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INSIDE: MONEYCARD PRICE GUIDE

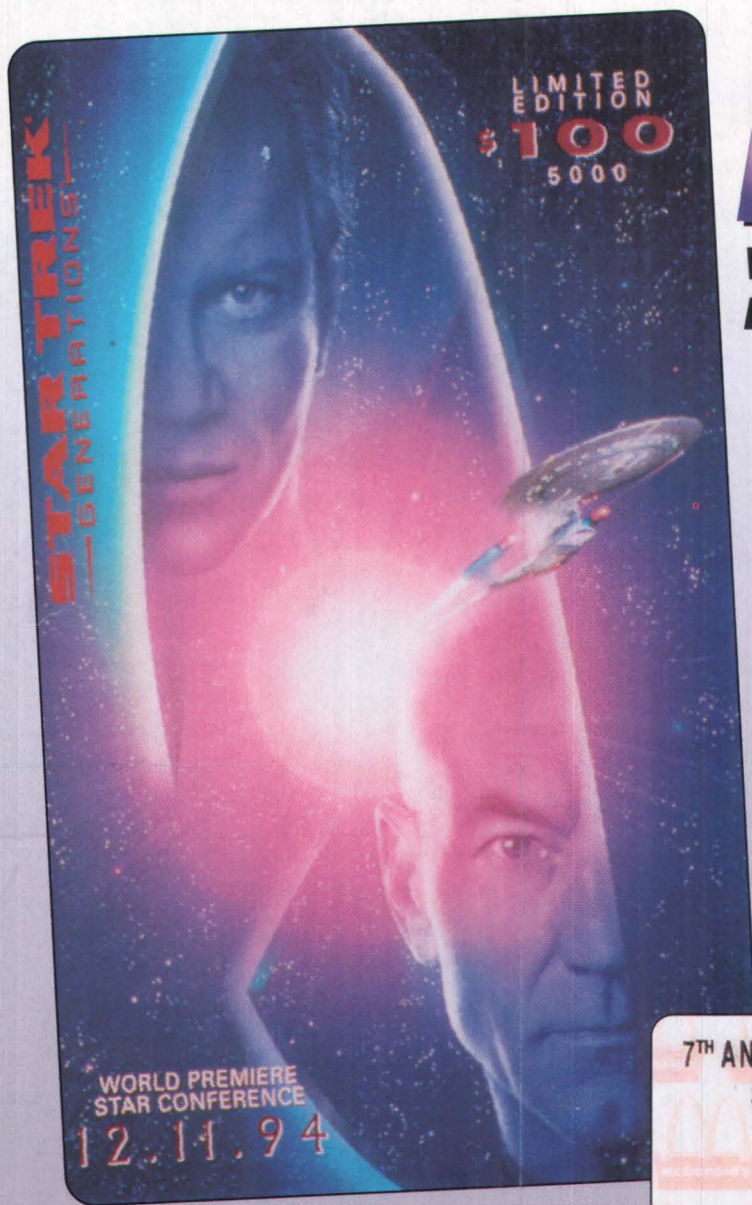
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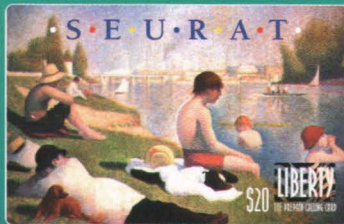
7TH ANNUAL RONALD McDONALD HOUSE FUNDRAISER
SPONSORED BY FRANK & SON CARD SHOW
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The bottom section of the fundraiser card features four logos: Ronald McDonald House (with "ORANGE COUNTY" below it), Coca-Cola (with "ALWAYS" above it), AmeriVox (with "the world's new voice on call" below it), and McDonald's.

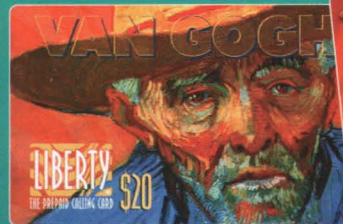
In With The New (and Newer).



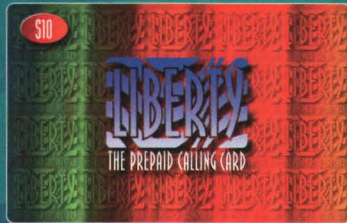
Renoir



Seurat II



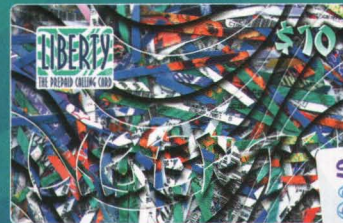
Van Gogh II



LIBERTY Spectrum



LIBERTY Wave II



Hidden LIBERTY



Make a call.



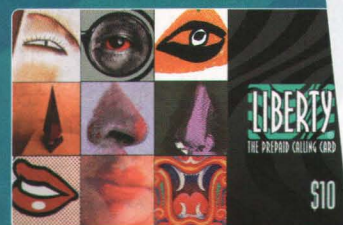
Sartori-Porcelain Me



Mothers Day - Red



Mothers Day - Yellow



Funky Faces I



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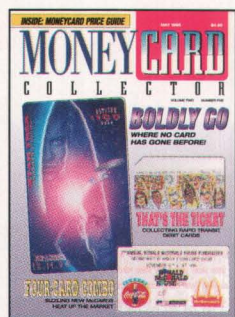
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The hobby picks up speed this month with the addition of cards from Star Trek, the MTA and McDonald's.

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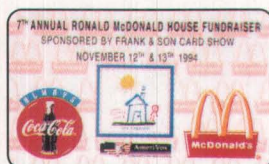
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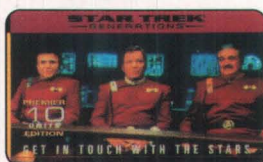
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A fund-raiser for the Ronald McDonald House turns into a hot collectible.



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Some bold, new Star Trek cards are taking collectors into a whole new universe.



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Fueling your hobby with the daily commute.

