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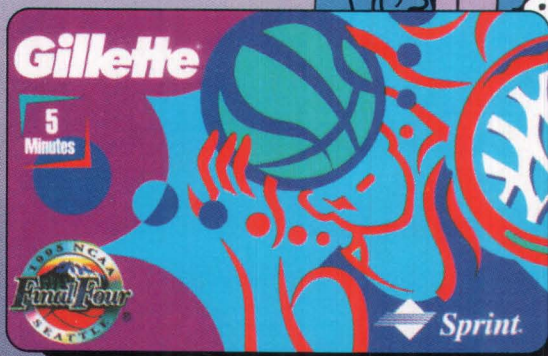


Plastic to Gold

VISTA UNITED HAS OUR EARS POPPIN'

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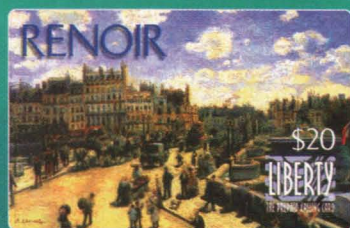


JUNE 1995 \$4.95

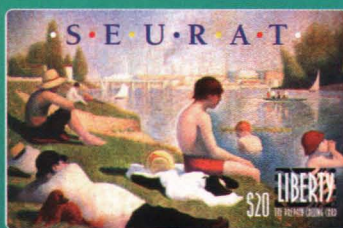


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In With The New (and Newer).



Renoir



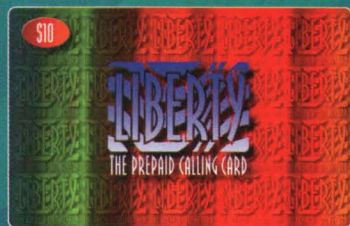
Seurat II



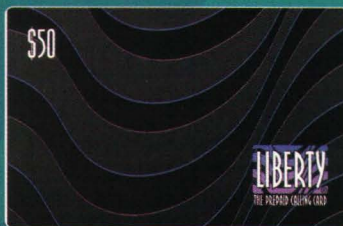
VanGogh II



Make a call.



LIBERTY Spectrum



LIBERTY Wave II



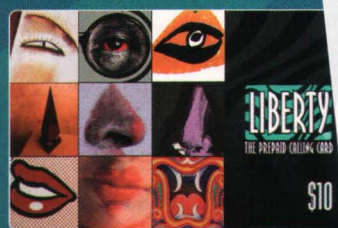
Hidden LIBERTY



Mothers Day - Red



Mothers Day - Yellow



Funky Faces I



Summer Camp



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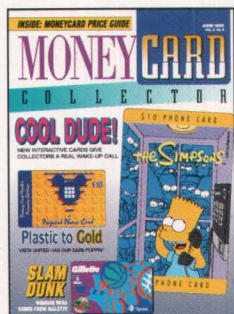
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MONEYCARD COLLECTOR

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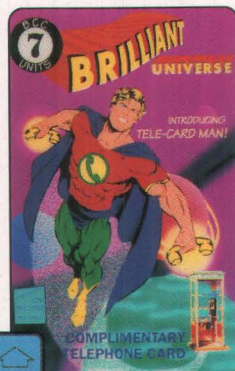
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The response has been, in a word, overwhelming. I'm referring to readers' and dealers' responses to our Price Guide section of the magazine.

When we started *Moneycard Collector* magazine just about a year ago, we said that we would help develop and meet the needs of the hobby. Within a matter of months we began to hear the same message repeated over and over again: that you need a tool through which you can accurately gauge and measure the value of the cards on a regular basis.

To be quite honest, we hadn't anticipated offering such a guide so early in the game.

Our initial plan was to introduce it after about a year. Collectors wanted the pricing information immediately, however, and they didn't want to give up the valuable feature material in the process. And so we incorporated the hobby's first monthly Price Guide into the magazine in February 1995.

Readers were quick to sing the praises of their new-found tool, and dealers have quickly joined in the refrain. Last month, dealer ads expanded the section from eight pages to 10, and this month it has bulged to 11 pages. But collectors want even more — and we've been listening.

Commencing with this issue, we will be expanding the number of cards included in the Price Guide section of the magazine. We started with prices on approximately 300 of the most frequently traded cards among phone card dealers. This month, we've increased our coverage to 400 cards. Next month, you can expect even more data — including coverage of different denominations of some of the more popular cards. And in the future, we hope to add some marketing trends and a collector card price index.

It's a lot more work, but quite frankly, we think our readers deserve the very best. Educating collectors strengthens the entire

hobby. Better informed collectors make better decisions in the marketplace, which benefits dealers, and, in turn, helps the issuers.

Before we bring you this additional information, there are a couple of points we'd like to make about how we arrive at our monthly price figures. Our prices are based on monthly dealer sales. We now regularly receive price lists from approximately 20 phone card dealers located throughout the U.S. These lists vary a great deal in terms of content. For example, the lists usually reflect geographical preferences, which affect card-buying patterns. In other words, just because a certain card is popular in your region, does not automatically mean it is popular nationally.

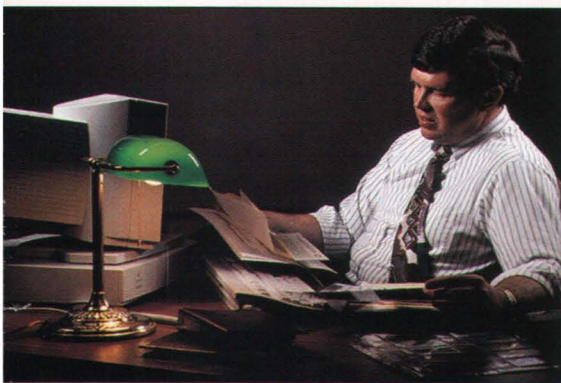
Some hot-selling cards make it to the secondary market faster than others. Until those cards are actively traded by phone card dealers, you probably will not see them listed in the price guide. We do monitor sales of cards through the online computer network services (see story on page 12), which provides another source of useful input.

Of course, there will inevitably be some disagreement over specific card values — some readers have commented that a few of the prices are too high, while others think they are too low. It's simply the difference in prices between dealers. All things considered, we think it's a pretty good system. We owe a big thanks to the dealers for submitting their prices, and to our readers for their input. We solicit those opinions and in the meantime, we'll continue to listen.

.....

For those readers anxiously awaiting our scheduled feature on Elvis cards, you'll have to wait one more month. In order to bring you the definitive story of the King, we needed to verify all of the behind-the-scenes stories, as well as locate all the different cards with Elvis' images. In short, when we run any story we strive to ensure that every detail is accurate. For Elvis aficionados and others, hopefully you'll discover some interesting, new facts about one of the most celebrated phone card programs ever.

Randy Moser, Associate Editor



Effective with this issue, you can find *Moneycard Collector* on selected newsstands! To find *Moneycard Collector* at a book store or newsstand near you, please call 1-800-221-3148.

Please also give us your input on possible locations to ensure the magazine is available where there will be a reasonable demand.

THE READERS ALWAYS WRITE

Don't Forget Teleworld

Many thanks for the article in the "Critical Art" section of your April issue, showing our Leonardo Nierman cards. Your writer, Dawn Glanz, certainly captures the essence of Nierman's work. She notes accurately that "Moonlight" does not appear to adhere to her interpretation of Nierman's work, and this is due to the fact that "Moonlight" is one of his earlier works. Many of Nierman's early paintings were musically oriented due to the fact that he is an accomplished violinist, and before he turned to art as his chosen profession, he was first-chair violinist at the Mexico City Philharmonic Orchestra.

Regarding the article "Who Owns What" in the same issue, I am disappointed to see that Teleworld International was not mentioned as one of the companies that produced licensed product cards. Our worldwide licenses include "Tales From The Crypt," Judy Garland, Wild C.A.T.S., Ultraman, The Beginners Bible, New York City artist James Rizzi, Claudia Nierman, and of course, Leonardo Nierman. All our licensed product cards are produced under worldwide exclusive licenses in order to insure serious collectors that there will be no overproduction of these products.

Your magazine continues to be the benchmark for others to follow, and Teleworld International supports your continuing efforts.

Bob Sklar, President, Teleworld International, Fort Lauderdale, Fla.

When we put together general features like the "Who Owns What?" story that you mention, we used companies and cards to illustrate our point. Obviously, there is seldom any way to include all such companies in stories like these, so we try to stay impartial and spread the credit around. We were well aware of Teleworld's aggressive licensing program, but simply couldn't fit everybody into the story.

To Answer Your Question...

A recent letter you published from a Cleveland reader asked "Will we ever see programs from MCI and AT&T?" While we can't speak for AT&T, MCI believes strongly in the prepaid calling card business. MCI PhoneCash™, our consumer prepaid calling card brand, is available through many thousands of retailers around the country, as well as by calling 1-800-245-8888. We occasionally issue promotional PhoneCash cards with leading marketing companies, and MCI provides the call processing for many of the most successful prepaid calling cards in the country, including those sold on military bases, at 7-Eleven stores, on airlines, with greeting and calling cards, and in promotions too numerous to mention.

Prepaid calling cards are an entirely new concept for most people in the United States. We believe that the collectors' market will be best served if we focus our efforts on educating the population as a whole about this exciting new category. This requires taking the time to build a distributor network of local retailers. That's why, at this early stage, depending on the city, your readers may find that some long distance companies have a higher profile than others.

Congratulations on a terrific new publication. Keep up the good work!

Scott Ableman, MCI Telecommunications, Arlington, Va.

Thank you for the update on MCI. Readers and collectors are keenly interested in what your company is doing in the prepaid phone card market. Perhaps we will be able to develop a story for our readers in a future issue.

Where to find NYNEX phones

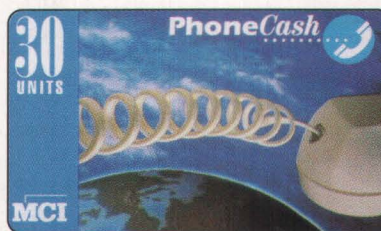
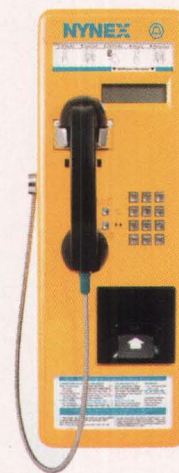
I read with great interest the April article by Steve Fritz "Where to Find Them; Finding Phone Cards in the Big Apple." First, my apologies for the difficulties Steve encountered in his quest for the NYNEX Change Card. While Steve was searching for our bright yellow phones in midtown Manhattan, our current base of telephones is primarily in the downtown Manhattan area. Currently, we have installed approximately 250 telephones and plan to have 1,500-2,000 phones installed by year end. Customers can purchase cards from local retailers located near the telephones. A sign on the phone identifies the location of the closest retailers. In addition, customers can call 1-800-545-EASY and place a telephone order for cards.

The midtown location that Steve was referred to, on 6th Ave and 42nd St., was actually correct. That location (1095 Avenue of the Americas) is the home of our corporate NYNEX headquarters. We have installed two Change Card phones and a vending machine in the lobby of this building, which are accessible to the public.

The lack of information or misinformation that Steve received is indicative of the challenge that we face in the infancy stage of the U.S. telephone card industry. There's no doubt, the plethora of research and success of telephone cards around the world should convince even the strongest skeptic of the benefits of prepaid telephone cards. The key challenge, then, is to educate customers (including our own employees). To put this challenge in perspective, I would offer two observations: (1) the socialization and acceptance of automatic teller machines (ATMs) took a number of years and (2) despite its existence for a number of years, there is still a percentage of customers who have no awareness of a telephone company calling card (which allows the customer to bill calls to their home or business numbers).

In closing, then, the test of our success will be to send Steve out on a similar mission in search of phone cards in two or three years. Hopefully, the results of his sojourn will be more positive!

David Napolitan, Director of Marketing, NYNEX



Phone Card Magic

The Ears Have It

By Stephen Schwartz

The dramatic interest in Vista-United phone cards has been nothing short of magical. As with other Disney-related merchandise, these items have become some of the most collectible in the world. They certainly have been one of the star performers in price appreciation of all cards issued.

Demand for the 14 cards produced between August and December 1994 at an approximate issue price of \$153 (there were two giveaway only cards) has caused their value to increase more than tenfold by February 1995.

Vista-United Telecommunications, Inc. is 51 percent owned by Walt Disney World with the remaining 49 percent owned by United Telephone of Florida (which is wholly owned by Sprint). The company handles the telecommunications needs for The Walt Disney Company worldwide, including the Disney theme parks. Vista-United is a high quality, regulated telephone company that also services some businesses and residences in central Florida.

The first three Vista-United cards were issued during August 1994, in denominations of \$5 (with

blue background), \$10 (with yellow background) and \$20 (with gray background), and were available only for Disney employees to use from local telephones in the Orlando, Fla. area. The cards include the italicized words "Disney Cast

Member Premiere Edition". A cast member is a Disney employee, and the term is used because ALL employees are considered performers.

The cards feature the Vista-United logo, which is the push-button dialing pad with the Mickey Mouse ears on an inverted triangle of horizontal lines. The cards were sold only through vending machines in restricted areas and at employee-only "Company D" merchandise stores. Quantities were \$5 (2,000), \$10 (2,000), and \$20 (1,000). There were also 100 samples issued of each card which were generally handed out one card at a time.

Card number four was issued for the Disneyana III Convention held at the Contemporary Hotel inside Walt Disney World, and officially sponsored by The Walt Disney Co. Most people consider this phone card the most attractive issued to date, bearing a design of four Russian dancers from the film *Fantasia* (card pictured above). This was the first Disney card with an 800 access number.

"Disneyana" is typically the name given to Disney-related merchandise. Collectors gather from all over the world to buy everything from original animation cells from the early Disney animated movies, to the "Wet Paint" signs posted within the Disney theme parks when painting anything from chairs to walls.

The 2,000 cards issued seems like a lot until you



Disneyana III card



Premiere Cast Member set of three



Non-Cast Member set of three

realize that these five-minute cards were all given away to conventioners in exchange for completing a marketing survey about phone card awareness. Since these collectors travel at great expense to attend a Disneyana Convention, the chances of picking up a "fonetasia" card from one of them might only be viable if you offered your first-born child in trade. These cards are mostly dispersed throughout the world in small quantities. Just 10 samples were produced.

The fifth card was issued during late September. The "Telecom Magic" card was given away to the attendees at the Vista-United sponsored telecommunications conference in Orlando, on the same weekend when many collectors were attending the TeleCard World conference/show in New York. Attendees were mostly telco personnel from Disney offices around the world, though any Disney employee was welcome to participate. This \$5 card had a printing of 600. Some were distributed individually by conference coordinators, and 300 were handed out inside large, bright yellow, expandable folders containing a couple of sheets of paper explaining the conference workshops.

The design has a gray, starry background with the words "Telecom Magic '94" and a small Vista-United logo, along with a stripe on the left side of the card stating in italics "Prepaid Phone Card Commemorative Edition." Sixty sample cards were originally printed, but twenty were destroyed because they were not needed.

The Reprint Cards #6, 7, and 8 were the reissues of the "Disney Cast Member Premiere Edition" cards; almost identical, but without those identifying words. The intent of this interim production was to replenish the vending machines and the Company D stores that had run out of most of the original set of three.

The mintage was kept low because these cards were only intended to be available until the Christmas cards arrived. Remember, there is a great demand for these cards from a usage standpoint — not just to satisfy collector interest. Many of the original and reprinted cards were used by the international Disney employees who reside in a very restricted housing development.

Though these reissues were officially available to the public, the access numbers were for the Orlando region only (not 800 access), and the areas to purchase them were accessible only to Disney employees, with the exception of the Vista-United building itself. And if you don't have a map, a compass and a lot of luck, you'll never find the V-U building.

In effect, Vista-United restricted purchases to cut down

on speculation and hoarding of the cards. At any rate, the reissues arrived late and were only available for 14 days before they were replaced by the V-U Christmas cards. The \$5 and the \$20 cards (with a mintage of 500 each) are the lowest issue quantities of all the Vista-United cards.

The three card Christmas set was released in December 1994. These identical designs (but with different face values of \$8, \$15, and \$30, and different colors for the denominations themselves) pictured an angel blowing a horn, against a blue, starry background. Printing quantities were 2,500, 3,500 and 1,000 respectively.

Note that more of the \$15 cards were issued because this denomination was given to special customers. Vista-United even had an attractive and distinctive folder and foil-lined envelope printed for the \$15 card (but not for the other values).

Also distributed at Christmastime were the first private issue cards from Vista-United. All proceeds went to the



Telecom Magic card



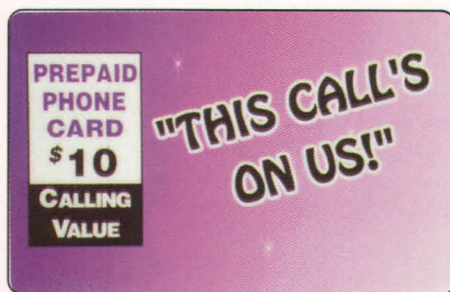
Christmas Angel set of three



Children's Christmas Card Project (2 Card Series)



ISSUED	DENOM	DESCRIPTION	QUANTITY	SAMPLES
Aug. 1994	\$5	Premiere Cast Member First Edition	2,000	100
Aug. 1994	\$10	Premiere cast Member First Edition	2,000	100
Aug. 1994	\$20	Premiere cast Member First Edition	1,000	100
Sept. 1994	5 Min.	Disneyana III Convention	2,000	100
Sept. 1994	\$5	Telecom Magic	600	40
Nov. 1994	\$5	(Non) Cast Reprint Edition	500	50
Nov. 1994	\$10	(Non) Cast Reprint Edition	1000	50
Nov. 1994	\$20	(Non) Cast Reprint Edition	500	50
Dec. 1994	\$8	Christmas Angel Blowing a Horn	2,500	50
Dec. 1994	\$15	Christmas Angel Blowing a Horn	3,500	50
Dec. 1994	\$30	Christmas Angel Blowing a Horn	1,000	50
Dec. 1994	\$5	Children's Christmas Card Project - Cat	783	50
Dec. 1994	\$10	Children's Christmas Card Project - Flamingo	736	50
Dec. 1994	\$10	Disney Credit Card Promo "This Call's On Us"	3,702	50



Disney Credit Card Promo Card

include the words "Children's Christmas Card Project".

These phone cards were available from the Vista-United building, and at the hospital itself. They were taken off the market in March 1995, and although the original quantities printed were higher, the actual quantities sold were 783 of the \$5 and 736 of the \$10 issues. The remaining cards were cut in half and returned to the printer for recycling. The Vista-United logo is not included on these cards. Brilliant Color Cards donated the printing.

The final Vista-United card of 1994 was a promotional card ordered by the Disney Credit Card issuers. Disney has a credit card that works like a MasterCard or VISA within the theme parks and Disney stores.

M.D. Anderson Cancer Center in Orlando, a division of the University of Texas Medical Center.

