000 photographs archived, Elvis is the most-photographed personality of all time. Imagine the difficulty of selecting just one, or 20, or 22 different photos! Eastis and graphic artist Krista Ann Minami flew to Graceland, along with Jeremy Baher of First Phoncard, London, to meet with Elvis' widow. All worked together to make the appropriate selections for the album. Praising the thoroughness that characterized Priscilla's assistance, Eastis related that even though one of his personal favorites was Elvis giving the "A-OK" sign, she indicated that the gesture actually means the opposite in Arab nations. So that particular photo was dismissed.

Reflecting back over the last 18 months, Hill and Knowlton representative Todd Erickson believes that "the Elvis phone card release was the lightning bolt that jolted the growth of this fledgling phone card industry.

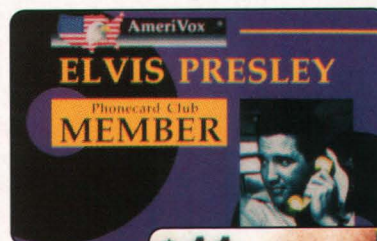
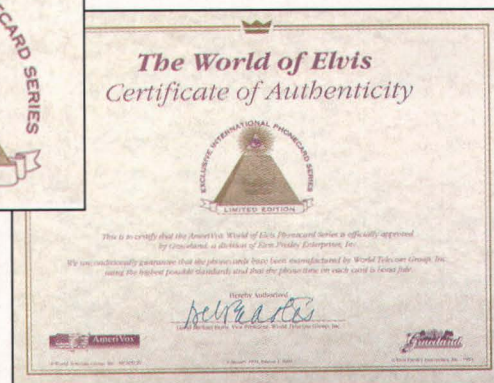
"Elvis is still enormously popular and cuts across the boundaries of culture, gender and age. The media picked up on a recognizable story, and consequently Americans



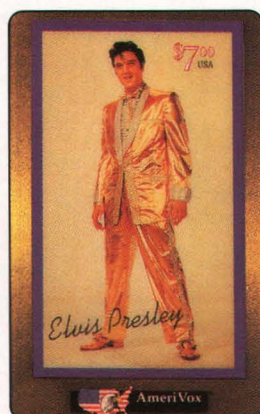
*World of Elvis, Set 5: Comeback Concert (\$2); World's Greatest Performer (\$7); Las Vegas Days (\$11); Heavenly Elvis (\$14).*



*The original Certificate of Authenticity included the "King's" eye above a pyramid. The image was later altered to include a more literal sketch of Elvis' torso.*



*These two cards were included with membership in the Elvis Phoncard Club. Contrary to other source listings, the card pictured at left is the club membership card, while the card below is the \$11 Montage phone card.*



*Elvis Presley gold card (one gram of .9999-fine gold), \$7 denomination, 9,777 issued, December 1993, manufactured by Mitsubishi Japan. The 1957 Bob Frazer photo shows Elvis in his famous gold lame suit.*



*A bonus card was given to the first 25,777 customers who purchased the complete World of Elvis album. The \$7.77 card shows Elvis reviewing a script with his pet chimpanzee on a movie set in 1962.*



received a tremendous exposure to prepaid phone cards." As recently as March 1995, the Elvis series was featured again by "Entertainment Tonight" and "E! News," which included some 32 million viewers.

At one point, AmeriVox President Towru Ikeda was trying to determine whether Elvis would be recognizable enough for the premier presentation. When he showed the "Eyes of Elvis" card sample to several people, their immediate recognition of Elvis really sold Ikeda that Elvis was the right personality for AmeriVox. It turned out to be a wise decision.

According to Erickson, it is the allure of an appealing image on a new medium that really fueled the surge in popularity of phone cards. The images are like miniature pieces of artwork that can be carried around in your pocket. Citing the "immediacy of pop culture," Erickson is convinced that Americans are in love with the idea of being able to have the icon that they cherish available on the technological medium of the future. Elvis' very presence on this new technology adds to his immortality. The King lives!

MC



The King of Hearts two-card set was created in two different versions - international and domestic. The only difference between the two is the "USA" designation on the front.

These two cards were proposed but never produced by AmeriVox. The card to the left was one of the World of Elvis predecessors, while the \$21 card was a King of Hearts prototype.

**T**

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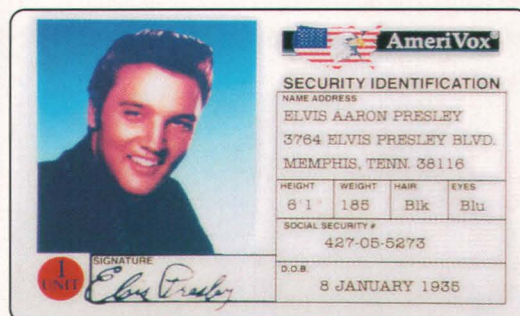
# RETURN TO SENDER

**A**MERIVOX TURNS COLLECTOR WORLD UPSIDE-DOWN IN LAND 'DOWN-UNDER' Following on the heels of innovative programs like "The World of Elvis" and the JFK Tribute, AmeriVox has launched another industry first — the first commercial product to combine a phone card and compact disc.

AmeriVox and BMG Australia Limited (the music and recording conglomerate which handles the manufacturing and distribution of Elvis CDs, cassettes, videos and records) have issued a serially numbered, limited edition run of 25,000 copies of the blended set "Elvis Presley: The Essential Collection."

The compact disc part of the package consists of a 28-song special issue, which is being made available for the first time anywhere. The disc includes such early Elvis releases as "Heartbreak Hotel" and "Blue Suede Shoes," the ever-popular "It's Now or Never," "Burning Love" and "Always on my Mind."

The phone card part of the package also conveys the essence of the "King of



*To the pleasant surprise of AmeriVox, BMG preferred using the existing AmeriVox driver's license card to art from any Elvis albums previously released by BMG. Elvis personally had a fascination with ID cards and by the time of his death had collected some 200 of them.*

Rock 'n' Roll." Popularly known as the Security ID Card and carrying one unit of usable phone time in the U.S., the card is an upgraded revision of the 1993 similar release (see page 18). Since that time, AmeriVox and Brilliant Color Cards have fine-tuned their printing systems for an even sharper and better defined graphic resolution of the Elvis image on the front of the card. On the reverse, there are additional details about the special phone card half of this innovative international product.

"Elvis Presley: The Essential Collection" is the first in a series of combined compact disc/phone card releases which will be sponsored and manufactured by the two companies. The product is targeted for Australia only, with the exception of 500 of the phone cards, which are being offered to members of the AmeriVox Phonecard Collector's Club (APCC) and the Elvis Presley Phonecard Club.

How popular has the product been in the land of the kangaroo? Music dealers in Australia snapped up all 25,000 of the CD/phone card packs even before they were officially available. The package is available throughout Australia in record or compact disc shops, designated fan club mail order systems, and certain other major retail outlets, including phone card dealers. Neither of the items will be available for purchase separately.

Gary Felton

## OTHER ELVIS PHONE CARDS

DESCRIPTION	DENOM.	QUANTITY
Montage Card ..... Available to Elvis Presley Phonecard Club members. Membership is \$24.95.	\$11	3,500 to date
World's 1st publicly released gold phone card.... (1 gram of .999 fine gold).	\$7	Limited to 9,777 (3,000 to date)
Elvis / Chimpanzee .....	\$7.77	9,000 to date
Security ID .....	\$10	25,000
Pink Telephone .....	\$10	25,000
Triple Image.....	\$10	25,000
Single Image .....	\$10	25,000
King of Hearts I International .....	\$21	2,000
King of Hearts II International .....	\$21	2,000
Jumbo Christmas Montage Card..... "Complimentary phone card printed by Brilliant Color Cards and presented to the staff and family of AmeriVox to celebrate the December holidays and Elvis' birthday.	\$11	98
King of Hearts Valentine.....	\$21 Domestic	8,135 (sets of 2) 2 - \$21 cards
1st Edition Elvis Security ID - BMG Australia (Feb 95) ...1 unit .....		17,000
2nd Edition Elvis Security ID - BMG Australia (Mar 95) .1 unit .....		10,000



# Good as Gold

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

Whether you're in the market for a card to add to your private collection, searching for an innovative and proven marketing vehicle for your products or services, or interested in selling a high quality calling product to end users, LDDS WorldCom and PhonePass™ are best positioned to support your product and marketing needs.

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

1-800-958-9097

The advertisement features a collection of prepaid telephone cards. In the top right, a 'PEPSI PHONEPASS' card is visible, featuring a Santa Claus illustration and the number 1-800-929-COLA. Below it, another 'PEPSI PHONEPASS' card is shown with a different design. In the center, a 'Robot' card with a robot illustration is displayed. To the right of the robot card is a 'WORLD CALLING CARD' featuring a portrait of a man. In the bottom left, a 'ZIP' card with a cartoon character is shown. The cards are arranged on a dark, textured surface. The LDDS WorldCom logo is prominently displayed in the bottom right corner, with the tagline 'Voice Data Video' underneath it. At the very bottom, a small line of text states: 'PhonePass™ is a registered trademark of LDDS WorldCom.'

LDDS  
**WORLD  
COM**  
Voice Data Video

PhonePass™ is a registered trademark of LDDS WorldCom.



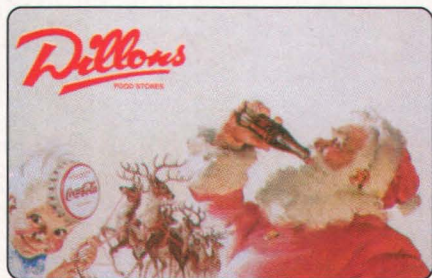
# AMERICA'S MOST WANTED

**T**wo noteworthy trends appear on this month's Most Wanted list – the dominance of the major telcos and strong thematics. Just what do we mean by thematics? Ask a stamp collector; they use it every day in their hobby. Germans call it “motiv,” the French, “motif,” but we’ll just think of it as a theme.

Popular phone card collecting topics this month include Coca Cola, McDonald's, Disney, Space, Star Trek, and the newest entry – advertising or promo cards.

Big issuers were very prominent among our dealer respondents this month (including Baby Bells such as Pac Bell, Ameritech, BellSouth, Bell Atlantic, NYNEX, and U.S. West, and non-Bell giants Sprint and GTE), but only Pacific Bell could muster enough strength to gain a place among the top 10.

Conspicuous by their absence are sports cards, probably due to the sheer number of different issues available. Two sports figures that have traded extensively on the wholesale level this month are Jerry Rice and Steve Young. We'll soon see if they were scooped up by the speculators or are offered on retail lists. I know they're both on mine!

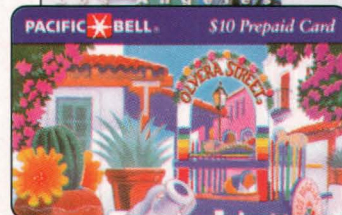


**1** CENTURY TELECOM COCA-COLA CARDS The Phone Home Free \$3 cards take the top spot this month – especially the ones picturing Santa and his reindeer, and the famous Polar Bear sipping his favorite beverage. The full 65-card collection is very difficult to obtain, due to the very low mintages in the highest face values. There are 16 versions of the \$3 denomination, and these are by far the most common and the most actively traded. Watch for this one to continue on the chart because there are enough of the Dillons, Smith's, and United Supermarket cards to go around for awhile.

## **2** PACIFIC BELL FIRST EDITION SET The \$5 L.A.

Scene, Numbers, and Olvera Street are back at the bridesmaid position again this month, with the \$20 series also receiving honorable mention. Way down at the bottom of the list was the \$10 series. Two schools of thought seem to prevail: 1) Buy the lowest value type cards, or 2) Buy the low mintage cards and wait for thirsty collectors.

There was a re-release of Christmas cards at TeleCard World West show in March that soured quite a few speculators on the Pac Bell operation. This is the fourth Bell collector disaster that I am aware of; long-time collectors can surely help, if only consulted. But perhaps the Pac Bell disaster will make it easier for collectors to obtain sets reasonably in the future when Pac Bell has its distribution problems worked out with the Public Utilities Commission



## **3** VISTA-UNITED MD ANDERSON CANCER CENTER CHRISTMAS CARDS

This lovely two-card set of children's art cards of a Christmas scene (\$5) and a flamingo (\$10) lay dormant for months while other Disney sets rose in value to ridiculous prices. With undistributed supplies now withdrawn and presumably destroyed, the two-card sets have issue quantities of less than 1,000 for each card. As could be expected, the rush to obtain the sets is too late! The price will now probably climb to join the other V-U issues. But there is one hang-up; “Disney” is nowhere to be found on the card. The only tie to Disney is the Vista-United phraseology.



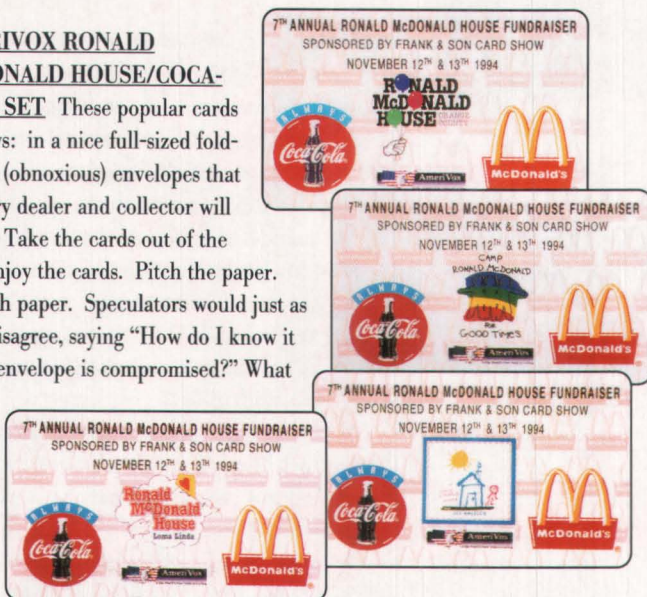
**4** PTI NASA \$5 CARDS Especially popular among the PTI series this month is the Apollo II card. Many of the NASA cards have been reported by our Florida respondents as among their top sellers. The tourist market is one that hasn't thoroughly been addressed. Is this a separate market segment; are these users, or are they (momentary) collectors? This might be a worthwhile segment to target for greater sales of phone cards – a market that so far has been addressed by just a few farsighted dealers and issuers.





## 5 AMERIVOX RONALD MCDONALD HOUSE/COCA-COLA SET

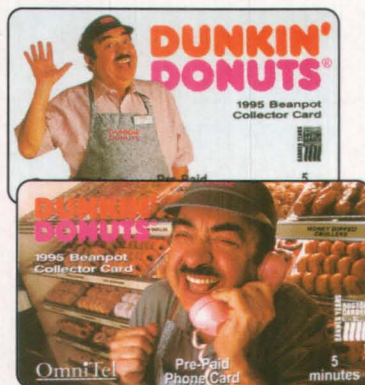
These popular cards come two ways: in a nice full-sized folder, and in the (obnoxious) envelopes that each and every dealer and collector will grow to hate. Take the cards out of the envelopes. Enjoy the cards. Pitch the paper. I've had it with paper. Speculators would just as vehemently disagree, saying "How do I know it is mint if the envelope is compromised?" What is your opinion? Write a letter to the editor. Let your voice be read!



## 6 OMNITEL DUNKIN' DONUTS CARDS

The two five-minute Dunkin' Donuts promo cards made more than one list this month. This is all strange to me because the only donuts the author is familiar with is the kind the hospital prescribes for a sitz bath for treatment of you-know-what.

Part of the popularity is recognition of the popular donut-man, Fred the Baker, who is pictured on the cards. Another factor is sports fans' sentimental attachment to the famed Boston Gardens, which the cards commemorated. Sixteen-thousand of them were handed out to attendees at the annual Beanpot Shootout — a local hockey tournament held every year at the facility.



## 7 FUTURECALL STAR TREK GENERATIONS SET

The 13-card set returns to the 20th century with a real winner. Earlier Star Trek cards were mainly interactive. You had half of a telephone card: you dialed an 800 number but from then on you were locked into their computer, selecting only from a menu of items until your time had expired. Personally, I'd rather talk to my mother-in-law. She's much more entertaining than a computerized voice! Star Trek fans and others continue to purchase the cards, however, which has sent sales into another dimension.

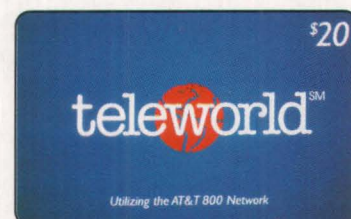


## 10 U.S. SOUTH 10 UNIT COMPLIMENTARY BLUE CARD

Bringing up the rear but still on the list this month is U.S. South. It is quite difficult to use these chip cards, with so few phones, so comp cards are commonly sold for a few dollars each. It serves to publicize the name, while earning a few dollars to cover operations. This private company has some very pretty designs, along with phones in Birmingham and a few other southern locales, so far. Good luck to them.



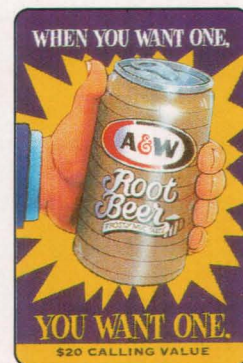
"America's Most Wanted" is compiled each month by collector/dealer Steve Eyer, Mt. Zion, Illinois. This month's results are courtesy of Acme Telecards ((800)405-2263; International Phonocard Exchange (201)857-2121; Keep The Change! (407)629-2273; North Americards (206)641-6057; Sears Stamp & Coin (813)791-7535; and Steve Eyer Inc. (217)864-4321. The opinions expressed are those of the writer.



TELEWORLD \$10/\$20 GENERIC Listed frequently in the past, this user card shows who's giving the best deal on telephone time this month. Anybody else care to step up? Submit proposals to the respondents.

CDG \$20 A&W ROOT BEER Here is another of those advertising cards, this one issued to promote A&W root beer. The bright, vibrant colors are extremely attractive, and the well-known brand name has a following of its own.

But how do you separate an advertising card (A&W) from a theme (7-Up, or Coca Cola)? I'm not sure, but it might be good to see if the brand in question has a fan club, or a magazine promoting sales of its branded products via mail order sales, or if the company has merchandise stores showing only their own branded sweatshirts, tee shirts, coffee mugs, etc. What do you think? Letters to the editor are valuable in shaping our hobby. The topic subject is so important to stamp folks that they have their own specialty society to handle all the collectors of themes or topics — the American Topical Association.





# MAKING THE GRADE

**T**HE FUTURE GRADING SYSTEM OF PHONE CARDS As the U.S. phone card market evolves, collectors are becoming increasingly knowledgeable about which cards to seek. Collectors are relying more and more on price guides like the one in *Moneycard Collector*. They are raising questions about which prices should be included, how prices are established, and how used cards will be valued.

Price guide values are determined by the prices collectors are actually paying for the cards. This is accomplished by surveying a group of dealers to find the most accurate market price.

I believe the U.S. should work toward a two-tier pricing schedule similar to those in place in Europe and Japan. In those established collector communi-

ties, the cards are simply rated "mint" or "used."

Collectors who might see some similarities with trading cards need to remember that some of the factors, most notably to what extent corners are frayed, almost never apply in the case of a phone card that's been reasonably well cared for. Another difference is that many phone cards come with very specific packaging that enhances the value and interest of the card; the brochure that came with the AT&T McDonald's Teleticket, for example.

When we assess a card at our store with a view to buying it from a collector, here are the things we look at:

1) To what extent are there any surface scratches? Solid plastic cards are very scratch-resistant, but laminated ones can often be easily scratched. We usually won't deduct any value, though, if a scratch is just a production flaw.

2) If the card has been presented to us as "mint," is the scratch-off intact or the PIN still concealed? More about this as you read on.

3) And is all of the packaging with the card? I empathize with collectors who are frustrated by many cards that are over-packaged. What we usually do is look to see if the package has been opened with care. If an envelope has been cut with a razor blade and at first glance looks like it has never been opened, we'll usually assess the card at 99.9 percent of its unopened counterpart. So, open the packaging and enjoy your cards, but do it carefully!

One of the great ironies of our market here

in the U.S., as compared with markets in Asia and Europe, is that so far we have no used phone card market. I have been to airports all over the country and it is almost impossible to find used phone cards lying around. I can not afford to wait for two or three years for the "used" market to develop, just so I can add cards to my collection without spending a lot of money (perhaps none at all if I get lucky by finding the cards!). The same applies to trading used U.S. cards for used foreign cards with my many foreign friends.

There seems to be a fallacy spreading throughout the hobby that phone cards are not to be used and are worthless in value as collectibles if the time has been used. I have recently had a few hobbyists come to our store and ask if we actually had any phone cards with time on them. After I explained to one gentleman that was all we sold, he asked why sell the cards if they could not be used.

One of the dealers and/or telcos had told this newcomer that he would ruin the card by using it, thus making it absolutely worthless as a collectible.

I picked up a Sprint World Cup Soccer card in mint condition sitting on display and asked him to tell me if the card had ever been used or not? He could not tell me! When I showed him a Disney card with the scratch-off removed but otherwise in relatively good condition, I asked him if he would still consider buying it if I reduced the price slightly from the one next to it with the scratch-off intact. He smiled and said "Yes, I would love that card if the price was right."

Here's the point. With most cards — especially the low-priced ones — you might as well use the time and get the practical value out of each of them. Then carefully slip the card into a sleeve or store it in your album and watch your investment grow by following the price guides.