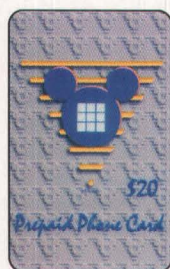
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Ticket-holders at Super Bowl XXIX were sitting on a gold mine.



40 The Artists' Touch

Sometimes it's the design, as much as the subject, that sells the card.



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It's no epidemic, but here are some areas to check out.

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A variation on an old theme this month - Disney and "the big boys."

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Some dynamite cards sure to remind you of our age of innocence.

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Hot city, hot market. Collectors line up for hours for special show cards.

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By the time this issue reaches our readers, another major phone card trade show will be approaching. When all of the participants and attendees look back on the first International Phone Card Conference and Exposition in San Francisco (April 26-30), here are some of the things I hope they will be able to say about it.

- Collectors and the interested general public from the Bay Area are saying that they had a great time and were glad they came. From actual demonstrations, they really learned about the cards and began or added to their collections.
- Card dealers are happy because they were able to sell to many collectors, win over some new collectors from the general public, and make a little profit.
- Companies from within the industry – from card issuers to sellers of time and other services – are saying that they did well and that what was provided to them in return for their exhibit fees represented good value for money.
- Delegates who paid to attend the industry seminars will declare that they were stimulating and well worth the time and cost of attending.
- The local media “got it right” by focusing on the real importance of prepaid phone cards to consumers.
- Show organizers are praised for treating their clients well, for doing what they promised to do, and especially for promoting it successfully to achieve significant attendance from the general public.

Phone card trade show organizers who can achieve these results, while building an atmosphere of cooperation and exercising good business ethics and judgment, will be the ones who succeed and prosper. Those who do not will fail.

.....

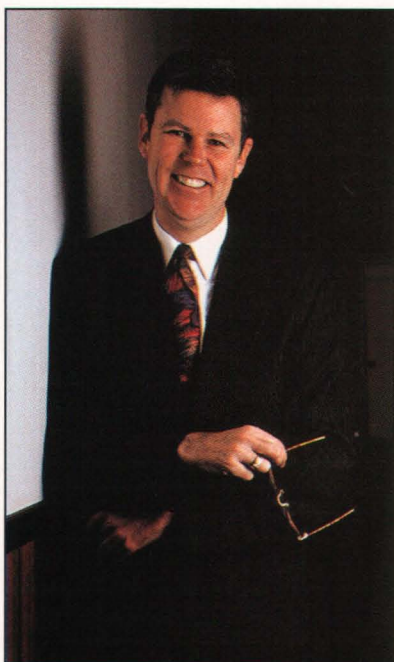
Our magazine, our journey into collecting phone cards within North America, is not even a year old yet. When we set out on this journey, we wondered how long it might take for collectors to understand the market and develop criteria for deciding what cards to collect. In this month's issue, read “America's Most Wanted” and study the Price Guide carefully, for the answer to that question may be start-

ing to appear. At a recent show, one observer offered these observations and possible explanations:

- Cards from the big four long distance carriers and the Regional Bell Operating Companies (RBOCs) are strong because collectors believe these issuers are the most important and that they will be around for a long years to come.
- Licensed image cards are frequently winners because in other areas of collectibles these same licenses may have an already-established record of appreciation.
- Cards that offer interactivity and entertainment options may be gaining favor because this is perceived as one of the most important competitive advantages of phone cards.
- Cards with low acquisition cost and a rechargeable feature seem to be popular as a means of building a collection economically and to purchase phone time at a low rate.

Do you agree or disagree? Give us your opinions. On a broader scale, of course, whether these observations are valid can only be determined by research, which we will conduct in the near future. But in the meantime, watch carefully. As the hobby continues to gain in popularity, maybe you, too, can spot some trends that will be important in building your moneycard collection.

Murray Church, Publisher



THE READERS ALWAYS WRITE

Congratulations on your continued excellence in reporting on the spectacular growth of our industry. In reading your "1994 in Review" (January 1995), I was pleasantly surprised to see Prepaid Telecommunications

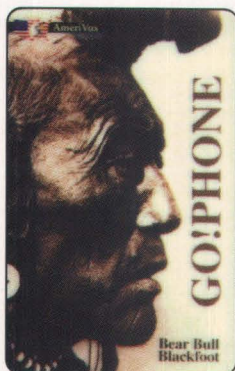
International's (PTi) \$5 NASA card as the #1 seller for the year at Keep the Change. Due to a typographical error, however, Peoples Telephone was reported as the issuer.

Space continues to be a hot topic worldwide, and we would appreciate being credited as the issuer of these NASA Series 1 cards. We will be issuing NASA Series 2 cards - a beautiful five-card set featuring extravehicular activities (EVA) - later in the year.



J. Randall Shoemaker, President, PTi, Miami, Fla.

Sorry about the inadvertent typo. Sometimes the type gremlins work a little overtime.



The March article on "Native American phone cards" is the worst journalism I've ever seen in Moneycard Collector magazine. Written by an AmeriVox "down-line" (Dr. Gary Felton), this "story" is very obviously a three-page "info-mercial" for AmeriVox, PM Cards, and some artist from Staten Island, N.Y. Laser Radio, mentioned in the story as one of a few unnamed other issuers of phone cards, was, in fact the first to issue an American Indian card in May 1993. We were stopped cold by AmeriVox from issuing more cards in October 1993, just as they were cranking up the similar cards for PM Cards.

As for Laser Radio's Native American cards, we are the creator, producer and financier of the cards, not ACML, whose network we chose to use, among others. Felton knows that all of our cards are sold through the St. Stevens Indian Mission in Wyoming, so the Mission can benefit from 100 percent of the sales. He also knows about Laser's ongoing donations to The American Indian College Fund, but because he is such a shill for AmeriVox and PM Cards, all of the benefit to the Native American People has been lost. Why were all the details about Laser Radio's projects left out? My only conclusion is so there would be more room to write about gold Indian cards and other Park Avenue-style crud from New York.

From this "story," I'm afraid that Moneycard Collector is on its way to becoming just another Premier Telecard magazine, where you could buy the journalistic coverage. Instead of buying any of Laser Radio's cards, Mr. Felton should save his money for the solid-gold cards with paintings by some guy I've never seen in ANY art gallery in the West.