The \$5 card features a child's drawing of a kitten looking out a window. The \$10 value pictures a flamingo, again drawn by one of the cancer patients. Both cards

Customers who hadn't used their card were offered \$10 of free long distance calling if they charged at least \$100 between June and September 1994.

A total of 3,702 phone cards were printed, and it is the author's understanding that about 3,500 were mailed to customers for the promotion. The phone cards were sent in a normal Disney Credit Card window-front envelope, along with instructions printed with the same purple color scheme as the phone card.

The words "This Call's On Us" are prominent. The card is less attractive than the other issues, but its beauty is on the reverse side. The Disney Credit Card logo on the back looks very much like the black Mickey Mouse Club hat with the distinctive ears, and is the only Vista-United card to carry a different logo.

I'm sure that 1995 will bring about another collection of wonderful prepaid phone cards from Vista-United — a company dedicated to bringing the Disney standard of excellence to telecommunications, and which has once again, as if by magic, turned ordinary plastic into pure gold.

MC

Stephen Schwartz operates the Sears Phone Card Department, a mail-order company based in Clearwater, Fla. He can be reached at (813) 791-7535.

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Collector Chronicle

ALL THE NEWS FOR COLLECTORS

SUMMER 1995

HT Technologies Finds Phone Card Collectors' Treasure!

San Francisco

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

For the Sport of It!

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



Honus Wagner *
one of a 4 card set

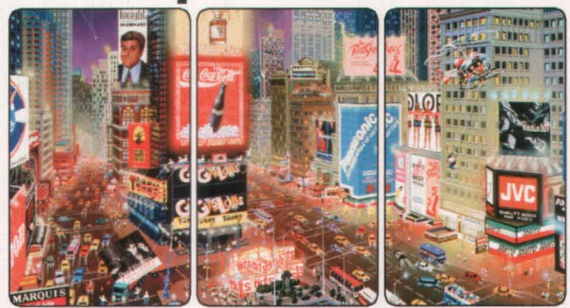
therefore refused to allow his photo to appear on the cigarette cards, which is what this original photo was taken for. So this is a rare photo now available on a telephone card. That's great. Telephone cards have produced such fresh, rare, haunting images and this is one of the best."

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



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

Times Square on Telecards



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

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

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



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

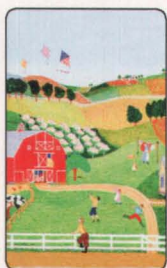


recently appeared on two new phone cards issued just before Christmas. If this trend continues, 'Alexander's World' will soon be at the fingertips of phone card collectors and users throughout the world."

— Dawn Glanz- *MoneyCard Collector*

Alexander Chen images - ©1995 Alexander's World

The Marie Fox Collection



Collectors Eagerly Await New Releases from HT Technologies



Call For
New Release
Schedule

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

phone (415) 421-8980
fax (415) 421-2622

Phone Card Hotline

1-800-820-8980

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AMERICA'S MOST WANTED

Sometimes the leaders march in with a great deal of fanfare, and at other times they just quietly take over. Somewhat surprisingly, the NYNEX Peace card overhauled the frontrunning Vista United Disney cards as this month's most requested among our blue ribbon panel of U.S. dealers.

Most of the questions about the Vista United cards have tapered off domestically, but the overseas queries are on the upswing, so these cards may be back on top again soon. There have also been many inquiries about AT&T's Snoopy cards, which could break into the list very soon.

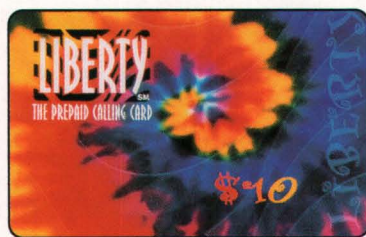
Thanks to the following dealers for contributing to this month's listings: International Phonocard Exchange (201)857-2121; Sears Stamp & Coin (813)791-7535; North Americards (206)641-6057; Keep The Change (407)629-2273; Acme Telecards (800)405-2263; Univox (212)545-7501; and Steve Eyer, Inc. (217)864-4321.

1 NYNEX \$5 PEACE CARD This month's leading seller is not one of those burly, thick 27-30-mil cards the Germans said we had to make, but a Japanese-inspired thin flexible thing that was chosen to be practical, rather than collector-pleasing. Good for NYNEX! And a nice design. The appeal of the design and message have helped this card last beyond the traditional holiday season.



2 LIBERTY/QUEST \$10 TIE-DYE CARD

A new issue, and one which is appealing to the younger set. We need more of these kind of cards (read "younger collectors"). Coin and stamp dealers know exactly what I'm talking about, as they watch the average age of collectors in those hobbies continue to escalate and the collectors die off... literally. We need an influx of young collectors. We must compete with TV and its bright colors, and the comic books, and the various games kids play. Kids respond to stimulus and we must offer it to them to "capture" this market. Once captured, they will stay because it's fun and makes sense. Go to a sports card or comic book shop and "hang around" for a while and just watch the customers. You'll quickly see what I mean.



3 PACIFIC BELL FIRST ISSUE SET

The talk at the recent West Coast Expo was mostly about the difficulty in purchasing Pacific Bell cards. Overcoming these obstacles was one dealer who found out that supply is the key to quick sales. The set was in the top spot on his list! Some dealers have found that they simply don't have time to pursue the cards, but they've shown up on enough lists to include them here. Final issue figures are still not in yet.



by dealers offering sealed ones at one price and loose cards at a significantly lower price. Brazil gave up its cello wrappers because too many people were putting back the used cards and resealing the holders. The important thing is a card's history. It is like an evidence trail. Ask your dealer if the card is mint and if he can prove it. If he can trace the history, and you believe him, go for it!

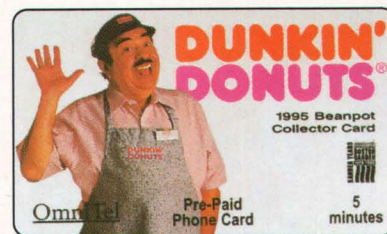
5 VISTA UNITED CHRISTMAS ANGEL SET

Here is an oddity – a Disney set with no visible Disney indications on it except the "Vista United" logo. The image is lovely and the quantity is limited. Available in \$8, \$15 and \$30, there were only 1,000 of the three-card sets produced by Mickey's telco.



6 OMNITEL 5-MINUTE DUNKIN' DONUTS CARDS

Since appearing at the final face-off of the Beantown Hockey Tournament in February, these cards have started showing up at dealers' tables just about everywhere. Even though there 16,000 of them issued, Fred the Baker has such a strong appeal that everyone wants a piece of the pie...er, donut. The only image stronger than Fred for donut aficionados would be Elvis. Look for more exciting cards in the future from this Boston-based telco.





7 VISTA UNITED NON-CAST MEMBER SET The first VU set was the Premiere Cast Member's Set. This set incorporates the same design, with the exception of the side band of yellow data which has been deleted. Five hundred sets can't be wrong in investors' eyes, and most of the Vista United product is going there!

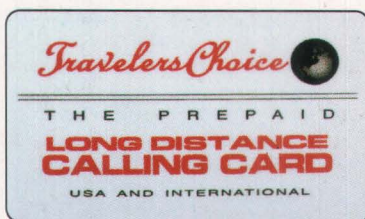
8 FUTURE CALL STAR TREK SET If you search the fine print and through all the interactive features, you'll quietly discover that the Star Trek cards can indeed be used for simple long distance service. Make no bones about it — these are entertaining cards with a complex interactive platform. They may not be the best cards for long distance calling, but Trekkies don't like to be caught speaking intragalactically! Fantasy Phoning pleases them more!



11 U.S. SOUTH 10-UNIT BLUE COMP CARD A company long on cards and short on phones. Most of the activity for U.S. South has been in Europe, but activity is starting to pick up here. We wish them well, but most good card phones are still about \$2,000 apiece in small quantities, so the expansion will likely be slow. Issued in 1994, this chip card numbered only 2,000.

Steve Eyer

9 NAT \$10 TRAVELER'S CHOICE CARD NAT's Traveler's Choice has certainly taken the award for the most frequent appearing "user" card. Though pretty "plain vanilla," this is one of their most popular models, and it makes our Most Wanted list yet again!



10 PACIFIC BELL \$5 SANTA CARD Sold out within just a few weeks, the Jolly Santa was appreciating nicely. Buyers who struggled through the peanut butter-colored air of Los Angeles to capture Santa on plastic were rightly miffed when lots of them magically appeared in the booth of Pacific Bell at the West Coast Expo recently. Now the public always will be suspicious of Pacific Bell's intentions regarding "sold outs." Just another well-intentioned, collector-oriented plan that backfired. More consultation is certainly needed between telephone company merchandisers and the collecting fraternity.



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



All new dealers who place their first order by **July 31, 1995**, will receive free telecards under the "Dealer Profit is King" program. To start making a profit today, fax a request to ACMI "Dealer Profit is King" at 901-363-9707, or send a written request to 5425 East Raines Road, Suite 1, Memphis, TN 38115.

NEW ISSUES - SPORTS



ACMI RELEASES THIRD BIRD ACMI has released the "R" card in the popular Larry Bird phone card series. The third card of the nine-card series shows the legendary hoop star in the final shining moment of his brilliant professional basketball career, when he ignited for 49 points, 14 rebounds, 12 assists and four steals.

The card is available in four denominations - \$6, \$10, \$20 and \$50 - at \$.60 per minute. A total of 10,000 of the "R" cards were issued with 4,000 of those being \$6 cards.

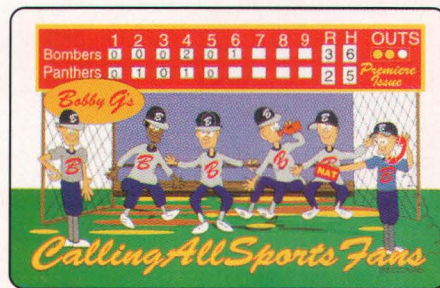
Call (901)363-2100 for information about the Larry Bird cards.

FLORIDA DEALER ISSUES OWN CARD
South Florida sports/phone card dealer Bob Gourd (Bobby G's) has released the first of three planned prepaids featuring whimsical illustrations of two

local ball teams - the Panthers and the Bombers. Each of the cards will picture the characters in different stages of a fictional baseball game.

The cards are believed to be one of the first issued by a sports card dealer. The cards are \$10 and carry three minutes of phone time each. Telecommunications service is provided by North American Telephone Co.

One thousand cards of each design will be issued. Call (813)862-8999 or fax (813)868-BOBG.



DAYTONA BIKES FEATURED BY ITCN In coordination with Daytona Bike Week 1995, ITC Network recently issued two \$10 prepaid cards.

The phone cards, which feature photography of Harley-Davidson bikes, were originally created for resale in local H-D shops. When card collectors found out about them, however, they had to be pulled from the shops in order to supply the demand from distributors and their clients.

Each card has a face value of \$10, which includes 20 minutes of long distance time.

All cards are packaged in custom die-cut envelopes. Fifteen-hundred of each card were issued during early March 1995.

Collectors may call (305)537-3320 or fax (305)537-4977 for more information.



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PRIDE OF '55 ALIVE ON CARDS
The 1955 Brooklyn Dodgers World Series champions are commemorated on a nostalgic three-card set of Coinless Calling Cards from SuperStar TeleMedia Services.

The unique cards depict all-star first baseman Gil Hodges, Ebbets Field, and the 1955 Dodgers championship team photo.

Each Coinless Calling Card provides five minutes of prepaid domestic long distance time. Issue quantities were undetermined.

Call (212)254-5466 for more information.





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The beautiful three card set featuring photos of Steve Young playing with Snoopy in the 1995 Snoopy Bowl and 30 total minutes of AT&T domestic long distance network time is available for

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OPTION PLAY NUMBER TWO:

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\$29.50

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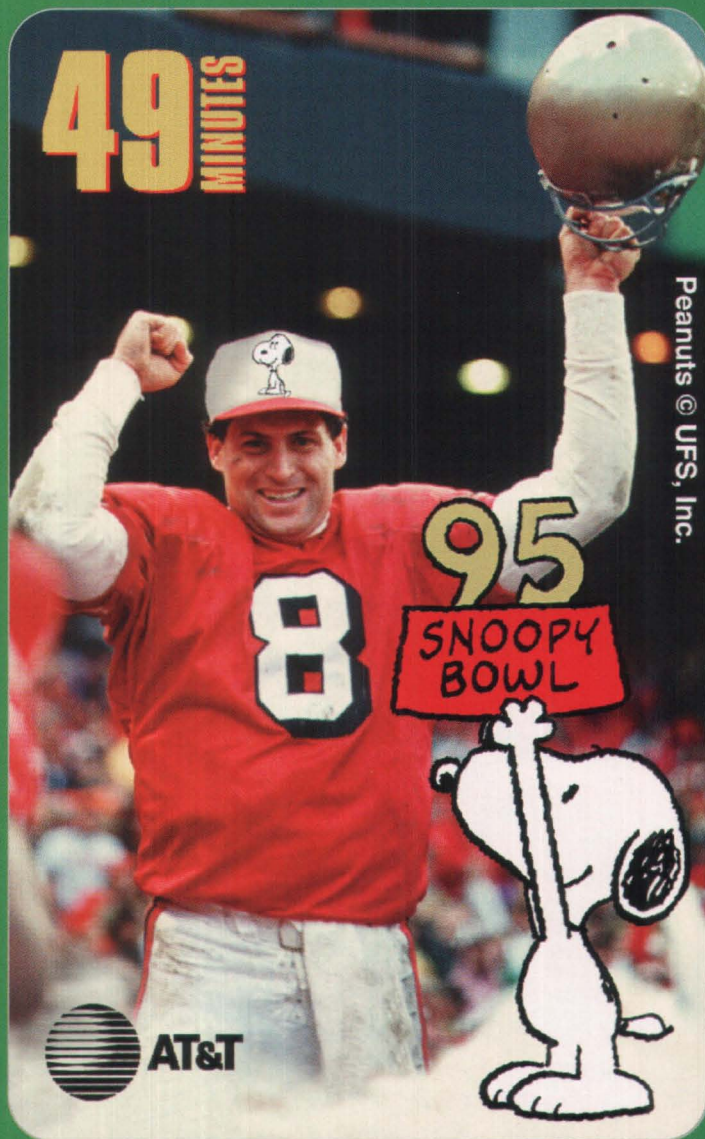
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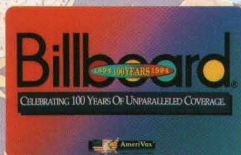
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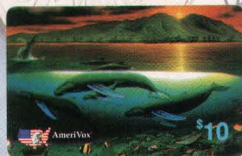
★ Nyson I



★ John F. Kennedy



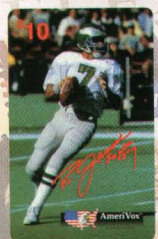
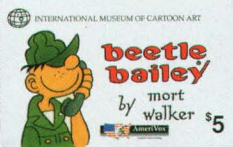
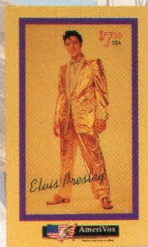
★ Jacqueline Kennedy Onassis



★ Art of Wyland



★ World's First Gold Phoncard



★ Ron Javorski



★ ANA Gold Coin Phoncard

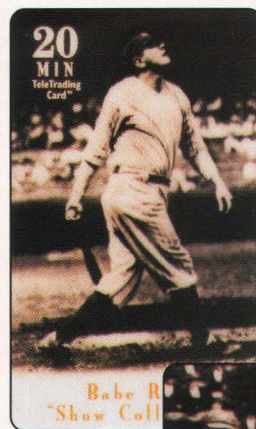
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TWO MORE BABE CARDS

RELEASED

TeleTrading Cards, Inc.

has released

the third and

fourth cards in its planned set of 12 Babe Ruth collectible phone cards.

The third card pictures Babe in a classic pose following one of his mighty swings, and on the fourth he is standing beside fellow Hall-of-Famer Ty Cobb.

One thousand three-minute card sets were produced for collectors and dealers at the 1995 TeleCard World West show in Los Angeles during early March. Another 5,000 of the 20-minute collector sets also will be available.

Additional card sets will be issued for the American Tele-Card Expo in San Antonio, the National Sport Collectors Convention in St. Louis, the International Sport Collectibles and Memorabilia Show in Anaheim, and the TeleCard World East Show in New York.

Brilliant Color Cards printed the cards and telephone service is provided by North American Telephone Co. (NAT). For further information call (703) 239-1432 or fax (703) 239-2435.

MC

GOOD NEWS

GILLETTE PHONE CARD PROMOTION HAS COLLECTORS IN A LATHER Quick! What's the hottest phone card series to hit the hobby this year? Classic Assets? Star Trek? Or perhaps a new sports series created by Gillette.

Launched to coincide with the men's and women's NCAA basketball tournaments during March, Gillette's Final Four phone card program is one of the largest consumer promotions in years.

Early news of the Gillette cards was posted in the Telecards section of the Collectibles+ forum on CompuServe (see related story on page 12). When the magnitude of the program became apparent, several CompuServe subscribers (including *Moneycard Collector* writer Art Becker) established a catalog numbering system for the cards, which was then widely communicated across the network.

The Gillette phone cards are available inside specially marked packages of men's "Good News" and women's "Daisy" disposable razors. Though some large metro areas received shipments earlier than others, the packages should now be available just about everywhere.

There are five basic images on the cards, with a total of 35 different color and logo (Men's and Women's Final Four) combinations. If all that isn't enough to boggle the collector's mind, there have been at least 20 different varieties identified thus far. The variations involve two different bar-code sizes and three different 800-numbers.

Here are just a few of the different collecting options (number of cards):

- One each of the five images (5)
- Five designs in the Men's logo only (5)
- Five designs in the Women's logo only (5)
- Five designs in both Men's and Women's logos (10)
- One design, Men's logo, each color combo (3 or 4)
- One design, Women's logo, each color combo (3 or 4)
- All designs, Men's logo, all color combinations (18)
- All designs, Women's logo, all color combos (17)
- All designs, Men's and Women's, all color combos (35)

"They're the hottest cards on the market right now," Becker claimed, "because they are accessible and affordable. But due to all the different varieties, I predict that it will be virtually impossible for anyone to collect a complete set without being in contact with other collectors and dealers, through swapping, buying and selling the cards — all to our mutual advantage."

The colorful phone cards were manufactured by Brilliant Color Cards, with telecommunications services provided by Sprint. Each card includes five minutes of long distance time at \$.60 per minute.