Even though I use most of my cards before storing them, I must admit on the really limited, high-value cards (such as a rare Coke or Disney card) I will probably sacrifice the minuscule three minutes of calling time. Whether you use your cards or not, make sure that you keep the cards free of scratches, and if the card comes with an attractive carrier, envelope or display, keep it in a safe spot should a future buyer want it for a premium. Then you can sit back as the market grows and hope you get to "Keep The Change."

Scott du Pont



Packaging can dramatically affect value: the AT&T McDonald's Teleticket with brochure: \$110; without, about \$55.



# CONNECTICUT CONNECTION

**SUPER SIZE IT!** If you're wondering how much more popular McDonald's might become as a phone card theme, the answer may be "a lot more," in light of another "golden arches" issue — this time from Southern New England Telephone (SNET).

The new card is a fundraiser for Ronald McDonald Children's Charities and features a child's hand clasped by the helping hand of Ronald McDonald. Prominent are the words "Ronald McDonald Children's Charities," and in smaller type the phrase "Established in memory of Ray A. Kroc," the well-known founder of the fast food chain.

In the upper right corner is the SNET logo. The work of Boston-based ad agency Arnold, Foruna, Lawner and Cabot, the design incorporates the logo of Hartford, Conn. radio station KISS 95.7 FM.

A total of 12,000 cards were produced, 10,000 of which were used in the promotion. The other 2,000 will be sold through a New York area phone card dealer, Jim Wertheimer, (212)978-0072. At press time, the retail price of the cards had not yet been set.

Each card provides five minutes of prepaid domestic long distance time and was obtained as a giveaway by visiting local McDonald's restaurants in Hartford, where KISS personalities appeared. After picking up their food order, drive-through customers were asked to stop again to receive a free card (Do I hear McDonald's card collectors whimpering right now?). The promotion ran May 1-31 at 18 different McDonald's locations in the greater Hartford area, but was promoted by KISS on-air and in some 100 restaurant locations statewide.

Responsible for issuing this card and for SNET's prepaid program is Product Manager Karen Santiago, who is understandably pleased with the results. "We see the new card further building customer awareness and acceptance of prepaids in our market area," she noted.

Robin Faller of KISS could not hide her excitement over the results. "It was really hot!" she exclaimed. "We gave out about 150 cards over the noon hour in each of the first



*Southern New England Telephone/GTS, 5 minutes of phone time, 12,000 issued, May 1995.*

two days alone — a much higher number than we did using other promo concepts promoting lunch-time business for McDonald's." Faller also underlined the longer term importance of the new card: a five percent commission paid to the charity by SNET on all recharges.

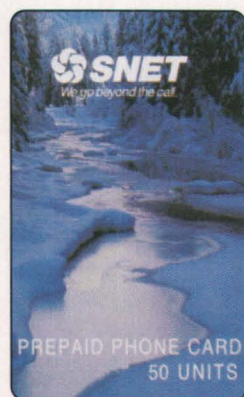
KISS Promotions Director Larry Hyrb was at the restaurants giving away the cards and described customer reaction. "They were really excited about it. Some had the usual skepticism about it being free and drove right by us, but most just loved them and knew what they were. They really liked the idea of a commission for recharge going to the charity, too."

Being the local exchange carrier (LEC) for Connecticut and serving 1.3 million residential customers in that state, SNET is keenly aware that its prepaid program's success depends on information and product distribution. Santiago recalled that last fall it sent out a promotion with its monthly billing cycle, encouraging customers to purchase SNET Christmas prepaids (one design issued) to use as gifts. She noted the growth in success of the Christmas issues: "It represented a big improvement over the 1993 effort," she said. "With some good distribution (22 locations and via a telemarketing center), a better design and printing on heavier plastic (24 mil), our 1994 Christmas prepaid results were much better than in 1993."

Santiago was not prepared to discuss SNET's future plans for prepaids in any detail, but with its large customer base and a commitment to the product, we think this telco is one to watch and whose cards could turn out to be highly collectible.



*SNET's Christmas issues: 1993 (above) 15,000 issued Nov. '93 (\$5, \$10, \$50); and 1994 (below) 6,000 issued Nov. '94 (50 units).*



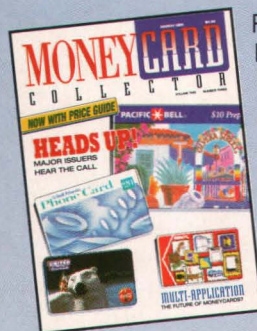
Murray Church



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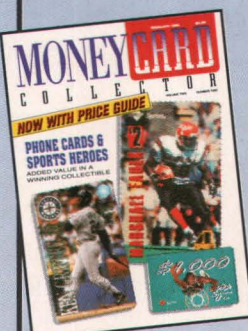
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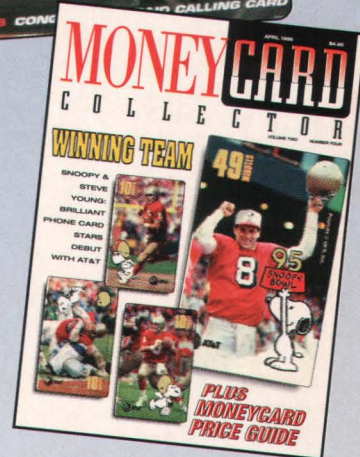
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# PRICE GUIDE

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>ACMI</b>				
9/1/93	3M	\$3	ACI Corp. Logo Blue	\$6
1994	2.8M	\$7	Anywhere Card	\$65
9/28/94	480	\$10	Batman-1st Ed	\$47
3/4/94	2M	\$3	Birthday Card	\$12
9/1/94	5M	\$2	Black Bear in Tree - TTA	\$25
7/4/94	5M	\$3	Blown Away	\$10
12/1/94	5M	20 U	Bozo Birthday Card	\$15
9/8/94	5M	\$3	Cardex '94 Card	\$9
?	?	\$5	CompuServe	\$75
5/15/94	5M	\$3	Endangered - Cheetah	\$11
3/4/94	5M	\$3	Endangered - Collage	\$16
8/30/94	5M	\$3	Endangered - Gray Wolf	\$9
12/1/93	1.8M	\$3	Endangered - Harp Seal	\$60
1/15/94	5M	\$3	Endangered - Humpback Whale	\$18
3/4/94	5M	\$3	Endangered - Macaw	\$13
8/19/94	1996	\$7	Endangered - Clinton	\$10
8/1/93	1.8M	\$3	Endangered - Panda	\$130
12/1/93	?	\$3	First Annual Phone Pair	\$15
9/29/94	2.5M	\$3	I Luv U Series - Little Girl	\$10
12/29/94	3M	\$6	Jason D Williams	\$6
9/1/93	5M	\$6	Jerry L. Lewis - All Killer, No Filler	\$8
9/1/93	3M	\$6	Jerry L. Lewis - Breathless	\$8
9/1/93	3M	\$6	Jerry L. Lewis - Great Balls of Fire	\$8
9/1/93	3M	\$6	Jerry L. Lewis - High School Conf	\$8
9/1/93	3M	\$10	Jerry L. Lewis - Whole Lot Shaking	\$13
9/1/94	5M	\$3	Marilyn Monroe I	\$13
9/1/94	5M	\$3	Marilyn Monroe L	\$13
9/1/94	5M	\$3	Marilyn Monroe N	\$13
9/1/94	4M	\$7	Marilyn Monroe R	\$13
9/1/94	4M	\$7	Marilyn Monroe Y	\$13
9/1/94	4M	\$7	Marilyn Monroe M	\$18
3/25/95	2M	10 M	Michelangelo: Adam & God-Set/2	\$18
3/4/94	2.5M	\$3	NASA Anniv. & Space shuttle	\$11
3/4/94	1.5M	\$7	NASA Anniv. - Man On The Moon	\$16
4/12/95	2M	\$6	Pebble & Penguin Set/3	\$25
1/1/94	300M	20 U	Ryder Truck Rental Collector's Series	\$93
1/1/95	2M	\$6	USA 8 Cent Card	\$11
2/1/95	2M	\$6	USA Philatelicard #1	\$6
1/1/95	2M	\$6	USA Philatelicard #4 (green)	\$6
<b>Alaska</b>				
9/1/92	2684	75 U	Alaska State Flag	\$250
3/1/94	5M	N/A	Collage	\$125
3/1/94	5M	\$52.50	Eskimo Hunter	\$49
<b>Amcall</b>				
12/1/93	15M	\$10	Eagle	\$14
1994	5M	\$10	Norman Rockwell Set/10	\$140
5/1/93	15M	\$20	Phone Pass Stylistic Eagle, 1st Issue	\$32
1994	?	\$10	Seven Wonders Ancient World Set/7	\$100
<b>Ameritech</b>				
7/1/94	6M	\$40.83	1994 ANA Convention - Set/2	\$19
9/1/94	6M	\$40.4	CardEx Conference Series - Set/2	\$13
2/1/94	5M	VAR	Coinsaver - \$1.25, \$5.10-Set/4	\$34
3/1/94	3M	\$2	G-7 Jobs Conference	\$45
12/1/93	5M	\$5	Holiday Edition Card	\$25
5/1/94	13.9M	2.5, 10	Mackinac Island CoinSaver - Set/3	\$32
2/1/94	25M	\$5	Original Coinsaver Card	\$7
3/1/94	5M	\$1	Phone Pair 1994	\$27
4/1/94	5M	\$2	Shareholders Meeting 1994	\$30
12/1/93	5M	VAR	Snowflake First Ed - \$1.25, \$5.10, \$20 Set/5	\$90
<b>AmeriVox</b>				
5/17/94	5M	\$1	\$100,000 Bill Card	\$23
9/27/94	3636	\$5	Aids Quilt	\$11
9/27/94	2777	\$7	AmeriVox Phone Card Collectors' Club	\$30

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>AmeriVox continued</b>				
7/1/93	500	\$5	ANA \$3 Gold - 1st Issue	\$30
7/1/94	5M	\$5	ANA \$3 Gold - 2nd Issue	\$20
7/1/94	5M	\$2.50	ANA 1994 Convention - Gold Piece	\$10
7/1/93	500	\$20	ANA: Oregon Trail Card	\$135
10/17/94	100	\$10	Batgirl	\$45
1994	5M	\$5	Beetle Bailey (Series I) - Set/5	\$100
5/1/94	1M	\$5	Billboard -100 Year Issue	\$155
1/1/94	10M	\$10	Blue Hawaii	\$40
5/1/93	5M	\$10	Cactus	\$38
9/8/94	3511	\$5	Cardex 94 - Dutch ship	\$30
9/8/94	3M	\$5	Cardex 94 - Rembrandt	\$14
8/1/94	10M	\$20	Career Convention Vegas - Parrot	\$30
?	?	\$10	Celebration of Hope	\$25
11/1/93	5M	\$2.50	Chief John Big Tree	\$100
1993	3777	VAR	Elvis Album Set (incl. 7.77 Card)	\$225
10/1/94	2M	\$21	Elvis King of Hearts (Int'l)	\$100
2/1/95	2M	\$21	Elvis King of Hearts (USA)	\$80
5/1/94	177	\$21	Elvis King of Hearts 1 (Test Card)	\$150
5/1/94	177	\$21	Elvis King of Hearts 2 (Test Card)	\$100
12/1/93	9777	\$7	Elvis Presley - Gold Card	\$135
10/1/93	2M	\$10	Elvis Presley - Security ID Card	\$30
10/1/93	23M	\$10	Elvis Presley 1 - ID Card	
			without scratch-off (in envelope)	\$24
10/1/93	2M	\$10	Elvis Presley 2 - Pink Telephone	\$23
10/1/93	2M	\$10	Elvis Presley 3 - Single Image	\$25
10/1/93	2M	\$10	Elvis Presley 4 - Triple Image	\$23
1/1/93	5M	\$20	First Collector's Edition	\$65
4/1/93	100	\$5	Golf Phone	\$85
?	1M	10 M	Golden Eagle Coins - MD	\$25
1/1/93	5M	\$20	Hello Canada	\$36
9/1/93	12222	\$20	Hologram Globe Card	\$45
12/1/94	25M	\$21	Jacqueline Kennedy Onassis	\$30
1/27/95	13333	\$40	JFK Eternal Flame-Set/2	\$50
12/1/94	10M	\$217	JFK Memorial Album - Set/16	\$350
12/1/94	10M	\$21	John F Kennedy	\$22
3/1/94	5.5M	\$5	Lady Washington (Phone Pair)	\$23
8/1/93	11111	\$10	Nyson I - World Eagle	\$40
2/1/94	11111	\$5	Nyson II Eagle - Roman Temple	\$25
6/1/94	10M	\$10	Patsy Cline	\$25
9/1/93	500	\$5	Perillo 24ct Gold Card	\$140
12/1/93	5M	\$2.50	Perillo Indian #1 - Set/3	\$45
1994	5M	250 EA	Perillo Indian #2 - Set/3	\$40
4/1/94	5M	250 EA	Perillo Indian #3 - Set/3	\$38
9/1/94	5M	250 EA	Perillo Indian #4 - Set/3	\$30
3/1/94	1M	\$2.50	Phone Pair '94 Powell Assoc. Clge	\$33
8/1/93	1M	\$5	Pope's Visit to Denver - 2nd Issue	\$25
2/1/95	350	\$20	Research for Retts (Signed Env)	\$75
9/1/93	777	\$5	Richmond Convention 1993	\$175
9/1/94	100.5 M EA	\$5	Robin Woods-Favorite Dolls - Set/4	\$135
2/3/95	7.5M	\$21	Rockwell: Do Unto Others	\$20
11/1/94	500	5 M	McDonald House/Coca Cola - Set/4	\$675
8/7/94	3M	\$5	Taste America	\$18
1/1/94	3M	\$1	Telecard World - Big Apple	\$20
1/1/94	2.7M	\$5	Telefax Peace Issue - Set/4	\$120
6/1/94	5M	\$10	Three Stooges	\$35
10/1/93	2M	\$20	Wind Beneath Your Wings	\$225
6/1/94	2M	\$10	Wyland Whales - Set/5	\$100
<b>AMI Communication</b>				
2/1/94	5M	\$15	Air View/1st Cubs Night Game	\$18
<b>AT &amp; T</b>				
8/1/93	6M	10 U	Aeroplan - Dusseldorf am Rhein	\$25
1/1/93	8.5M	10 U	Aeroplan - NYC Skyline	\$35
5/1/92	?	10 U	American Bald Eagle	\$20

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>AT &amp; T continued</b>				
9/1/92	?	10 U	Apollo Lunar Module	\$30
3/1/93	5M	10 U	Art Deco District, Miami Beach	\$22
5/1/92	?	10 U	Bridge Connecting Two Worlds	\$20
12/1/92	2.5M	\$25	CANUSA - Bald Eagle	\$75
12/1/92	2.5M	\$25	CANUSA - Golden Gate Bridge	\$75
12/1/92	2.5M	\$25	CANUSA - NYC Skyline	\$75
12/1/92	2.5M	\$25	CANUSA - Statue of Liberty	\$75
3/1/93	?	10 U	Capitol, Washinton D.C.	\$22
11/1/94	?	10 U	Children's Toys 94	\$9
11/1/92	6M	10 U	Christmas - Rockefeller	\$24
11/1/92	6M	10 U	Christmas - Winter Wonderland	\$24
11/1/92	6M	10 U	Christmas Season All Wrapped Up	\$24
11/1/92	6M	10 U	Christmas Tree Ornaments	\$24
11/1/92	6M	10 U	Complete Holiday - Set/6	\$124
?	?	3 U	Complimentary Prepaid Card	\$25
7/1/92	5M	25 U	Democratic Convention	\$390
7/1/92	300	10,25.50	Democratic Convention - Set/3	\$1,500
6/1/92	100	50 U	E.T. French Language	\$700
6/1/92	5M	10 U	E.T. in Envelope	\$55
5/1/93	7250		EPCOT Center - Spaceship Earth	\$695
6/1/94	25M	15 U	Flintstones	\$14
6/1/94	?	25 U	Flintstones	\$22
5/1/92	?	10 U	Grand Canyon, Arizona	\$28
4/1/93	4500M	3 U	McD's Big Mac	\$125
9/1/92	?	25 U	N Y C Skyline	\$22
9/1/92	?	10 U	Nubble Lighthouse, ME	\$22
12/1/93	10M	10 U	Peace	\$105
9/1/92	?	10 U	Redwood National Park	\$22
8/1/92	1050	10 U	Republican National Convention	\$400
11/1/92	1M	10 U	Rocketfeller Center 2nd issue spanish	\$225
12/1/93	999	10 U	Rolls Royce	\$275
5/1/92	1.8M	10 U	Statue of Liberty	\$18
5/1/92	?	10 U	TeleTicket (Line Dsgn)	\$28
3/1/93	?	25 U	Waimea Bay, Hawaii	\$60
<b>Bayliss Creative Tel.</b>				
3/1/95	?	1 U	Lenticular Cat-To-Tiger	\$20
3/1/95	?	1 U	Lenticular 3-D Red Roses	\$20
<b>Bell Atlantic</b>				
1/1/95	TBA	\$2	Owners Mtg.	\$25
1/1/95	TBA	\$20	Trial Card - Blue Phone	\$26
1/1/95	TBA	\$5	Trial Card - Green Phone	\$9
1/1/95	TBA	\$2	Trial Card - Red Phne-Comp	\$8
1/1/95	TBA	\$10	Trial Card - Yellow Phone	\$15
1/1/95	TBA2,5,10,20		Trial Set - Phones-Set/4	\$58

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

- Acme Telecards
- Americards
- B&B Collectibles
- Bruce Gibbings Telecards
- Buffalo Bill's
- Flanagan's Fonecards
- Global Telecard
- Int'l Phonecard Exchange
- KARS Unlimited
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- M.A. Storck Co.
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- Phone Cards Hawaii
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- Sears Stamp & Coin (Clearwater, Florida)
- The Shadow Group
- Steve Eyer Inc.
- Telecards Hawaii
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## Cards 'N Collectibles

161 W. County Road E  
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(612) 490-9855

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>Bell South</b>				
1/1/92	300	\$3	Belmnt Colge Trial .....	\$400
2/1/95	TBA	\$5	Flamingo - Miami .....	\$14
2/1/95	2.5M	\$5,\$10	Flamingo - Set/2 .....	\$35
12/1/94	2.5M	\$1,\$5,\$10	Sumit of Americas-Set/3 .....	\$32
8/1/94	TBA	\$20	UAB Tech Trial - Blue .....	\$32
8/1/94	TBA	\$1	UAB Tech Trial - Pay .....	\$7
8/1/94	TBA	\$10	UAB Tech Trial - Partyline .....	\$18
8/1/94	TBA	Var	UAB Tech Trial - Set/4, *1,5,*10,*20 .....	\$60
8/1/94	TBA	\$5	UAB Tech Trial - Touch .....	\$9
<b>Bravo Technologies</b>				
11/1/93	12M	Var.	Pcfio Coast Art - Set/5 .....	\$110
<b>Brilliant Color Cards -</b>				
12/1/94	1M	?	Brilliant Universe - Jumbo .....	\$95
12/1/94	1M	5 M	Happy Holiday - Jumbo (Sprint) .....	\$65
3/1/95	1M	10 M	Banana Phone .....	\$20
5/1/94	5M	5 U	Brilliant Germany .....	\$19
9/1/93	500	7 U	Debit-Card Woman - Jumbo .....	\$300
11/1/93	5M	7 U	Debit-Card Woman .....	\$60
9/1/94	3333	3 U	Oil in Sand (heart shaped) .....	\$35
9/26/94	4.5M	5 U	Palm Springs Woman .....	\$60
3/4/94	5M	5 U	Phone Card Family-Large .....	\$200
4/1/94	5M	5 U	Phone Phair - Set/4 .....	\$45
9/10/93	500	7 U	Telecard Man .....	\$250
9/25/93	100	7 U	Telecard Man-Jumbo .....	\$975
<b>Cable &amp; Wireless</b>				
3/1/95	3M	\$3	LA Expo .....	\$15
9/1/94	3M	\$3	NY Expo .....	\$25
<b>CDG</b>				
10/1/94	1M	\$5	94 American Telecard Expo .....	\$20
2/1/95	600	\$20	A&W Root Beer .....	\$40
10/1/94	1M	\$5	American Telecard Conv. Cactus .....	\$16
?	3M	5 M	Baxter Medical .....	\$12
6/1/94	5M	\$10	Booker T & MGs .....	\$15
2/1/95	150	10 M	Dentist .....	\$18
1/1/95	3M	15 M	Hearst Magazines .....	\$15
?	200	\$25	Hewlett Packard .....	\$40
6/1/94	10M	\$5	In a Tight Spot? .....	\$8
8/1/94	2M	\$10	Jack Kirby Ser.1-Set/3 .....	\$30
2/1/95	250	45 M	Microdyne .....	\$45
12/1/94	3M	\$3	Motorola .....	\$14
3/1/95	2.5M	5 M	Phoenix Home .....	\$10