John A. Guthrie, President, Laser Radio, Laramie, Wyo.

The story was originally assigned as a feature about Perillo's popular works of art on phone cards. Though it may have appeared, in its final form, to have been an historical account of all such Native American cards, it was not intended as such.

As for author Gary Felton's lack of information concerning Laser Radio's Native American cards, we have to take some of the heat for that one. The submitted manuscript stuck strictly to the Perillo works. The information about Laser Radio's cards was added by our editor. The facts that you have brought to light are welcomed in this forum. The only reason they were omitted is that we did not have all the information at the time.

You can rest assured that editorial coverage will always remain separate from advertising in Moneycard Collector magazine. The information that we provide our readers never has and never will be related to whether an issuer advertises with us or not.

KKeep up the good work with your magazine. I save mine; they may be a collectors' item one day!

Suggestion: Your articles about new and not-so-new companies are informative; such as DANYL Corp., "The Electronic Purse." It would be great if you kept a running section on these firms, their addresses and phone numbers AND my main point - if they are a privately held or public company. Even some D&B info would be nice. Mergers and acquisition info would be useful, too.

It may be of benefit to invest in these firms, not just buying what they are selling.

Steve De Joseph, Baldwinsville, N.Y.

Thanks for the suggestion. Moneycard Collector will continue to bring collectors news of interest about emerging technology - especially when it involves "smart cards," which we believe will become the future of our hobby.

As for a listing of all the companies in this blossoming industry, there are currently several hundred issuers alone, with many more popping up every week. As for the number of companies working on related technology and products... well, suffice it to say that identifying all of them would be next to impossible. Or as my friend down in Texas would say, "It's about as easy as nailing jello to a tree." We'll try to keep you informed about the best of the new ones, however.

MC

WANTED

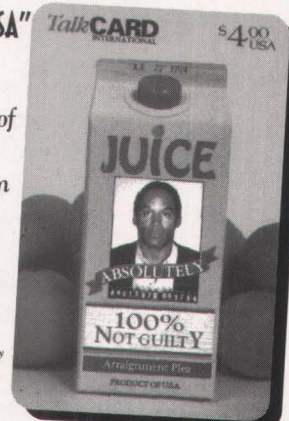
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Phone Card Fraud

Tell Me It Ain't So!

By Nancy Blackburn

Fraud is such an ugly word. According to Black's Law Dictionary, fraud can include surprise, trickery and cunning. In a perfect world, phone card collectors wouldn't have to worry about it. But then, nobody ever said the telecommunications industry was a perfect world.

It would take a book to detail all the ways fraud could be committed with phone cards, including several that haven't been discovered yet. Although fraud is not a widespread problem, and generally it is the issuer who is most concerned about it, there are a few implications for the prudent collector, as well.

Just about one year ago, the fledgling phone card industry was shaken when California-based Globalcom 2000 reached both a meteoric high that culminated in a gala grand opening celebration, and then its humiliating demise — all in the same month. Rumors of fraud and government investigation ran rampant, finally dying out with questions unanswered.

Since then we have all heard the nebulous rumors about certain companies, ranging from the vague gossip "they are having problems of some sort and are not answering the phone" to the dreaded statement that



Fraud can be deliberate or unintentional, as collectors and distributors alike found out when Globalcom 2000 went under in 1994.

"their PINs are going to be turned off."

Problems can be caused by either lack of experience or by intentional misrepresentation. Some problems result from the risks inherent with any new venture — under-capitalization, poor market timing, production problems, etc. These are simply bad breaks. But other problems involve deliberate fraud and involve illegal or unethical activities.

Fraud can involve both issuer and user. This is true of nearly every collecting hobby. Whether collecting for fun or for profit, none of us wants to be taken in or cheated by an unscrupulous person.

To understand the financial ramifications of forgery and PIN fraud, consider this scenario. A con-man purchases a phone card from a reputable company. He now has a valid PIN number to duplicate on the back of, let's say, 1,000 separate counterfeit cards.

The PINs are silver-coated with scratch-off, or covered inside an envelope. How many collectors will scrape off the PIN or unseal the envelope?

Technology is so good and inexpensive that after an initial investment in equipment, bootleggers can make 1,000 bogus cards for about \$100.

Counterfeiters can clear nearly \$20,000 in just one weekend selling phone cards of a well-known sports figure or movie star at a flea market, for instance. The equipment fits in the trunk of a car, and can be long gone in plenty of time for the next flea market.

There are still areas in which fraud cannot yet be prevented by the industry, but strides are being made every day. An example of the problem and what is being done about it: Discreet inquiries among computer hackers recently revealed that misappropriation of PIN numbers is a relatively easy procedure. None of the programmers in this case were guilty of the crime, but they knew how to pull it off. Since PINs are issued in blocks, once hackers find the block, they can access a large chunk of phone time. The industry is now moving to prevent this by disconnecting a call once several efforts to dial random combinations are unsuccessful.

According to collector Bill Peay, phone cards can usually help prevent the catastrophic losses that have been known to occur with telephone credit cards. The amount of loss is limited to the value of the card. And even though the increased convenience of automatically recharging a phone card with a credit card brings the possibility of greater losses, steps are taken to mitigate potential damages.

For example, AmeriVox has programmed its switches so that three \$20 transfers in one day will trigger an audit. Only one person can use the PIN at a time, unlike credit cards which permit multiple uses of a card number simultaneously.

The implication is very clear:: elements of fraud must be addressed within the industry and by the industry, in order to retain customer confidence. Telcos and issuers must produce an inward audit of business practices to avoid any suppression of truth, or dissembling. It is incumbent on these organizations to supply pertinent information.

At the present time, rates per minute are rarely indicated on the card itself — even a domestic card. So when a company advertises a certain rate for most of its cards, savvy customers are going to be expecting three or four minutes for a dollar. They feel cheated if the \$20 celebrity card includes a \$10 royalty charge and 10 percent tax that leaves them with a net phone value of \$8 or \$9. Their price per minute just doubled.