MC



Female Jumphook (FJ)



Torso Dunk (TD)



Abstract Torso (AT)



Jump Floater (JF)



Surfer Drive (SD)

SURFER DRIVE (SD) (7 CARDS)

Red/Lt. Green/Orange Men's
Red/Purple/Black Men's/Women's
Purple/Lt. Green/Red Men's/Women's
Dk. Blue/Gold/Blue-Green Men's/Women's

FEMALE JUMPHOOK (FJ) (6 CARDS)

Dk. Purple/Orange Men's/Women's
Red/Purple Men's/Women's
Red/Blue-Green Men's/Women's

TORSO DUNK (TD) (8 CARDS)

Lt. Green/Dk. Blue Men's/Women's
Lt. Blue/Purple Men's/Women's
Yellow/Blue-Green Men's/Women's
Gold/Red Men's/Women's

JUMP FLOATER (JF) (6 CARDS)

Gold/Black/Purple/Red Men's/Women's
Gold/Blue/Purple/Red Men's/Women's
Blue-Green/Red/Blue/Black Men's/Women's

ABSTRACT TORSO (AT) (8 CARDS)

Pink/Gold/Red Men's/Women's
Lt. Green/Blue-Green Men's/Women's
Gold/Purple/Red Men's/Women's
Orange/Red/Gold Men's/Women's

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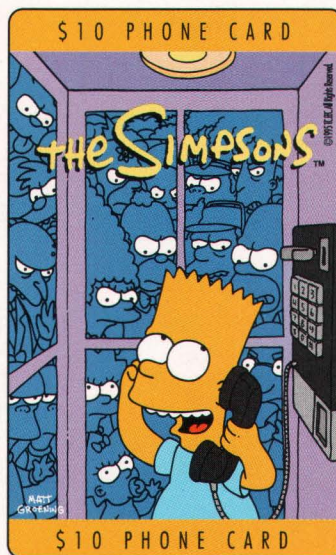
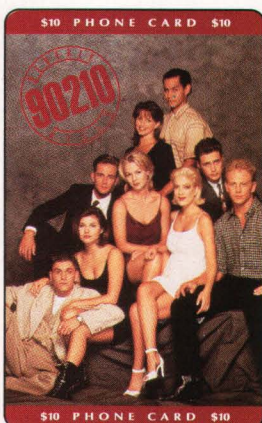
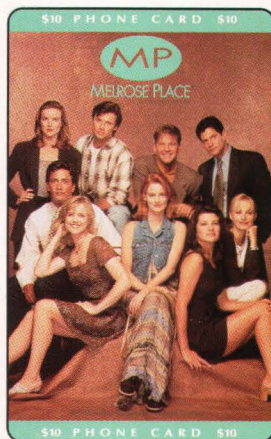
FRONTIER LAUNCHES HOT NEW CARDS A new name and some hot new cards have caused quite a stir from upstate New York. Frontier Communications International Inc., formerly known as Rochester Telephone, unveiled the images of a dynamite new lineup of interactive cards at the TeleCard World West show in Los Angeles — The Simpsons, The X-Files, Beverly Hills 90210, Melrose Place, Models Inc., and Ricki Lake.

Each of the popular FOX television network shows has gained a cult following during the past few years, and the entertaining cards will allow the loyal legion of followers to experience a whole new perspective of their favorite show.

All of the cards feature full-color artwork from the shows, include 20 units of domestic or international calling, and access to the interactive features (see chart). Plans call for the cards to be sold through retail distribution channels, including convenience stores, gas marts, and drug stores. The suggested retail price of each card will be \$10.

The Simpsons series is the most noteworthy of the new issues. There are three separate cards all with telephone-based artwork. In addition to enjoying the enhanced features common to the other cards, “dudes” dialing via the Simpsons’ prepaids can access:

- Regularly changed quips from “Bart Simpson’s Guide To Life”
- Humorous pre-recorded “wake up” calls from Bart (“Wake Up Dude!”)
- Comical “Happy Birthday” messages which can be sent to friends or relatives (“Happy Birthday, Sucker”)



- Pre-recorded Simpsons holiday greetings (“Holidays Are The Pits”)
- An interactive quiz game, in which the final score dictates whether the player is going to “Heaven” or “Hell”

Followers of The X-Files also will have the opportunity to learn more about the show through various interactive features.

- X-Files News, which provides callers with updated info about the show, messages from the actors, contests and sneak previews
- X-Files Trivia, which offers callers the opportunity to win additional calling time by testing their knowledge

Feature	The Simpsons	Melrose Place	Beverly Hills 90210	Models Inc.	The X-Files	Ricki Lake
Program Info / Sneak Previews	✓	✓	✓	✓	✓	✓
Contests / Games / Trivia	✓	✓	✓	✓	✓	✓
Shopping	planned feature to be common to all cards					
Messages from Characters / Actors	✓	✓	✓	✓	✓	✓
Fan Mail Box / Voice Mail	Fan	Voice	Voice	Voice	Voice	Fan
Beauty & Fashion Tips				✓		
Replenishment Service via credit card	✓	✓	✓	✓	✓	✓
Speed Dialing	✓	✓	✓	✓	✓	✓
Message Delivery	Custom	✓	✓	✓	✓	✓

- Tele-Shop, a free access service planned for the future where users can purchase X-Files merchandise

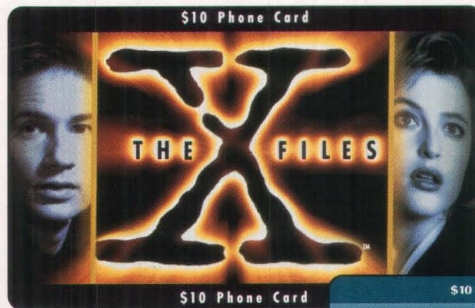
For those soap junkies who can't get enough of their Aaron Spelling hit series, Frontier will deliver an earful of information with interactive prepaids based on Beverly Hills 90210, Melrose Place, and Models Inc.

And, if none of the previous offerings grabbed you, how about interacting with the popular TV talk show host Ricki Lake? Fans can catch up on the latest outrageous information from Ricki's hit talk show and can even provide their own show ideas.

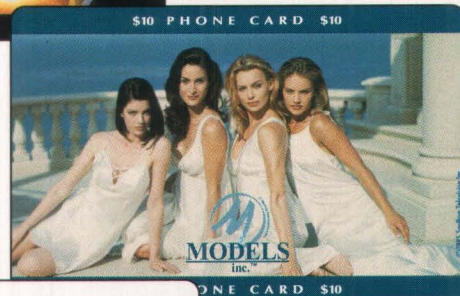
These prepaid phone cards will be priced at \$10 for 20 units of long distance time. The cards will be sold through convenience stores, drug stores and gas marts.

Frontier Communications has a significant standing in the U.S. telecommunications industry. It is the nation's seventh largest long distance company, with principal areas of business long distance services, wireless communications and telephone operations.

Collectors may contact Frontier Communications about any of the FOX Network cards by calling (716) 777-5290.



Frontier Communications,
\$10 face value, 20 minutes
long distance, quantities
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Surfing the Internet

Another Tool for Collectors

By Bill Peay

Now that you've contracted "phone card fever," you need to find a way to reach other collectors without having to fly around the country to phone card fairs. Don't get me wrong; going to shows is still a must, but you can cover a lot of territory in very little time by using your computer.

The world of computer bulletin boards and the Internet now provides a fast way to reach just about anyone. All you need is a computer, a device called a modem (which connects your computer to your telephone line), some software for computer communications, and a subscription to either a Bulletin Board System (BBS) or an Internet Service Provider (ISP).

Perhaps the easiest way to get started is with a commercial BBS service, like CompuServe or America Online, where you pay a fee to join. These services are now mailing out floppy computer disks with all the software you need to get connected, and they even throw in a few hours of free connect time, so you don't pay for just figuring out how things work.

You still will need a modem, and a fast one at that. Shop for at least a speed of 14,400 bps. Modems that run at 28,800 bps are now available. For full compatibil-

ity at this speed, look for the term "V.34" and not just "V.FC" as part of the specifications.

Remember, almost every one of these commercial services has something to offer phone card collectors. CompuServe, thanks to the efforts of Jim Moran, even hosts phone card auctions every weekend.

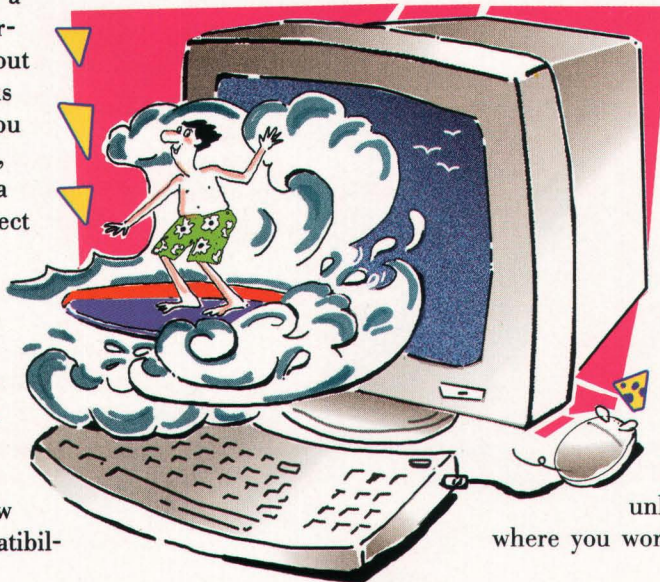
Electronic mail, or e-mail, is a point-to-point message from you to someone else. It is much like writing someone a letter and mailing it. To send e-mail, you need to know a person's electronic address. The Internet can help you find the addresses of other collectors in the world, so you can start communicating with them directly.

Almost everyone has heard of the Internet by now. Unlike a BBS, where you and everyone else connects to a central computer run by a staff of specialists, the

Internet is a collection of computers all hooked together with the capability to communicate directly with each other.

The Internet is very unstructured, yet with Internet search engines (software that searches for selected subjects and is usually acquired by downloading from the net) it is easy to find exactly who or what you are trying to locate. Although the Internet is basically "free,"

unless you have Internet access where you work, you will need to acquire



an Internet connection from an Internet Service Provider (ISP). Most ISPs are ready to hook you up and provide the software you need to get started. Once you have an ISP that you intend to work with, its staff will normally walk you through the entire process.

For phone card collector group communication, there are three Internet concepts you will want to explore. These are Internet Relay Chat (IRC), newsgroups, and list servers. IRC is a virtual "conversation" which takes place in the electronic fabric of cyberspace, where people of like interests meet and talk "live." When you have chat capability from your computer, look for IRC channel #phonecards. Once you get in, other collectors online will guide you the rest of the way.

IRC will serve you well for the few times you can get away from your busy life to talk "live," but what about when you simply can't be chained to your computer? That's when you take advantage of newsgroups and list servers.

A newsgroup is like a moving bulletin board. You send an electronic message to the newsgroup, and it is posted there for everyone to see. It starts at the bottom of the list of messages on your screen, and it works its way up the list over time, as newer messages are posted below yours.

Eventually, your newsgroup message is dropped off the top of the list, usually within a few days. In the meantime, you can read what other people have post-

ed to the newsgroup. If anything strikes your interest, you can answer back to the person directly. It's a great way to meet new collectors!

For phone card collectors, you may want to start with the newsgroup "rec.collecting" and "rec.collecting.cards.non-sports" and roam from there. Some of the commercial BBS services support newsgroups, too, so you might have access to this area from there.

List servers operate differently than newsgroups. When you subscribe to a list server, you are joining a group mailing list. Anyone in the world who posts a message addressed to the list server will have a copy of that message distributed to each and every person who has subscribed to that list.

With newsgroups, you must make an effort to read the postings. When you join a list server, you receive copies of each message directly in your e-mail account, just as if the person had sent the mail personally to you. You get a lot of mail, which clutters your e-mail box, but you don't miss anything. A week away from a newsgroup, and something important can pass you completely by.

Some commercial BBS systems allow you to exchange mail with Internet users, and you can probably subscribe to Internet list servers from there. Be sure to check if you are charged a fee for each Internet message you receive, though. Otherwise, it could get expensive if you exchange a lot of Internet mail.

Phone card collectors will probably want to sub-

	America Online	CompuServe	Internet
Information & sign-up	800-827-6364	800-848-8199	Locate an Internet Service Provider (ISP) by asking at your local computer software store or computer department of a local college or university.
Sign-up cost	None if you phone for the introductory kit.	None if you phone for the introductory kit.	Varies among ISPs. Example: EriNet in Dayton, Ohio, sells an introductory classroom course and the first month of access for \$70.
Free usage	10 hrs. during 1st month.	1 month plus \$15 usage credit.	Varies among ISPs.
On-going charges	\$9.95 / mo. for 5 hrs. + \$2.95 for every hour thereafter.	Two options: 1) \$9.95 flat rate + \$4.80 / hr. for telecards & other special areas. 2) \$2.50 flat rate + \$12.80 / hr. for telecards & other special areas.	No charge for the Internet itself. ISPs frequently offer different rates for individuals, students, businesses and those who want full-time dedicated lines. Typical flat rates for individuals (non-students) range between \$20 and \$30 per month.
Materials provided	Computer disc plus 40 page "America OnLine Member Guide" for DOS or Macintosh computers.	Computer disc plus: 72-page user manual, 120-page general guide & 48-page new member guide (DOS or Mac).	Very basic information given when account is established. Books and more detailed information available through many ISPs and computer bookstores at various prices.
Locations of phone card activity	Collectors Corner	Enter "Go Telecards"	Opportunities on the World-Wide Web (www) are too numerous to list. The Moneycard Collector www home page operated by HyperMedia Technologies is: http://hmt.com/phonecards/moneycard/index.html
Systems Operator (SYSOP)	No area specifically for telephone cards but messages and other information within "Other Collectibles".	For Telecards - Jim Moran: Phone (708) 991-1228; Fax: (708) 359-4275; CompuServe address: 70007,2258	N.A. To reach the index page of phone cards, enter http://hmt.com/phonecards/index.html
Other	Offers Internet access as part of normal service.	Offers Internet access at the normal hourly rates. More phone card activity than AOL.	Number of sites with phone card information growing very rapidly.
Moneycard Address	MurrayC466	75757,3435	murrayc466@aol.com or mchurch@erinet.com

scribe to "phonecard-collectors@nic.funet.fi". Send a message to this address and in the subject line of the message type, "Subscribe phonecard-collectors Your Name". Do the same thing in the first line of the message, and then send it. Soon you will start getting all sorts of mail. If it is too much, simply repeat the process, but type "Unsubscribe phonecard-collectors Your Name". You will be removed from the list.

So far, we have talked about interacting with people by text in the form of messages. The real power of the Internet, though, and the reason that more than 100,000 new people are going online every day, is in the beauty and simplicity of the World Wide Web, or WWW. You will need a full Internet connection from your ISP for this, and a fast modem (14,400 bps or faster).

Once you have "Web browser" software installed in your Macintosh or Windows-compatible PC, you will have the world at your fingertips. You will be able to jump from Asia to Africa with a single click of your mouse. It is simply awesome! We could point you toward a million places to go, but the fun of "surfing the Web" is discovering these on your own. We will give you a starting point, however, and from there you can explore elsewhere.

If you're a phone card collector, you will want to link to: "http://www.phonecards.com". At that site, Martin Berson and yours truly (Bill Peay) will start you off with online collecting, and point you to other collectors in Australia, Europe, and the United States. Or you can check out *Moneycard Collector's* home page (see chart). Soon you will be surfing solo with ease.

Phone cards represent the encapsulation of high technology within a tiny piece of plastic. It is only fitting that high tech equipment be used as a meeting ground for high tech phone card trading. Make this your opportunity to enter the cyberworld.

Whether you start your journey with a BBS, or plunge right into the Internet, you should now have most of the information you need to begin contacting phone card collectors, and soon phone card manufacturers, dealers, and the like. Once you're connected, drop me an e-mail message. I'd love to hear from you. I'm just a keystroke away in Hawaii at "bpeay@aloha.net". Or contact Murray Church, the *Moneycard Collector* publisher, in Ohio at "mchurch@erinet.com".

MC

ONLINE AUCTIONS Whether you are looking to buy or sell, the weekend is your time to deal. Each Friday, a catalog for the weekly "Telequest Auction," which originates in the Telecards Section of CompuServe, is posted on both CompuServe and on the Internet's "rec.collecting" newsgroup. The weekly auctions run Friday through Monday and updates are posted daily. Mondays updates are posted at noon, 6 pm and 11 pm, EST.

First-time bidders who have responded to the one-time posting on "rec.collecting" each week, automatically receive all the e-mail updates for that particular week. Of course, all participants automatically receive a listing of the winning bids for the week.

All bidding for phone cards is "blind" and no one but the auctioneer knows who the bidders are or sees the bids until an update is posted. Confidential bidder numbers are assigned for each auction.

CompuServe participants do all their bidding directly in the Telecards section by navigating to GO TELECARDS. Internet users and users of commercial BBS systems with Internet e-mail access who want to receive the auction e-mailings can subscribe. Send an e-mail message addressed to "70007.2253@compuserve.com" with the subject line "Telequest Auction" and the word "subscribe" in the body of the message.

Over the past year phone card auction prices have varied from \$1 for a used BT Kellogg's Corn Flakes card to a reserve bid of \$25,000 for an original envelope-sealed AT&T "Pow-Wow" E.T. card with no bar code. Just about everything that's been available in U.S. telephone cards has appeared on the electronic auction.

According to Jim Moran, facilitator of the CompuServe site, "Soon we will have an auction whose complete proceeds will be allocated between three children's charity organizations, UNICEF, Make a Wish Foundation and the Ronald McDonald House Foundation. A number of U.S. telephone companies, dealers and individual collectors have been kind enough to donate cards for the event."

Bill Peay

ACMI & TTA

An early entry into the realm of phone cards via computer was Memphis-based ACMI. In July 1984 the telco established the TTA (Telecard Trading Association), the purpose of which was to promote the purchase and trade of phone cards via computer.

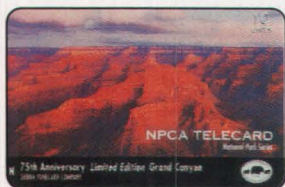
In return for a \$40 membership fee, customers receive custom software for IBM / compatible computers, quarterly newsletters and four ACMI phone cards per year.

TTA currently has some 500 members, including a

large number of dealers. Unlike on-line services, TTA members post and retrieve messages off-line.

ACMI President Kevin Pirolo is gratified with results thus far, and is working to expand the service. According to Pirolo, "These are very serious collectors who have made a conscious decision to get on-line specifically for phone cards. What I am personally doing is contacting all of the telco issuers and educating them to the benefits of putting tidbits of information about their cards on our service."

NATIONAL PARKS



Sierra Fonecard Co., NPCA, Grand Canyon, \$10 denomination, 5,000 issued, October 1994 release.



Sierra Fonecard Co., NPCA, Everglades National Park, \$10 denomination, 2,500 issued, January 1995 release.

SIERRA CARDS RECREATE 13 NATIONAL PARKS

Purple mountain vistas of beauty will unfold in front of the collector who obtains the National Parks and Conservation Association (NPCA) prepaid telecard set. The NPCA was founded in 1919 as

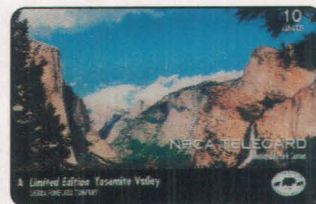
America's only private nonprofit citizen organization dedicated solely to protecting, preserving, and enhancing the U.S. National Park System.

Sierra Fonecard Co. of Oakhurst, Calif., supports the NPCA by issuing a series of phone cards that will depict 13 of America's national parks and will spell out NATIONAL PARKS.