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>CDG continued</b>				
3/1/95	1M	5 M	Telecard World West95 .....	\$12
9/1/94	5M	\$10	Tony Bennett .....	\$13
1/1/95	600	10 M	U.S. Chamber Comce .....	\$11
<b>Century Comm.</b>				
?	?	3 M	Coca-Cola - Dillons .....	\$75
<b>Collectors' Advantage</b>				
6/1/94	2.5M	\$10	Indian Motorcycle .....	\$12
9/1/94	2.5M	VAR	Super Models-Set/4 .....	\$40
<b>Comsat</b>				
1/1/89	1.1M	10 M	Comsat, S I4 gold contact .....	\$325
<b>ConQuest</b>				
3/1/94	5M	25 U	Break the Bank .....	\$11
3/1/94	5M	25 U	Coins - Copper&Silver .....	\$12
3/1/94	10M	25 U	Coins - Gold .....	\$12
12/1/92	?	\$10	ConQuest Debit Card .....	\$5
4/1/94	10M	25U	CQ Talk! .....	\$12
3/1/94	5M	25 U	CQ Talk! - Regular Logo .....	\$10
1/1/94	4M	Var	CQ Telepass, \$5, \$10, \$25 .....	\$15
4/1/94	10M	25U	Eagle and Flag .....	\$13
2/1/94	5M	5 M	L.A. Earthquake Relief Donation Card .....	\$50
4/1/94	10M	25U	Lincoln Memorial .....	\$13
3/1/94	5M	25 U	Mt. Rushmore .....	\$12
9/1/94	1.6M	5 M	Sears - (Silver Card) .....	\$16
<b>Convenient Card</b>				
3/4/94	5M	\$10	Ford Mustang 1964 1/2 .....	\$15
<b>E.T. Tel Comm.</b>				
2/1/95	2M	25 U	Andy Warhol Telephone .....	\$15
2/1/95	600	25 U	Escher Birds & Tiles .....	\$15
2/1/95	600	25 U	Escher Building .....	\$15
2/1/95	?	25 U	Escher Self Portrait .....	\$15
2/1/95	?	80 U	Madonna with Child .....	\$40
2/1/95	?	25 U	Margulies Gas Pump .....	\$15
<b>Finish Line</b>				
3/1/94	5M	\$10	WMRN Radio 25th Anniv. .....	\$12
<b>Future Call Co.</b>				
9/1/94	2.5M	\$10	Star Trek: Boldly Go Premiere Edition .....	\$17
9/1/94	2.5M	\$10	Star Trek: Capt Kirk/Capt. Picard .....	\$17
3/1/95	2.5M	10 U	Star Trek: Generations - Set/13 .....	\$175
3/1/95	2.5M	20 U	Star Trek: Generations - Set/13 .....	\$260
3/1/95	2.5M	10 M	Voyager - Set/4 .....	\$60

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\$5 Silver Test Card .....	\$2,000
Ellis Island Set .....	\$25

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Republican Convention Set .....	\$790
Alaska International Telecom	
Alaskan State Flag Set .....	\$160

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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>Globalcom 2000</b>				
11/1/93	5M	\$10	7-Eleven	\$20
1/1/94	3M	\$10	Frontier	\$12
1/1/94	30M	\$2	Global Map - Green Continents	\$4
12/1/93	32M	\$10	Marilyn - Christmas	\$11
12/1/93	7.5M	\$10	Marilyn - Red Gown	\$12
2/1/94	5M	\$3	Marilyn Monroe - Valentine	\$13
1/1/94	7.5M	\$10	MONA - Museum of Neon Art	\$15
<b>GTE - Hawaii</b>				
11/1/93	2.5M	3 U	Aloha Festivals '93-Pa'u Rider-Maui	\$36
11/1/93	2.5M	3 U	Aloha Festivals '93-Pa'u Rdr-Molokai	\$36
7/1/93	2.5M	3 U	Aloha Festivals '93-Polyn. Girl	\$27
6/1/93	3M	3 U	Aloha Festivals Games - Set/5	\$89
9/1/91	6.5M	7 U	Aloha Parade '91 - Floral Float	\$34
9/1/92	3M	3 U	Aloha Week '92 - King Kamehameha	\$23
6/1/93	2.5M	3 U	Canoes	\$21
7/1/92	1M	3 U	Diamond Head - Sun & Fun	\$68
2/1/94	2.5M	3 U	Diamond Head at Night (Purple)	\$29
3/1/93	1M	3 U	Diamond Head - Spinnaker	\$100
1/1/90	20M	10 U	Hanua Bay, Blue writing	\$19
2/1/91	5M	N/A	Hibiscus, Dancer, Beach, Surfer-Set/4	\$170
5/1/91	9M	10 U	Rainbow Over Lush Valley	\$35
9/1/92	10M	6 U	Windsurfing	\$35
<b>GTI Telecom</b>				
11/1/93	112.5M	20 U	Back Street Boys - Lampost/English	\$15
11/1/93	112.5M	10 U	Bud One Airship	\$10
3/1/93	750	100 U	Disney World - English	\$395
11/1/93	112.5M	20 U	Dog Gone Artist - English	\$12
3/1/93	500M	20 U	Kennedy Space Center - English	\$15
3/1/93	45 M	30 U	Orlando Int'l Airport - English	\$17
11/1/93	112.5M	30 U	Rad Bad Duck - English	\$18
<b>GTN</b>				
2/1/94	1M	20 U	Cool Daddy Clinton	\$12
6/1/94	2M	20 U	Florida Cat License Plate	\$12
5/1/94	5M	25 M	Magic Eye Series - Fish	\$14
5/1/94	5M	10 U	Magic Eye Series - Floating Coin	\$7
5/1/94	3M	25 M	Magic Eye Series - Raindrop	\$25
<b>GTS</b>				
2/1/94	1M	20 U	AZA - April Apple Blossom	\$15
2/1/94	1M	20 U	AZA - Beacon Hill	\$15
7/1/93	750	20 U	AZA - Empire State, BCC	\$35
2/1/94	1M	16 U	Chinese New Year - Dog	\$17

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>GTS continued</b>				
2/1/94	1M	16 U	Chinese New Year - Dog w/FDC	\$14
7/1/94	2M	15 U	Cyberforce I	\$13
12/1/93	1M	20 U	Florida Card	\$15
11/1/94	5M	10 U	Ford Mustang	\$18
11/1/94	5M	10 U	Ford Thunderbird	\$18
2/1/95	2M	10 M	Led Zeppelin The Swan Song Cover	\$16
2/1/95	2M	10 M	Led Zeppelin Wheatfields Album	\$16
9/1/94	1M	20 U	Lufthansa Fly Drive Avis	\$25
10/1/93	1250	\$10	Lufthansa Fly Drive Avis	\$25
6/1/94	8M	20 U	Marvel - 2nd Issue Set	\$70
5/1/94	5M	20 U	Marvel - 1st Issue Set	\$75
11/1/94	?	10 M	Marvel Christmas - Set/4	\$40
6/1/94	8M	20 U	Marvel Comics: X-Men Phoenix	\$15
9/1/94	5M	10 U	Marvel Halloween - Set/4	\$40
7/1/94	8M	20 U	Marvel X-Men - Set/6	\$72
12/1/94	TBA	20 U	Marvel/ Kaybee Toy - Set/5	\$75
4/1/94	1M	20 U	Phila. Museum - Set/5	\$65
11/1/93	1M	20 U	Ripley's Believe It Or Not-Set/3	\$45
11/1/94	5M	20 U	Season's Greetings	\$12
2/1/94	3M	16 U	Smithsonian Postage Stamp	\$60
4/1/94	5M	20 U	Spiderman	\$20
10/1/94	350M	5 U	Taco Bell	\$11
2/1/94	1M	16 U	USPS - Doves Basket	\$17
4/1/94	1M	16 U	USPS - Hirschfeld Silent Scrm-Set/10	\$120
2/1/94	1M	16 U	USPS - Love Red Rose Heart	\$15
6/1/94	1M	16 U	USPS - Year of the Rooster	\$12
12/1/93	5M	17 U	USPS AIDS Awareness w/FDC	\$25
2/1/94	1M	16 U	USPS Buffalo Soldier	\$12
11/1/93	2M	20 U	Waldorf Astoria Hotel	\$15
6/1/94	2M	20 U	Woodstock II	\$35
<b>Hallmark</b>				
11/1/93	?	10 U	Alligator (Sprint)	\$11
11/1/94	800	10 U	Christmas Series 2-Set/6 (Sprint)	\$150
11/1/93	500	10 U	Complete Set / 47 (Sprint)	\$1,295
11/1/93	1.5M	10 U	Maxine (Sprint)	\$24
11/1/93	1M	10 U	Personals (Sprint)	\$25
<b>HT Technologies</b>				
1/1/95	2M	10 M	Georgia Flood	\$35
11/1/94	100	100 U	SPCA Puppies in box	\$125
11/1/94	500	50 U	SPCA Puppy	\$65
11/1/94	1250	20 U	SPCA Wet cat	\$30

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<b>AT&amp;T</b>	(8 cards) . . . . . 295.00
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Dusseldorf . . . . . 26.00	Sprint Coca Cola
Peace . . . . . 50.00	Convention card . . . . . 95.00
Rolls Royce . . . . . 395.00	AmeriVox set of 4
Best Western 2 card set	with folder . . . . . 600.00
(only 333 sets) . . . . . 1300.00	Germany set of 3 . . . . . 140.00
<b>Bell South</b>	Germany Polar Bear
Belmont College trial. . . 300.00	with folder . . . . . 25.00
Iowa State University	England Coca Cola
trial \$5 . . . . . 120.00	200 Motorbike race . . . . . 30.00
<b>LDOS</b>	Australia 2-card set . . . . . 75.00
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sets) . . . . . 35.00	Hungary 2-card set. . . . . 25.00
<b>Michigan Bell</b>	<b>Disney</b>
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<b>NTT America</b>	GTI Epcot . . . . . 250.00
Brooklyn Bridge . . . . . 75.00	AT&T Epcot . . . . . 650.00
<b>NYNEX</b>	LDOS Lion King
\$10 Complimentary	set of 4 . . . . . 42.00
blue . . . . . 250.00	Vista Disneyland Card. . . . . 25.00
<b>US West</b>	Germany Lion King
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CD/Phonecard . . . . . \$90.00  
Disney Snow White  
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issue with \$55 card . . . . . \$159.00  
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single card . . . . . \$19.95  
Pinocchio 4 Card Set . . . . . \$125.00

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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>HT Technologies continued</b>				
10/1/94	2M	10 M	Texas Flood	\$35
11/1/94	2M	10 U	Chen Times Square - Set/3	\$45
9/2/94	2.5M	\$9	San Fran. Jazz Fest. '94	\$20
<b>Interactive Telephone</b>				
8/1/93	65M	12 M	Budget Gourmet	\$11
8/1/93	35M	5 M	Budget Gourmet	\$22
3/1/93	150M	5 M	Playtex 18-Hour	\$10
<b>Intercontinental Network</b>				
?	1M	\$20	The Voice card	\$25
<b>InterNet*</b> See also Coll. Adv.				
11/1/94	2.5M	\$10	High Times - Set/8*	\$100
6/1/94	500	VAR	Indian Bikes - Set/3*	\$105
?	200	?	Anheuser Busch Sales Mtg. Test	\$20
<b>ITCN</b>				
10/1/94	5M	\$10	Baby Harp Seal	\$12
1/1/95	5M	\$20	Endangered Fla. Panther	\$22
3/1/95	1.5M	\$10	Girl with Bike	\$45
4/1/95	Unitid	20 U	I.T.C. Globe (Paper)	\$12
10/1/94	5M	\$10	Undersea Ruins	\$12
<b>Landis &amp; Gyr</b>				
4/1/85	?	120 U	Intelpo'85, pale blue/silver	\$1,250
<b>Laser Radio/Go Phone!</b>				
11/1/94	1M	\$10	Bear Bull Blackfoot (ACMI)	\$17
11/1/94	1M	\$10	Geronimo Card (ACMI)	\$17
9/1/94	2.6M	\$12	Marilyn (NOS)	\$15
9/1/94	2.6M	16 M	Marilyn Collectors I - Set/4 (NOS)	\$68
3/1/95	?	16 M	Marilyn Collectors II - Set/4 (NOS)	\$34
3/1/95	?	16 M	Marilyn Collectors III - Set/4 (NOS)	\$34
3/1/95	?	16 M	Marilyn Collectors IV - Set/4 (NOS)	\$34
9/1/94	2.6M	\$10	Marilyn-Made In America (NOS)	\$12
1994	2M	\$10	One-Eyed Jackie (ATI)	\$12
1/1/95	1M	\$10	Rain-In-The-Face (ACMI)	\$18
1994	2M	\$10	Salvador Dali (NOS)	\$15
1/1/95	1M	\$10	Sitting Bull (ACMI)	\$18
<b>LDSS</b>				
9/1/94	1M	10 U	42nd Street	\$20
11/1/94	10M	30 U	Lion King - Set/4	\$75
11/1/93	1.5M	10 M	Mt. Rushmore	\$20
12/1/94	600	Var	NorthWest Airlines-Set/3, \$20,35,50	\$122
12/1/94	600	\$50	NorthWest Airlines Liberty	\$6
12/1/93	100M	5 U	Pepsi Phonepass	\$15
11/1/93	500	\$10	Road Through The Hills	\$18
9/9/94	2M	30 U	Robo Cop	\$28
11/1/94	500	5 U	7 Up Card	\$37
2/1/95	1.5M	20 U	Valentines Day	\$15
<b>Lumna Telecom</b>				
10/1/94	1M	\$5	Gems & Minerals - Set/6	\$44
10/1/94	500	\$10	Gems & Minerals - Set/6	\$75
<b>Manning Prison</b>				
1989	10M	VAR	Manning Prison - Set/3	\$140
<b>MCI</b>				
8/1/93	?	10 U	Phone Cash	\$8
8/1/93	?	15 U	Phone Cash (first MCI Card)	\$65
8/1/93	?	15 U	Phone Cash - Spanish	\$70
<b>Michigan Bell</b>				
1987	?	\$40	#5 Service Card #702S	\$900
1988	20M	\$0.40	Univ. Mich.-4Comp.(Notched)	\$550
1988	10M	\$5	Univ. Mich.-4mm not notched	\$65
1987	var.	var.	Univ. Michigan - Set/5, 2.5,10,20,40	\$495
<b>MTA</b>				
9/1/94	20M	\$5	Chrysler Bldg. 3rd Ed.	\$9
9/1/94	20M	\$5	Empire St. Bldg. 3rd Ed.	\$9
9/1/94	20M	\$5	Guggenheim Museum 3rd Ed.	\$9

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>MTA continued</b>				
1/1/94	20M	\$1.25	Grand Cent.Term.	\$70
9/1/94	20M	\$5	World Trade Center 3rd Ed.	\$9
<b>NAT</b>				
1994	1.5M	7 U	Keep the Change Store	\$40
5/1/94	2M	\$20	Dolphins	\$20
12/1/94	1.5M	\$4	German Space Lab Mission	\$15
3/1/94	500	5 M	Hawaii Lei Ladies	\$27
5/1/94	3M	\$10	Manatees	\$10
5/1/94	2M	\$20	Sea Turtle	\$20
3/1/93	2M	\$5	Traveller's Choice	\$5
<b>NYNEX</b>				
8/1/91	400	200 U	#5 Service Card 106K (L&G)	\$750
5/1/94	65M	\$10	Ballerina - Magnetic	\$18
10/1/94	60M	\$5	Big Apple-I Love NY Card	\$8
5/1/94	45M	\$20	College Graduate - Magnetic	\$33
12/1/91	71088	\$1	Comp. Yellow Phone	\$47
7/1/92	12M	\$5.25	Democratic Conv. - Liberty Head	\$250
7/1/92	20M	\$1	Democratic Conv. - Skyline	\$875
4/1/93	47893	\$5.25	Ellis Island - Set/4	\$50
11/1/92	65M	\$5.25	Empire State Bldg. 1	\$30
2/1/93	77050	\$5.25	Empire State Bldg. 2	\$10
12/1/94	17M	\$5	Holiday Peace Card	\$9
10/1/94	28M	\$1	King Kong	\$8
10/1/94	25M	1.5,10	King Kong - Set/3	\$25
12/1/91	50M	\$5.25	NY Skyline	\$110
5/1/94	85M	\$5	NY Stock Exchange - Magnetic	\$10
8/1/93	61963	\$5.25	Summer in the City	\$12
2/1/94	26140	\$5.25	The Spirit of Service	\$15
2/1/91	1M	\$10	Trial Card #701C (L&G)	\$275
11/1/93	16572	\$5.25	Wish You... - Cooperstown	\$35
1/1/92	100M	\$1	Yellow Phone/Skyline	\$50
<b>OmniTel</b>				
2/1/95	17M	10 M	ADP complimentary	\$15
2/1/95	16M	5 M	Dunkin' Donuts - Beanpot	\$20
2/1/95	17M	5 M	Dunkin' Donuts - Employees	\$10
2/1/95	2M	5 M	Red Dog Think When You Drink	\$10
3/1/95	1.8M	5 M	Red Dog Beer 107 Birthday Bash	\$10
3/1/95	2M	5 M	Red Dog Beer Irish Embassy Pub	\$10
<b>Pacific Bell</b>				
12/1/94	TBA	\$5	Calif. Holidays Xmas License Plate	\$31
12/1/94	TBA	\$5	Cellular Santa	\$35
10/1/94	TBA	\$5	First Ed Numbers/Colors	\$20
10/1/94	TBA	5,10,20	First Ed Numbers/Colors - Set/3	\$80
10/1/94	TBA	\$5	First Ed Olvera St.	\$15
10/1/94	TBA	5,10,20	First Ed Olvera St. - Set/3	\$80
10/1/94	TBA	\$5	First Ed Surfer/LA	\$20
10/1/94	TBA	5,10,20	First Ed Surfer/LA - Set/3	\$80
12/1/94	TBA	\$5	First Ed Xmas - Set/4	\$120
12/1/94	TBA	\$5	Holiday Theme Red Circle	\$30
12/1/94	TBA	\$5	LA Santa-Beach	\$30
10/1/94	TBA	5,10,20	Numbers/LA/Olvera - Set/9	\$200
<b>Pacific Digital Communications</b>				
9/1/93	1M	\$20	Teletoken - Golden Globe	\$24
9/1/93	250	\$5,10,20	Teletoken - Set/3	\$77
9/1/93	4M	\$10	Teletoken - Silver Globe	\$14
<b>People's Telephone</b>				
3/1/94	5M	20 U	Playboy Hologram	\$60
3/1/94	5M	25 U	Playboy Stepping Out	\$22
3/1/94	5M	25 U	The Dark - Set/2	\$40
1994	500	25 U	The Dark - Set/2 - Signed	\$75
<b>Phone Cards Hawaii</b>				
11/1/94	1M	10 U	Apollo - Circle of Life Dolphin	\$12
10/21/94	1M	N/A	Apollo - Wild in Paradise	\$12

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All Endangered Species	CALL
<b>ALASKA</b>	
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2 Card Smokey Unick	75.00
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<b>AT&amp;T</b>	
McDonalds	125.00
<b>BELL AMERICA</b>	
4 Card Disney & Mickey	125.00
<b>BELL SOUTH</b>	
\$1 First Edition Trial	10.00
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<b>COCA-COLA</b>	
Dillions-United 5 Card Set	400.00
Coke Monsters of Gridiron	45.00
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All available	CALL

<b>GTE HAWAII</b>	
Koi	9.00
Leis	12.00
<b>GTS</b>	
5 Card Mantle	75.00
6 Card Marvel	65.00
1869 Upper Deck	
Redstockings	225.00
<b>IDB</b>	
Gretsky	40.00
<b>L&amp;G</b>	
3 Card Manning Prison	110.00
<b>LDSS</b>	
Miami Heat	25.00
7-Up (scarce 500 issue)	35.00
3 Card Times Square	45.00
Lion King Set of 4	60.00
<b>MARILYN MONROE</b>	
Most Cards	CALL
<b>NYNEX</b>	
\$5 Dem. Convention	225.00
Yellow Telephone	40.00
<b>PEOPLES TELEPHONE</b>	
Most available	CALL