A small percentage point, but an important point, is exactly how much money goes to pay taxes? With taxes generally ranging between 3 and 10 percent, the customer is not usually concerned about how much the telco pays in taxes, but rather whether the withheld taxes are being paid or being used as a profit cushion for the company.

Also pertinent is how time is metered. If time is broken into increments of 6 or 10 seconds, the advantage definitely goes to the customer. On the other

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2. When prompted, enter the following card number:



3. Follow voice instructions for domestic calls from Puerto Rico, U.S. Virgin Islands.
4. When you have 30 seconds remaining, you will be prompted to conclude your call.
5. To place additional calls, Dial 1-800-234-1199.
6. To add additional calling time to your account, call 1-800-324-1234.
7. For Customer Service, call 1-800-324-1234.

From any touch tone phone, dial 1-800-457-8930. When prompted, enter the following card number:

Follow voice instructions for domestic calls including

5 Minutes

Non-refundable. Not responsible for loss, theft or unauthorized use of card number.

0058078725

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Is it real or is it a fake? Since most collectors keep their cards in mint condition with the scratch-off still intact, the possibility is always there for a fake PIN code.

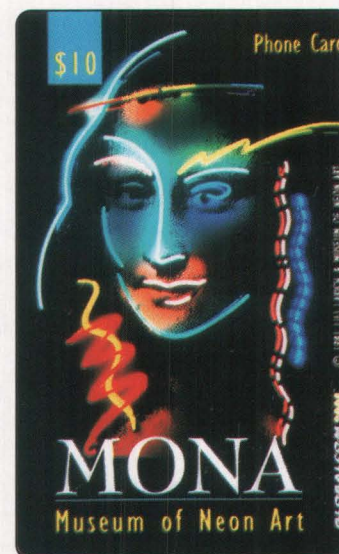


Unless you are buying from a reputable dealer, avoid making impulse purchases of old, rare or high-priced cards. If you must have the card, check out the reputation of your source with another dealer, or bring along another knowledgeable collector.

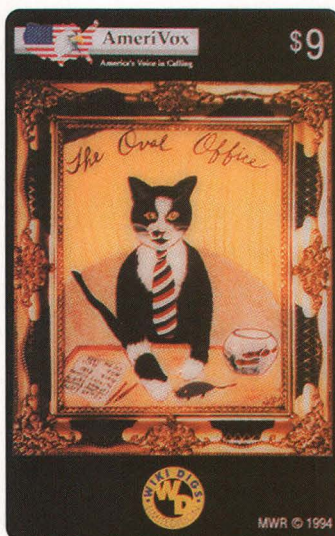
hand, users will be irritated to find that they are charged for two minutes of time when they are five seconds over one minute, since leaving a message on an answering machine usually takes around a minute. Would it be unreasonable for a company to state this policy somewhere on its cards?

The industry has taken an important step in forming the Prepaid Communications Association (PCA). Founding members include ACMI, Ameritech, Amtel, Bell Atlantic, ConQuest, Corporate Telemanagement Group, GTS, Innovative TeleCom Corp., IntelCard, Earthcall, LDDS, LCI International, NAT, Peoples Telephone Co., PICK, Quest Communications, SNET, Sprint, and Western Union.

"As the industry is largely unregulated, the potential for fraud is a concern... that concern and the need for self regulation was a principal reason for forming



Though no longer in business, Globalcom 2000 cards are still quite popular with collectors, including the well known MONA card, which is currently listed at \$15 in the Moneycard Price Guide.



Issuers such as AmeriVox have already taken precautions to prevent fraud. Only one person can use the PIN at a time, and three \$20 transfers in one day will automatically trigger an audit.

Calling Card Council established a "Cardholder's Bill of Rights," which stated what prepaid phone card users could expect:

- Information about the card's rates, terms and conditions

the PCA," promotional material for the organization explains. The PCA's stated goals are to "create assurance standards for customers... and to monitor industry participants supplying the services."

Even though the organization is in its early stages, the PCA has already discussed establishing a seal of approval, and members are proceeding forward with the concept. A trade publication is in the works, and there are also plans for an industry trade show during late 1995 or early 1996.

Last fall, the Telecommunications Resellers Association's (TRA) Prepaid

- Guarantee of reasonable service on every call
- A reasonable number of 800 toll-free access circuits to process their calls with minimal blockage
- Up-to-date time/dollar amounts remaining on their card
- Warning of depletion of the card account, at least one minute prior to card expiration
- A guarantee that service rates will not increase during the life of the card
- A guarantee that rates will be charged in increments not exceeding one full minute
- Call detail records upon request
- Immediate access to the service upon request
- Packaging that assures the user the card has not already been used prior to purchase

All this opens up an exciting glimpse of a future in which information and technology could be used to secure the cards themselves from infringement. New developments are being made in the field of DNA, and it is now possible to generate ink from DNA that can be embedded on the card plastic itself (see story in November 1994 issue of *Moneycard Collector*).

Or what if a seal of approval or a logo is authorized to be impregnated on the card itself? Costs are estimated to be about \$.0025 per card. A fluorescent wand, costing about \$200 would determine the authenticity of cards as the DNA pattern is impossible to counterfeit.

MasterCard and Visa have long used the hologram as an effective tool against counterfeiters. Upper Deck uses a similar logo on its 1869 Cincinnati Red Stockings phone card. However, machinery is expensive — as high as \$200,000 per machine — and the cost of each hologram would have to be passed along to the consumer. And hologram protection is not invincible.

As debit cards become the phone medium of the 21st century, we will continue to see exciting changes. Even though it is still too early to predict exactly what measures will be taken to prevent fraud — either by the industry or by government regulation — the protection is inevitable and required.