The first card, the "N" card, proudly celebrated the 75th Anniversary of the Grand Canyon National Park. Depicting the Grand Canyon in the summer, the card is ablaze with majestic purple-blue and red-orange. Limited to 10,000, there have been 5,000 cards issued to date with a denomination of \$10.

The second card released, the "A" card, depicts the view seen last year by four million visitors to Yosemite National Park. As tourists

Sierra Fonecard Co., Association NPCA, Yosemite National Park, \$10 denomination, 2,500 issued, November 1994 release.



drop into the valley and come through the entrance tunnel, they are met with a panoramic view of Yosemite Valley with Half Dome in the center and Bridal Veil Falls to the right. There were 2,500 of these phone cards issued, also with a \$10 denomination.

Portraying a white egret stalking in the Florida Everglades, the third card in the series, the "T" card, was released in February 1995. There were 2,500 issued with a \$10 denomination.

Telecommunication services are provided by ACMI of Memphis at a rate of 25-cents a minute. The cards are rechargeable and a portion of the proceeds supporting the NPCA preservation of the National Parks. For additional information, contact Sierra Fonecard Company, P.O. Box 2080, Oakhurst, CA 93644-2080; phone: (800)987-5330.

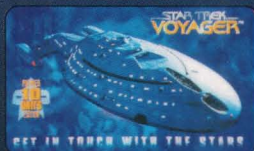
Nancy Blackburn

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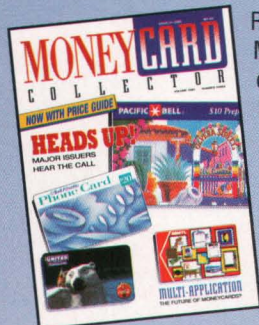
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Dealer Inquiries: (215) 283-4465

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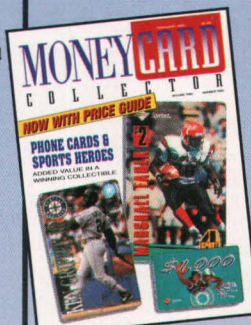
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- **One Year Subscription to Moneycard Collector** — essential hobby and industry information each month

OCQN7 - \$37.95 + \$4.50 shipping = \$42.45
(retail value is \$44.90!)

OFFER TWO



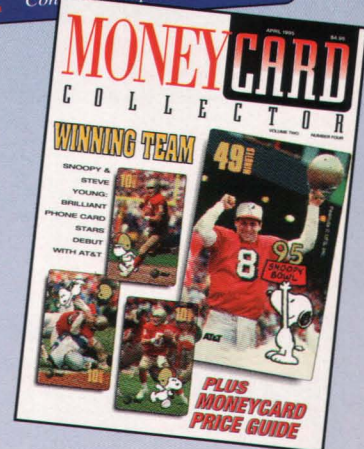
Order a one-year subscription to Moneycard Collector — 12 issues a year — plus the **ConQuest Limited Edition Five Card Sportscard Series** set. A specialist in enhanced telecommunications services, ConQuest distinguishes itself in the phone card industry as a facility-based long distance provider. ConQuest asks collectors to "cash in on our experience." What better way to establish a foundation for your moneycard collection?

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



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MONEYCARD

COLLECTOR

PRICE GUIDE

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
Access International				
Unknown	4000	20 U	Hot Shots - 2nd Edition	\$10.00
Unknown	5000	20 U	Images of Hawaii - 4-Card Set	\$40.00
ACMI				
1994	2800	\$7.00	Anywhere Card	\$65.00
9/28/94	480	\$10.00	Batman - 1st Edition	\$40.00
9/1/94	5000	\$2.00	Black Bear in Tree - TTA	\$25.00
7/4/94	5000	\$3.00	Blown Away	\$9.50
9/8/94	5000	\$3.00	Cardex '94 Card	\$8.50
8/19/94	1996	\$7.00	Endangered Clinton	\$10.00
8/1/93	1800	\$3.00	Endangered Species - Panda	\$135.00
5/15/94	5000	\$3.00	Endangered Species - Cheetah	\$11.00
3/4/94	5000	\$3.00	Endangered Species - Collage	\$11.00
8/30/94	5000	\$3.00	Endangered Species - Gray Wolf	\$9.00
12/1/93	1800	\$3.00	Endangered Species - Harp Seal	\$50.00
1/15/94	5000	\$3.00	Endangered Species - Humpback Whale	\$16.00
3/4/94	5000	\$3.00	Endangered Species - Macaw	\$13.00
9/29/94	2500	\$3.00	I Luv U Series - Little Girl	\$10.00
9/1/93	3000	\$6.00	Jerry Lee Lewis - 5-Card Set	\$40.00
9/1/94	4000	\$7.00	Marilyn Monroe - M	\$10.00
3/4/94	1500	\$7.00	NASA'S 25th Anniversary - Man On The Moon	\$14.00
1/1/94	300000	20 U	Ryder Truck Rental Collector's Series	\$95.00
8/9/94	5000	\$6.00	Smokey Bear	\$10.00
6/1/94	2500	\$3.00	Toyota Camry	\$11.00
2/1/95	2000	\$6.00	USA Philatelicard #1	\$6.00
Alaska Telecom				
9/1/92	2684	75 U	Alaska State Flag	\$250.00
3/1/94	5000	N/A	Dog Mushing/Northern Lights/Eskimo Hunter/Bald Eagle	\$125.00
3/1/94	5000	\$52.50	Eskimo Hunter	\$49.00
Ameritech				
7/1/94	6000	40&\$3	1994 ANA Convention - 2-Card Set	\$20.00
9/1/94	6000	\$40, \$4	CardEx Conference Series - 2-Card Set	\$12.00
2/1/94	5000	Var	Coinsaver - 4-Card Set, \$1,\$2,\$5,\$10	\$33.00
3/1/94	3000	\$2.00	G-7 Jobs Conference	\$60.00
12/1/93	5000	\$5.00	Holiday Edition Card	\$29.00
5/1/94	13900	2,5,10	Mackinac Island CoinSaver - 3-Card Set	\$29.00
3/1/94	5000	\$1.00	Phone Phair 1994	\$27.00
4/1/94	5000	\$2.00	Shareholders Meeting 1994	\$32.00
12/1/93	5000	Var	Snowflake First Editon - 5-Card Set, \$1,\$2,\$5,\$10,\$20	\$77.00
12/1/93	5000	\$20.00	Snowflake Issue	\$25.00
AmeriVox				
5/17/94	5000	\$1.00	\$100,000 Bill Card	\$20.00
9/27/94	3636	\$5.00	Aids Quilt Project	\$11.00
9/27/94	2777	\$7.00	American Phone Card Collectors' Club	\$40.00
7/1/93	500	\$5.00	ANA \$3 Gold - 1st Issue	\$30.00
7/1/94	5000	\$2.50	ANA 1994 Convention - Gold Piece	\$10.00
10/17/94	100	\$10.00	Batgirl (Test)	\$35.00
1994	5000	\$5.00	Beetle Bailey (Series I) - 5-Card Set	\$100.00
8/1/94	Unknown	\$5.00	Beetle Bailey (Series I) - 5-Card Set (Proof)	\$300.00
5/1/94	1000	\$5.00	Billboard -100 Year Issue	\$155.00
1/1/94	10000	\$10.00	Blue Hawaii	\$35.00
9/8/94	3511	\$5.00	Cardex 94 - Dutch ship	\$35.00
9/8/94	3000	\$5.00	Cardex 94 - Rembrandt	\$16.00
8/1/94	10000	\$20.00	Career Convention Vegas - Parrot	\$30.00
11/1/93	5000	\$2.50	Chief John Big Tree	\$100.00
1993	3777	VAR	Elvis Album Set (incl. 7.77 Card)	\$210.00
5/1/94	177	\$21.00	Elvis King of Hearts 1 (Test Card)	\$150.00
5/1/94	177	\$21.00	Elvis King of Hearts 2 (Test Card)	\$100.00
12/1/93	9777	\$7.00	Elvis Presley - Gold Card	\$135.00
10/1/93	2000	\$10.00	Elvis Presley - Security ID Card	\$25.00
1/1/93	5000	\$20.00	Hello Canada	\$37.00
3/1/95	3500	\$5.00	Hollywood Goddess - Telecard World West '95	\$15.00
9/1/93	12222	\$20.00	Hologram Globe Card	\$50.00

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

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

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

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

- Acme Telecards
- North Americards
- Bruce Gibbings Telecards
- Flanagan's Fonecards
- Global Telecard
- International Phonecard Exchange
- KARS Unlimited
- Keep the Change
- M.A. Storck Co.
- Marin Numismatics
- Numismatic Investment & Collectibles
- Phone Cards Hawaii
- Phone Cards Plus
- Sears Stamp & Coin (Clearwater, Florida)
- Steve Eyer Inc.
- Telecards Hawaii
- TeleTrading Cards, Inc.

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



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Specializing In -

Unique
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Low Mintage
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Calling Instruments

A Few Current Examples -

• 1992 Fone America Inc. #D1.
Only 300 Cards in existence!

• The World's First Remote
Memory Phone Coin

• USA/Japan Expo Card

• Low Mintage Show Cards

• New Low Mintage Jumbos

Collectors please write, call
or fax for full information -



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Tarzana, CA 91356

Ph: 818-609-7666 Fax: 818-609-9725

-Dealer & Agent
Inquiries Invited -

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
AmeriVox continued				
12/1/94	25000	\$21.00	Jacqueline Kennedy Onassis	\$30.00
12/1/94	10000	Var	JFK Memorial Album - 16-Card Set, \$5,\$10,\$15,\$20	\$320.00
3/1/94	5500	\$5.00	Lady Washington (Phone Phair)	\$15.00
6/1/94	10000	\$10.00	Patsy Cline	\$25.00
9/1/93	500	\$5.00	Perillo 24ct Gold Card	\$140.00
12/1/93	5000	\$2.50 EA	Perillo Indian #1 - 3-Card Set	\$45.00
3/1/94	1000	\$2.50	Phone Phair 1994 Powell Associates Collage	\$25.00
9/1/93	777	\$5.00	Richmond Convention 1993	\$175.00
9/1/94	100	5 M EA	Robin Woods-Favorite Dolls - 4-Card Set	\$110.00
11/1/94	500	5 M	Ronald McDonald House/Coca Cola - 4-Card Set	\$450.00
8/7/94	3000	\$5.00	Taste America	\$18.00
1/1/94	3000	\$1.00	Telecard World - Big Apple	\$20.00
1/1/94	2700	\$5.00	Telepax Peace Issue - 4-Card Set	\$120.00
6/1/94	5000	\$10.00	Three Stooges	\$25.00
6/1/94	2000	\$10.00	Wyland Whales - 5-Card Set	\$105.00
AT & T				
5/1/92	Unknown	10 U	American Bald Eagle	\$22.00
3/1/93	5000	10 U	Art Deco District, Miami Beach	\$21.00
7/1/92	500	25 U	Democratic Convention	\$380.00
6/1/92	5000	10 U	E.T. in Envelope	\$50.00
4/1/93	4500000	3 U	McDonald's Big Mac	\$110.00
12/1/93	10000	10 U	Peace	\$85.00
8/1/92	1050	10 U	Republican National Convention	\$400.00
Bell Atlantic				
1/1/95	TBA	\$20.00	Blue Phone	\$27.00
1/1/95	TBA	\$5.00	Green Phone	\$11.00
1/1/95	TBA	Var	Phones - 4-Card Set, \$2,\$5,\$10,\$20	\$55.00
1/1/95	TBA	\$2.00	Red Phone - Complimentary Card	\$6.00
1/1/95	TBA	\$10.00	Yellow Phone	\$17.00
BellSouth				
1/1/92	300	\$3.00	Belmont College Trial Card	\$400.00
2/1/95	TBA	\$5,\$10	Flamingo - 2-Card Set	\$35.00
12/1/94	2500	\$1,\$5,\$10	Summit of the Americas - 3-Card Set	\$35.00
8/1/94	TBA	None	Test Card - UAB Technical Trial	\$65.00
8/1/94	TBA	Var	UAB Trial Card - 4-Card Set, \$1,\$5,\$10,\$20	\$60.00
8/1/94	TBA	\$20.00	UAB Trial Card - Blue Phone	\$30.00
8/1/94	TBA	\$10.00	UAB Trial Card - Partyline	\$20.00
8/1/94	TBA	\$1.00	UAB Trial Card - Payphones	\$6.00
8/1/94	TBA	\$5.00	UAB Trial Card - Touchtone	\$10.00
Bravo Technologies				
11/1/93	12000	Var	Pacific Coast Art - 5-Card Set	\$110.00
Brilliant Color Cards				
4/1/94	5000	5 U	Brilliant Phone Phair - 4-Card Set	\$45.00
3/1/95	1000	10 M	Banana Phone - TeleCard World West '95	\$20.00
11/1/93	5000	7 U	Debit-card Woman	\$85.00
9/1/93	500	7 U	Debit-card Woman - Jumbo	\$350.00
3/4/94	5000	5 U	Phone Card Family - Large	\$250.00
9/10/93	500	7 U	Telecard Man	\$220.00
9/25/93	100	7 U	Telecard Man - Jumbo	\$975.00
Cable & Wireless				
10/1/94	2500	\$3.00	TeleCard World '94 Promo	\$25.00
3/1/95	3000	\$3.00	TeleCard World West '95	\$15.00
CDG				
6/1/94	5000	\$5.00	In a Tight Spot? 8-ball card	\$8.00
10/1/94	1000	\$5.00	1994 American Telecard Expo	\$20.00
10/1/94	1000	\$5.00	American Telecard Conv. Cactus	\$13.00
6/1/94	5000	\$10.00	Booker T & MGs	\$15.00
8/1/94	2500	\$10.00	The Unseen Works of Jack Kirby - 3-Card Set	\$30.00
9/1/94	5000	\$10.00	Tony Bennett	\$13.00
Collectors' Advantage				
6/1/94	2500	\$10.00	Indian Motorcycle	\$12.00
9/1/94	2500	VAR	Super Models - 4-Card Set	\$42.00
ConQuest				
3/1/94	5000	25 U	Break the Bank - Piggy Bank w/Coins	\$9.50
3/1/94	5000	\$8.75	CQ Talks - Regular Logo	\$10.00
1994	5000	25 U	Eagle Card	\$10.00
3/1/94	10000	25 U	Gold Coins	\$10.00
2/1/94	5000	5 M	L.A. Earthquake Relief Donation Card	\$40.00
3/1/94	Unknown	\$8.75	Mount Rushmore	\$9.00
9/1/94	1600	5 M	Sears - (Silver Card)	\$22.00
Future Call				
9/1/94	2500	\$10.00	Star Trek: Boldly Go Premiere Edition	\$15.00
9/1/94	2500	\$10.00	Star Trek: Capt Kirk/Capt. Picard Premiere Edition	\$15.00
3/1/95	TBA	10 U	Star Trek: Generations - 13-Card Set	\$175.00
Globalcom 2000				
11/1/93	5000	\$10.00	7-11 Card	\$20.00
1/1/94	3000	\$10.00	Frontera Card	\$12.00
12/1/93	32000	\$10.00	Marilyn - Christmas	\$11.00
12/1/93	39500	\$10.00	Marilyn - Red Gown	\$12.00
2/1/94	5000	\$3.00	Marilyn Monroe - Valentine	\$12.50
1/1/94	7500	\$10.00	MONA - Museum of Neon Art	\$15.00

	DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
GTE - Hawaii					
	9/1/91	6500	7 U	1991 Aloha Parade - Floral Float	\$30.00
	1/1/93	1000	3 U	28th Hawaiian Open	\$140.00
	1/1/94	6000	3 U	29th Hawaiian Open	\$20.00
	12/1/94	5000	10 U	94 Kenwood Cup	\$40.00
	6/1/93	2500	3 U	Canoe	\$21.00
	9/1/91	2500	3 U	Pa'u Rider - Maui	\$14.50
	7/1/93	1000	3 U	Sun & Fun	\$55.00
	9/1/92	10000	6 U	Windsurfing	\$35.00
GTI Telecom					
	11/1/93	112500	10 U	Bud One Airship	\$10.00
	11/1/93	90000	40 U	Crock Rock - English	\$21.00
	11/1/93	112500	20 U	Dog Gone Artist - English	\$13.50
	3/1/93	500000+	20 U	Kennedy Space Center - English	\$15.00
	11/1/93	2000	20 U	NASA Space Shuttle Launch	\$12.00
	11/1/93	112500	30 U	Rad Bad Duck - English	\$18.00
GTN					
	2/1/94	1000	20 U	Cool Daddy Clinton	\$12.00
	6/1/94	2000	20 U	Florida Cat License Plate	\$12.00
	5/1/94	5000	25 M	Magic Eye Series - Fish	\$14.00
	5/1/94	3000	25 M	Magic Eye Series - Raindrop	\$25.00
GTS					
	7/1/94	2000	15 U	Cyberforce I	\$12.50
	2/1/95	2000	10 M	Led Zeppelin The Swan Song Cover	\$16.00
	2/1/95	2000	10 M	Led Zeppelin Wheatfields Album	\$16.00
	6/1/94	8000	20 U	Marvel - 2nd Issue Set	\$70.00
	6/1/94	8000	20 U	Marvel Comics: X-Men Phoenix	\$15.00
	9/1/94	5000	10 U	Marvel Halloween - 4-Card Set	\$40.00
	12/1/94	TBA	20 U	Marvel/ Kaybee Toy - 5-Card Set	\$75.00
	5/1/94	5000	20 U	Marvel - 1st Issue Set	\$75.00
	11/1/94	5000	12 U	Mickey Mantle Series 1 - 5-Card Set	\$95.00
	11/1/94	5000	12 U	Mickey Mantle Series 2 - 5-Card Set	\$70.00
	4/1/94	1000	20 U	Phila. Museum - 5-Card Set	\$65.00
	11/1/94	5000	20 U	Season's Greetings	\$12.00
	10/1/94	350000	5 U	Taco Bell	\$11.00
	4/1/94	1000	16 U	USPS - Hirschfeld 10-Card Silent Screen Set	\$130.00
	12/1/93	5000	17 U	USPS AIDS Awareness w/FDC	\$25.00
	6/1/94	2000	20 U	Woodstock II	\$35.00
HT Technologies					
	9/2/94	2500	\$9.00	94 San Fran. Jazz Fest.	\$20.00
	11/1/94	2000	10 U	Chen Times Square - 3-Card Set	\$65.00

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Xmas \$10 and
\$20 set\$70.00
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\$20 card\$40.00

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Taronga, Melbourne,
Adelaide
Set of Four\$90.00

Coke USA
3 Min. Dillons, United
or Smiths - Very
scarce cards
Call/Wanted

Snow White New
Zealand 3 card set
\$5 - 3000 issued with
folder\$150.00
(L1)Lion King\$125.00
Pinocchio 2 card set
3000 issued\$65.00

GAF/MCI
\$10 Year of the Pig
2,000 issued....\$10.00
Telecard World '95
\$5 Puzzle Card
1,000 issued....\$10.00