<b>PACIFIC BELL</b>	
First Edition Set of all 9	250.00
First Edition \$5 - Set of 3	100.00
\$10 X-mas Set of 4 designs	240.00
Complete X-mas Set of 12	750.00
<b>SPRINT</b>	
Set of 24 World Cup Soccer	240.00
\$1000 Shaq sample	30.00
NEW 2 Cd McDonalds HOT	250.00
<b>STARGATE</b>	
Stargate Set	55.00
<b>TELETRADING CARDS</b>	
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<b>VISTA UNITED</b>	
New Third Issue 4 Card Set	135.00
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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>Phone Line USA</b>				
6/1/94	?	\$5	American Flag .....	\$7
6/1/93	10M	\$10	Legend of Taro, Plastic .....	\$10
6/1/93	20M	\$10	Misty's Hula 1993 - Plastic .....	\$14
11/1/93	10M	\$10	Phantom of Eagle (Intl Calls) .....	\$12
11/1/93	10M	\$10	Save the Whales (Dom Calls) .....	\$14
11/1/93	4.5M	Var	Stargate - Set/3 no Folder, 5M, 15, 15 .....	\$39
11/1/93	4.5M	Var	Stargate - Set/3 w/Folder, 5M, 15, 15 .....	\$55
<b>Plessey/GPT</b>				
7/1/87	250	VAR.	Planet Earth - Set/5 .....	\$600
<b>Prepaid Telecom</b>				
3/1/94	500	\$50	Gordon Cooper - Signed .....	\$95
7/1/94	6.7M	\$5	Mallards Alighting - Gold Star .....	\$275
	1M	Var.	NASA - Set/16 .....	\$295
3/1/94	8.5M	\$5	NASA 10 Endeavor w/Launcher .....	\$10
3/1/94	8.5M	\$5	NASA 4 Lunar Module .....	\$18
3/1/94	8.5M	\$5	NASA 7 Columbia - 1st Shit Launch .....	\$6
7/1/94	6.7M	\$15	Red Breasted Merganser .....	\$17
6/1/09	50M	\$5	Worldwide Prepaid Card .....	\$26
<b>Quest/Liberty</b>				
10/1/94	1.2M	\$10	Africa .....	\$24
5/1/93	1M	\$5	APCC (Get Out of Jail Free) .....	\$295
5/1/93	1M	\$5	APCC (Las Vegas) .....	\$85
9/1/93	1M	\$10	Atlanta Skyline .....	\$30
11/1/93	2M	\$20	Bud Light - Dominican Repub. Flag .....	\$95
1/1/94	200	\$20	Bud Light - Puerto Rico Flag .....	\$85
6/1/93	1.5M	\$10	College Career .....	\$13
12/1/92	1M	\$25	Degas .....	\$36
6/1/93	2M	\$25	Degas - Second Printing .....	\$33
3/1/95	1.2M	\$10	Hidden Liberty .....	\$18
8/1/94	5M	\$25	Kathmandu - Set/5 .....	\$70
2/6/94	1.2M	\$10	Kids World .....	\$23
5/1/93	1.1M	\$10	Liberty Silver .....	\$18
6/1/93	1750	\$10	Liberty-Wave .....	\$16
1/1/94	1.2M	\$10, \$25	NRA - Set/4 .....	\$85
1/1/94	1.1M	\$25	Nature Conserv-Kit Fox .....	\$35
1/1/94	1M	\$10	Nature Conserv-Margary Cat .....	\$19
1/1/94	1.1M	\$10	Nature Conserv-Niobrara Prairie .....	\$18
1/1/94	1.1M	\$10	Nature Conserv-Snake River .....	\$18
1/1/95	12M	\$2	Peach Bowl Giveaway .....	\$15
12/1/94	1M	\$10	Porcelain Me .....	\$16
1/1/94	550	\$10	Pro Football Hall of Fame .....	\$40

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>Quest/Liberty continued</b>				
12/1/93	32M	\$10	Rite Aid Drug Store .....	\$18
10/1/93	75M	\$50	Seurat-2nd Ed .....	\$62
8/1/94	1.2M	\$5	Summer Camp .....	\$12
3/1/95	?	?	TeleCard Expo West 95 .....	\$15
11/1/92	500	\$5	Thomas Jefferson .....	\$12
11/1/94	2.5M	\$10	Tie Dye .....	\$18
11/1/92	500	\$25	U of Utah .....	\$45
6/1/93	4M	\$25	Vincent van Gogh .....	\$32
<b>Scoreboard/Classic</b>				
4/1/95	2.5M	10 U	CocaCola-Springtime Atlanta (Sprint) .....	\$40
<b>Seva</b>				
9/1/93	350	100 M	15 Years-ACI .....	\$40
9/1/93	100	100 M	Aravind-ACI .....	\$50
9/1/93	200	100 M	Guatemala-CCT .....	\$40
9/1/93	100	100 M	Indigenous-NAT .....	\$50
9/1/93	110	100 M	Nepal-Globalcom 2000 .....	\$50
<b>Smartel</b>				
10/28/94	1M	5 M	American Telecard .....	\$12
1/1/95	500	30 U	House at Tanglewood .....	\$20
9/19/94	150	10 U	TeleCard World '94 NYC .....	\$140
3/1/95	?	10 M	TeleCard World W - LA .....	\$25
<b>Southern New England Telecommunications</b>				
11/1/93	5.5M	\$5	Internal Trial Card .....	\$12
11/1/94	6M	50 U	Winter Scene .....	\$40
<b>Sprint</b>				
1994	1.5M	10 U	Clinton Kohl - Set/2 .....	\$35
3/1/93	55M	\$20	Flamingo - Spanish only .....	\$20
9/1/92	11M	10 U	Grand Canyon .....	\$12
9/1/92	5.5M	40 U	Horses On The Range .....	\$12
7/1/92	6M	\$10	Lady Liberty .....	\$27
5/1/94	25M	5 M	Midas Muffler .....	\$12
9/1/92	14M	10 U	Mt Rushmore .....	\$25
9/1/94	3125	10 M	NBC Fall - M. Short Show .....	\$75
9/1/94	3125	10 M	NBC Fall-Cosby Mysteries .....	\$75
9/1/92	4M	40 U	Popsicle Pup .....	\$40
10/1/94	?	3 U	Telecard World 94 NYC .....	\$14
12/1/93	12M	20 U	Tropical Beach .....	\$23
<b>Telemax</b>				
6/1/93	5M	\$3	Auto - 1923 Ford Modified .....	\$6
6/1/93	5M	\$3	Auto - 1929 Lincoln .....	\$6
6/1/93	5M	\$3	Autos - Set/5 .....	\$22

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3 min. card made for  
Hawaii show April 1st  
to benefit McDonald  
House issue 1500. It is  
an outstanding issue of  
Hawaii art. Moving up  
in price.  
A top pick .... CALL  
McD/AmeriVox 4 Card  
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Limit One .... CALL

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100 sets available)  
Based upon availability,  
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lar issue once collec-  
tors realize how scarce  
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**Classic/Sprint**  
\$2000 Emmitt Smith  
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A true error card, no  
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**Racing Assets**  
Call for Prices

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24 — 1-min. set. \$65.00  
24 — \$2 set . . . \$175.00  
5 — \$5 set . . . \$100.00  
5 — \$25 set . . . \$375.00  
5 — \$100.00 set \$950.00  
Singles . . . . . Call  
**Classic Assets II**  
24 — 1-min. set. \$50.00  
24 — \$2 set . . . \$120.00  
10 — \$5 set . . . \$150.00  
5 — \$50 set . . . \$695.00  
5 — \$200 set . \$1700.00  
Singles . . . . . Call

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1st edition 3-card set  
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Set of 9 cards . . . \$195.00  
Indiv. sets . . . . . \$75.00  
Almost Sold Out

**Vista/United**  
Premium Cast  
3-Cd . . . . . \$650.00  
Non Cast 3-Cd . \$500.00  
New issue 4-Cd . . . Call  
Xmas Angels  
3-Cd . . . . . \$225.00  
Disneyana 5-min. . . Call

**Pac Bell Xmas**  
3-card set (\$5, \$10, \$20)  
Less than 500 sets Xmas  
Liscense Plate, Xmas  
Red Circles, Xmas LA  
Santa Beach, Xmas  
Cellular Santa.  
Set of 12 . . . . . \$795.00

**USA/Sprint**  
Orlando Skyline, Goofy.  
Unauthorized. Very  
Rare. . . . . \$65.00  
**Australia Zoo**  
\$2 Phone card w/stamps  
Perth, Taronga,  
Melbourne, Adelaide.  
Set of 4 . . . . . \$70.00

**Coke Collector**  
Rockwell.....\$30.00  
Santa .....\$30.00  
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Have a Coke.....\$30.00  
Set of 4 .....\$100.00  
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Campbell Soup  
Cards .....Call

**Event Masters/Disney**  
Mickey Mouse Set \$500.00  
Lion King. . . . . \$125.00  
Snow White . . . \$150.00  
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Set 1 Each . . . . . \$750.00

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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>Telemax continued</b>				
1994	5M	?	Christmas 94 - Set/3	\$25
1/1/94	5M	\$5	Clowns - Dodo the Clown	\$7
2/1/94	5M	\$10	Colorado National Monument	\$23
2/1/94	10M	\$20	Enchanted Rock Park, TX	\$22
9/1/94	10M	\$5	Power Rangers - Set/4	\$50
<b>Telepass</b>				
4/1/95	1M	?	Happy Easter	\$10
<b>TeleTrading</b>				
3/1/94	5M	\$5	Baseball Legends-Set/4	\$45
3/1/94	5M	\$5	Wizard of Oz-Set/6	\$55
<b>Teleworld</b>				
11/1/94	2.5M	\$10	Claudia Nierman - Set/3	\$35
9/1/94	1M	\$10 Ea	Crypt Keeper-Set/10	\$150
6/1/94	5M	\$10	Leonardo Nierman - Set/4-Gallery	\$60
6/1/94	5M	\$10	Rizzi - Battle On The Ice	\$13
6/1/94	1M	\$10	Rizzi - Jail Ain't Happy	\$25
<b>Time Machine</b>				
1/1/93	?	\$1.50	It's Time To Talk, sample - paper	\$10
<b>TLC</b>				
11/1/94	1M20	Stories	1994 Call Santa Teletory	\$18
<b>TravelTel</b>				
12/1/93	1.5M	Var	ASU - Ariz. St. Univ.-Set/3, 10/20/50U	\$75
12/1/93	3M	20 U	Georgia Peach 1	\$20
12/1/93	3M	20 U	Georgia Peach 2	\$20
12/1/93	1 M	20 U	Happy Holidays	\$20
1993	2.5M	20 U	Hot Air Balloon	\$20
1993	2.5 M	100 U	Liberty - Flag	\$10
3/1/94	3M	20 U	Merry Christmas	\$45
1/1/94	1M	10 U	Otis Spunkmeyer Cookies	\$10
12/1/93	3M	20 U	Phone Phair 94	\$20
3/1/95	2 M	10 U	Popeye - Set/5	\$59
3/1/95	2 M	10 U	Popeye - Spinach	\$20
1993	2.5M	20 U	Schooner Alexandria	\$20
5/1/93	2M	10 U	Sunset Travel	\$10
1/1/94	10M	50 U	USS America	\$45
1993	2.5M	50 U	Windsurfers	\$45
<b>Universal Network Services</b>				
6/24/94	4M	\$10	Evil Knievel	\$10
6/24/94	1M	\$20	Evil Knievel-Signed	\$20
<b>Univox</b>				
3/1/94	500	25 U	Marilyn in dress	\$16
3/1/94	1.5M	25 U	Marilyn Red Lips -Face	\$28
2/1/94	1M	20 U	Phone Phair Frisco Flags	\$22
<b>US West</b>				
8/1/93	5M	Var.	NW Legacy(1)-Set/5(w/Bd.Headband)	\$140
8/1/93	5M	\$1	NW Legacy(1)Bd. Hdbnd(w/carrier)	\$55
8/1/93	30 M	\$5.25	NW Legacy(1)Grinding Bowl&Pestle	\$10
8/1/93	10 M	\$3	NW Legacy(1)Hucklebury Baskets	\$6
8/1/93	10 M	\$11	NW Legacy(1)Root Storage Bags	\$16
3/1/94	10M	Var.	NW Legacy(2)-Set/5	\$57
3/1/94	10M	\$11	NW Legacy(2)Cornhusk Bags	\$14
3/1/94	20M	\$5.25	NW Legacy(2)Hand Drums	\$9
3/1/94	15M	\$3	NW Legacy(2)Wampum&Necklaces	\$6
3/1/94	10M	\$22	NW Legacy(2)War Clubs	\$26
3/1/94	20M	\$5.25	NW Legacy(2)Wooden Bowl	\$9
8/1/93	5M	?	Smart Card (Comp@Smrt Crd Show)	\$140
<b>USACard</b>				
7/1/94	1M	\$2.50	ANA'94 \$2.50 Comp. Issue	\$38
9/1/94	1M	\$5	Hong Kong Coin Conv.	\$30
10/1/94	1M	\$5	Lg Bch Collectibles Expo94	\$25
2/1/95	1M	\$5	Lg Bch Collectibles Expo95	\$25
12/1/94	1M	\$5	N Y Intl Coin Show	\$15
10/1/94	5M	\$5	Olde Tyme Santa	\$9

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>USACard continued</b>				
2/1/95	1M	\$5	To My Valentine	\$15
2/1/95	500	\$10	To My Valentine	\$19
<b>Vista United Comm.</b>				
12/1/94	783	\$5	Children's Xmas Card-Cat	\$20
12/1/94	736	\$10	Children's Xmas Card-Flamingo	\$30
12/1/94	736	\$5,\$10	Children's Xmas Card-Set/2	\$50
12/1/94	2.5M	\$8	Christmas Angel '94	\$15
12/1/94	3.5M	\$15	Christmas Angel '94	\$25
12/1/94	1M	\$30	Christmas Angel '94	\$95
12/1/94	1M	VAR	Christmas Angel '94-Set/3	\$125
11/1/94	500	\$5	Disney (non-cast)	\$100
11/1/94	1 M	\$10	Disney (non-cast)	\$50
11/1/94	500	\$20	Disney (non-cast)	\$160
11/1/94	500	Var.	Disney (non-cast)-Set/3	\$295
11/1/94	100	Var.	Disney (pr. cast mbr)-Set/3-Test	\$900
11/1/94	2 M	\$5	Disney (pr. cast mbr)	\$95
11/1/94	2 M	\$10	Disney (pr. cast mbr)	\$155
11/1/94	1 M	\$20	Disney (pr. cast mbr)	\$255
11/1/94	1 M	Var.	Disney (pr. cast mbr)-Set/3	\$495
12/1/94	3702	\$10	Disney Credit Card (Promo)	\$265
9/27/94	600	\$5	Disney Telecom Magic	\$335
9/8/94	2 M	5 M	Disneyana III Conv.	\$310
1994	500	VAR	Set/14 - 1994	\$1,760
3/1/95	TBA	\$7.50	Stock Card '95 (General Issue)	\$14
3/1/95	TBA	\$15	Stock Card '95 (General Issue)	\$25
3/1/95	TBA	\$30	Stock Card '95 (General Issue)	\$40
3/1/95	TBA	\$55	Stock Card '95 (General Issue)	\$70
3/1/95	TBA	Var.	Stock Card '95 (General Issue)-Set/4	\$140
<b>Western Union</b>				
9/1/94	15M	\$5	End of World War II	\$9
9/1/94	15M	\$5	Transcontinental Railroad	\$9
7/1/93	?	\$5	Western Union, paper	\$9
9/1/94	15M	\$5	Wright Brothers	\$9
<b>Worldconnect</b>				
8/1/94	1M	3 U	Wildlife Babies 1	\$3
<b>Worldlink</b>				
6/1/93	2M	10 U	Alligator (Eng/Sp)	\$6
3/1/93	2050	3 U	Concorde	\$15
5/1/93	2050	3 U	Concorde (Korean)	\$9
10/1/92	9M	25 U	Desert Cowboy (Eng/Sp)	\$54
6/1/93	10M	10 U	Earth II (Eng/Sp)	\$6
4/1/94	30M	5 U	Exxon Tiger	\$10
6/1/93	2M	10 U	Florida Alligator	\$6
6/1/93	2M	10 U	Florida Panhandle	\$6
2/1/94	6M	10 U	Golden Gate Bridge in Fog	\$6
1/1/93	2M	25 U	Hope Soap (K)	\$22
4/1/94	1.5M	\$10	Marilyn Monroe (Ser.2)-Set/3	\$45
3/1/94	1.5M	\$20	Marilyn Monroe Premiere-Set/3	\$105
3/1/94	1.5M	\$10	Marilyn Monroe Premiere-Set/3	\$120
4/1/94	4.5M	\$10	Marilyn Monroe: Portrait Close-up	\$12
6/1/93	10M	10 U	New York Skyline (Eng/Sp)	\$15
10/1/92	700?	25 U	Snow Cowboy (Eng/Sp)	\$54
6/1/93	10M	10 U	Space Shuttle Endeavour (Eng/Sp)	\$6
4/1/93	450	25 U	St. Jude's Church-Atlanta	\$21
6/1/92	?	10 U	Statue of Liberty (Japanese)	\$13

## SPORTS RELATED CARDS

<b>ACMI</b>				
1/1/95	2M	\$6	Byron Scott	\$15
3/15/94	2.5M	\$3	Packer Hall Of Fame-Bart Starr	\$11
11/15/94	2.5M	\$3	Packer Hall Of Fame-Lombardi/Starr	\$10
3/15/94	2.5M	\$3	Packer Hall Of Fame-Ray Nitschke	\$10
3/15/94	2.5M	\$3	Packer Hall Of Fame-V. Lombardi	\$11
3/15/94	2.5M	\$3	Packer Hall Of Fame-Willie Davis	\$11
9/1/94	5M	\$6	Larry Bird A Card	\$14
5/1/94	5M	\$6	Larry Bird L Card	\$12
5/1/94	4M	\$10	Larry Bird L Card	\$17
3/1/95	2M	?	Larson & 3 Stadiums-Set/4	\$40
3/1/95	2M	\$8	Larson's Perfect Game	\$13
<b>Amcall</b>				
12/4/94	5M	\$10	Deion Sanders	\$25
?	5M	\$10	Emmitt Smith Card	\$85
9/1/93	10M	\$10	Michael Irvin Promo - Set/2	\$60
9/1/93	10M	\$10	Michael Irvin Promo Card	\$28
8/1/93	5M	\$10	NFL Players Assn. Set/10	\$190
<b>Ameritech</b>				
7/1/94	29124	\$2	Comiskey Park	\$10
12/1/94	25M	VAR	Frank Thomas Big Hurt-\$1.5,10 Set/3	\$33
12/1/94	40M	\$1	Frank Thomas Big Hurt CoinSaver	\$7
5/1/94	63M	\$0.50	Robin Yount	\$15
5/1/94	14M	VAR	Robin Yount - \$.50,\$2,\$5,\$10 Set/4	\$37
7/1/94	14.2M	\$2	Senior Open Golf Tournament	\$11
6/1/94	17550	VAR	Soccer -\$2,\$5,\$10-Set/3	\$27
6/1/94	17568	\$10	Soccer Coin Saver	\$17
9/1/94	9M	VAR	World Rowing -\$1,\$5,\$10-Set/3	\$25
6/1/94	17568	VAR	World Sports -\$2,\$5,\$10-Set/3	\$30

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40th Anniv. McDonald's Sprint Set-\$200  
Vista/United  
\$20 Premiere Cast Member  
5 Min. Disneyana  
\$5 Non Cast Member  
\$20 Non Cast Member  
\$30 Angels  
\$5 Xmas Cat  
\$20 Xmas Flamingo  
\$10 The Calls on Us  
McDonald/Coke AmeriVox  
Assets \$2000 Smith Hawaii X Show  
Coke Dillon, Smith, United  
PacBell Xmas  
Sprint Coke 6-card set  
Call for prices

**B & B Cards**

**Ph./Fax (909) 466-1666**



DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>AmeriVox</b>				
7/1/94	2M	\$1	\$1 Anaheim Show Card .....	\$24
8/1/94	10M	\$21	Champions Forever .....	\$30
11/1/93	1M	\$5	Cictrs' Adv: Smoky Yunick 1 - Set/2 .....	\$95
6/1/94	10M	\$10	Ken Griffey Jr. ....	\$23
11/1/93	2M	\$10	Quarterback Legends Series 1 - Set/5 .....	\$150
1/1/94	5M	\$10	Richard Petty .....	\$33
6/1/94	10M	\$10	Ron Jawarski .....	\$22
2/1/94	2M	\$5	Soccer Ball Card .....	\$15
<b>AMI Communication</b>				
2/1/94	5M	\$15	Wrigley 1st Night Game .....	\$25
<b>AT &amp; T</b>				
2/1/95	TBA	49 M	95 Snoopy Bowl/Young - Jumbo .....	\$49
4/1/92	500	50 U	Americas Cup (Used) .....	\$1,775
<b>AT &amp; T continued</b>				
2/1/95	15M10 M	EA	Snoopy Bowl/Young-3 Cd St. ....	\$35
2/1/95	10M	49 M	Snoopy Bowl/Young-Jumbo .....	\$49
<b>Authentix</b>				
11/1/94	594	15M	Bryan Leech - Set/4 signed .....	\$75
<b>Brilliant Color Cards - BCC</b>				
10/28/94	5M	3 U	All Star Basketball-LDDS .....	\$10
7/19/94	1M	3 U	All Star Jumbo Baseball-Sprint .....	\$200
7/19/94	10M	3 U	All Star Small Baseball-Sprint .....	\$17
<b>Collectors' Advantage</b>				
8/1/94	10M	\$3	Hakeem The Dream .....	\$13
10/1/94	3M	\$3	Mello Yellow 500 .....	\$17
7/1/94	600	20 U	Sadaharu Oh /Signed English (NOS) .....	\$100
7/1/94	868	20 U	Sadaharu Oh-Signed .....	
<b>Comm/Net</b>				
11/1/94	5M	\$15	Nolan Ryan .....	\$30
<b>ConQuest</b>				
6/1/94	4M	25 U	Anaheim Expo Sports Coll. - Set/4 .....	\$55
<b>Finish Line</b>				
6/1/94	2.5M	\$10	Tour of America .....	\$12
<b>GTE</b>				
7/1/94	2.5M	5 U	AFC Cards - Set/15 .....	\$165
1/1/95	80M	5 M	Hi Mom-Super Bowl Card .....	\$45
1/1/95	3M	15 U	Superbowl XXIX Helmet .....	\$40
1/1/95	3M	29 U	Superbowl XXIX Pigskin .....	\$35
<b>GTE - Hawaii</b>				
12/1/93	1M	3 U	Aloha Bowl .....	\$14