The Sprint Telecard Marlene Dietrich Collection

**Set of Four
One Gram
Fine Gold
Telephone Cards**
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cards per design
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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
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Telephone Cards**
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each card
Production
limited to 2000
cards per design
Manufactured by
Brilliant
Color Cards

Artist:
Gregory Perillo
Laurence M. Gartel
Tina Watts
Tony Capparelli

Serial Numbers issued
for each design 0001 to 2000
Selling price per set of four cards
\$24.00

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

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



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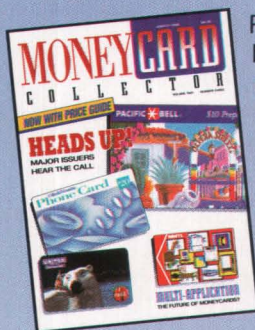
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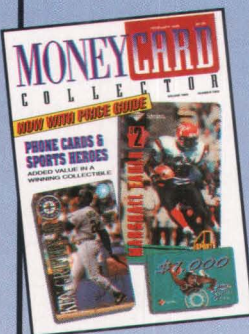
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- **Moneycard Album** — Deluxe leatherette album houses up to 120 moneycards
- **10 Polyethylene Sleeves** — Crystal clear polyethylene to protect individual moneycards
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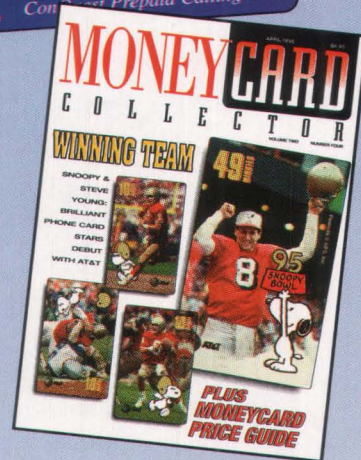
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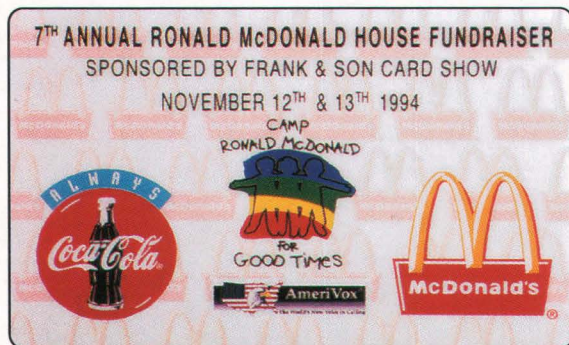
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HOUSE OF CARDS



You don't have to include a fancy design when you include the logos of McDonald's and Coca Cola. AmeriVox, Ronald McDonald House four-card set (private issue), five minutes phone time, 500 sets plus 100 single cards, November 1994.

RONALD MCDONALD HOUSE CARDS RAISING COLLECTORS' PULSES McDonald's and Coca Cola are proving to be a sizzling combo for telecard collectors. A series of four-card sets released last November bearing the logos of the two food-industry giants have been selling like... well, Big Macs.

But it's not just the dealers and collectors who have benefited from the popularity of these cards. Ronald McDonald Children's Charities of Southern California received approximately \$25,000 from initial sales during a charity promotion Nov. 12 at Frank and Sons' warehouse in Walnut, Calif. Frank Zamarripa, owner of Frank and Sons, designed the cards and AmeriVox produced them.

In addition to the Golden Arches and Coke logos, each of the four cards features an illustration from each of the four Ronald McDonald Houses — housing where families of critically ill children stay while their children are receiving specialized treatment in Southern California medical facilities.

These facilities hold a special place in Zamarripa's heart. He has a fundraising booth set up at his twice-a-week warehouse shows to raise money for the McDonald's programs. Zamarripa figures he's donated about \$500,000 to Ronald McDonald houses over the past seven years.

"I'm a big collector. I've always collected McDonald's pins," he explained. "I've set up a muse-

um at my warehouse. I started doing little shows, but I didn't want the money. So I donated it to the Ronald houses."

The little shows have spawned a big show that he sponsors annually, with proceeds going to the McDonald's charity. Usually baseball cards are the hot ticket, with lots of the game's big stars on hand to sign autographs. Not so at the Nov. 12 show. "The baseball strike really hurt us," Zamarripa said. "I couldn't get the name players. Now I wish I would have limited it to phone cards."

Production of the cards was limited to 500 sets and 100 individual cards, most of which he sold at the show. Each of the cards includes five minutes of phone time through AmeriVox. Prices started at \$50 a set and \$15 for an individual card.

"I kept a few of the cards for McDonald's collectors on my club mailing list, but most were gone by the end of the show," the card creator said.

Zamarripa plans to produce a new card in March, which should suit telecard dealers Buzz and Betty Houghtaling just fine. Owners of B&B Trading Cards in Alta Loma, the Houghtalings had a booth at the Nov. 12 show. Initially, they purchased 20 sets of the McDonald's cards and sold them for \$60 each, then bought 30 more and sold all of those. At the end of the show, they bought 20 of the remaining sets.

The dealers were astonished at how quickly the cards were snapped up. "They were absolutely on

fire," Buzz claims. And that fire has not yet gone out.

Within a week after the show, the price of the cards jumped to \$100 a set. Shortly after that, Houghtaling sent 12 sets to a show in Germany and all 12 were gone within five minutes — at \$200 each!

At press time, B&B was retailing the cards for \$400, with wholesale price at \$300. The Houghtalings expect the price to continue to escalate — to perhaps as high as \$1000 by year's end. "In our opinion, it's the most valuable, most recognized phone card around today," Buzz said.

Maybe so, but that may come as a big surprise to many of the buyers from the McDonald's charity show. "Shows like that draw more than just collectors," Betty explained. "They draw the fund-raiser's supporters, and those people probably have no idea what they have. Many have probably never seen a phone card in their life."

According to the California dealers, there are several reasons for the card's meteoric rise. Only 500 sets were produced, which is a small number when you consider there are countless numbers of Coca Cola and McDonald's collectors out there. European collectors are another major factor. "We get a lot of calls from overseas — especially Germany," Buzz said. "Many dealers are calling, and they want sets."

Phone card collecting is "big time" in Europe, Houghtaling said — especially for cards with images of true American classics like McDonald's and Coke.

The couple started their business a few years ago, mostly selling sports trading cards. About a year ago they noticed the surge in sales of telecards throughout Europe and decided to include some in their inventory. Phone cards now make up the bulk of their business, with trading cards and accessories now taking a back seat.