Classic Assets II
in stock
24 one min.\$50.00
24 two min. ..\$125.00
All other inserts
including Racing Call

GAF Big Cat Series
Set of 4 - 20 units
2,000 issued
w/presentation
gold frame.....\$60.00

USACard
\$10 Jerry Rice
5,000 issued....\$25.00
\$10 signed\$100.00
\$49 127 issued\$300.00
\$49 signed
127 issued\$400.00

Hall of Fame
Dan Marino 5 Min.
2,000 Issued ..\$25.00
Signed Card..\$100.00
Proof CardCall
Matching lithos ..Call

Classic Assets Series I
24 - 1 min. cards \$60.00
L1 24 - \$2 Cards \$175.00
\$1000 Shaq or
\$2000 Smith sample
card each\$20.00
Both\$35.00

GTE
3000 issued Super
Bowl Helmet 15 unit
or SuperBowl XXIX
29 units each ..\$50.00
Both\$85.00

AmeriVox
Tony Gwynn
850 issued\$20.00
Signed
150 issued\$200.00

Coke Down Under
Polar Bear\$60.00
Santa\$60.00
Disney 2 card
set each\$70.00
Both.....\$170.00

Babe Ruth Show
Collection 2 card set 20
min. Ruth and Cobb or
Ruth and Gehrig
(per set)\$25.00
Both Sets\$45.00

AT&T Steve Young
Snoopy Bowl 10 min.
3 card set
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UP Albums case\$34.00
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Price List On Request

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
Interactive Telephone				
8/1/93	65000	12 M	Budget Gourmet	\$12.00
3/1/93	150000	5 M	Playtex 18-Hour	\$9.00
Laser Radio / Go Phone!				
11/1/94	1000	\$10.00	Bear Bull Blackfoot (ACMI)	\$14.00
11/1/94	1000	\$10.00	Geronimo Card (ACMI)	\$14.00
9/1/94	2600	\$12.00	Marilyn (NOS)	\$15.00
9/1/94	2600	\$10.00	Marilyn-Made In America (NOS)	\$12.00
1994	2000	\$10.00	One-Eyed Jackie (ATI)	\$8.50
1/1/95	1000	\$10.00	Rain-In-The-Face (ACMI)	\$18.00
1994	2000	\$10.00	Salvador Dali (NOS)	\$11.00
1/1/95	1000	\$10.00	Sitting Bull (ACMI)	\$18.00
LGI				
12/1/93	Unknown	10 U	Rose	\$8.00
12/1/93	Unknown	30 U	Waterfall	\$25.00
LDDS				
11/1/93	1500	10 M	Mt. Rushmore	\$20.00
2/1/93	100000	5 M	Pepsi Phonepass	\$15.00
9/9/94	2000	30U	Robo Cop	\$20.00
MCI				
8/1/93	Unknown	10 U	Phone Cash	\$8.00
Metropolitan Transport Authority				
	20000	\$5.00	Guggenheim Museum Metrocard	\$9.00
	20000	\$5.00	World Trade Center MetroCard	\$9.00
Michigan Bell				
1987	Unknown	\$5.00	Blue & White L & G	\$65.00
1987	2500-10000	Var	University of Michigan - 5-Card Set, \$2,\$5,\$10,\$20,\$40	\$430.00
6/10/09	20000	\$0.40	University of Michigan Comp. (notched)	\$550.00
NAT				
1994	1500	7 U	Keep the Change Store	\$40.00
5/1/94	2000	\$20.00	Dolphins	\$20.00
5/1/94	3000	\$10.00	Manatees	\$10.00
5/1/93	1000	120 M	Salute To Veterans Racing Team	\$250.00
5/1/94	2000	\$20.00	Sea Turtle	\$20.00
3/1/93	2000	\$5.00	Traveller's Choice	\$5.00
Nice Telecom				
9/1/93	50000	\$10.00	24th NYC Marathon, 1993	\$15.00
NYNEX				
5/1/94	65000	\$10.00	Ballerina - Magnetic	\$18.00
10/1/94	60000	\$5.00	Big Apple-I Love NY Card	\$7.50
5/1/94	45000	\$20.00	College Graduate - Magnetic	\$40.00
12/1/91	71088	\$1.00	Complimentary Yellow Phone	\$50.00
7/1/92	12000	\$5.25	Democratic Convention - Liberty Head - 205B	\$295.00
7/1/92	20000	\$1.00	Democratic Convention - Skyline - 205A	\$850.00
4/1/93	47893	\$5.25	Ellis Island - 4-Card Set	\$62.00
11/1/92	65000	\$5.25	Empire State Bldg. 1	\$38.00
2/1/93	77050	\$5.25	Empire State Bldg. 2	\$20.00
12/1/94	17000	\$5.00	Holiday Peace Card	\$8.00
10/1/94	25000	\$1,\$5,\$10	King Kong - 3-Card Set	\$24.00
12/1/91	50000	\$5.25	New York Skyline	\$10.00
5/1/94	85000	\$5.00	New York Stock Exchange - Magnetic	\$9.50
8/1/93	61963	\$5.25	Summer in the City	\$125.00
2/1/94	26140	\$5.25	The Spirit of Service	\$22.00
Pacific Bell				
12/1/94	TBA	\$5.00	California Holidays Xmas License Plate	\$32.00
12/1/94	TBA	\$5.00	Cellular Santa	\$35.00
10/1/94	TBA	\$5.00	First Edition Numbers/Colors	\$25.00
10/1/94	TBA	\$5.00	First Edition Olvera St.	\$30.00
10/1/94	TBA	\$5.00	First Edition Surfer/LA	\$25.00
12/1/94	TBA	\$5.00	First Edition Xmas 94 - 4-Card Set	\$95.00
12/1/94	TBA	\$5.00	Holiday Theme Red Circle	\$30.00
12/1/94	TBA	\$5.00	LA Santa at the Beach	\$30.00
11/1/94	TBA	\$5.00	Set of 3 Themes (\$5)	\$100.00
People's Telephone				
1994	5000	Unknown	Beatles - Monterey Pop Drawing	\$40.00
1994	Unknown	20 U	Frazetta Hologram - 3-Card Set	\$50.00
3/1/94	5000	20 U	Playboy Hologram	\$29.00
3/1/94	5000	25 U	The Dark - 2-Card Set	\$40.00
1994	500	25 U	The Dark - 2-Card Set Signed	\$50.00
Phone Line USA				
11/1/93	10000	\$10.00	Phantom of the Eagle (International Calls)	\$12.00
11/1/93	10000	\$10.00	Save the Whales (Domestic Calls)	\$16.00
11/1/93	4500	Var	Stargate - 3-Card Collectors Set in Folder, 5 M,\$15,\$15	\$55.00
11/1/93	4500	Var	Stargate - 3-Card Collectors Set no Folder, 5 M,\$15,\$15	\$39.00
Phonecard Hawaii				
11/1/94	1000	10 U	Apollo - Circle of Life Dolphin	\$12.00
10/21/94	1000	N/A	Apollo - Wild in Paradise	\$12.00
Plessey/GPT				
7/1/87	250	VAR	Planet Earth - 5-Card Set	\$750.00
Prepaid Telecom				
7/1/94	6700+	\$5.00	1934 Mallards Alighting - Gold Star	\$275.00
7/1/94	6700+	\$15.00	1994 Red Breasted Merganser	\$17.50
3/1/94	500	\$50.00	Gordon Cooper Astronaut Card - Signed	\$95.00

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
Prepaid Telecom continued				
3/1/94	8500	\$5.00	NASA 10 Endeavor Atop Mobile Launcher	\$10.00
3/1/94	8500	\$5.00	NASA 4 Lunar Module	\$17.50
3/1/94	8500	\$5.00	NASA 7 Columbia - First Shuttle Lanuch	\$6.00
Quest/Liberty				
10/1/94	1200	\$10.00	Africa	\$15.00
5/1/93	1000	\$5.00	APCC (Get Out of Jail Free)	\$295.00
5/1/93	1000	\$5.00	APCC (Las Vegas)	\$85.00
6/1/93	1500	\$10.00	College Career	\$13.00
6/1/93	2000	\$25.00	Degas - Second Printing	\$33.00
8/1/94	5000	\$25.00	Kathmandu - 5-Card Set	\$47.00
2/6/94	1200	\$10.00	Kids World	\$17.00
1/1/94	1100	\$10.00	Nature Conservancy - Snake River	\$17.50
1/1/94	1200	\$10.25	NRA - 4-Card Set	\$85.00
10/1/93	750	\$50.00	Seurat - Second Printing	\$62.00
8/1/94	1200	\$5.00	Summer Camp	\$10.00
11/1/94	2500	\$10.00	Tie Dye	\$13.00
6/1/93	4000	\$25.00	Vincent Van Gogh	\$25.00
6/1/93	1750	\$10.00	Wave	\$12.00
Seva				
9/1/93	100	100 M	Seva - Indigenous Peoples - NAT	\$50.00
9/1/93	350	100 M	Seva: 15 Years - ACI	\$40.00
SmarTel				
1/1/95	500	30 U	House at Tanglewood	\$25.00
10/1/94	150	10 U	TeleCard World '94	\$140.00
Southern New England Telecommunications				
11/1/93	5500	\$5.00	Internal Trial Card	\$12.00
Unknown	Unknown	50 U	Winter Scene	\$40.00
Sprint				
1/1/94	Unknown	3 U	Coca Cola Monsters of the Gridiron	\$45.00
1993	Unknown	10 U	Hallmark - Alligator	\$11.00
9/1/92	1500	10 U	Hallmark - Maxine	\$30.00
11/1/93	500	\$100.00	Hallmark - Original 47 Card Set with Greeting Cards	\$1,295.00
1994	800	N/A	Hallmark - Original Set 6 Christmas Non-Test Cards	\$125.00
9/1/94	3125	Unknown	NBC Fall Lineup - The Cosby Mysteries	\$65.00
Telexmax, Inc.				
1994	5000	Unknown	Christmas 1994 - 3-Card Set	\$25.00
1/1/94	5000	\$5.00	Dodo the Clown	\$7.00
9/1/94	10000	\$5.00	Power Rangers - 4-Card Set	\$75.00
TeleTrading				
3/1/94	5000	\$5.00	Dorothy & Toto	\$10.00
3/1/94	5000	\$5.00	Wizard of Oz - 6-Card Set	\$52.00
Teleworld				
11/1/94	2500	\$10.00	Claudia Nierman - 3-Card Set	\$35.00
6/1/94	5000	\$10.00	Leonardo Nierman - 4-Card Gallery Series	\$45.00
TLC				
11/1/94	1000	20 Stories	1994 Call Santa Teletory	\$18.00
TravelTel				
12/1/93	1500	Var	ASU - Arizona State University - 3-Card Set, 10U,20U,50U	\$75.00
12/1/93	3000	20 U	Georgia Peach 1	\$20.00
12/1/93	1993	10 U	Indian Motorcycle - 2-Card Set	\$12.00
12/1/93	3000	20 U	Phone Phair 1994 Card	\$20.00
Universal Network				
9/1/94	2500	\$10.00	Evil Knivel	\$10.00
Univox				
2/1/94	1000	20 U	Phone Phair Frisco Flags	\$22.00
US West				
8/1/93	5000	\$22.00	Northwest Legacy - 5-Card Set (Includes Headband)	\$110.00
8/1/93	5000	Unknown	Smart Card (Given Out at Smart Card Show)	\$140.00
USACard				
7/1/94	1000	\$2.50	1994 ANA \$2.50 Comp. Issue	\$35.00

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McDonalds	125.00
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4 card Disney & Mickey	
BELL SOUTH	
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Test card (scarce)	75.00
or five each @	50.00
COCA-COLA	
Dillions	CALL

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Koi	9.00
Leis	12.00
GTS	
5 card Mantle	70.00
6 card Marvel	65.00
1869 Upper Deck	
Redstockings	225.00
IDB	
Gretsky	45.00
L&G	
3 card Manning Prison	100.00
LDOS	
Miami Heat	25.00
7-Up (scarce 500 issue)	30.00
3 card Times Square	45.00
MARILYN MONROE	
Most cards	CALL
NYNEX	
\$5 Dem. Convention	225.00
Yellow Telephone	40.00

PACIFIC BELL	
First Edition Set of all 9	150.00
First Edition Set of \$5	50.00
PEOPLES TELEPHONE	
Most available	CALL
SPRINT	
Set of 24 World Cup Soccer	240.00
Coke Monsters of Gridiron	50.00
STARGATE	
Stargate set	40.00
TELETRADING CARDS	
4 Card Babe Ruth 1st	40.00
VISTA UNITED	
New Third Issue 4 Card Set	200.00
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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
USACard continued				
9/1/94	1000	\$5.00	Hong Kong Coin Convention	\$30.00
10/1/94	1000	\$5.00	Long Beach Coin & Collectible Expo '94	\$25.00
10/1/94	5000	\$5.00	Olde Tyme Santa	\$8.00
2/1/95	1000	\$5.00	To My Valentine	\$10.00
2/1/95	500	\$10.00	To My Valentine	\$15.00
Vista United Comm.				
12/1/94	2500	\$8.00	1994 Christmas Angel	\$15.00
12/1/94	3500	\$15.00	1994 Christmas Angel	\$25.00
12/1/94	1000	\$30.00	1994 Christmas Angel	\$95.00
12/1/94	1000	8,15,30	1994 Christmas Angel - 3-Card Set	\$125.00
3/1/95	TBA	Var	1995 Stock Card (General Issue) - 4-Card Set, \$7.50,\$15,\$30,\$55	\$150.00
12/1/94	736	5,10	Children's Christmas Card - 2-Card Set	\$45.00
12/1/94	783	\$5.00	Children's Christmas Card - Cat	\$20.00
12/1/94	736	\$10.00	Children's Christmas Card - Flamingo	\$30.00
1994	500	Var	Complete 14-Card Set 1994	\$1,750.00
12/1/94	3702	\$10.00	Disney Credit Card Promo Card	\$245.00
1/1/95	500	\$5.00	Disney Non-cast Member	\$95.00
1/1/95	1000	\$10.00	Disney Non-cast Member	\$50.00
1/1/95	500	\$20.00	Disney Non-cast Member	\$140.00
1/1/95	500	5,10,20	Disney Non-cast Member - 3-Card Set	\$275.00
9/1/94	2000	\$5.00	Disney Premiere Cast Member	\$95.00
9/1/94	2000	\$10.00	Disney Premiere Cast Member	\$145.00
9/1/94	1000	\$20.00	Disney Premiere Cast Member	\$235.00
9/1/94	1000	\$5,\$10,\$20	Disney Premiere Cast Member - 3-Card Set	\$470.00
1994	600	\$5.00	Disney Telecom Magic	\$335.00
1994	2000	5 M	Disneyana III Convention	\$295.00
Western Union				
9/1/94	15000	\$5.00	Wright Brothers	\$7.00
Worldconnect				
8/1/94	1000	3 U	Wildlife Babies Number One	\$3.00
Worldlink				
4/1/94	30000	5 U	Exxon Tiger	\$7.00
6/1/93	2000	10 U	Florida Alligator	\$6.00
6/1/93	2000	10 U	Florida Panhandle	\$6.00
1/1/93	2000	25 U	Hope Soap (K)	\$15.00
4/1/94	1500	\$10.00	Marilyn Monroe (Series 2) - 3-Card Set	\$30.00
3/1/94	1500	\$10.00	Marilyn Monroe Premiere Issue - 3-Card Set	\$85.00
4/1/94	4500	\$10.00	Marilyn Monroe: Portrait Close-up	\$12.00
6/1/93	10000	10 U	Space Shuttle Endeavour (E/S)	\$6.00

SPORTS RELATED CARDS

ACMI				
3/15/94	2500	\$3.00	Green Bay Packer Hall Of Fame - Bart Starr	\$11.00
3/15/94	2500	\$3.00	Green Bay Packer Hall Of Fame - Ray Nitschke	\$12.00
3/15/94	2500	\$3.00	Green Bay Packer Hall Of Fame - Vince Lombardi	\$11.00
3/15/94	2500	\$3.00	Green Bay Packer Hall Of Fame - Willie Davis	\$11.00
11/15/94	2500	\$3.00	Green Bay Packer Hall Of Fame - Lombardi/Starr	\$10.00
9/1/94	5000	\$6.00	Larry Bird A Card	\$12.00
9/1/94	4000	\$10.00	Larry Bird A Card	\$12.50
5/1/94	5000	\$6.00	Larry Bird L Card	\$11.00
5/1/94	4000	\$10.00	Larry Bird L Card	\$13.00
Amcall				
12/4/94	5000	\$10.00	Deion Sanders	\$25.00
9/1/93	10000	\$10.00	Michael Irvin Promo - 3-Card Set	\$60.00
Ameritech				
7/1/94	29124	\$2.00	Comiskey Park	\$8.00
12/1/94	25000	\$1,\$5,\$10	Frank Thomas Big Hurt - 3-Card Set	\$30.00
12/1/94	40000	\$1.00	Frank Thomas Big Hurt CoinSaver	\$7.00
5/1/94	14000	Var	Robin Yount Coinsaver - 4-Card Set, .50,\$2,\$5,\$10	\$35.00
7/1/94	14200	\$2.00	Senior Open Golf Tournament	\$10.00
6/1/94	17550	\$2,\$5,\$10	Soccer - 3-Card Set	\$25.00
9/1/94	9000	\$1,\$5,\$10	World Rowing Championships - 3-Card Set	\$25.00
6/1/94	17568	\$2,\$5,\$10	World Sports - 3-Card Set	\$24.00
AmeriVox				
7/1/94	2000	\$1.00	\$1 Anaheim Show Card	\$40.00
8/1/94	10000	\$21.00	Champions Forever Boxing Greats	\$25.00
6/1/94	10000	\$10.00	Ken Griffey Jr.	\$24.00
11/1/93	2000	\$10.00	NFL Quarterback Legends Series - 5-Card Set	\$150.00
1/1/94	5000	\$10.00	Richard Petty	\$21.00
6/1/94	10000	\$10.00	Ron Jaworski	\$22.00
AMI Communications				
2/1/94	5000	\$15.00	Aerial View of First Cubs Night Game	\$18.00
AT&T				
2/1/95	TBA	49 M	.95 Snoopy Bowl/Young - Jumbo	\$60.00
4/1/92	500	50 U	Americas Cup	\$1,500.00
Brilliant Color Cards				
10/28/94	5000	3 U	All Star Basketball (std. size)- LDDS	\$15.00
7/19/94	1000	3 U	All Star Jumbo Baseball - Sprint	\$200.00
7/19/94	10000	3 U	All Star Small Baseball - Sprint	\$17.00
Collectors' Advantage				
8/1/94	10000	\$3.00	Hakeem The Dream	\$13.00
1994	3000	\$3.00	Mello Yellow 500	\$15.00
7/1/94	868	20 U	Sadaharu Oh - Japanese Baseball Star- Signed	\$165.00

	DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
Com Net					
	1994	5000	\$15.00	Nolan Ryan	\$30.00
ConQuest					
	6/1/94	4000	.25 U.	Anaheim Expo Sports Collectors - 4-Card Set	\$55.00
Finish Line					
	6/1/94	2500	\$10.00	Tour of America	\$12.00
	6/1/94	5000	\$10.00	Winston Cup Drivers Series 1	\$12.00
GTE					
	1/1/95	80000	.5 M.	Hi Mom-Super Bowl Card	\$45.00
	1/1/95	3000	.15 U.	Superbowl XXIX Helmet Card	\$30.00
	1/1/95	3000	.29 U.	Superbowl XXIX Pigskin Card	\$40.00
GTI					
	11/1/93	112500	.5 U.	GTI Worldcup Soccer - USA '94	\$6.00
GTS					
	6/1/94	1000	.16 U.	.69 Mets Team Picture	\$30.00
	2/1/94	1000	.3 U.	.69 Miracle Mets Series I - 32-Card Set	\$230.00
	2/1/94	3000	.16 U.	Basketball Centennial	\$14.00
	1/1/94	5000	.16 U.	NHL All Star Card	\$14.00
	1/1/94	5000	.16 U.	NHL Eastern Conference - New York Rangers	\$14.00
	6/1/94	2000	.3 M.	UD Fanfest- Red Stockings	\$200.00
IDB Worldcomm					
	1/1/94	802	\$25.00	Wayne Gretzky	\$48.00
InterNet					
	5/1/94	2000	\$3.00	Coca-Cola 600	\$30.00
MCI					
	6/1/94	2000	.2 U.	Ken Griffey Jr.(Diamond Connection)	\$50.00
Metropolitan Transport Authority					
	10/1/94	Unknown	\$5.00	N.Y. Rangers Stanley Cup Metrocard	\$30.00
	10/1/94	Unknown	\$5.00	N.Y. Rangers Stanley Cup Metrocard Autographed	\$200.00
MT Worldcard					
	10/1/93	3000	.50 U.	World Cup '94 - Brazil	\$45.00
NAT					
	6/1/94	1000	\$10.00	Pete Rose	\$35.00
NYNEX					
	2/1/94	25000	\$5.25	Luge Card	\$31.00
Quest/Liberty					
	10/1/93	10000	Var.	Charles Barkley Series - 5-card set, \$2,\$5,\$10,\$20,\$34	\$90.00
	1/1/94	550	\$10.00	Pro Football Hall of Fame	\$32.00

ClassiCards

AT&T

Cat#	Units	Issue	Title	Price
P15	\$3	(4.5M)	McDonald's Big Mac	125
1995	\$10	(15,000)	Steve Young/Snoopy Bowl	
			3 Card Set	17.50
1995	.49	Min (10,000)	Steve Young/Snoopy Bowl	
			Jumbo	29.50
1995	.5	Min	Snoopy Happy Holidays	
			Jumbo	50

AMERIVOX

Cat#	Units	Issue	Title	Price
D36	\$10	(400)	Eagle & Globe (Nyson)	
			Test Card	250
D47	\$20	(12,222)	Hologram Globe Card - International	50
D46	\$10	(11,111)	Nyson I-World Eagle - Hologram	50
D46A	\$10	(400)	Nyson I-World Eagle Test	225
LE 25	\$7	(9,700)	Elvis Presley 25-Gold Card	150
LE27	\$11	(1,000)	Jumbo Elvis Montage Card - AmeriVox 1993 Xmas Party	850
P35	.7u	(900)	Telecard Man	200
P36	.7u	(100)	Telecard Man - Jumbo	875
P39	.7u	(5,000)	Debit Card Woman (BCC)	35
P40	.7u	(500)	Debit Card Woman - Jumbo Card	200
BCC	.5u	(5,000)	Brilliant Universe	15
BCC	.5u	(1,000)	Jumbo Comp. Super Card	
			Family-Phone Phair	100
BCC	.5u	(500)	Cruise Set of 4 Small & 1 Jumbo Phone Phair signed	350

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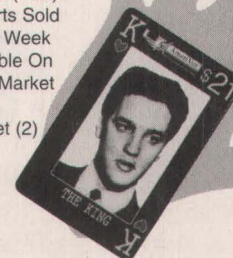
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FAX: 305-351-7111

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
SmarTel				
7/1/94	10000	10 M	Forbes Field	\$60.00
9/1/94	1000	165 M	Roberto Clemente 3000th Hit	\$175.00
Sprint				
12/1/94	2558	\$2.00	Classic Assets I - Kidd	\$15.00
12/1/94	78	\$100.00	Classic Assets I - Aikman	\$225.00
12/1/94	78	\$100.00	Classic Assets I - Bledsoe	\$250.00
12/1/94	808	\$25.00	Classic Assets I - Earnhardt	\$80.00
12/1/94	808	\$25.00	Classic Assets I - Faulk	\$80.00
12/1/94	2780	\$5.00	Classic Assets I - Kidd	\$18.00
12/1/94	2558	\$2.00	Classic Assets I - Marshall	\$8.00
12/1/94	20605	1 M	Classic Assets I - Mourning	\$2.00
12/1/94	2558	\$2.00	Classic Assets I - O'Neal	\$18.00
12/1/94	808	\$25.00	Classic Assets I - O'Neal	\$80.00
12/1/94	2780	\$5.00	Classic Assets I - Olajuwon	\$12.00
12/1/94	78	\$100.00	Classic Assets I - Olajuwon	\$150.00
12/1/94	2558	\$2.00	Classic Assets I - Robinson	\$15.00
12/1/94	2780	\$5.00	Classic Assets I - Ryan	\$25.00
12/1/94	20605	1 M	Classic Assets I - Young	\$6.00
12/1/94	2558	\$2.00	Classic Assets I - Aikman	\$12.00
12/1/94	20605	1 M	Classic Assets I - Aikman	\$5.00
12/1/94	2780	\$5.00	Classic Assets I - Bledsoe	\$18.00
12/1/94	20605	1 M	Classic Assets I - Earnhardt	\$6.00
12/1/94	20605	1 M	Classic Assets I - Hill	\$2.50
12/1/94	Unknown	Sample	Classic Assets I - O'Neal Sample	\$60.00
12/1/94	2558	\$2.00	Classic Assets I - Rheume	\$12.00
12/1/94	20605	1 M	Classic Assets I - 24-Card Set	\$70.00
6/1/94	10000+	\$10.00	World Cup Soccer - 24-Card Set	\$120.00
Telemax, Inc.				
6/1/94	5000	\$10.00	Carlton Fisk Baseball	\$10.00
6/1/94	5000	\$10.00	Nolan Ryan Baseball	\$12.00
TeleTrading				
11/1/94	5000	\$5.00	Babe Ruth	\$12.00
3/1/94	5000	\$5.00	Baseball Legends	\$46.00
3/1/94	5000	\$5.00	Satchel Paige	\$9.00
7/1/94	2500	\$10.00	Steve Garvey - 2-Card Set	\$24.00
USACard				
10/1/94	5000	\$10.00	Jerry Rice - The Record Breaker	\$19.00
10/1/94	127	\$49.00	Jerry Rice - The Record Breaker	\$200.00

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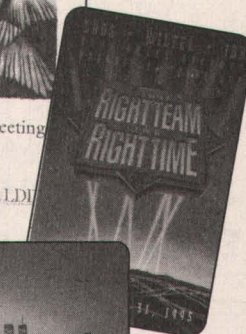
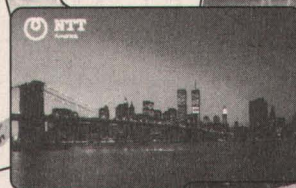
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 Ph. (818) 609-7666
 Fax (818) 609-9725
 Specializing in unique, innovative & low mintage phone cards. See our ad on page 24.

B & B Collectible Cards
 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 page 25.

Buffalo Bill Telecard Gallery
 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. Specialty is investment quality cards with the best appreciation potential. See our ad on p 27.

ClassiCards
 98 Main #201
 Tiburon, CA 94920
 Ph. (415) 435-2601
 Fax (415) 435-1627
 Specializing in classic phonecards. See our ad on page 29.

COLORADO

USACards
 560 S Broadway
 Denver CO 80209
 Ph. (303) 777-3034
 Fax (303) 733-4946
 Wholesale distributor representing the major US Telecoms. See our ad on page 32.

FLORIDA

Bobby G's
 11634 Nature Trail
 Port Richey, FL 34668
 Ph. (813) 862-9147
 Fax (813) 868-8086 (2624)
 Great selection of domestic & international sports and non-sports phone telecards. Carrying ACMI, NYNEX, Ameritech plus many more. See our ad on page 26.

KARS Unlimited
 P O Box 4066
 Ormond Beach, FL 32175
 Ph. (904) 441-6910
 Fax (904) 441-7016
 Specializing in quality collectibles, phone cards, coins, stamps, and gaming tokens. See our ad on page 28.

Teletalk
 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 30.

ILLINOIS

Stadium Telecards
 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 28.

MARYLAND

Golden Eagle Coin Exchange
 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 29.

MINNESOTA

Cards 'N Collectibles
 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 / non-sports related phone cards. See ad on p 26.

COMPANY	PHONE/FAX	SPECIALTIES
---------	-----------	-------------

NEW YORK

Calling All Cards
 P O Box 503
 Hyde Park, NY 12538
 Ph. (914) 229-9049
 Fax (914) 229-9049
 We have the 1st issues from major US phone companies including Ameritech, AT&T, Bell South, NYNEX, US West and more. See ad on page 27.

Club International
 P.O.Box 503
 Constantia, NY 12538
 Ph. (800) 810-9737
 NY (315) 623-9737
 Fax (315) 623-9737
 Central NY's largest dealer of new cards from AmeriVox, AT&T, Bell South, NYNEX, US West and much more. See our ad on page 25.

Global Telecard Company
 1133 Dobbs Ferry Rd
 White Plains, NY 10607
 Ph. (914) 674-0408
 Fax (914) 674-0408
 Specializing in Baby Bell's, AmeriVox, & show cards. See our ad on page 26.

PM Cards
 One Rockefeller Plaza
 Ste 1506, New York, NY 10020
 Ph. (800) 528-8819
 Fax (212) 332-8107
 The largest selection of recent cards from AT&T, Ameritech, AmeriVox, Bell Atlantic, Bell Canada, GTE, GTI, NYNEX, Sprint, and US West. See our ad on page 43.

The Shadow Group
 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 30.

Univox
 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 30.

OKLAHOMA

PHONE CARDS PLUS
 2522 N Meridian
 Oklahoma City, OK 73107
 Ph. (405) 943-1997
 Fax (405) 943-4924
 Specializing in a wide variety of rare & collectible U.S. telecards. See our ad on page 28.

TEXAS

"Let's Deal" Sports Cards
 2401 Clayton Oaks Dr.
 Grand Prairie, TX 75052
 Ph. (214) 641-3320
 We carry a wide variety of sports and non-sport phone cards, including Disney and Coca-Cola. See our ad on page 27.

VIRGINIA

June Telecards
 6560 Backlick Rd. #204
 Springfield, VA 22150
 Ph. (703) 451-0366
 Fax (703) 451-0424
 Specializing in GTE Hawaiian Tel., Ameritech, AmeriVox, GTS, Worldlink, NYNEX, ACMI, TeleTrading Cards and Others. See our ad on page 29.

WISCONSIN

Thee Ultra Fan
 3129 E. Washington Ave.
 Madison, WI 53704-4330
 Ph. (800) 241-1182
 Fax (608) 241-0884
 Specializing in GTE Hawaiian Tel., Ameritech, AmeriVox, GTS, Worldlink, NYNEX, ACMI, TeleTrading Cards and Others. See our ad on page 27.

CANADA

Telepass
 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 26.

ENGLAND

Philcard International
 P O Box 1000
 London NE 3TS ENGLAND
 Ph. 44,81,349-1610
 Fax 44,81,349-1610
 Specializing in worldwide phone cards from 150-plus countries. See our ad on page 25.


May 12-14

DENVER Coin & Card Extravaganza
The Regency Hotel
 Denver, Colo.
 Jerry Morgan (303)759-1895

May 27-28

Irish Int Collectables Fair
Royal Hospital Kilmainham
 Dublin, Ireland
 Peter Sheen +353-1-4964390

June 1-3

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

June 1-4

Long Beach Collectibles Show
Long Beach Convention Center
 Long Beach, Calif.
 Paul Koppenhaver
 (818)787-4020

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, Calif.
 Anaheim Conv. Center
 Susan Collins (719)632-2646
 (713)974-5252

Aug. 26-27

TeleCard Times Expo '95
JFK Int'l Airport Travelodge Hotel
 New York City, N.Y.
 Dave Friedland (516)795-2788

Sept. 13-17

CardEx 95
Maastricht, Netherlands
 Sue Dickson
 Ph. 44(0)1206 765601
 Fax: 44(0) 1206 768591

A Good Policy

Insuring Your Phone Cards

By Nancy Blackburn

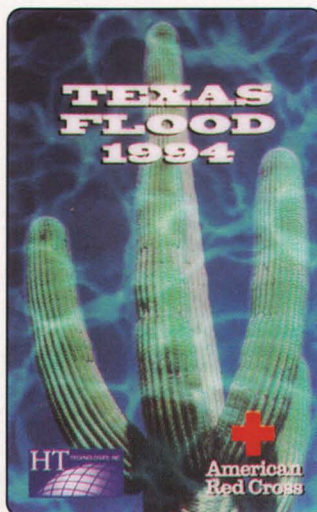
Natural disasters have hit the United States hard over the past year or two: floods, earthquakes, fires, hurricanes and tornadoes. When a disaster strikes, our thoughts instinctively turn to the safety and well being of those involved. People band together to help their neighbors, often risking their own lives to save others. As people dig themselves out and clean up the debris, they are thankful just to be alive.

When material losses are finally tallied, claims filed and policy terms applied, frequently policyholders are jolted back to reality when they learn that their favorite collectibles were not covered under their insurance policy.

As moneycards become more valuable and your own personal collection increases in size, you may want to check into protection against fire, theft, or other losses. You also may need insurance for shipping cards through the mail or to shows.

When we investigated how to protect cards during shipment, we discovered some important limitations. The real shocker came when we read the fine print on the limitations imposed by some common carriers — the United States Postal Service, Federal Express, and United Parcel Service.

Federal Express clearly states on the outside of the envelope: "No cash, cash equivalents... may be shipped in a FedEx Letter." The back of the air bill



1994 Texas Flood, LDDS/HT Technologies/Brilliant Color Cards, 10 minutes of phone time, 2,400 issued, October 1994.

states that the undeclared value of contents is set at \$100 and can be declared as high as \$500 for items of "extraordinary value," such as artwork, jewelry, furs, precious metals and negotiable instruments.

According to a claims representative in the Memphis Federal Express hub, since stamps and coins are considered cash equivalents, prepaid phone cards would also fall under this designation. In other words if you send moneycards via Federal Express, and they are lost or stolen, you may not be reimbursed for your loss.

The question as to whether a collectible phone card qualifies as an item of "extraordinary value," is also a point of contention. Technically, if the card

has not been activated or the issuing company is no longer functioning, the card could fall under this designation since it would not truly be a cash equivalent.

United Parcel Service regulations also prohibit the shipment of cash equivalents and rare or collectible items such as coins or currency. However, under most circumstances, if you send a phone card as a gift and the UPS shipment is lost, you will probably receive reimbursement for your claim.

Surprisingly, the oft-maligned United States Postal Service (USPS) comes through as probably the best method of shipping collectible cards. Currently, there are no restrictions on mailing items, as long as they are

not dangerous or illegal.

The USPS recommends that valuable items either be sent certified, with return receipt for proof of delivery or as registered mail, with purchase of insurance. Value must be declared at the time of mailing, and the amount of the claim must be verified if a loss occurs.

To send an item by registered mail costs \$4.95 per \$1000 of value, plus postage; a return receipt will cost \$1.10. The accompanying chart gives an idea of charges to insure collectibles.

USPS INSURANCE CHARGES

Value	Cost (Plus Postage)
\$1,000	\$4.95
\$5,000	\$7.65
\$10,000	\$9.90
\$25,000	\$16.65

We checked with agents and underwriters of some national insurance companies for tips about protecting your collection against losses. Currently, some insurance companies do not have a separate category for insuring moneycards, and so agents and underwriters admit that these questions will continue until the first few claims are settled. Since there are different state regulations as well as specific company underwriting guidelines, we strongly encourage collectors to discuss their insurance coverage with their agent.

According to Dennis Pall, an agent with Farmers Insurance, his claims department considers phone cards under the personal property coverage of normal homeowner's protection. This section covers what is called ADPL — accidental, direct physical loss, such as fire, wind, hail, vandalism, malicious mischief, aircraft, vehicles, theft — essentially all perils except those specifically excluded.

Two exclusions of interest to Californians are earthquake and flood. Coverage does not include losing or misplacing the item and is limited to between 70 and 80 percent of the dwelling fire insurance.

How does this measure up against Farmers' coverage of other collectibles? Baseball trading card collections are specifically limited to an aggregate value of \$1,000 or \$4,000 (depending on the endorsement) with a \$200 per card limit.

For stamps and coins, there is a \$1,000 limit on the homeowners' policy, but a floater or endorsement is available that will insure for all risks, including loss, for the set amount. The floater costs about \$1 per \$100 of value, or about \$50 a year for \$5,000. However, this coverage is not available for phone cards.

Pall reminds collectors to document their telecard collections, as a fire will melt cards down to an indistinguishable mass of plastic. Take photographs or use your video camera, in case a loss is suffered. Also record numbers, if possible, as this can be proof of ownership.

State Farm Fire and Casualty's underwriter was personally familiar with phone cards. She explained

that phone cards are at "watch stage." As an example, Hummel figurines became extremely collectible, while pogs appear to have only reached fad status, available at the local drug store at 13 pogs for \$1. For this reason, State Farm has decided to wait until phone cards have a longer product history.

At this point, many insurance companies are considering prepaid phone cards in the same category as credit cards. They are not treated as money, since they do not have an individual guaranteed value, and it is believed that the issuer could unilaterally change the value of the minutes, which would decrease the overall value of the card. Such companies are clearly "behind the curve" and should probably be avoided.

There is also the aspect that some of the most rapidly appreciating cards are promotional giveaways that do not have an assigned value. The question also arises that if a card is only part of a set, then what is one card of the set worth? However, the underwriter also strongly recommended that homeowner policyholders take care of their cards as they would any other valuable. Make an inventory, either written or videotaped, and keep it in a safe place. When there is a loss — particularly fire or theft — make a claim.

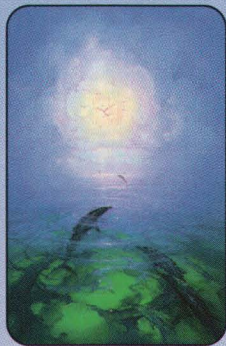
The "good hands" at Allstate Insurance insure moneycards using an endorsement for fine arts or collectibles. For those unfamiliar with the procedure, the items must be independently appraised and a set value established. Then the policyholder pays so much per \$1,000 of value. The card inventory must be kept up to date, and the agent needs to be regularly advised of any major additions or deletions. Concise record keeping is the key to insuring against loss. Proof of acquisitions and professional appraisal are an important component for this type of insurance protection. When a claim is being prepared, information such as the data in the Moneycard Price Guide frequently becomes an important factor in determining a final settlement.