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
<b>GTE - Hawaii continued</b>				
1/1/94	6M	3 U	Hawaiian Open-29th (TEL on reverse) .....	\$16
1/1/90	750	10 U	Hawaiian Open-25th .....	\$985
1/1/93	1M	3 U	Hawaiian Open-28th .....	\$140
1/1/94	6M	3 U	Hawaiian Open-29th .....	\$20
1/1/94	6M	3 U	Hula Bowl - 48th Annual: Hula Girl (TEL on reverse) .....	\$12
<b>GTI Telecom</b>				
11/1/93	112.5M	5 U	GTI Worldcup Soccer - USA '94 .....	\$6
<b>GTS</b>				
6/1/94	1M	16 U	69 Mets Team Picture .....	\$30
2/1/94	1M	3 U	69 Miracle Mets Series 1 - Set/32 .....	\$200
2/1/94	3M	16 U	Basketball Centennial .....	\$15
11/1/94	5M	12 U	Mickey Mantle Series 1 - Set/5 .....	\$90
11/1/94	5M	12 U	Mickey Mantle Series 2 - Set/5 .....	\$65
1/1/94	5M	16 U	NHL - All Star .....	\$20
1/1/94	5M	?	NHL - Eastern Conf.-Set/13 .....	\$225
1/1/94	5M	?	NHL - Western Conf.-Set/13 .....	\$200
1/1/94	5M	16 U	NHL Eastern Conf. - NY Rangers .....	\$15
6/1/94	2M	3 M	UD Fanfest- Red Stockings .....	\$200
<b>High Tech Image</b>				
?	1M	?	1st 3D-Baseball-Women's Locker Rm .....	\$25
?	500	?	2nd 3D-1994 Grand Prix Of Dallas .....	\$20
<b>IDB Worldcomm</b>				
1/1/94	802	\$25	Wayne Gretzky .....	\$50
<b>InterNet</b>				
11/1/94	2M	\$6	Hooters 500 .....	\$17
2/1/95	500	35 M	Tom Glavine Autographed - Set/2 .....	\$54
<b>LDDS</b>				
9/1/94	10M	20 U	Pennzoil - Set/2 .....	\$78
<b>MCI</b>				
6/1/94	2M	2 U	Ken Griffey Jr.(Diamond Connection) .....	\$59
<b>MT Worldcard Communications Inc.</b>				
10/1/93	3M	50 U	World Cup '94 - Brazil .....	\$45
<b>MTA</b>				
11/1/94	10M	\$5	NY Rangers Stanley Cup .....	\$30
11/1/94	1M	\$5	NY Rangers Stanley Cup Signed .....	\$200
<b>NAT</b>				
6/1/94	1M	\$10	Pete Rose .....	\$35
5/1/93	1M	120 M	Salute To Vets Racing Team .....	\$250

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D3	\$1 Dem. Conv. Complimentary (w/folder) . . . . .	1000
D4	\$5.25 Dem. Conv. . . . .	225
D14-18	5-card set NY State "Wish you were here" . . . . .	95
F1	\$10 Landis & Gyr . . . . .	150
F2	Strumberg Carlson . . . . .	950
S1	200 U Service Card . . . . .	1600

## MCI

P1A-15A	Star Trek Gen. Set of 15 10u . . . . .	150
	20u . . . . .	300

P16A-19A	Star Trek Voyager Set of 4 . . . . .	49.50
	Star Trek TEC Card Series & Bonus 13 cards . . . . .	120

## AT&T Teletickets

D45-D62	Complete 10, 25, & 50 unit Holiday Series (English) 18 cards w/env. . . . .	750
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D45(s)- D62(s)	Complete 10, 25, 50 unit Holiday Series (Spanish) 18 cards w/env. . . . .	850
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D27-29	E.T. set 10, 25 & 50 units (English) . . . . .	395
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D1	Sailing Cup . . . . .	2000
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D3a	25 Units Statue of Liberty Dem. Conv. update . . . . .	1200
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D21-23	Dem. Nat'l Conv. Set . . . . .	800
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D30-31	Republican Nat'l Conv. 10u & 25u . . . . .	700
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P15	McDonald's . . . . .	125
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P16	Epcot . . . . .	700
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Snoopy Happy Holidays  
Jumbo . . . . . 500  
Snoopy/Steve Young  
Set of 3 . . . . . 17.50  
Snoopy/Steve Young Jumbo 29.50  
Send For FREE Price List

# ClassicCards

98 Main #201 • Tiburon, CA 94920  
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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
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## Nice Telecom Corporation

9/1/93	50M	\$10	24th NYC Marathon, 1993 . . . . .	\$15
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## NYNEX

2/1/94	25M	\$5.25	Luge Card . . . . .	\$27
9/1/93	45741	\$5.25	NY Tennis Championship 93 . . . . .	\$10
7/1/93	77858	\$5.25	World University Games . . . . .	\$14

## OmniTel

?	10M	5 M	Boston Bruins Charity . . . . .	\$12
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## People's Telephone

2/1/94	10M		Lipton Tennis Championship 94 . . . . .	\$20
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## QUEST/Liberty

10/1/93	10M	Var	Charles Barkley - Set/5, \$2.5, 10, 20, 34 . . . . .	\$100
?	1.2M	\$10	Little League Museum . . . . .	\$16

## Scoreboard/Classic

11/1/94	?	\$1	4 Sport - Faulk (Sprint) . . . . .	\$15
11/1/94	?	\$2	4 Sport - Faulk (Sprint) . . . . .	\$25
11/1/94	?	\$4	4 Sport - Faulk (Sprint) . . . . .	\$100
11/1/94	?	\$1	4 Sport - Kidd (Sprint) . . . . .	\$10
11/1/94	?	\$2	4 Sport - Kidd (Sprint) . . . . .	\$20
11/1/94	?	\$1	4 Sport - O'Neil (Sprint) . . . . .	\$5
11/1/94	?	\$2	4 Sport - O'Neil (Sprint) . . . . .	\$10
11/1/94	?	\$4	4 Sport - O'Neil (Sprint) . . . . .	\$30
11/1/94	?	\$1	4 Sport - Robinson (Sprint) . . . . .	\$15
11/1/94	?	\$2	4 Sport - Robinson (Sprint) . . . . .	\$30
11/1/94	?	\$4	4 Sport - Robinson (Sprint) . . . . .	\$100
12/1/94	2558	\$2	Assets I - Aikman (Sprint) . . . . .	\$12
12/1/94	2780	\$5	Assets I - Aikman (Sprint) . . . . .	\$25
12/1/94	78	\$100	Assets I - Aikman (Sprint) . . . . .	\$250
12/1/94	20605	1 M	Assets I - Aikman (Sprint) . . . . .	\$5
12/1/94	2780	\$5	Assets I - Bledsoe (Sprint) . . . . .	\$25
12/1/94	78	\$100	Assets I - Bledsoe (Sprint) . . . . .	\$250
12/1/94	20605	1 M	Assets I - Bledsoe (Sprint) . . . . .	\$5
12/1/94	2558	\$2	Assets I - Earnhardt (Sprint) . . . . .	\$15
12/1/94	808	\$25	Assets I - Earnhardt (Sprint) . . . . .	\$100
12/1/94	20605	1 M	Assets I - Earnhardt (Sprint) . . . . .	\$8
12/1/94	2558	\$2	Assets I - Faulk (Sprint) . . . . .	\$20
12/1/94	808	\$25	Assets I - Faulk (Sprint) . . . . .	\$100
12/1/94	20605	1 M	Assets I - Faulk (Sprint) . . . . .	\$8
12/1/94	2558	\$2	Assets I - Hill (Sprint) . . . . .	\$5
12/1/94	20605	1 M	Assets I - Hill (Sprint) . . . . .	\$2
12/1/94	2558	\$2	Assets I - Kidd (Sprint) . . . . .	\$15
12/1/94	2780	\$5	Assets I - Kidd (Sprint) . . . . .	\$30
12/1/94	78	\$100	Assets I - Kidd (Sprint) . . . . .	\$250
12/1/94	20605	1 M	Assets I - Kidd (Sprint) . . . . .	\$6
12/1/94	2558	\$2	Assets I - Marshall (Sprint) . . . . .	\$12
12/1/94	2558	\$2	Assets I - Mourning (Sprint) . . . . .	\$12
12/1/94	20605	1 M	Assets I - Mourning (Sprint) . . . . .	\$2
12/1/94	? Sample		Assets I - O'Neal (Sample) . . . . .	\$23
12/1/94	2558	\$2	Assets I - O'Neal (Sprint) . . . . .	\$8
12/1/94	2780	\$5	Assets I - O'Neal (Sprint) . . . . .	\$20
12/1/94	808	\$25	Assets I - O'Neal (Sprint) . . . . .	\$100
12/1/94	20605	1 M	Assets I - O'Neal (Sprint) . . . . .	\$6
12/1/94	2780	\$5	Assets I - Olajuwon (Sprint) . . . . .	\$20
12/1/94	78	\$100	Assets I - Olajuwon (Sprint) . . . . .	\$200
12/1/94	2558	\$2	Assets I - Rheume (Sprint) . . . . .	\$15
12/1/94	2558	\$2	Assets I - Robinson (Sprint) . . . . .	\$20
12/1/94	20605	1 M	Assets I - Robinson (Sprint) . . . . .	\$8
12/1/94	2780	\$5	Assets I - Ryan (Sprint) . . . . .	\$35
12/1/94	20605	1 M	Assets I - Set/24 (Sprint) . . . . .	\$60
12/1/94	20605	1 M	Assets I - Wilkinson (Sprint) . . . . .	\$3
12/1/94	20605	1 M	Assets I - Young (Sprint) . . . . .	\$8

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
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## Scoreboard/Classic continued

4/1/95	72K	\$2	Assets II - Bonds (Sprint) . . . . .	\$11
4/1/95	25K	\$5	Assets II - Bonds (Sprint) . . . . .	\$15
4/1/95	200	\$200	Assets II - Bonds (Sprint) . . . . .	\$500
4/1/95	472264	1 M	Assets II - Bonds (Sprint) . . . . .	\$5
4/1/95	72K	\$2	Assets II - Gordon (Sprint) . . . . .	\$18
4/1/95	25K	\$5	Assets II - Gordon (Sprint) . . . . .	\$30
4/1/95	472264	1 M	Assets II - Gordon (Sprint) . . . . .	\$8
4/1/95	72K	\$2	Assets II - Hardaway (Sprint) . . . . .	\$11
4/1/95	1080	\$50	Assets II - Hardaway (Sprint) . . . . .	\$150
4/1/95	472264	1 M	Assets II - Hardaway (Sprint) . . . . .	\$5
4/1/95	72K	\$2	Assets II - O'Neal (Sprint) . . . . .	\$11
4/1/95	1080	\$50	Assets II - O'Neal (Sprint) . . . . .	\$150
4/1/95	472264	1 M	Assets II - O'Neal (Sprint) . . . . .	\$5
4/1/95	72K	\$2	Assets II - O'Neill (Sprint) . . . . .	\$7
4/1/95	472264	1 M	Assets II - O'Neill (Sprint) . . . . .	\$3
4/1/95	72K	\$2	Assets II - Smith (Sprint) . . . . .	\$12
4/1/95	25K	\$5	Assets II - Smith (Sprint) . . . . .	\$30
4/1/95	1080	\$50	Assets II - Smith (Sprint) . . . . .	\$200
4/1/95	200	\$200	Assets II - Smith (Sprint) . . . . .	\$800
4/1/95	472264	1 M	Assets II - Smith (Sprint) . . . . .	\$8
4/1/95	? \$2,000		Assets II - Smith Sample . . . . .	\$30
4/1/95	487180	1 M	Assets Rcnq-D.Earnhardt (Sprint) . . . . .	\$3
4/1/95	60K	\$2	Assets Rcnq-D.Earnhardt (Sprint) . . . . .	\$5
4/1/95	25K	\$5	Assets Rcnq-D.Earnhardt (Sprint) . . . . .	\$9
4/1/95	2160	\$25	Assets Rcnq-D.Earnhardt (Sprint) . . . . .	\$45

## Smartel

7/1/94	10M	10 M	Forbes Field . . . . .	\$10
9/1/94	1M	165 M	Roberto Clemente 3000th Hit . . . . .	\$70
7/12/94	10M	21M	Roberto Clemente - Set/4 . . . . .	\$175

## Sprint

1/1/94	?	3 U	Coca Cola Monsters of Gridiron . . . . .	\$50
3/1/95	4200M	5 M	Gillette / Final 4 . . . . .	\$5
11/1/94	16.5M	10 M	Orlando Magic - Logo . . . . .	\$55
7/1/93	?	\$10	Soccer - World Cup 94 - Set/24 . . . . .	\$250
12/1/93	20M	VAR	World Cup 94-1st.ed-Upright- Set/4, 10U, 20U, 40U, 50U . . . . .	\$175
6/1/94	10M	\$10	World Cup Soccer-Set/24 . . . . .	\$200

## SuperStar TeleMedia

1994	5M	5 U	Pride of 55' Brooklyn Dodgers-Set/3 . . . . .	\$30
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## Telemax

6/1/94	5M	\$10	Baseball - Carlton Fisk . . . . .	\$11
6/1/94	5M	\$10	Baseball - Mike Schmidt . . . . .	\$12
6/1/94	5M	\$10	Baseball - Nolan Ryan . . . . .	\$15
6/1/94	5M	\$10	Baseball - Roger Clemens . . . . .	\$13
6/1/94	5M	\$10	Baseball - Ryne Sandberg . . . . .	\$15

## TeleTrading

11/1/94	5M20 M/3U		B. Ruth-Set/2 . . . . .	\$21
3/1/95	5M	20 M	B. Ruth-Set/2-Show LA . . . . .	\$25
11/1/94	1M	3 U	B. Ruth-Set/2-Show Reno . . . . .	\$28
6/1/95	5M	20 M	B. Ruth-Set/2-Show S.Antonio . . . . .	\$25
3/1/94	5M	\$5	Baseball Legends-Babe Ruth . . . . .	\$12
3/1/94	5M	\$5	Baseball Legends-L. Gehrig . . . . .	\$9
3/1/94	5M	\$5	Baseball Legends-S. Paige . . . . .	\$9
3/1/94	5M	\$5	Baseball Legends-Ty Cobb . . . . .	\$9
7/1/94	2.5M	\$10	Steve Garvey-Set/2 . . . . .	\$35
3/1/94	5M	\$5	Wizard-Dorothy & Toto . . . . .	\$10

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**FREE PHONE CARD** price list featuring many of the current sports and non-sports cards which are currently available. Dealers request wholesale list. **CNC**, 3673 N. Lexington, St. Paul, MN 55126.

**FREE PRICELIST** - Phone Cards Hawaii/A&M Hawaii. Write to **Larsen Luke**, 46-1019 Emepela Way, Suite 18S, Kaneohe, Hawaii 96744.

**FREE PRICELIST!** Custom card services! **AmeriVox** currently seeking representatives. Send SASE with request. **John Sirlin**, 2633 Marquette Dr., St. Cloud, MN 56301.

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BUYING SELLING phone cards: Giorgio, Box 704 Road Town, British Virgin Islands.

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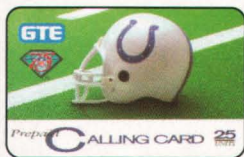
*Moneycard Collector* is designed to meet the emerging needs of phone card collectors and users. As a service to our readers, we are providing this free listing of dealers who are committed to the growth of this hobby by advertising in *Moneycard Collector* magazine. You will find below dealer names,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

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

COMPANY	PHONE/FAX	SPECIALTIES
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<b>Promotional Phone Cards</b> 1923 Cottonwood Circle Mesa, AZ 85202	Ph. (602) 820-3102 Fax (415) 903-9397	We carry sport phone cards, Sprint, Assets, Disney, Coke, Pac Bell, GTE Hawaii, AmeriVox. See our ad on page 25.
<b>CALIFORNIA</b>		
<b>American National Phone Card</b> 5959 Tampa Avenue Tarzana, CA 91356	Ph. (818) 609-7666 Fax (818) 609-9725	Specializing in unique, innovative & low mintage Phone cards. See our ad on page 28.
<b>B &amp; B Collectible Cards</b> 8780 19th St. #222 Alta Loma, CA 91701	Ph (909) 466-1666 Fax (909) 466-1666	We carry The Best in The West. A large selection of Disney cards and much, much more. See our ad on pages 27 and 28.
<b>Buffalo Bill Telecard Gallery</b> 1890 Cliff Drive, Suite 130 Santa Barbara, CA 93109	Ph. (805) 963-3437 Fax (805) 963-3437	We distribute cards for most U.S. telcos. We are a serious, reliable dealer specializing in rare low mintage U.S. cards. Specialty is investment quality cards with the best appreciation potential. See our ad on page 26.
<b>ClassiCards</b> 98 Main #201 Tiburon, CA 94920	Ph. (415) 435-2601 Fax (415) 435-1627	Specializing in classic phone cards. See our ad on page 30.
<b>COLORADO</b>		
<b>USACARDS</b> 560 S Broadway Denver CO 80209	Ph. (303) 777-3034 Fax (303) 733-4946	Wholesale distributor representing the major U.S. Telecoms. See our ad on page 32.
<b>FLORIDA</b>		
<b>Bobby G's</b> 11634 Nature Trail Port Richey, FL 34668	Ph. (813) 862-8999 Fax (813) 868-BOBG (2624)	Great selection of domestic & international sports and non-sports telecards. Carrying ACMI, NYNEX, Ameritech plus many more. See our ad on page 26.
<b>KARS Unlimited</b> P O Box 4066 Ormond Beach, FL 32175-4066	Ph. (904) 441-6910 Fax (904) 441-7016	Specializing in quality collectibles, phone cards, coins, stamps, and gaming tokens. See our ad on page 25.
<b>Teletalk</b> 938 N.E. 62nd St. Ft. Lauderdale, FL 33334	Ph. (305) 351-7100 Fax (305) 351-7111	Retailer, dealer, and distributor of phone cards. See our ad on page 26.
<b>ILLINOIS</b>		
<b>Stadium Telecards</b> 216 West Front St. Wheaton, IL 60187	Ph. (708) 690-5790 Fax (708) 690-5790	We carry a wide variety of collectible and new issue phone cards. See our ad on page 26.
<b>MARYLAND</b>		
<b>Golden Eagle Coin Exchange</b> 8730-14 Cherry Lane Laurel, MD 20707	Ph. (301) 206-9222 Fax (301) 206-9278	We specialize in gold and silver coins, Numismatics, phone cards and collectibles. See our ad on page 24.
<b>MINNESOTA</b>		
<b>Cards 'N Collectibles</b> 3673 No. Lexington Ave. St. Paul, MN 55126	Ph. (612) 490-9855	We carry U.S. new issues specializing in sports related phone cards. We wholesale both sports and non sports related phone cards. See our ad on page 24.

COMPANY	PHONE/FAX	SPECIALTIES
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<b>Calling All Cards</b> P O Box 503 Hyde Park, NY 12538	Ph. (914) 229-9049 Fax (914) 229-9049	America's first phone card dealer. We have the first issues from all the major U.S. phone companies including Ameritech, AT&T, Bell South, NYNEX, US WEST and much more. See our ads on pages 24 & 29.
<b>Club International</b> P O Box 347 Constantia, NY 13044	Ph. (800) 810-9737 in NY (315) 623-9737 Fax (315) 623-9737	Central NY's largest dealer of new cards from AmeriVox, ACMI, GTS, GTI, GTE, PTI, Laser Radio, Liberty (Quest) and more!!! See our ad on page 30.
<b>Global Telecard Company</b> 1133 Dobbs Ferry Rd White Plains, NY 10607	Ph. (914) 674-0408 Fax (914) 674-0408	Specializing in Baby Bells, AmeriVox, & show cards. We also do consulting. See our ad on page 26.
<b>Powell Associates</b> One Rockefeller Plaza Suite 1506 New York, NY 10020	Ph. (800) 528-8819 Fax (212) 332-8107	The largest selection of recent cards from Ameritech, AT&T, AmeriVox, Bell Atlantic, Bell Canada, GTE, GTI, NYNEX, Sprint, and U S WEST. See our ad on page 9
<b>The Shadow Group</b> 1187 Anderson Ave., Suite 2C Bronx, NY 10452	Ph. (718) 681-8876 Fax (718) 681-8876	Specialist in thematic collecting. Large stock of: Disney, Coca-Cola, Star Trek, sport, flowers, etc. At The Shadow Group we are behind you and our prices show it. See our ad on page 24.
<b>U.S. Telecard Service</b> P O Box 191 Massapequa Park NY 11762-0191	U.S. Fax (516) 799-7695 German Ph/Fax +49 551-378475	We carry a large supply of U.S. cards including Alaska, AT&T, LDDS, NYNEX, U S WEST, Coca-Cola and many more. See our ad on page 25.
<b>Univox</b> 7 Park Ave., 6th Floor New York, NY 10016	Ph. (212) 545-7501 Fax (212) 545-7511	Specializing in unique images, top companies, and rarities. See our ad on page 29.
<b>OKLAHOMA</b>		
<b>PHONE CARDS PLUS</b> 2522 N Meridian Oklahoma City, OK 73107	Ph. (405) 943-1997 Fax (405) 943-4924	Specializing in a wide variety of rare & collectible U.S. telecards with themes such as: Coca-Cola, Disney, Sports, Star Trek & much more. See our ad on page 30.
<b>TEXAS</b>		
<b>Let's Deal Sports Cards</b> 2401 Clayton Oaks Dr. Grand Prairie, TX 75052	Ph. (214) 641-3320	We carry a wide range of sports and non-sports phone cards, including Disney and Coca-Cola. See our ad on page 30.
<b>WISCONSIN</b>		
<b>Thee Ultra Fan</b> 3129 E Washington Ave. Madison, WI 53704-4330	Ph. (800) 241-1182 Fax (608) 241-0884	Your one-stop shop for phone cards & supplies. Large selection of cards specializing in Schneider Communication prepaid phone cards. See our ad on page 30.
<b>CANADA</b>		
<b>Telepass</b> 5-151 Carlingview Drive Rexdale Ontario Canada M9W 5S4	Ph. (416) 213-8436 Fax (416) 213-8435	Specializing in U.S. & Canadian Phone Cards. See our ad on page 27.
<b>ENGLAND</b>		
<b>Philcard International</b> P O Box 1000 London NE 3TS ENGLAND	Ph. + 44-81-349-1610 Fax + 44-81-349-1610	Specializing in worldwide phone cards from 150-plus countries. See our ad on page 27.