"Investors are searching for the right buys, and they're finding them out there," Betty said. "Right now, the right buy appears to be McDonald's telecards. One collector bought 10 sets from B&B at the original \$60 price and refused the Houghtalings' later offer of \$200 per set. "He knows the price is going up," she laughed. And members of a club in Ohio who are into McDonald's and Coca Cola collectibles called and ordered six sets — at \$350 apiece.

"We've been working for a year to find the strongest collectibles," Betty said. "I think we've won big-time with McDonald's."

Susan McDonald

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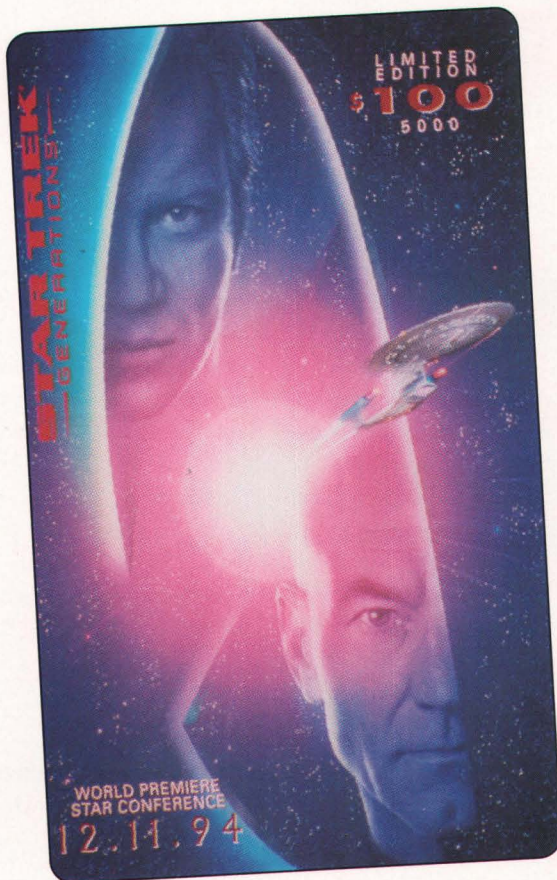
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INTERACTIVE STAR TREK CARDS OPEN WHOLE NEW UNIVERSE OF ENTERTAINMENT

Star date 12-11-94: Nearly 12,000 Trekkies beamed aboard the Starship Enterprise this evening to chat with captains James T. Kirk and Jean-Luc Picard – all from the comfort of their homes. The fans were part of the Future Call Company's innovative "Star Conferences," which will undoubtedly go down as three of the largest "party line" calls in history.

To get in on the fun, fans had to fork over \$100, which got them a jumbo 5" x 7" souvenir phone card and an access code to one of three hour-long, live Star Conference calls with the two popular captains. Each of the three Dec. 11 conferences had separate souvenir cards with different Star Trek images. In addition to the Star Conference, each of the jumbo cards were valid for 10 minutes of long distance time. A total of 5,000 of each of the jumbo cards were issued.

The conferences, which were appropriately billed as "Two Legends on the Line," began with a 10-minute pre-program entertainment segment prior to the live call with actors William Shatner and Patrick Stewart. During the call, several lucky listeners were randomly selected to personally ask the stars a question. To a true Trekkie, it was pure heaven.

"I was delighted to be able to personally speak to thousands of Star Trek fans simultaneously," Shatner said afterward. "It was a big thrill for everyone involved."

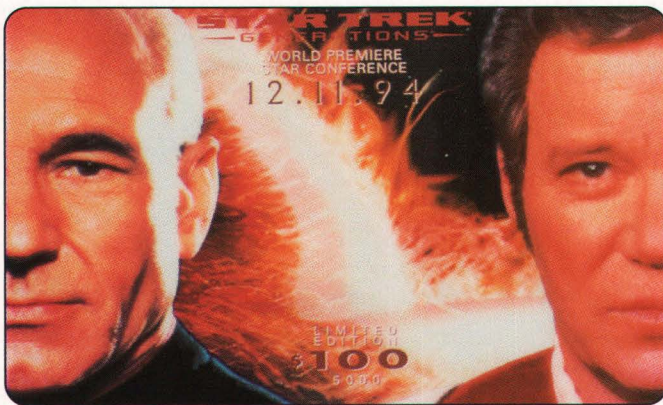
Future Call has also introduced its first regular series of collectible Star Trek prepaid phone cards. The premiere 12-card series of Telephone Entertainment Calling (TEC) cards feature scenes and characters from "Star Trek Generations," the most recent blockbuster movie from Paramount Pictures.

Card-holders can use their cards for conventional long distance phone service and to access the card's Entertainment Line. Each of the cards carries five units of phone time, as well as five minutes of entertainment time. Telecommunications service for all Future Call cards is provided by MCI.

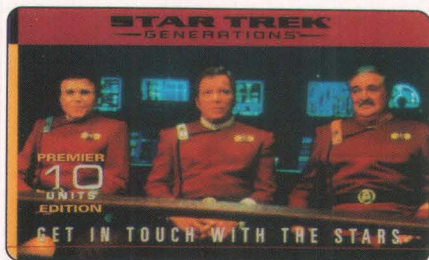
With the second option, callers can personally navigate through four separate entertainment channels, where they listen in on intimate interviews with the stars – Shatner, Stewart, Leonard Nimoy, Brent Spiner, Michael Dorn and others.

The stars share personal insights and behind-the-scenes anecdotes from a multitude of Star Trek productions. Callers can test their Star Trek trivia knowledge, and even take a lesson in the Klingon language.