Just as we are advised not to delay writing a living will for our families, insurance experts strongly advise collectors to protect their investments with an insurance policy and an inventory of items it covers. Better safe than sorry!



(Top) Georgia Flood Relief card, HT Technologies/LDDS, 10 minutes of phone time, 2,000 issued, August 1994; LA Earthquake Relief card, Conquest/HT Technologies, 5 minutes of phone time, 5,000 issued, June 1994.

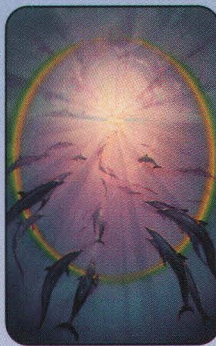
**Renowned Hawaii Marine Artists
John Pitre and Dana Queen
Present "With Aloha, Volume 1"**



*Dolphin Serenity
by John Pitre
Available Now #DOLS*



*Atlantis Dolphins by John Pitre
Available Now #ATLN*



*Rainbow Dolphins
by John Pitre
Available July 1995 #RAIN*



*Harmony by Dana Queen
Available Now #HRMY*



*Canyon Cruising
by Dana Queen
Available Now #CNYN*



*In Love by Dana Queen
Available July 1995
#LOVE*

Limited Edition Telephone Cards

Proudly displaying the thought-provoking work of Hawaii artists John Pitre and Dana Queen, each card can be used to make domestic and international phone calls through MCI. Each card comes with five units of calling time, is rechargeable, and each image is available in a limited edition of 1000 cards, which will be released in three issues: Printer's Edition numbered 1-100, Artist's Edition numbered 101-500, and Executive Edition numbered 501-1000.

MiniPrints

These MiniPrints are 7" x 8" fine art mini-poster prints and are individually signed by the artist, matted and framed. The Artist's edition is uniquely hand-accented with oil paints.

Complete Order Form and Send Payment to:

Holiday Surf
ATTN: Phone Card Operator
2303 Ala Wai Blvd., Honolulu, HI 96815
Tel: (808) 923-8488 Fax: (808) 923-1475

	Quantity						Executive Edition	Artist's Edition	Total
	DOLS	HRMY	ATLN	CNYN	RAIN	LOVE			
Phone Card	_____	_____	_____	_____	_____	_____	\$24.95	\$39.95	_____
Pitre Card Set	_____	_____	_____	_____	_____	_____	\$59.95	\$94.95	_____
Queen Card Set	_____	_____	_____	_____	_____	_____	\$59.95	\$94.95	_____
MiniPrint	_____	_____	_____	_____	_____	_____	\$74.95	\$119.95	_____
Card/Print Combo	_____	_____	_____	_____	_____	_____	\$84.95	\$134.95	_____
SUBTOTAL:									_____
HI Residents add State Tax:									_____
Add S&H \$4.95 for Phone Cards; \$9.95 for all others:									_____
TOTAL:									_____

Ship To _____
Address _____
City _____ State _____ Zip _____ Country _____
Tel: () _____ Fax: () _____
Credit Card # _____ Exp _____
Issuer _____ Signature _____

Please allow 6-8 weeks for delivery. Check availability dates.

BRAVO



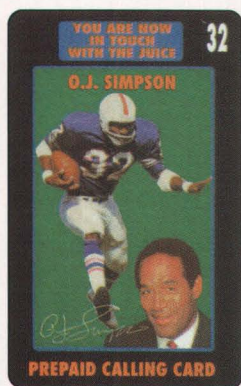
**ALL NOT QUIET ON THE
WESTERN FRONT**

Californians have heard all the "Shake and Bake" jokes about earthquakes and fires. A firestorm darkened the skies and raged into our cities last summer; my teenage boys were visiting only five miles from the epicenter of the 1994 Los Angeles earthquake.

As I researched and wrote this article, I watched a "500-year flood" turn creeks into raging torrents of mud and debris that closed U.S. 101, California's major coastal highway. A carload of people skidded off the road and died between our home and the city of San Luis Obispo, five miles away. The county was declared a national disaster for the second time since January.

My associate writer, Leslie Gainer, lives in the small town of Cambria which was recently inundated with eight to 12 feet of water flooding through homes and businesses. Donning rain gear and wilding a shovel, Leslie spent days in the downpour shoveling mud and muck out of drainage paths.

Her efforts were lauded by the local media as an example of the sheer grit and determination of private citizens who pitched in during these disasters and made a difference. A natural disaster, yes, but a personal triumph for those like Leslie, as seen in the photo above, who battled the elements. Congratulations!



Our sample of the Juiceline prepaid calling card functioned as advertised, but the company was reluctant to work with our reporter. The cards feature voice prompts in O.J. Simpson's voice thanking his many fans. Call (800)784-8281.

WARNING: 'JUICE' CARDS MAY BE HAZARDOUS TO YOUR WALLET
Sometimes fact is stranger than fiction. This is particularly true when you try to make a living as a reporter. My assignment was to do a story on the O.J. Simpson phone cards being produced by Juiceline Communications (Performance Mktg.). The cards in question feature Simpson during his glory days at the University of Southern California and the Buffalo Bills professional team. Proceeds from sale of the cards were to support Simpson's legal fund. I began calling the issuer's 800 number during mid-February.

Initially, I reached an answering service, so I left a message that I needed some additional information about the cards. I waited to hear back from the company, but there was no response.

When I finally received a return call late one evening during early March, the man at the other end of the line identified himself as the sales manager at Performance. He said the com-

pany is producing 32,000 of the phone cards, each of them with a personal message from Simpson. For \$32 you receive 32 minutes of phone time. Performance has also released a set of cards featuring Simpson's buddy Al Cowlings, but the set is completely sold out.

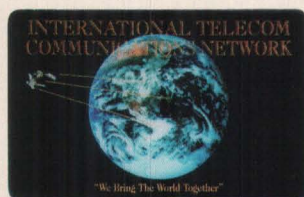
The fact that the magazine was interested in publicizing the cards seemed okay with the sales manager, until I mentioned that the publication would need to borrow some cards to test and photograph. He ultimately turned me over to his supervisor and when I repeated my request for an actual card, the line was immediately disconnected. Repeated attempts within the next few weeks to continue the conversation were unanswered by Juiceline Communications.

We are unable to verify that the cards actually exist in the quantities claimed, or if the PIN codes are functional. We do believe that collectors should proceed with caution when investing in these cards, however. And we certainly invite representatives from the company in question to respond to these open-ended inquiries.

Steve Fritz

INTERNATIONAL TELECOM COMMUNICATIONS NETWORK

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



We Bring The World Together



Under Sea Ruins



Parrot Trio

Matching Greeting Cards Available

No Hidden Charges or Activation Fees!

Mail Today - Limited Quantities

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

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

INTERNATIONAL TELECOM COMMUNICATIONS NETWORK

The International Building
2455 E. Sunrise Boulevard, Suite 600
Fort Lauderdale, Florida 33304

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

Distributor Inquiries Welcome

ROOKIE CARDS

SIGNATURE ROOKIES DRAFTS NEW PHONE CARDS Signature Rookies made it a half-dozen trading card manufacturers to enter the prepaid phone card market with the recent introduction of its new Auto-Phonex cards. The new MCI series will feature the top prospects in the 1995 National Football League Draft.

Auto-Phonex will adopt the proven formula of a phone card in every pack. Each of the football standouts is featured on both a regular issue card, as well as a hand-autographed phone card. The "Auto" indicates one hand-autographed trading card per pack, while the "Phonex" designates the single phone card per pack.

Among the players included on the cards are last season's top collegiate players, such as Rashaan Salaam, Ki-Jana Carter, Sherman Williams, Ray Zellars, Kevin Carter, Derrick Alexander, J.J. Stokes and Warren Sapp.

The randomly inserted MCI calling cards will include from one minute to \$1,000 worth

of long distance time. The actual breakdown of the higher value phone cards is:

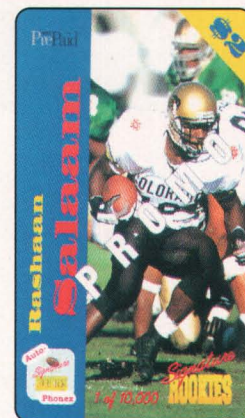
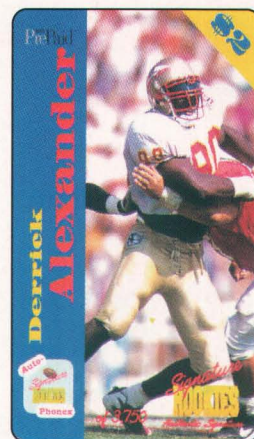
DENOM.	MINTAGE	IMAGE
\$5	500	J.J. Stokes
\$25	100	Kevin Carter
\$100	10	Warren Sapp
\$1,000	8	Ki-Jana Carter/ Rashaan Salaam

The remainder of the packs will have one-minute cards.

Production will be limited to 499 cases of the cards, with 16 boxes per case, 18 packs per box, and six cards per pack. Half and quarter cases also will be available. Suggested retail price had not been set as of press time, but it should range from \$6.50 to \$8 per pack. Shipment was slated for late March.

With the Classic Assets phone cards turning into some of the hottest collectibles in the sports collectors' market, Signature Rookies is poised to follow down the same path of success. And with such big names as Carter and Salaam leading the way, the pathway might just be paved in pure gold.

Steve Fritz



Equinox Distributing Exclusive

The Laser Radio Marilyn Collection !

THE Divine Miss "M" ... JUST THE WAY YOU LIKE HER !

BY THE WEEK....



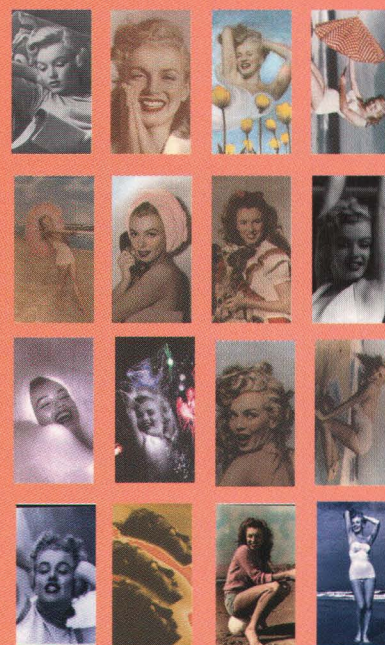
BY THE YEAR.....



BY THE 4 SEASONS



BY THE DAY.....



The Latest in "The Marilyn Collector Series"

Call or Fax TODAY :

1-800-280-4646

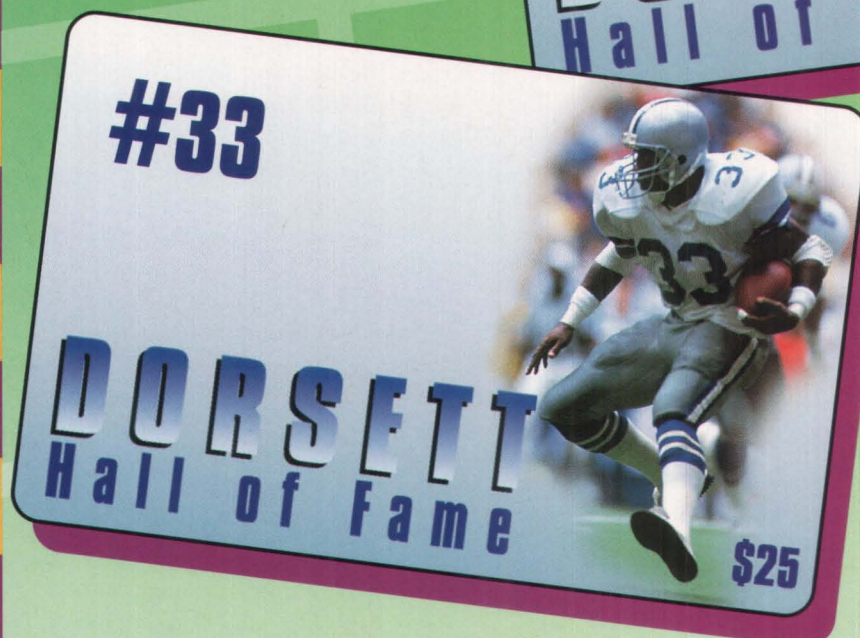
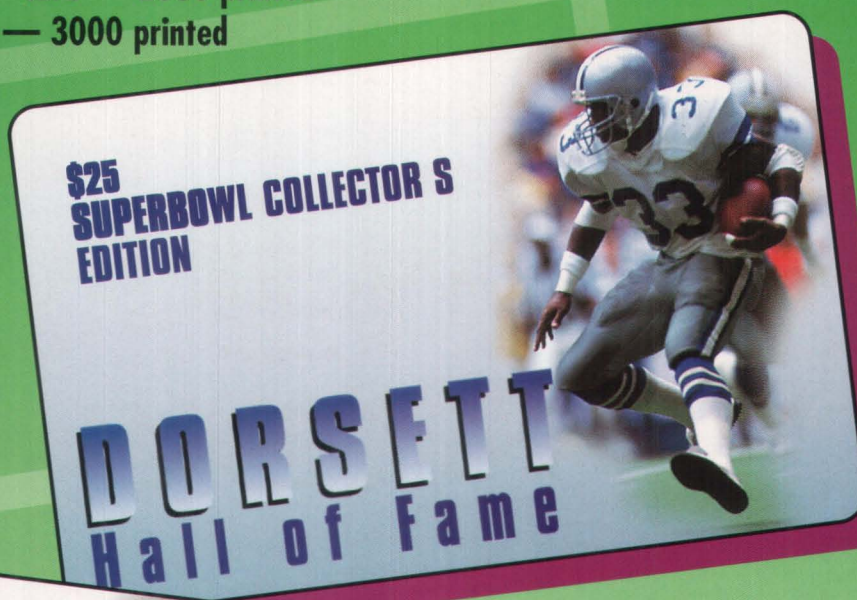
Or write Equinox at: P.O. BOX 1564
Laramie, WY 82070

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Card/ Card Set Design (C)1995 Laser Radio, Inc
Original Images (C) 1995 Estate Andre de Dienes

TONY DORSETT

Collectors Edition Prepaid Calling Card

- Cards are Limited Edition
"Tony Dorsett Superbowl" card — 2000 printed
"Tony Dorsett #33" card — 3000 printed
- Each card contains
60 minutes prepaid
long distance calling
(41c per minute)
- Tony Dorsett's own voice
will guide you through
the prompts when calling



- Great collectors price
— \$25 per card
- Buy 10 cards and receive an
autographed card — FREE!

**Visa and MasterCard
Accepted**

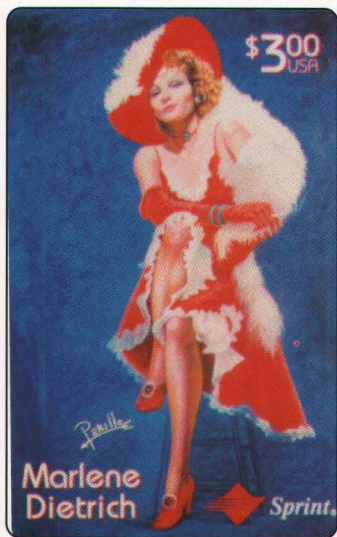
*Long Distance Telephone Service
Provided by Winstar Gateway Network.*

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To order or for more information call:

1-800-353-8945

Marketed exclusively by **InstaCall & Associates**



Artwork by Gregory Perillo



Artwork by Tina Watts



Artwork by Tony Capparelli

Marlene Dietrich plastic cards (illustrated), PM Cards issuer, Sprint carrier, \$3 face value, 2,000 serial numbered pieces per design, Brilliant Color Cards manufacturer, January 1995 release.

Marlene Dietrich gold telecards (not shown), PM Cards issuer, Sprint carrier, \$6 face value, 500 serial numbered pieces per design, Mitsubishi Materials Corporation manufacturer, January 1995 release.

FROM THE SILVER SCREEN TO THE PHONE CARD SCENE Of all the bright lights shining in the galaxy of Hollywood's star system during the 1930s and '40s, Marlene Dietrich was perhaps the most fascinating and complex. Today, her very name is synonymous with glamour, and her legend thrives as one of the film industry's most fabulous actresses.

Not surprisingly, then, she is the subject of a four-card series of phone cards issued earlier this year by Sprint. Four artists — Gregory Perillo, Tina Watts, Tony Capparelli, and Lawrence Gartel — contributed four very different portraits of the star as designs for the cards. Each portrait captures a different side of this intriguing woman.

Marlene Dietrich was born Marie Magdalene in Berlin near the end of 1901. Her family had hoped she would lead the life of a concert musician; but Marlene was destined for quite a different kind of performing career. She began in the early '20s by singing and dancing in revues, acting small dramatic parts, and working as an extra in German silent films. It wasn't long, however, before she was garnering ever bigger and better parts. By the late '20s she had become a major figure on the Berlin stage and screen.

Berlin of this era — so entertainingly captured by the musical "Cabaret" — was brassy, modern, sophisticated, and more than a tiny bit decadent. Costumes worn by the young and fashionable were often outrageous, and dressing in drag was common sport.

By all accounts, Marlene held her own in this milieu, particularly enjoying the intellectual and artis-

tic ferment; but she also worked very hard at her craft. By now, she was also trying to balance her career with a family, having married in 1924 and given birth to her first and only child the following year.

In 1929 she met the man who would change her life and make her an international star. Josef von Sternberg picked her as the lead in "The Blue Angel" — her first major film, and in her own judgment, her best.

In the movie she played Lola, a cabaret performer who humiliates and eventually destroys the man who loves her. Under von Sternberg's expert direction, Dietrich's smoldering sexuality ignited her performance and made her an instant sensation. The following year, von Sternberg, by now in love with her, took her with him to America to work for Paramount Pictures, thus launching her Hollywood career.

Dietrich made seven more films with von Sternberg between 1930 and 1935. Although their relationship was at times tempestuous, and the results of their work together were mixed ("Shanghai Express," for example was a hit, but "The Devil Is A Woman" was a wide miss), their partnership solidified the image by which she is best known today — a beautiful, glamorous, witty, and above all, sexy filmstar.

Dietrich and von Sternberg parted ways in 1935, but she went on to star in numerous other films over the next 30 years, working with major directors like Ernst Lubitsch, Billy Wilder, and Alfred Hitchcock,



Artwork by Lawrence Cartel

and with big-name co-stars like Gary Cooper, James Stewart, and John Wayne.

An outspoken critic of Hitler and Nazism, she volunteered for the USO during World War II and was wildly successful entertaining troops overseas. With this experience under her belt, she put together a one-woman show which she performed to great acclaim well into the

1970s. Thus, she was to reenact, as it were, the role of cabaret singer that she had played so successfully in many of her earlier films. Even at age 75, she was electrifying her audiences with her performances.