GTE, 30-card NFL Team Helmet Set, 25 units per card, 10,000 issued, July 1994.



GTE, NFL Multi-Helmet, 5 units of time, 10,000 issued, July 1994.

**G**TE CONTINUES PHONE CARD BLITZ WITH NFL PLAYERS SET GTE Phone Card Services has hooked up with popular trading card manufacturer Upper Deck to issue a licensed set of NFL player phone cards.

Initially introduced during the Super Bowl XXIX festivities in Miami, the 30-card set is divided into National and American Football Conferences, with one player pictured from each team.

A 15th conference card was added from the NFC and AFC, which rounded out the 30-card set. Each card includes five units of long distance time (150 units per set)

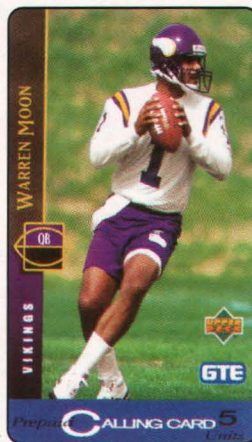
and retailed at \$75 per conference.

"The cards were initially sold at the NFL Experience, the gala show held just before the Super Bowl," recalls Tim Carroll, GTE's

Business Line Manager of Prepaid Products. "Since then, we've been selling them through our own 800 number, and Upper Deck is marketing them through their distribution system to the hobby stores."

Response for the cards was incredibly positive in the trading card community. In fact, many dealers who attended the NFL Experience broke the sets up and sold the cards individually. The card featuring local superstar Dan Marino was selling for more than \$75, in some instances.

Sports phone card collectors will recall that GTE also issued the popular Super Bowl cards at football's version of the World Series (see story in May *Moneycard Collector*). Other GTE sports cards include a 30-team Helmet Card series



GTE, Warren Moon, NFC Players Set, 5 units of time, 2,500 issued, January 1995.



GTE, Dan Marino, AFC Players Set, 5 units of time, 2,500 issued, January 1995.

with a hard-to-find bonus card picturing all of the helmets. A few of the Super Bowl cards are still available, but the helmet cards are long gone.

The positive results have GTE working on new NFL-licensed cards for the upcoming football season. "Our target date for the new cards is mid-summer," Carroll said. "They will probably be another stand-alone product like the player cards. We also may have an insert product with a major trading card company. As for which trading card company, that hasn't been decided."

GTE may be involved in the previously announced (April 1995 issue) World Football League phone cards.

"There are no specific plans yet," Carroll admits, "but there are definite possibilities." According to the GTE official, the main problem is getting clearance for GTE-made cards to work overseas, which is only a matter of time.

Many of the current American cards are being purchased by overseas collectors who are more familiar with the concept of phone cards. "We've already developed the ability to market the cards overseas," he continued, "but we want customers also to be able to use the time, if they desire."

All in all, though, it looks like the connection of GTE and the NFL is going to eventually become as golden as Troy Aikman to Michael Irvin. But it will take a little time. Fans often forget that it took a few years for those two main hubs of the Dallas Cowboys' offense to run on all cylinders.

Steve Fritz

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# SPORTS CARDS

## PRESS PASS SHOWS CREDENTIALS

For the second consecutive month, another sports trading card manufacturer has entered the phone card market.

Press Pass of Dallas, Texas officially has entered the competition with the introduction of its premium '95 trading card product.

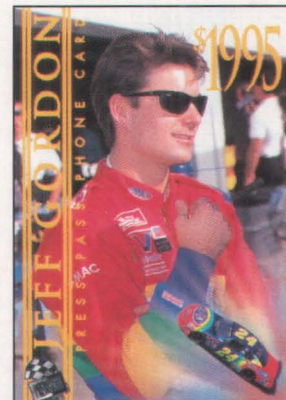
The premium trading card line is Press Pass' new top-of-the-line NASCAR/Winston Cup product which includes many of the top drivers currently competing on the circuit. Like the Topps Stadium Club series, only one package from every display box will include a phone card. Plans call for production of 17,940 display boxes, which is the total number of phone cards in the series.

Called Prime Time, the phone card sets feature nine of the sport's top race car drivers: Sterling Marlin, Jeff Gordon, Geoff Bodine, Dale Jarrett, Mark Martin, Kyle Petty, Ken Schrader, Michael Waltrip and Terry Labonte. One out of every six of the phone cards will be autographed by a driver.

The Prime Time cards are available in \$5, \$50 and \$1,995 denominations. Press Pass has yet to disclose the exact mintage per denomination or the per-minute rate on the cards. Most of the cards will be the lower \$5 denomination, with the \$1,995 prize being the most difficult to locate.

For those who want to put together complete sets, there are a total of 27 cards — 54 if you count the autographed cards as variations. The set was shipped in May, with a \$2.75 per pack suggested retail price.

If you ask any sports card dealer out there, they'll let you know that phone card inserts are some of the hottest collectibles in the trading card world. Classic Games has just completed its second consecutive sell-through with its Assets line, which includes a phone card in every pack. No doubt Press Pass is trying to emulate that success, and most dealers believe the strategy will work.



Prime Time phone cards from Press Pass will feature nine top NASCAR drivers, and be available in \$5, \$50 and \$1,995 denominations — one in every box of the premium trading cards.

Steve Fritz

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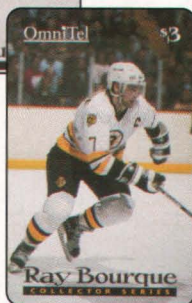
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Dealer Inquiries: (215) 283-4465





**BRUIN CAPTAIN CAPTURED ON CARDS** Boston-based OmniTel has issued a new series of cards featuring Boston Bruin hockey captain Ray Bourque. The four-card set comes with an attractive carrier, which outlines the player's career achievements and statistics.

Each card will have a different outgoing voice message recorded by Bourque, highlighting some of the star's greatest moments. A portion of the proceeds will benefit the SMA school in Danvers, Mass.

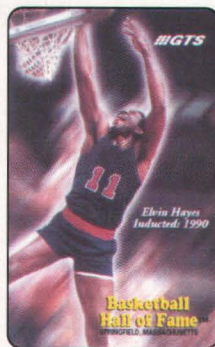
OmniTel has produced 4,000 sets (\$3, \$5, \$7 and \$10) of the cards, with 1,000 available for individual sale (the \$3 card is only available with the purchase of a set).

Those purchasing the complete set from a student at the SMA school will receive a special \$2 card free. Two-hundred fifty autographed sets are also available for \$77 each. Cards can be ordered by calling (800)610-OMNI.

**GTS HIGHLIGHTS HOOP HALL-OF-FAMERS** New York-based GTS has recently released a five-card set commemorating the Basketball Hall of Fame in Springfield, Mass.

The five-card set features artwork of four of the Hall inductees - Hal Greer (1983), Rick Barry (1987), Elvin Hayes (1990) and Bill Walton (1993). The fifth card shows the first known organized basketball team in 1891.

A total of 2,000 sets were produced, with 250 autographed cards randomly inserted. Each of the cards includes 10 minutes of phone time. The five-card set retails for \$30. For more information, call LogoFon at (800)280-1166.



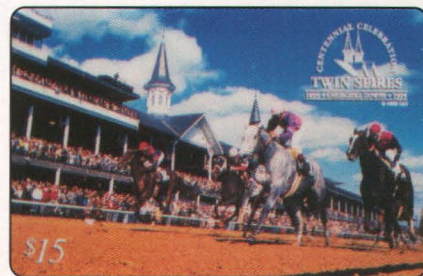
**CPMC ISSUES TRACK FAVORITE** The first-ever set of phone cards authorized by Churchill Downs recently hit the market, and from early indications, it should be a runaway winner.

Featuring stunning images from internationally acclaimed photographer Dan Dry, the cards show the Twin Spires in different settings and seasons. The phone cards commemorate the 100th anniversary of the Twin Spires, and are available in either a two-card or four-card set.

Both sets come packaged in an album cover and sleeve, featuring a history of the Twin Spires, the original 1895 architectural sketch of the track, and a biographical sketch about the photographer.

The two-card set includes \$15 and \$25 cards, and sells for \$49.50. The four-card set is comprised of \$5, \$10, \$20 and \$50 cards, which retails for \$99.95. A special five-minute Collector's Edition card featuring an 1895 photograph of the grandstand was passed out to the first 5,000 spectators at Opening Day at Churchill Downs.

The cards are the first from Louisville-based CPMC, the largest payphone company in the Midwest. Long distance service was provided by TelTrust, and the cards were photodigitally printed by Brilliant Color Cards. Cards can be ordered by calling (800)950-2762.

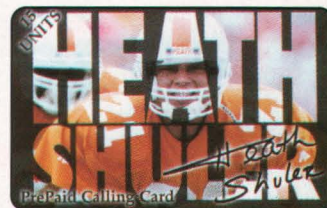
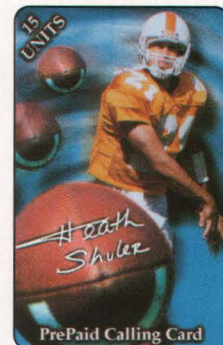


**HEATH SCORES WITH ELEQUIPE** Washington Redskin rookie quarterback Heath Shuler is featured on a new series of phone cards from teleQuipe.

The former All-American is pictured in his University of Tennessee uniform on the three-card set. The licensed cards will be sold in matching numbered sets, with a total mintage of 4,000. Each card includes 15 minutes of domestic telephone time and will be priced at \$10. Callers will be greeted by voice prompts from the star athlete.

In addition to the three-card set, an autographed 40-unit bonus card is available for \$40. Production of the bonus card will be limited to just 500. Corporate Telemanagement Group is the service provider, through an alliance with West Sports Marketing.

Cards may be ordered by calling (615)791-8812.



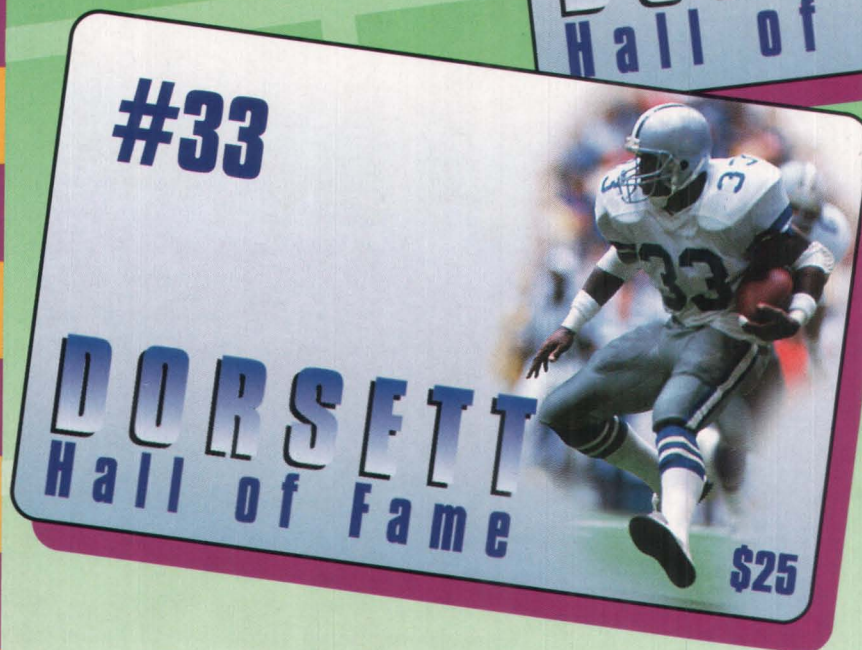
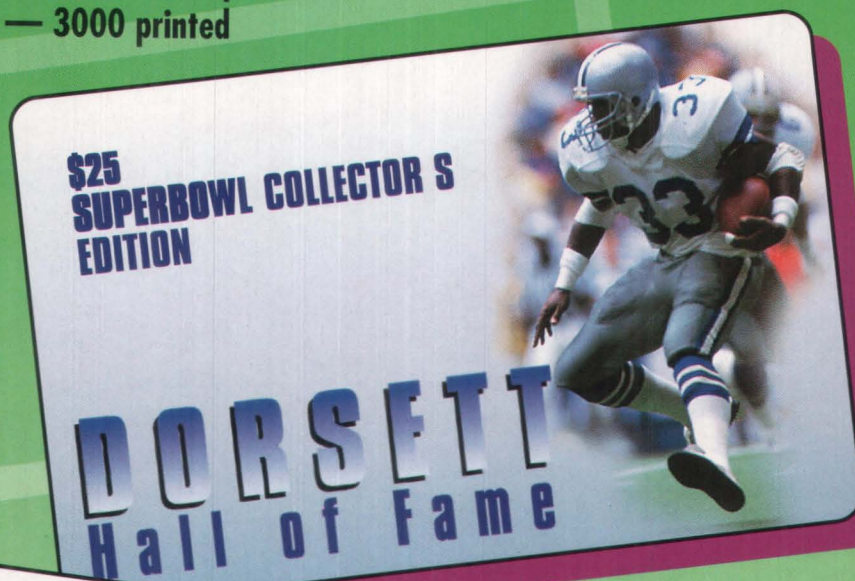


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# Phone Card Fiesta

A look at Mexican TELNOR cards

By Art Becker

**T**ijuana, Mexico is the largest city on the Pacific North American coast using chip telephone cards. The telephone company issuing these cards is Telefonos del Noroeste, S.A. de C. V., or in abbreviated form TELNOR.

First, a geography lesson. Tijuana lies in the Mexican state of Baja California (B.C.). B.C. used to be two separate states — B.C. Sur (south), and B.C. Norte (north). When TELNOR, a wholly owned subsidiary of TELMEX, started operations in 1977, the company had B.C.N. as its franchise area. This didn't change after the two states merged.

The capital of B.C. is Mexicali, though TELNOR is based in Tijuana (pronounced Tee-Whan-uh, not Tia-juana). Tijuana is actually the second largest North American city on the Pacific Coast. The Sonora Desert extends down a considerable distance in Mexico, and the Colorado River makes a definite impact.

Here are a few corrections to the TELNOR section of the Hiscocks/Garibaldi catalog. TELNOR is based in Tijuana, not Guadalajara. The Fibre Optics/Cactus cards (see illustration) are N\$25(New Pesos), N\$35,

and N\$50, or approximately \$7.50, \$11, and \$16 in U.S. dollars.

Telephone calls include a 10 percent tax. The Cathedral card was a single, promotional card. No other copies exist. Interestingly, the cathedral pictured on the card is from down south, outside the franchise area of TELNOR. All production cards are manufactured by Gemplus of France, and supplied to TELNOR by Amper of Spain.

While production figures are not available for the World Map cards, the Fibre Optics/Cactus cards were manufactured in quantities of 231,000, 34,500, and 34,500, respectively. Even so, the cards are not always that easy to obtain.

Used cards are very difficult to locate. Since the minimum cost of a local phone call is N\$.10, even the lowest value card can potentially be used for up to 250 calls. Thus, the cards are usually well worn when their value has been completely exhausted.

I was fortunate to be assisted by many knowledgeable TELNOR employees and officials. Here is an interview with Lic. Raymundo Varela (Lic. means



*TELNOR's mascot, Fonito, helps remind Mexican youths that the public phone is their friend.*



attorney, while Ing. means engineer).

**MCC:** Your title of *Gerente General Mercadotecnia y Normatividad* is certainly impressive. What exactly does it mean?

**LIC. VARELA:** I am the General Manager of the TELNOR department which includes marketing, research & development, public relations, commercial regulations, and other legal matters. Tarjeta ladatel (telephone cards) come under my authority.

**MCC:** Let's talk about the words *lada*, and *ladatel*. I've heard several different meanings for these words.

**LIC. VARELA:** "Lada" means *larga distancia*, or, long distance. "Lada code" in Spanish is the same as your English term "area code." "Ladatel" means *Large Distancia Automatica Telefonica*. The red public phones that accept phone cards can be used for customer-dialed long distance phone calls. The older black telephones can only be used for local calls, though they can be used for long distance collect calls.

**MCC:** I understand you have some exciting plans for future phone cards.

**LIC. VARELA:** Yes. For example, we will soon issue our first promotional card, which you refer to as a complimentary card. The value will be N\$5, and the design will feature examples of the many services that TELNOR offers businesses and the public.

Another card will be the N\$25 FONITO card. FONITO is our mascot, and the slogan "tu telefono publico amigo" means the public phone is your friend. These cards are being targeted at younger people, and one goal is to reduce telephone vandalism by children. There

will be a TV campaign as well. Finally, we will start issuing advertising cards. You asked earlier about test cards, and there are none. Our technicians use the ordinary cards.

**MCC:** Are there any phone card collectors in Mexico?

**LIC. VARELA:** Yes, many, including myself and our general manager, Ing. Luis Valdes. I especially like cards with horses on them and whenever any of us travels, Mr. Valdes always asks us to bring back some phone cards.

**MC**

*Acknowledgments: Kirk Lawson, Ing. Miguel Gonzalez, Senora Calota Franco, and Senora Veronica Cuevas.*

*TELNOR modern card-reading pay-phones use chip-based technology.*



TELNOR Lic. Raymundo Varela



## TELNOR CARDS



Por nuestros cables fluyen las voces de la región.

TELNOR, Fibre Optics/Cactus (Third Issue), \$25 New Pesos face value, quantity unknown, June 1993.

Three sets of chip cards have been issued by TELNOR. All were manufactured by Gemplus of France, and supplied to TELNOR by Amper of Spain. The first was in July 1991, consisting of these denominations:

\$20,000 (Pesos)

\$30,000 (Pesos)

\$50,000 (Pesos)

The second set came out in April 1992, with values of:

\$25,000 (Pesos)

\$35,000 (Pesos)

\$50,000 (Pesos)

The front side of both sets is a vertical image with red letters on a gray map of the world. The reverse of the first set has the old TELNOR logo, while the second set carries the new logo.

Set number three, issued in June 1993, is a horizontal format, featuring a colorful, full-bleed, fiber optic cable and a cactus. The denominations, in New Pesos, are:

N\$25 (New Pesos)

N\$35 (New Pesos)

N\$50 (New Pesos)

Two additional cards are scheduled for release in early 1995. These will be a N\$25 card featuring FONITO, the TELNOR mascot, as part of a telephone promotion aimed at children. The FONITO campaign will teach children that the public phone is your friend, and also that it should not be vandalized. The second card will be a N\$5 promotional, or complimentary card, featuring the services that TELNOR provides. Advertising cards are also planned.



TELNOR, World Map (First Issue), 20,000 Pesos face value, 2,000 issued, July 1991.



# IN THE CARDS

**U**SING MODEMS WITH PHONE CARDS In a related article last month, we highlighted phone card collecting on the Internet, but to access the Internet, or any computer bulletin board for that matter, you need a computer modem to place the call.

If you are fortunate enough to have a local access phone number, you won't incur any long distance charges when you connect. But if you live in a remote community, or are away from your home or office, and need to call long distance just to connect to your favorite service, then you are probably concerned about long distance connect charges.

Wouldn't it be great if you could use your favorite phone card at a low "per minute" rate to place those long distance modem calls? Well, you're in luck. You normally make a long distance call by simply pressing buttons on a touch-tone phone. That is exactly what a modem does for you when placing a data call. You might be able to program your modem to use your phone card to complete your data calls at much lower long distance rates. Not all phone cards will work, however.

Technically speaking, a modem generates the phone digit "tones," as instructed by your computer to place a data call. It should be able to send out the calling card's 800 number, your PIN code, and the area code and phone number of your computer connection, just as easily as it dials the long distance number alone, right? Well, there is an interesting feature built into modems which most people don't know about. Modems are designed to "listen" for dial tones on the phone line. By using the "W" command, they will "Wait" for the dial tone before proceeding with the call. This is critical!

If your modem doesn't wait for the calling card service to answer the 800 number and request your PIN number, then it might just spit out your PIN digits prematurely. And you'll never get connected. The only way your modem will work properly is if the company behind the phone card generates an actual dial tone for you when they answer your incoming 800 number call. Your modem will wait until it hears this tone before proceeding.

If your phone card carrier makes sure that a true dial tone is generated just after their 800 number is answered, then your modem will send your PIN digits at the appropriate time. If your phone card carrier then generates another dial tone for you after the PIN is entered and before

the actual long distance call is required, then a well programmed modem will again wait before sending the actual phone number you are trying to reach. This is known as "data handshaking," and long distance phone card modem calls won't work without it.

Even with data handshaking, if the modem call is going to work, the dial tone sound must be a pure dial tone — no gongs, beeps, or tones at a different pitch or volume.

You can check if your phone card will work right now. Just dial the 800 number on the back of your card, and listen for a dial tone. If you get one, enter your secret PIN and listen for another dial tone. If you hear the dial tone at both places, then you know you can place a modem call with the phone card. If instead you hear a voice giving you instructions, or a strange beep or gong, then you know this company didn't plan on the future data use of their phone cards. Pass this one by and look for another card which will work.