"The entire phone card collector hobby eagerly awaited these Star Trek cards," said Larry Brilliant, recently retired chief executive officer of Brilliant Color Cards. "Star Trek is such an important part of



Starship captains James T. Kirk and Jean-Luc Picard grace the front of all three of the 5x7 jumbo Star Conference cards. Each of the jumbo cards had an access code for one of the December 11 conference calls



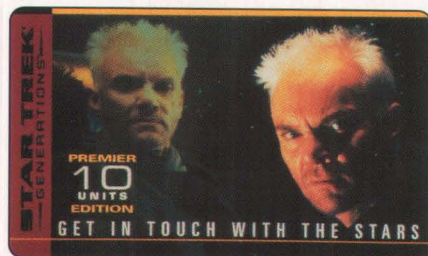
Original Star Trek officers Pavel Chekov, James Kirk and Montgomery "Scotty" Scott await launch on the bridge of the Enterprise.



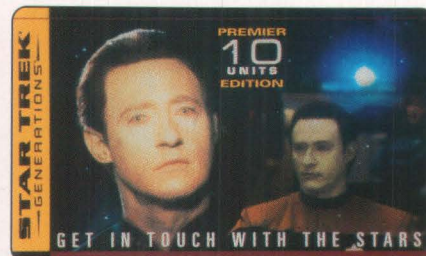
Generations apart, captains Kirk and Picard get to know each other while riding in the Nexus.



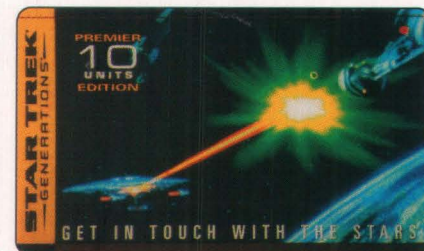
Newly promoted Head of Security, Lieutenant Commander Worf, from the Enterprise D.



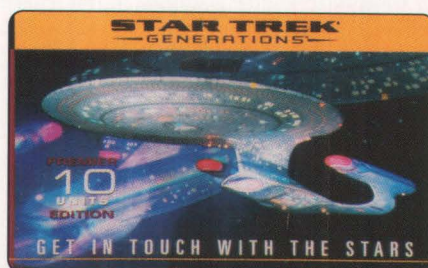
Villain Dr. Soran's search for the Nexus results in Kirk's death and the destruction of the Enterprise D.



The normally stoic Commander Data becomes more human when he receives an emotion "chip."



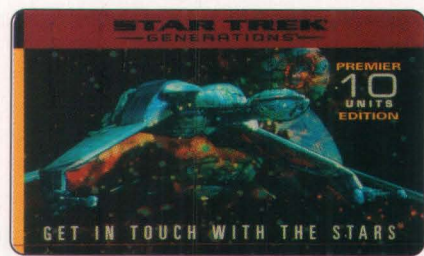
The Enterprise battles a deadly Klingon "Bird of Prey."



Captain Picard's ship, the Enterprise D, was later destroyed in the "Generations" movie.



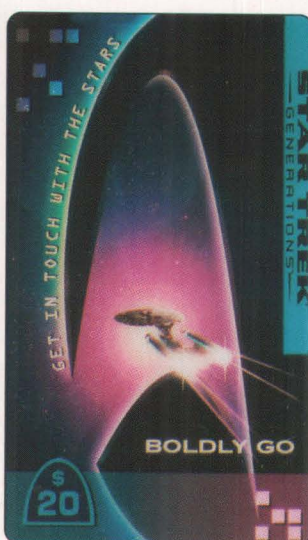
Dr. Soran awaits the passage of the time warp "Nexus."



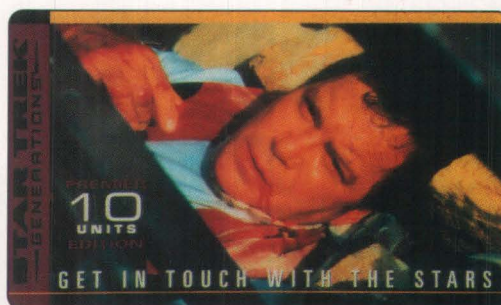
A fully uncloaked Klingon war ship - a "Bird of Prey."



Klingon sisters Lursa and B'Etor conspire to destroy the Enterprise in "Generations."



Early promo cards in \$10 and \$20 denominations were issued to plug both the "Generations" movie and the Star Conference. This one doubled as the promotional poster for the movie.



A welcome sight to some and a terrible finale to others, is the death of Captain Kirk. You can't buy the card, but it's thrown in free with each set.

our culture that the Star Trek TEC Cards will be a hot collectible throughout the world."

The 12-card set is priced at \$120, with a bonus card of Kirk's death thrown in free with each order. Collectors can order the cards by calling (800)TEC-TREK (832-8735). Dealers should call (800)836-3568.

Three additional four-card sets of Star Trek cards were scheduled for spring release by Future Call - the original series, The Next Generation, and Voyagers.

And if all that isn't enough, Future Call also holds licenses for three daytime soap operas: "Another World", "As the World Turns" and "The Guiding Light." Future Call plans to offer additional Star Conference calls later this year.

MC

The following information is applicable to all the Generations phone cards (above): Future Call Company, 13-card Star Trek Generations series, five units of long distance time, five units of entertainment time, quantity unknown, March 1995 release.

That's the Ticket

Collecting Rapid Transit Cards

By Art Becker

Rapid transit stored value cards are nothing new. They've been around for more than a century. More commonly known as the "ticket," tokens are also used for single rides on some rapid transit systems.

Since an article about tickets and tokens could fill a book or two, let's narrow the field a bit by limiting it to debit cards that are valid for more than a single ride on a rapid transit system. Our working definition of a rapid transit system will be some type of fixed guideway — traditionally known as a subway, metro, U-bahn, EL (elevated), light rail, tram, or streetcar. This generally excludes traditional railroads and buses.

There are two basic types of rapid transit debit cards. The first has stored value and is expressed in currency. The Washington, D.C. Metro is a good example of this type. You can buy a \$20 debit card and use it as a multiple ride ticket until the value runs out. A \$20 DC Metro debit card is actually a \$22 card, as the rider gets a 10 percent bonus

for purchasing a card worth \$20 or more (and a 5 percent bonus for buying a \$10 or higher card). San Francisco's Bay Area Rapid Transit

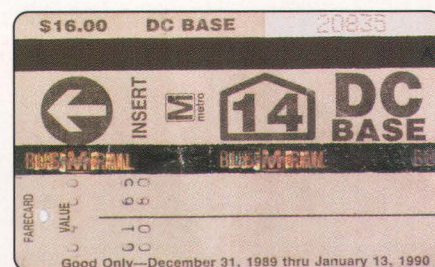
(BART) system uses a similar stored value card.