Fans familiar with this biography will surely appreciate this PM Cards/Sprint series. Each of the four portraits projects a different aspect of her personality and career. Taken together, they convey some idea of what makes Dietrich so fascinating to the movie-viewing public.

For example, Gregory Perillo's full-length portrait presents the actress in one of her well-known screen personae – the cabaret singer, posed jauntily on a stool, costumed in red dress, hat, shoes, and long gloves, trimmed in white lace and feathers, smoking a cigarette, and exuding brazen sexuality.

Perillo's artwork is the only portrait to draw attention to what is generally considered Dietrich's greatest physical asset – her shapely legs (said to have been the most heavily insured pair in Hollywood!).

In Tina Watts' rendition, Dietrich appears as the blond glamour girl. Attired in a strapless gown and long gloves, bejeweled at neck and wrist, she leans forward slightly on her elbows as she stares directly out at the audience, lips slightly parted. Her pose and expression succinctly convey the self-confidence that constituted at least part of her allure.

Tony Capparelli's portrait presents the most daring design of the group. Organized along a diagonal, the painting makes good use of "occult balance," playing the blankness of the upper left against the visual weight of Dietrich's image in the lower right.

Dressed in a dark, almost mannish suit with a frilly white blouse, the actress leans back languorously in a deep chair, holding a cigarette in her uplifted right hand. She looks out – not quite directly at the observer – with an expression that lies somewhere between contempt and boredom. This is the sultry Marlene, still tinged with the aura of her days in Berlin. It is an

image she projected both on and off screen of an androgynous, yet powerfully sexual being.

Of the four portraits, I like Lawrence Cartel's the best, for both its style and interpretation of the actress. In Cartel's composition, Dietrich fills out the frame, almost seeming to invade our space. (Contrast this to the card bearing Watts' portrait, in which a narrow border encircles the star's image, safely confining it to the rectangular format.)

Cartel's Marlene seems absorbed in her own thoughts, evidently unaware of the observer. Her costume is fashionable but not theatrical. Her hair is auburn with gold highlights – closer to its actual color in her earlier career, before she adopted the signature blond tresses associated with her glamour-girl persona.

The observer is much more conscious of the artist at work in this portrait. We see his brushwork and notice the broadly rendered shadows and highlights. While he captures Dietrich's important identifying features – her thin, arched eyebrows and prominent cheek bones – he has avoided photographic realism of detail in favor of creating a mood. The result is an image of Dietrich as an intelligent and even introspective woman.

So there we have it: four Marlene Dietrichs – vamp, glamour girl, sophisticate, and thinker – on one telecard series. While they may not capture the full range of her character and talents, these cards still deliver a lot for the money.

I hope we will see more series in the future devoted to other luminaries from Hollywood's past – Greta Garbo, Bette Davis, Rita Hayworth. I'd like to see their faces lighting up phone cards as they used to light up the old movie screens.

Dawn Glanz



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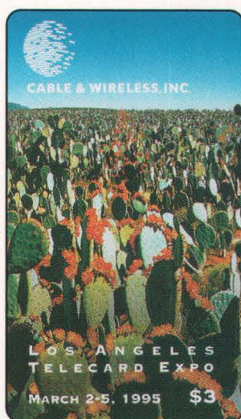
SHOW STOPPERS

For those fortunate enough to make it to the recent TeleCard World West Expo during March, there were plenty of complimentary show cards available from the issuers.

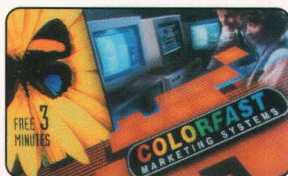
Here are a few of those cards which were presented to *Moneycard Collector* magazine. We thank those issuers for sharing the cards with our readers.



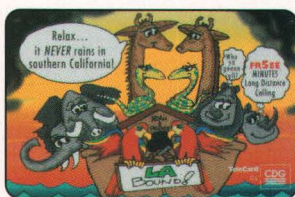
AmeriVox, Hollywood Goddess, \$5 denomination, 3,500 issued, March 1995 release, artwork by Clay Gibson.



Cable & Wireless, Global Digital Highway Cactus, \$3 denomination, \$.50 per minute rate, 3,000 issued, March 1995 release.



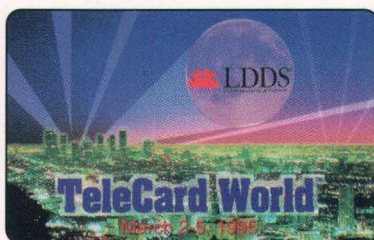
Colorfast Marketing Systems, Butterfly on Daisy, 3 minutes phone time, 500 issued, March 1995 release.



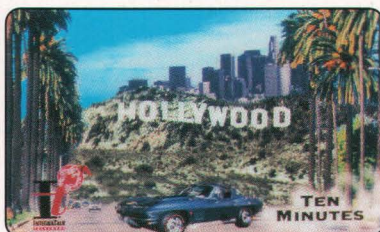
CDG, LA-Bound Ark, \$3 denomination, 5 minutes of phone time (\$.60 per minute), 1,000 issued, March 1995 release.



ACMI, California map, \$3 denomination, 2,000 issued, March 1995 release.



LDDS, LA Spotlights, 10 units of phone time, 5,000 issued, February 1995 release.



IntegraTalk, Hollywood Hills, 10 minutes of phone time, 2,000 issued, March 1995, People's Choice Show Winner.



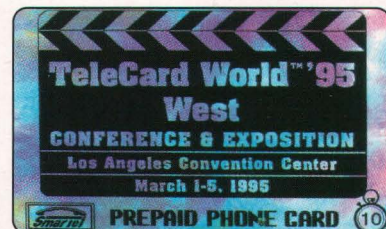
ITC/Brilliant, Banana Phone, 10 minutes of phone time, 1,000 issued, March 1995 release.



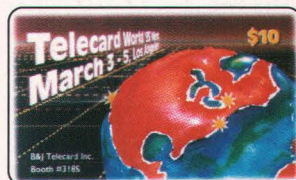
MultiMedia Publishing, Glamour of Hollywood, 3 minutes of phone time, 1,500 issued, March 1995 release.



Bayliss Creative Telecommunications, Lenticular Hologram Cat, 1 unit of phone time, quantity unknown, March 1995 release. The top-cat transforms into the larger model above.



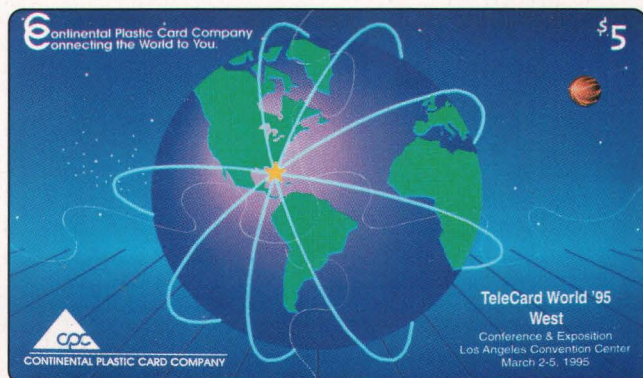
SmarTel, Director's Board, 10 minutes of phone time, quantity unknown, March 1995 release.



B&J Telecard, Globe, \$10 denomination, quantity unknown, March 1995 release.



BTI, PhoneTime, \$3 denomination, quantity unknown, March 1995 release.



Best Card of Show - Continental Plastic Card/GAF Telecommunications, Globe (Jumbo card scored with jigsaw puzzle lines), \$5 denomination, 1,000 issued, March 1995 release.

CHEERS!

DEWAR'S POURS IT ON WITH PHONE CARD PROMOTION Dewar's, the prominent manufacturer of scotch whiskey, is pouring it on with a series of telecards that asks potential Dewar's customers to reminisce about old times.

The campaign is part of an extensive marketing effort to recruit younger consumers to try scotch-based drinks. The promotion won the 1994 Award of Excellence in the trial/awareness category established by the Council of Sales Promotion Agencies.

The prepaid phone cards were randomly distributed to consumers at on-premises Dewar's promotional parties held during late 1994. Where state laws permitted, the dates and times of the parties were published in advance. Participants at the parties were provided discounts on Dewar's drinks.

The prepaid phone cards were given away as an added premium. According to James Blystone, of Focus Marketing, "The perceived value [of the cards] to the consumer has been exceptional, and the response rate has shown that the cards are being well-received and used."

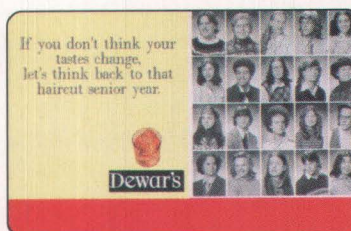
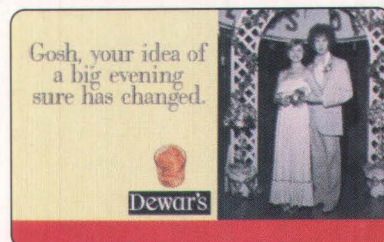
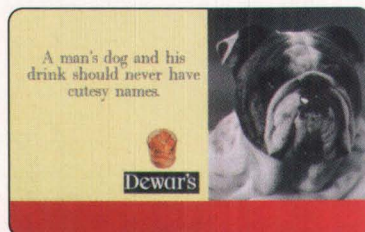
The Dewar's parties were conducted in over 350 locations throughout the Northeast, including the ski resorts of Stowe and Killington, Vt., Hunter Mountain and Stratton, N.Y. An average of 30 cards were made available at each of the parties. The art represented on the cards also appeared as advertising on telephone kiosks and buses in New York City, as well as on public transportation in Boston.

Each of the four phone cards features a humorous image and message supporting the Dewar's advertising campaign about "the way we were." Issued in quanti-

ties of 10,000, each card includes five minutes of domestic long distance time, which expires September 12, 1995. The pre-pays include scratch-off PINs, along with instructions in both English and Spanish.

Though produced by New York-based GTS, the cards were a private issue and only will be available on the secondary market.

Leslie Gainer



GTS, Dewar's four-card promotional series, private issue, five minutes per card, 10,000 sets issued, November 1994 release, September 1995 expiration.

The Sprint Telecard Marlene Dietrich Collection

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Manufactured by
Mitsubishi
Materials Corp.

Artist:
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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
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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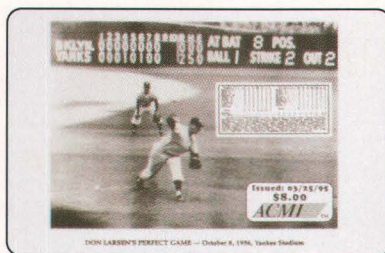
QUICK TAKES

NEW YORK COLLECTOR SHOW A BIG SUCCESS The first show based solely on phone card collecting – The Telephone Calling Card Expo – drew more than 50 dealers and 1,000-plus collectors. The show was held during late March at the JFK Airport Travelodge, New York.

Despite unseasonably warm weather which tempted would-be collectors from coming to the show, attendance was “pretty good,” according to show organizer David Friedland. Though traffic was a little slow on Sunday, most of the dealers reported a profit for the weekend venture – something they have failed to do at most shows to date. And when the pace slowed, many of those dealers could be found negotiating with their contemporaries.

“I think one of the differences in this type of show is that dealers were handling higher-dollar orders,” Friedland said. “There was some serious selling going on between the dealers.”

Official show cards were produced by ACMI, with a three-card series showing the three historic New York ballparks – Yankee Stadium, Ebbett’s Field (Dodgers) and the Polo Grounds (Giants). Former Yankee Don Larsen, the only pitcher ever to hurl a perfect game in the World Series, was on hand to sign the phone card illustrated above commemorating his October 8, 1956 masterpiece.



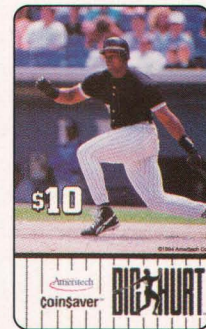
AMERITECH TO RETIRE COIN\$AVER CARDS Ameritech has announced plans to retire its popular Coin\$aver family of phone cards, and introduce a new generation of prepaid cards this summer.

According to Karen Vessely, president of the Regional Bell’s pay phone business unit, the company is considering several changes, including moving from existing coin rates to units and enabling customers to use the cards from any U.S. phones – not just Ameritech payphones.

As part of the Coin\$aver retirement, the Chicago-based telco is offering dealers and collectors a final opportunity to purchase sets of cards from the 1994 inventory. Once the new cards are introduced, the 1994 cards will no longer be available through Ameritech.

Ameritech was the first American company to enter the prepaid card arena, with the testing of a debit card by subsidiary Michigan Bell at the University of Michigan campus in 1987. The Coin\$aver series was introduced in late 1993. The soon-to-be-retired family of products now numbers some 18 different card designs.

Those interested in purchasing Coin\$aver cards should contact Powell Associates (800)528-8819 or USACard at (303)777-3034.



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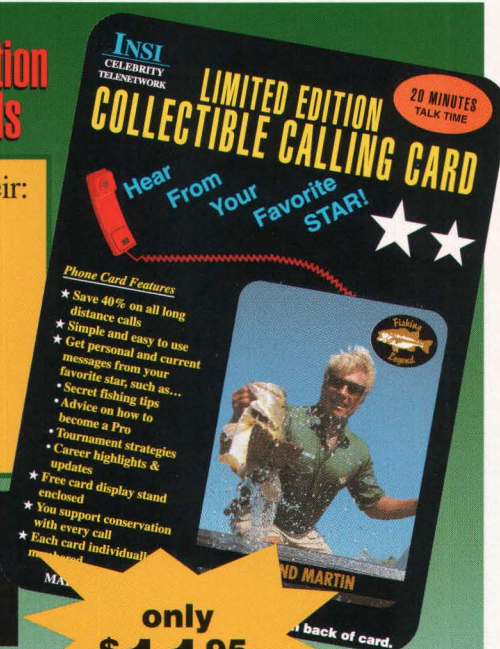
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SCHLUMBERGER ACQUIRES DANYL

Schlumberger has announced the acquisition of DANYL Corporation, the largest U.S. producer of unattended electronic transaction systems utilizing magnetic stripe and chip card technology (page 8, March '95 Moneycard Collector).

Schlumberger’s smart card and on-line Point-Of-Sale expertise will provide DANYL with the technology necessary to provide customers a full line of products for unattended POS applications, according to a company spokesperson. The acquisition of DANYL, coupled with the recent purchase of Malco, enables Schlumberger customers to implement stored value and universal card solutions with improved time to market and increased cost effectiveness.



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RICH AND RARE

SOME OF THE MOST EXPENSIVE PHONE CARDS IN THE U.S. For collectors willing to pay the price, there are some rare finds in the collectible phone card market today. A word of warning, though: like fine wines, scarce and truly historic cards fetch high prices as they age.

So, what are the most valuable U.S. phone cards at the present time, and why are they so collectible? There's more to the formula than simply rarity and image. *Moneycard Collector* decided to launch a quest for some of these elusive cards and to find out from the experts just how much they're worth – just in case you win the lottery this week or have a few thousand dollars left over from your grocery money.

One of the oldest collectible cards in the U.S. is the Inteleexpo card by Landis & Gyr. Priced at around \$1,250, the card has acquired a "true collector value" since it was released in 1985 as a demon-

stration card, according to Klaus Degler of Rocky Mountain Coin in Denver.

"This card is truly rare," (perhaps as few as 500) said Degler. "It was not created for general use. The fact that it's 10 years old – there's no chance of 50 or 100 of these just showing up. I think it's underpriced right now."

On the other side of the coin are also some flash-in-the-pan "superstars" that may or may not stand the test of time. "Some are pricey because of speculator demand," Degler suggested. "A single dealer can push up the price – not necessarily because of true buyer demand. If a price goes up

too rapidly, it's usually speculative. What I tell people is don't try to chase things. There's always something else to buy. You might get lucky and make a quick profit, but that doesn't always happen. The best thing to do is wait and let prices settle."

But there are other factors to consider when a card skyrockets in value, he continued. The Ronald McDonald House/Coca Cola four-card set, for example, also combines low mintage – only 500 sets issued – with the worldwide popularity of the McDonald's and

Coke logos to produce a sure winner.

"Most of those cards were exported to Germany where the Coke collectors are," Degler explained. "Very few were left to sell in the U.S. market. The market in Germany is very strong and that drove the price up, even though the demand was not established in the U.S."

The sets, which originally sold for \$50, quickly jumped to \$300 in Germany, and some have sold for more than \$400 in the United States. The representative retail price of the set was listed at \$400 in the May 1995 *Price Guide*.

Disney cards enjoy the same type of popularity, according to Scott du Pont of Keep The Change, in Orlando, Fla. "There are hundreds of thousands of Disney collectors worldwide."

A set of three of the Premiere Cast Member cards worth \$35 in January had catapulted to \$550 by March, he said. Only 1,000 sets were issued and they were available only to cast members at Walt Disney World in Orlando. "They had to go through an underground tunnel to buy them at a vending machine inside the cast quarters," he said.

One determined German collector dressed in a cast member costume was reportedly caught trying to buy the cards at the park, du Pont said.

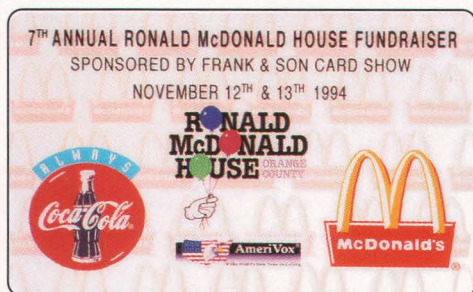
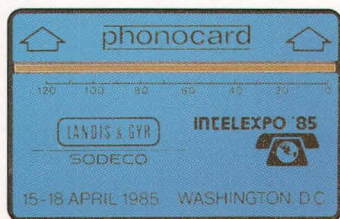
But the Orlando dealer agrees that it's the "historic aspect – the purpose of the card – that makes it much more valuable in the long run."

"They need to be the very first or you had to be there to get one," he said.

A £3 SERH – AmeriVox card dedicated to Steve Hiscocks, publisher of *International Telephone Card* magazine, is very rare and worth well over \$1,000 because of its place in the history of the industry, du Pont says. Only 44 of these cards were issued during the very first telecard convention, and they were the first-ever remote memory cards denominated in British pounds.

So, what are some of the other "rich and famous" cards that collectors and dealers covet? Here's a brief list of a few of them, along with some lore about each:

- 1994 Sprint World Cup Soccer 24-card set, issued June 1994. Value: \$3,250 for a dollar-denominated, withdrawn-issue specimen set.
- The Michigan Bell Strategic Directions card. Value: \$2,750. These cards were given out at a convention sponsored by Michigan Bell, the first U.S. (mainland) phone company to



From top: Landis & Gyr Inteleexpo demonstration card \$1, 250; Ronald McDonald/Coca Cola four-card set, \$400; NYNEX \$1 National Democratic Convention card, \$800.



ASSETS RACING PHONE CARDS