Another important consideration for modem calls via phone card is the length of your secret PIN code. Without getting too technical, modems have only so much memory to hold all the digits they need to dial, and with an 800 number, area code, and destination phone number, along with appropriate wait commands, there is only enough room in the modem's tiny memory bank for a nine-digit PIN.

If your phone card has 10 digits or more for the secret PIN, you don't even need to perform the dial tone test, it won't work anyway. Which phone cards do work? We haven't tested them all, but we have tried several, and so far only phone cards from AmeriVox pass both "modem use" tests.

Remember, while many of us are experiencing phone cards as hot, new collectibles to treasure, they all start their life with true meaning. Some phone cards will never know what it is like to be used, but many will. It will be those fearless cards which, in afterlife, may be called "used" on the collector's market, but during their brief heyday in your hands they will be instrumental in establishing the concept of debit calling cards in America. The companies who understand the direction of future data communications will steer the path of calling card technology for all of us.

Are they up to the challenge? They had better be, as we become more and more computerized, our entire field of phone card collecting may depend on it.

---

Bill Peay



# WARNING LABEL

**S** CAMMING ON THE INTERNET At the recently held International Phone Card Expo in San Francisco, *Moneycard Collector* magazine had the unique opportunity to demonstrate articles that have been placed on the Internet, and to illustrate the concept of phone card trading on "the net."

Numerous vendors, dealers, and collectors were exposed for the first time to this new environment called "cyberspace," and several show-goers expressed an interest in learning more about the Internet in general, and how they could start buying and selling cards electronically.

This Internet technology is amazing, but as fascinating as it seems, it is also something which should be approached with caution. Adhering to the concept that "a little knowledge is dangerous," we wanted to follow-up on last month's article about "Surfing the Internet" with a series of rules. If you are contemplating buying, selling, or trading phone cards on the Internet, we want to make sure you are aware of some of the potholes along the Information Highway, so you don't become "cyber road kill."

## Rule 1: Do not order phone cards on the net — with or without a credit card.

As tantalizing and easy as it might be, avoid at all costs, conducting actual financial transactions over the Internet. Unless you are running special encrypting software and are connected to a secure site, your financial information will pass through the Internet in the clear. Your credit card number could become a hacker's prize capture.

## Rule 2: Don't believe it when someone tells you it is OK to use your credit card.

Even if you know your electronic connection is encrypted and that sending your financial information is safe, you really need to know who you are sending it to. You may not be actually communicating with who you think. An article pulled from the Net site that deals with security contains this sobering reminder: "Security technology does not protect you from disreputable or careless people with whom you might choose to do business."

For example, while we were demonstrating the potential of the Internet at our *Moneycard Collector* booth, several vendors were approached by sales agents not associated with our magazine, to purchase an advertising page on the Internet for selling phone cards. These phone card dealers were told that they wouldn't have to worry about a thing, and that all the credit card transaction processing would be securely handled for them.

If some of the vendors decide to do business on the Internet this way, and this type of a system is put in place, you as a collector might not be dealing with who you think you are. Based on what you see and hear through your computer, it may appear that you are electronically ordering from a specific phone card company, but you actually could be transmitting your credit card number to an inter-

mediary group of people who are in business strictly to receive and process credit card numbers — not to sell phone cards.

Since these people could be located anywhere in the world, it would be very difficult, if not impossible, to trace down the use of your credit card should you have a problem. Worse yet, the phone card dealer may have no idea you ever placed an order! Remember, when in doubt — and right now there is a lot of doubt — make it a rule never to disclose your credit card or bank account information to anyone over the Internet, even if they say it is OK to do so.

## Rule 3: Reread rules 1 and 2.

The Internet can be a powerful tool to help you find the people or companies that have the phone cards you want. But the cyber-medium should, at least for the time being, remain strictly a communications tool. Even though secure techniques are being developed to ensure the safety of sending your credit card or checking account information over cyberspace, you should always treat your banking information with the utmost respect.

We don't want to chase you away from exploring and using this new medium; we simply want you to be aware of the risks, and advise you to use the same common sense online as you would when dealing with people over the phone or through the mail — especially when it comes to spending your hard-earned money.

Bill Peay

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# GETTING PROMOTED

Promotional phone cards gaining popularity  
with advertisers and collectors alike

By Nancy Blackburn

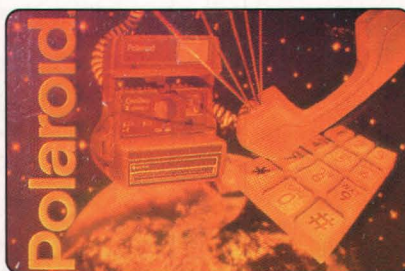
**N**ow let me see....was it five packages of Polaroid film with the purchase of a free 60-minute Prepaid Hologram Phone Card or the other way around?

And I have to wonder if it is just coincidence that my son Tom has a \$94 prescription for Biaxin clarithromycin when his doctor carries the Abbott Laboratories phone card in her pocket!

Did you test drive the Nissan Altima or Chrysler Cirrus because you really needed a new car or because what you really wanted was the 30-minute (Nissan) or \$20 (Chrysler) phone card?

From the paperstock personal business cards of Scott Draper to the four million cards distributed nationwide by Gillette, phone cards have become a red-hot marketing tool. With phone card issues ranging from a few hundred up to national campaigns of millions, consumers are seeing more and more of this exciting new telecommunications medium.

Admittedly, this quick overview of the promotional phone card market will only provide a superficial look at the variety of promo cards available. The breadth of



*Polaroid Hologram, 60 minutes of phone time, quantity unknown.*



*SmarTel, Biaxin Clarithromycin, 10 minutes of phone time, quantity unknown, September 1994.*

the field could fill an entire issue of the magazine.

A basic distinction can be made between two types of promotional cards offered. One requires an action or response on the part of the consumer. The cards are sent out after the product has been purchased. Often consumers must answer a survey or listen to an advertising spiel in order to obtain the card.

These cards are often the factor that sways a customer to purchase a particular item. When the customer reaches for a product and must choose between two well-known, competitively priced brands, the promise of free telephone time may enter into the final decision.

The other type of card is often referred to as a billboard card because it is more of a general reminder. These cards are usually given away within an industry in an effort to keep a name or particular product before potential customers.

The cards are often distributed by sales personnel and at professional conventions. They might be compared to paper pads, pencils, or calendars that are given away to jog the memory of the recipient when a





*Sprint, Gillette Final Four, 5 minutes of phone time, 4.2 million issued, March 1995.*



*Global Communications Network, Keebler, 15 minutes of phone time, 500 issued, March 1995.*

choice needs to be made.

SmarTel of Boston, (800)SMARTEL, boasts an impressive array of promotional customers that includes the above-mentioned Abbott Laboratories,

as well as IBM, *Newsweek*, Kelly-Springfield Tires, Sara Lee, HBO, RCA/Arista Records, General Foods, 3M, Digital, Dexter Shoes, Firestone Tire, and Mobil.

According to Clifford Slater, vice president, "Phone cards are a powerful promotional tool because they deliver what advertisers covet — a one-to-one message."

Among the most notable promotional phone cards are those from Kelly Tires. From May 15 through June 3, Kelly Tires implemented a multi-million dollar national promotion utilizing the cable television networks of CNN, TNN, Headline News, USA, and ESPN. Two thousand Kelly Tire dealers offered a free SmarTel phone card with the purchase of four new Kelly tires.

In March every store owner received a working sample of the 60-minute card, and the following month, store managers received a 30-minute card, with sales clerks receiving a 10-minute card. Giving complimentary cards to client staff is typical of these promotions because it provides an easy way to make employees aware of the promotion and educate them about phone cards.

Those in the West had a opportunity to "Refer a Friend" to Wells Fargo Bank. A mailer was sent to 2.2 million San Francisco Bay area residents on May 1. If the friend opened a checking account, both were rewarded with a 60-minute phone card by SmarTel. There was no limit to the number of friends that could be referred.

May 1 also saw the introduction of a new deck shoe for boaters by Dexter Shoes of Maine that was launched with a 10-minute phone card as a premium.

ATS Network Communications,

of Memphis, Tenn., produced a memory-jogging card for potential customers of Hammermill Papers. The \$10 card features a voice reminder each time the card is used: "Remember to call Hammermill for all your paper needs. Our professional sales and marketing staff is standing by, ready to offer you the very best in service, selection and customer satisfaction. For plain paper samples, sales promotions and more, call Hammermill Promotions Plus at 1-800-892-8967."

"Free time — for your time" prepaid long distance calling cards were offered by Heartland Building Products, producers of Super Polymer Vinyl Siding. Featured on television, radio, and in newspapers, and supported by telephone and door-to-door solicitation, the campaign offered homeowners a 10- or 30-minute card, with telecommunications services provided by ATS Network Communications at 1-800-968-2287.

Supermarkets also are getting into the act. Vons, California's largest grocery market chain with over 325 stores, offered customers a free three-minute "Vons is Value" prepaid calling card. A very generic card, the card was free with the purchase of five store brand items during the month of March.

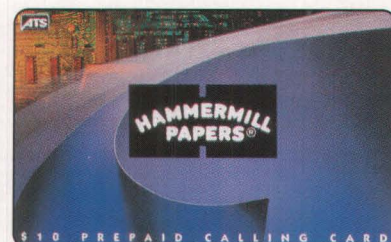
Customers were given instructions enabling them to renew the cards for \$.33 minute, using a credit card. Services were provided by U.S.A. Calling, Atlanta, Ga., (404)870-9058.

ComTel Debit Technologies of Boulder, Colo., (201)460-3600 issued two very attractive promo cards during March. SHOWTIME reached towards "The Outer Limits" during a nationwide promotion to commemorate the March launch of the science fiction remake. Between February 15 and March 31, all new SHOWTIME cable subscribers received a 15-minute calling card, which featured a neon-like logo superimposed over a galaxy of stars.

Sharp-eyed photographers in Philadelphia and Pittsburgh should be able to spot the Eastman Kodak and Thrift Drug five-minute phone card. The offer is displayed on the riser panel of Kodak film packs in more than 560 Thrift and Treasury



*SmarTel, Kelly Tires, 60 minutes of phone time, quantity unknown.*



*ATS Network Comm., Hammermill Papers, \$10 denomination, 20 minutes of phone time, 6,800 issued, March 1995.*



*ACMI, Ryder Trucks, 20 minutes of phone time, 300,000 issued, January 1994.*

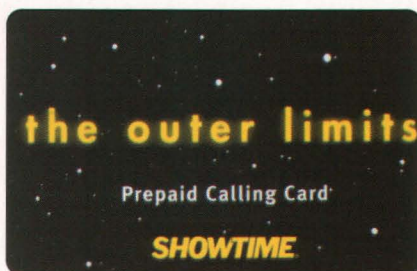


*Bell Canada, GE Hello! Phone Pass, \$10 denomination, \_\_\_ issued, December 1994.*

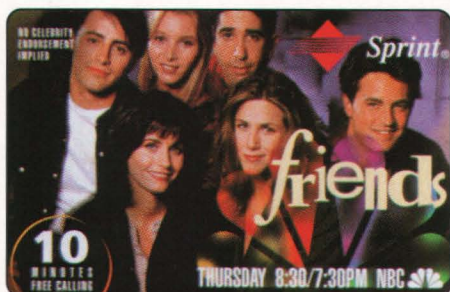




ComTel, Kodak/Thrift Drug, 5 minutes of phone time, March 1995.



ComTel, Showtime "Outer Limits", 15 minutes of phone time, March 1995.



Sprint, NBC Fall Lineup, 10 minutes of phone time, 3,125 issued, September 1994.

Drug Stores in these two cities.

The phone card has a "bounce-back" feature designed to bring the customer back into the store for discounts on film processing.

Kodak and Thrift Drug's corporate logos are prominently featured on the front of the cards.

How successful these promotions prove to be is a critical question currently facing advertising agencies.

Accurate comparative data is difficult to find since businesses are naturally reluctant to release results of a campaign that is the life-blood of the company.

Telecommunications companies that produce or issue the cards are normally prevented by the proprietary nature of the programs to make any comments on the success or lack thereof for a particular campaign. Often even the number of cards

issued is confidential.

One way to judge the effectiveness of a campaign is to note if it is repeated or becomes an annual event. For instance, within the industry itself, companies often issue give-away commemorative cards at shows. In fact, some appear to vie for impact or uniqueness of design, color, or shape. A reasonable assumption is that successful companies do not repeat strategies that fail.

We may discover how large the campaign is in comparison to the size of the marketplace of the company involved. For instance, when a well-known organization such as Gillette spends massive dollars on a national campaign of some four million cards, then this major player sees phone cards as an extremely viable promotional tool, and smaller companies would be wise to take a lesson from the leader.

One of those leaders was NBC-TV and Sprint's StarFon Sweepstakes promotion, which featured 25,000 cards previewing the new fall shows. "It gave us great awareness," reported Alan Cohen, NBC marketing executive vice president. "We got a million calls."

Yes, phone cards are proving to be an effective and increasingly popular promotional tool. Whether one is a consumer, collector, promoter or issuer, promotional phone cards are a good value all the way around, and *Moneycard Collector* plans to regularly present promotional cards of note to assist collectors in their ongoing search for the best of the promo cards.



Quest, Juicefuls, \$5 denomination, 1,200 issued, July 1994.

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- strong designs and known personalities
- established collector following
- quality Telecards backed by a quality company

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**For Dealer Inquiries  
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(901) 363-9707**




**ACMI • 5425 East Raines Road, Suite 1 • Memphis, TN 38115**



Quick Call, Nestle card, 10 minutes of phone time, 300,000 issued, August 1994.



# Collector Chronicle

ALL THE NEWS FOR COLLECTORS

JULY/AUGUST 1995

## HT Technologies Announces Fine Art Cards Now Available To Collectors

### 'Alexander's World' Features San Francisco



©1995 Alexander's World

From first release, collectors have avidly sought the spectacular phone cards featuring the art of Alexander Chen. According to Dawn Glanz of *MoneyCard Collector*, "Given the artist's popularity, we hope to see more of Chen's cityscapes appearing on phone cards in the future." HT Technologies has taken heed and is announcing new Chen releases—this time featuring images of San Francisco. Following a 2-card panorama of SF's

Waterfront comes a 3-card depiction of Union Square, filled with fascinating detail and brilliant color, and capturing the spirit of San Francisco in a way only Alexander Chen can do.

This new part of "Alexander's World" will make a worthy addition to any phone card collection. And for the collector who already has Chen's New York cards, this release will be a necessary part of what may become the industry's most valued series.

### Nature Comes To Phone Cards In New Releases



Busacca's Calla Lily

Art collectors have always responded to images of nature and collectors of phone card art are not exceptions. With this in mind, HT Technologies has announced the release of phone cards featuring nature—by artists Larry Taugher and Mark Busacca—elevating phone card art to a new level and leaving others playing "catch-up" once again.

Larry Taugher's work captures the beauty of nature so often overlooked by modern

man, conveying nature's feeling of peace and serenity. The artist's meticulous attention to detail is captured in this 5-card series by HT showing animals in natural environments.

Mark Busacca's contribution, featuring elegant and graceful images of plants, presents the viewer with intricate and evocative works which are beautifully reproduced in this limited edition set featuring the bold colors and visual illusions for which Busacca is famous.

The success of these releases reflects the explosive growth of interest in fine art phone cards. They are a "must-have" for any serious collector.



Larry Taugher's Nature



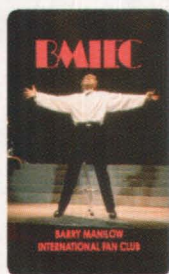
### New Release For Sports Series

HT Technologies and LDDS WorldCom find another collector's treasure with the issue of a phone card image of the legendary—and infamous—Chicago White Sox great, Shoeless Joe Jackson. The "Calling On History PhonePass™" series from LDDS WorldCom, Champion Sports and Premier Marketing Group continues HT's tradition of offering lim-



Shoeless Joe Jackson

ited edition, and very rare, images of sports legends to phone card collectors. Given that these cards (such as the previously released Honus Wagner) utilize images which in their original formats have sold for over \$600,000 the cards may represent the collector's only opportunity to possess one of these powerful sports portraits at an affordable price.



### Manilow Fans Call For Info.

HT Technologies pushes the limits of phone card collecting again by issuing the Barry Manilow International Fan Club card with BMIC and Stiletto Entertainment. Fans can receive concert and personal information about Barry Manilow when using the card to make calls. The first card, featuring a picture of Barry Manilow goes to the 2,000 most active club members. Other cards and other clubs will follow.

**HT Technologies, Inc.** —  
275 Battery St., Ste. 1480  
San Francisco, CA 94111

— contact Edward Duniven  
phone (415) 421-8980  
fax (415) 421-2622

**Phone Card Information Hotline**  
**1-800-820-8980**

Shoeless Joe Jackson images ©1995 by Curtis Management Group, Indianapolis, IN 46202

PhonePass is a registered trademark of LDDS WorldCom



# TANKS A LOT



TANK + GIRL - 2,000



Lori Petty - 2,000

**ACMI TAKES AIM WITH TANK GIRL CARDS** Many collectors will recall that in August 1994, Memphis-based ACMI issued the "Blown Away" phone card — the first card to commemorate a Hollywood feature film. The ACMI sequel is a new set of six cards from the popular United Artists movie "Tank Girl."

Based on the popular fantasy comic book series of the same name, the movie is set in the year 2033. An ecological cataclysm ravages the land and leaves water as the most rare and coveted resource. To the rescue comes Rebecca Buck, a warrior-like girl with a weapon — her tank.

Collectors who enjoy humor in their cards will be delighted with this new set. While two of the cards feature the predictable shots (sorry!) of co-stars Lori Petty and Malcolm McDowell, the other photo-based card shows a rather funky looking

tank and a couple of the movie's characters.

What really caught my eye, though, were the other three cards. "Tank + Girl" would probably be a sure-fire (ouch!) favorite with teenagers. And the other two cards are perhaps the best of the lot — cartoons of Tank Girl on a motorcycle and the other with her holding a bat and surrounded by what appears to be a spiral of tank tire tracks.

All cards carry a \$6 face value, with 10 minutes of initial domestic calling time. They are rechargeable at \$.35 per minute, and are printed on 28-mil polyester by Brilliant Color Cards.

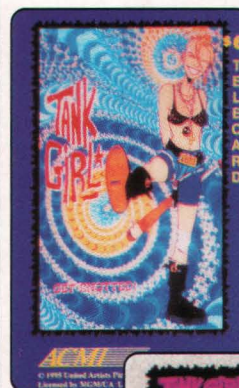
Issue quantities are listed beneath each card image. For more information or to order, call (901)363-2100.



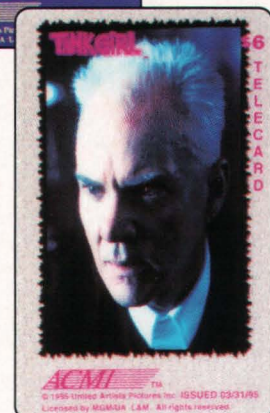
Tank girl on motorcycle - 3,000



Tank - 1,000



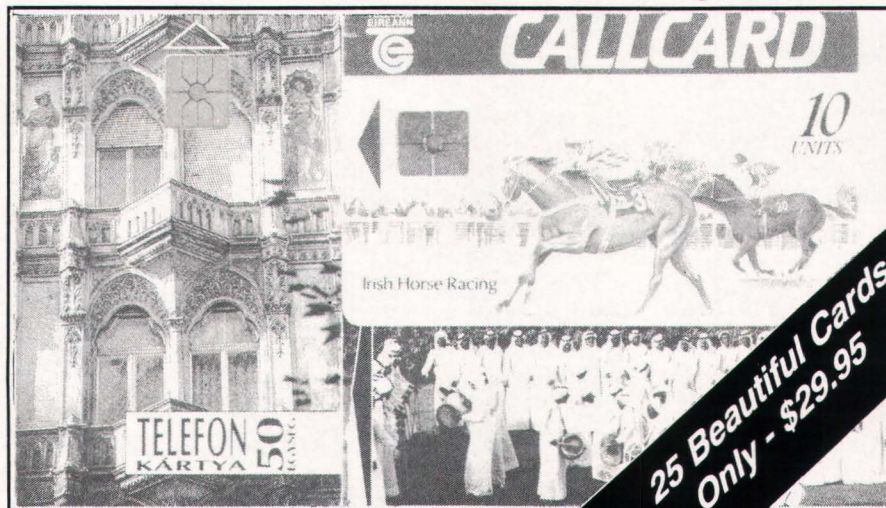
Tank Girl with base-ball bat - 3,000



Malcolm McDowell - 2,000

## TELEPHONE CARDS

They're New! They're the hottest collectible today! Watch the values grow!



Telephone card collecting, or Telegery took Europe by storm! Now it's here in America. Don't miss out! These beautiful cards of great detailed pictures are escalating in value, even skyrocketing. Phone cards are issued with a face value, or the amount available to be used on phone calls. People collect them as issued or when the debit value is all used up. Either way,

they're HOT! It's the collectible of the future!

Order our 25 all different beautiful collection of used telephone cards, for the introductory offer bargain price of \$29.95 That's \$10.00 off our regular price, plus we'll include a selection of Telephone Cards on approval. Buy any or none, Return balance. FREE catalog included.

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Jamestown, NY 14701-0019

CSDA



# QUICK TAKES

**CHICAGO COIN FAIR ADDS OFFICIAL SHOW CARD** One of the world's most prestigious coin conventions, the Chicago International Coin Fair (CICF) celebrated its 20th anniversary with an official CICF telephone card.

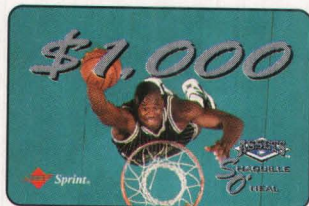


Produced by USACards, the card depicts notable coins from the CICF Ponterio auction, superimposed over the city's skyline. Only 1,000 of the limited edition, serial numbered phone cards were issued.

Cardholders could use the card for 10 minutes of domestic or about three minutes of international calling (depending on the country called). One CICF phone card was given to each of the participating dealers, producing reactions ranging from fascination and "thank you" to enthusiastic responses such as "How can I get 50 more of these?" Once the \$5 cards went on sale to the public, they were quickly sold out, despite a limit of two cards per person.

"We wanted something really special and different for our milestone 20th anniversary Fair," commented CICF Manager Kevin Foley. "Issuing the official telephone card worked out perfect - the attendees loved it!"

**RECORD SETTER** One of the four ultra-rare \$1,000 Shaquille O'Neal Classic Assets cards has changed hands for the equivalent of \$5,000. The sale was reported to *Moneycard Collector* by California dealers, Buzz and Betty Houghtaling of B & B Collectibles, Alta Loma, Calif.



The card was first discovered in March by a 14 year-old collector from the Santa Clara area. "When he showed us the card at a local show, he knew what he had," Buzz related. "We negotiated and I ended up buying his card for \$2,000 in equal parts of cash and trade. Usually these rare high-value pieces are priced wholesale at twice face value and then sell at retail for about three times face value, so it was a good deal for the young collector. I then put it up for sale at the show, but wanting to hold on to it, I priced it high at \$5,000 to discourage its sale."

To Buzz' great surprise, at the same show B&B sold the card for cash and trade in the amount of \$5,000 to Jim Willis of Collector's Showcase in Mountain View, Calif. "Jim wanted it for his personal collection. He's a dealer and has the Manon Rheaume and Dale Earnhardt. He needed only Shaq and Glen Robinson to complete his collection," said Buzz. "The Shaq is a real center piece in his store."

Asked to predict what the Shaq card might sell for in the future, Buzz sighed and said, "Gosh, I just don't know. The Shaq could go to eight or 10 thousand dollars. Who is to say?"

B&B Collectibles reports that both Classic Assets sets have been exceptionally popular with collectors. "They have done a great job," said Buzz. "From \$2 on up the cards are very limited, they're serial numbered, and the artwork is very good. Sprint is the carrier, the players pictured are top notch and have been improved with the addition of new name rookies. They (Scoreboard/Classic) did it right."

**UKRAINIAN ISSUER MAKES U.S. APPEARANCE** A surprise exhibitor at the Telephone Calling Card Expo at JFK Airport during late March was a delegation of representatives from UTEL, the official telco of the Ukraine. The representatives had been studying at AT&T's School of Business in Orlando, Fla., and decided at the last minute to promote their cards at the New York show.

Formed in 1993, shortly after the Ukraine declared its independence from the Soviet Union, UTEL is a joint venture between shareholders of the company and Deutsche Bundespost Telekom.

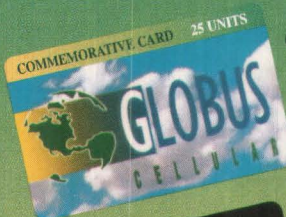
Though the primary goal of the company is to provide modern telecommunications services to the people of the Ukraine, the telco also recognizes the potential collectibility of prepaid phone cards. UTEL hopes to have its first real collectible phone cards prepared in time for CardEx, which will be held in Maastricht, The Netherlands, during mid-September. Featured on the cards will be the spectacular churches of Kiev, the largest city in the Ukraine.

Steve Eyer is the U.S. distributor of the cards and can be reached at (217)864-4321.

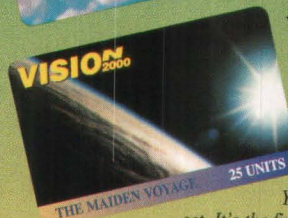


## Unique Canadian/U.S. Corporate Commemorative Set Rare Collector Opportunity

A special pairing of Canadian and U.S. corporate commemorative phone cards is now available in a limited edition of 6000 sets. For just \$19.95 (plus shipping and handling), you receive two full-color cards as shown, each good for 25 units of phone time. Each card is rechargeable and is sure to appreciate in collector value.



**Globus Cellular**, a Canadian firm, is releasing this card to commemorate the company going public (card can be recharged at \$.25 per unit).



**Vision Communications Group**, a U.S. firm, is releasing this premier card to introduce the company's Vision 2000 line (card can be recharged at \$.19 per unit when recharging \$100 or more).

You'll want to own this unusual two-card set. It's the first collector offering from two companies poised to break revolutionary new ground in the phone business.

To order, call 417-624-0500 or return coupon below

Please send your two-card corporate commemorative set. For each set, I enclose \$19.95 plus \$2.95 shipping/handling (Missouri residents add \$1.29 sales tax per set).

Total number of sets: \_\_\_\_\_ Total enclosed (in U.S. dollars): \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone (in case there's a question about your order) \_\_\_\_\_

Send to: Vision Communications Group, 512 Virginia, Joplin, MO 64801



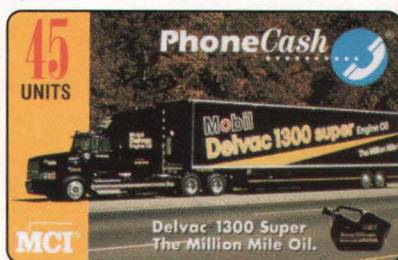
## NEW ISSUES



**SPRINT HAS ORIGINAL GOLDEN ARCHES** Two of the hottest cards to appear recently on the market have a familiar look to baby-boomers. Sprint's new cards feature the nostalgic 1955 image of the very first McDonald's restaurant in Des Plaines, Ill.

Originally issued for McDonald's famous Hamburger University, a total of only 1,000 sets were produced. One card is intended for domestic calls and carries 50 minutes of phone time at \$.50 per minute. The other, labeled "International," also carries 50 minutes at \$.90 per minute, but is intended for calls from the U.S. to other countries. Unique to the latter card is that its per minute rate is identical for every foreign country around the world. Except for one card bearing the "International" designation, the card designs are identical.

The cards are only available through dealers — a retail price of \$90 for the pair would be a bargain, even at this early date.



**MCI, MOBIL PROMOTE CARD** The newest MCI PhoneCash card is a joint venture with Mobil Oil Corp. The 45-minute promotional cards were available free with the purchase of a Mobil Delvac 1300 Super Oil Change at participating truck stops nationwide.

Quantities of the cards will be determined according to demand in the limited time promotion.



**VIDEO STORES USE TIMECOP CARD** A new card from CDG combined phone cards and video rentals for a winning promotional campaign.

The card, which features the logo of the movie "Timecop," was used by Pittsburgh and Atlanta area video stores as a trial promotion to increase rental of the movie. Each card included 10 minutes of free long distance time (\$.45 per minute). A total of 250 cards were produced for the trial campaign.

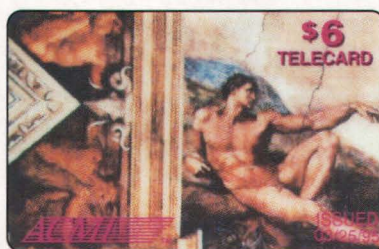
Call CDG at (203)353-8881 for more information.

**HALLMARK ISSUES SEASONAL CARDS** Hallmark Cards has released 16 new Long Distance Greeting cards for Mother's Day, Father's Day and Graduation.

CARD # DESCRIPTION

Mother's Day	
595MFH 1007	Bridge scene
595MFH 1009	Basket of pansies
595MFH 1017	Bear with bouquet
595MFH 1019	Cat with fish phone
595MFH 1027	Photo red tulips
595MFH 1029	Whimsy heart
Graduation	
595GLD 1007	Whimsical world
595GLD 1009	Grad with books
595GLD 1017	Shooting star
595GLD 1019	Masculine photo rainbow
Father's Day	
595FDL 1007	Lighthouse
595FDL 1009	Bears/Grandpa
595FDL 1017	Mountain Scene
595FDL 1019	Seascape
595FDL 1027	Bunny baseball
595FDL 1029	Cat spokesperson

The graduation and Father's Day cards are a new addition for Hallmark. Each of the greeting cards include calling cards with 10 minutes of domestic phone time through Sprint. Suggested retail price for the combination greeting/phone card is \$5.95.



**ACMI TOUCHES UP MICHAELANGELO** Michaelangelo's "Adam" and "God" are the subjects of ACMI's latest phone card masterpieces. The two-card set illustrates the magnificent paintings of the Italian artist. When brought together, side by side, the painting is the completed ceiling of the Sistine Chapel.

The prepaids, which must be purchased as a set, carry a \$6 face value, with 10 minutes of domestic calling time on each card. There were 2,000 of each card printed by Brilliant Color Cards.

Call ACMI at (901)363-2100 for additional information.



**H**AWAII PACIFIC SHOW CREATES **COMMEMORATIVES** Two striking show cards were produced for the second annual Hawaii Pacific National Collectibles & Sports Cards Expo held April 1-2 in Honolulu.

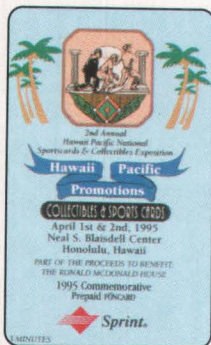
The official show card features the event's seal and logo set against a pale blue background. The limited edition Sprint cards include three minutes of phone time. A total of 2,000 of the commemoratives were issued.

The brightly colored companion card from NAT includes the familiar McDonald's logo in the upper right-hand corner. Just 1,500 of these four-minute prepaids were issued.

Each of the cards sold for \$20 at the show - \$10 of which was donated to the local Ronald McDonald House. Celebrities at the show included baseball hall-of-famer Stan Musial, Russell Johnson (the Professor)

from "Gilligan's Island," Tracy Reiner and Meg Cavanagh from the movie "A League of Their Own" and members of the All American Girls Baseball League (AAGBL).

Contact Garrett Chan at (800)966-6368 for information about the cards.



**B**&J CREATES **MUSICARES FOR INDUSTRY** A new MusiCares phone card from B&J has been distributed to more than 10,000 members of the music community as part of a fund-raising campaign to assist the industry's less fortunate.

The phone card features a white musical note in the center of a red heart. The card is not a prepaid; to activate it, holders were asked to call a special phone number and purchase long distance minutes.

The cards can still be purchased by calling (800)388-0912.



**I**GN GOES 'GLOBAL' A commemorative card has been issued by International Global Net. Incorporated in November 1994, the telco will offer one-plus, 800-number, conference calling cards and other programs.

Picturing a series of interlinked planets, each of the 2,000 commemorative phone cards carries a whopping 500 minutes of long distance phone time. Call (717)761-8998 or fax (717)761-8928 for information.

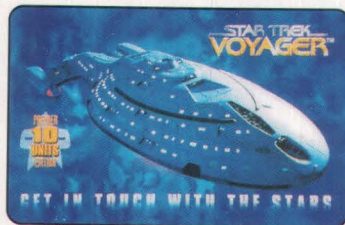
**F**UTURE CALL BEAMS UP **NEW TREK CARDS** For those who can't get enough Star Trek, now there are three new series of prepaid cards available from Future Call.

The three four-card Series I sets feature ships and characters from the Original Series, The Next Generation, and Voyager.

Each of the 12 cards carries 10 units of time, which includes 10 minutes of phone time and 10 minutes of entertainment service. Entertainment features include exclusive interviews with the shows' main characters; Klingon and Vulcan language lessons; Star Trek trivia; convention info; and information about upcoming episodes. Each of the three sets sells for the \$40 face value.

New offerings in the works from Future Call include Series II of the cards, which will add cards from the series "Deep Space 9." The company also is working on new jumbo cards for their second series of "Star Conference" calls during late summer or early fall.

You can order your cards by contacting Future Call at (800)333-TREK.



**FROM THE PEOPLE THAT BROUGHT YOU THE FIRST U.S. PHONECARD WITH COMIC ART**

Current issues include such notables as:

**Bart Sears, George Perez, Frazetta Holograms, Boris Vallejo, Julie Bell, Jae Lee, Sam Keith, Hoang Nguyen...**

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dealer inquiries contact  
Stephen Saunders (602) 946-9719  
or FAX (602) 946-3267

**PATCO**

P O Box 7702, Phoenix, AZ 85011





**QUANTUM DOES HARD (ROCK) TIME** Quantum Communications uses the trendy "Hard Rock" logo to create art for a new card promoting the Hard Rock Hotel in Las Vegas. Similar in style to the well-known Hard Rock Cafe logo, the Hard Rock Hotel logo includes the "Save the Planet" slogan across the top.

A total of 2,500 of the \$10 Hard Rock Hotel cards were produced for the promotion. The cards were issued in March 1995.

Quantum is a division of Global Communications Network, Studio City, Calif. Call (818)755-9589 or fax your order to (818)755-9593.

## QUEST/LIBERTY SALUTES MOTHERS, FATHERS

You may have missed Mother's Day, but if you're still looking for a unique and affordable Father's Day gift, Quest/Liberty has issued the Official Prepaid Calling Cards of the Mother's Day/Father's Day Council.

The maternal offerings say "Happy Mother's Day," with a bouquet of fresh-cut flowers pictured on the front side. The cards carry \$5 and \$10 worth of telephone time (15 and 30 minutes), at a rate of \$.33 cents per minute. Proceeds will help support children's educational and health organizations.

The Official Liberty Mother's Day/Father's Day cards can be purchased at retail stores or ordered directly from Quest by calling (800)964-0702.



## HT HAS SANTA MONICA PIER IN PIECES

Well-known phone card artist Alexander Chen has issued a set of cards to commemorate the Los Angeles phone card show held during March 1995.

Chen's delightful rendition of the picturesque Santa Monica Pier has been produced as a puzzle set. Priced at \$15, the set is comprised of three 10-unit pieces, each of which were produced in quantities of 2,000.

Call HT Technologies at (415)421-8980 to order.

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\*Cover



**ART CARDS HIT MARKET** The works of M.C. Escher, Salvador Dali, John Margulies and Andy Warhol are featured on new art cards from E.T. Tel Communications.

The special edition collector series was introduced during early 1995 and will be limited to just 1,200 of each card. Each edition is printed with sequential group and PIN identification for authenticity.

Included in the art collection are Escher's Hand with Globe, Ascending/Descending, and Day & Night; Dali's

Madonna & Child; Margulies' Gas Pump; and Warhol's Telephone. All but the Dali cards are available in 25 and 50-unit denominations, which are priced at \$11 and \$22, respectively. The Madonna & Child carries an 80 unit face value, and is priced at \$32.

Call E.T. Tel at (310)472-8690 to order.





# American Lung Association

*Not only are you saving money each and every time you place a long distance phone call, you are also donating money to the fight against lung disease.*

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 007 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 008 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 009 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 010 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 011 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 012 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 013 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 014 Qty: \_\_\_\_\_

American  Lung Association

\$7

Christmas Seal  
Calling Card



ALA - 015 Qty: \_\_\_\_\_

American  Lung Association

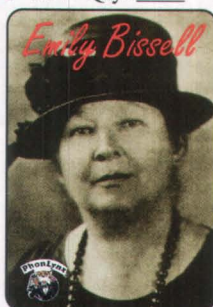
\$7

Christmas Seal  
Calling Card



ALA - 016 Qty: \_\_\_\_\_

**Bonus Card,  
Gift Stamps  
and  
Collector's  
Display with  
complete set!**



Founder of Christmas Seals

## A COLLECTOR'S OPPORTUNITY!

*These cards will be limited to 5,000 for each individual card and 6,000 numbered sets. Christmas seals have been a favorite among stamp collectors for years. This is a rare opportunity!*

### TO ORDER:

	Order #	Quantity	Price	Total
A.L.A. Calling Card Set (Set of 11 Cards w/ Bonus Card & Display)	ALAS-001	_____	\$89.95	_____
A.L.A. Calling Card Singles	ALA - _____	_____	\$ 7.00	_____
A.L.A. Calling Card Singles	ALA - _____	_____	\$ 7.00	_____
A.L.A. Calling Card Singles	ALA - _____	_____	\$ 7.00	_____
A.L.A. Calling Card Singles	ALA - _____	_____	\$ 7.00	_____
			Sub Total:	_____
			S & H	\$3.90
			PA Sales Tax (6%)	_____
			<b>Total</b>	_____

Send Check or Money Order - NO CODs  
or charge by ☐ VISA ☐ Mastercard  
Card #: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Exp. \_\_\_\_/\_\_\_\_\_  
Signature: \_\_\_\_\_

## PHONLYNX

PhonLynx  10050 Roosevelt Blvd., Ste. 8  
Philadelphia, PA 19116  
TEL: 1-800-698-9950  
FAX: 1-215-698-2851

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_



**THIS WAY TO**

# A BRILLIANT COLLECTION!

Brilliant Color Cards (BCC) is the leading telephone card manufacturer in the US.

BCC means quality  
BCC means collectable  
BCC means value  
BCC means security

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

BCC is the home of industry "firsts":

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

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

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

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



**BRILLIANT COLOR CARDS**

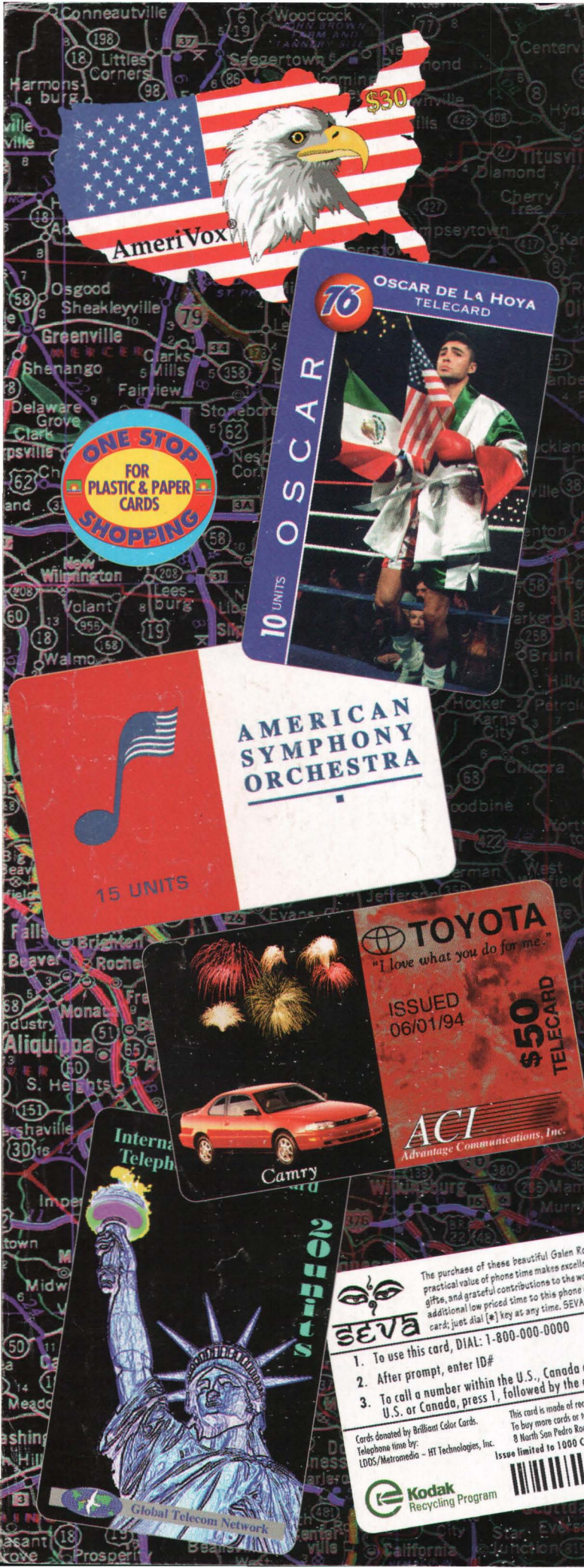
517 Jacoby Street • San Rafael  
California • 94901

**1.800.869.8398**

**Phone: 415.458.2200**

**Fax: 415.458.2266**

**email: info@brilliantcard.com**



The purchase of these beautiful Galen Rowell Images coupled with the practical value of phone time makes excellent business sense, great holiday gifts, and grateful contributions to the work of SEVA. And now you can add additional low priced time to this phone card, simply by using your credit card; just dial [\*] key as any time. SEVA makes money each time you call!

1. To use this card, DIAL: 1-800-000-0000
2. After prompt, enter ID#
3. To call a number within the U.S., Canada or the Caribbean, from the U.S. or Canada, press 1, followed by the area code and number.

Cards donated by Brilliant Color Cards.  
Telephone time by: LDOS/Metromedia - HT Technologies, Inc.

This card is made of recyclable polyester (No PVC, No Chlorine, No Dioxin). To buy more cards or to recycle used cards, call SEVA: (800) 223-SEVA, 8 North San Pedro Road, San Rafael, CA 94903  
Issue limited to 1000 Cards

**Kodak**  
Recycling Program

**BRILLIANT**  
GREEN