Now, let's broaden our thinking about debit cards. The stored value of a debit card is usually denominated in currency (money). However, other units can be stored, as well. Units of time can be specified in days or weeks.

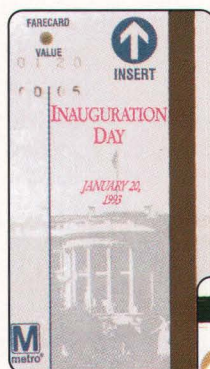
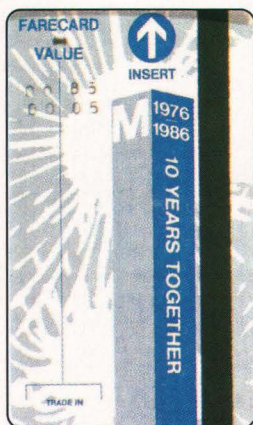
Thus, the second type of rapid transit debit card is what's commonly known as the "pass." A pass is usually good for a day, several days, a week, etc. Many passes now come with magnetic strips, or chips, which can be used in faregates. Hybrids also exist. In Virginia, you can buy a pass, good for two weeks of unlimited bus rides, which also contains \$5.50 worth of Metro rides. The pass is shown to the bus driver, and includes a magnetic stripe for use in the Metro faregate.

Combination debit cards can sometimes get confusing, as there can be several possible durations and zone combinations involved. Because the DC Metro does not usually return completely used fare cards, a rider can lose a combination pass, even though there may be valid bus fare remaining. This is the only occasion where the Metro faregate will return a card marked with zero remaining value.

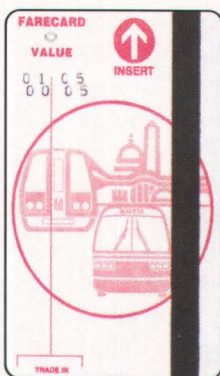
So how do you collect a Metro card, when the system captures completely used



Washington Metropolitan Area Transit Authority (WMATA), better known as Metro, sells two-week bus passes with subway fare included. The card is flashed to the bus driver, with the magnetic strip used in the subway.



DC (Washington) Metro cards appear in a variety of designs, including those commemorating Metro's 10th Anniversary, the Presidential Inauguration, and the Metro Game.



The bus/rail design pictured at the upper left was used by Metro for only a short period of time. The "Welcome Aboard" cards (upper right) illustrate the current Metro card design. The Metro Family/Tourist Pass (bottom right) was a package of four tickets good for unlimited bus and rail travel on a specified weekend day.

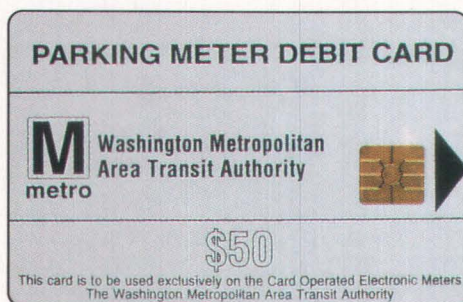


cards? The best way to get a mint card is to buy a minimum fare card, currently \$1, and never use it. The best way to get a used card is to pay 5 cents more than the cost of the ride. In the end, you'll get back a card with a nickel's worth of value remaining. Metro assumes you'll use the card in the vending machine as partial payment on a new card. BART operates about the same way, though for some reason, you used to be able to get a 25-cent card, even though it wasn't useful for any fare.

DC Metro cards are interesting to collect, as there are a wide variety of combinations. The obvious differences are in the design on the obverse. These include cards sold to commemorate a Presidential Inauguration, Metro's 10th Anniversary, and the Metro Game, where your name and address on the reverse of the specially marked used ticket that the system captured make you eligible for prizes.

Some Metro card designs are only used for a short time, while others have been in use for years. There have been at least three different fare card vending machine types, and these variations are easy to spot (i.e.: round corner cards versus square corner cards). Advertising on the reverse of the cards was promoted heavily for a while. These cards can be very colorful collectibles.

Day passes are available, as well as passes for two weeks and 28 days. A special card has even been issued for employers who wish to provide their employees a transit subsidy. The DC Metro has recently issued a chip card, but (believe it or not) the card is only valid in Metro parking meters! Remember, you heard it first in *Moneycard Collector* magazine.



The Washington D.C. Metro Park Card can be used for a month's worth of parking. The computer chip cards are automatically debited by inserting them into electronic parking meters.

At first glance, all BART cards look very similar. An examination of the reverse, however, shows several different variations — different type fonts, thickness of the rectangle, dollar amounts, etc. Other than differences on the reverse, there are only a few varieties of BART cards — senior citizen and student discount cards, and a 20th anniversary card.

New York City's subway system has recently switched from tokens to debit cards. The MetroCard has been designed as an all-purpose debit card for use on buses, taxis, trains, and in telephones. However, this multi-purpose scheme has not yet been fully implemented. Several editions of the conventional MetroCards have been issued and are quite collectible.

Many cities in Europe offer rapid transit day passes. Amsterdam, Rotterdam, Munich, and Vienna all come to mind. Often, the best place to find these passes is in a kiosk just outside the city's main train station. A reasonable pronunciation of the term "dag karte" will probably be understood, if all else fails. Day passes might also be sold in fare vending machines.

Some European rapid transit systems operate without faregates. The honor system is used, though roving inspectors have the authority to hit you with a rather large fine on the spot, if you don't have a valid ticket. They also like to be very loud about it.

In the U.S., the San Diego Trolley uses this same type of honor system. The cost savings of not having to buy, install, and maintain large numbers of complicated faregates at every station more than offsets the loss from the infrequent fare-evaders. This method also helps riders use the system faster and more conveniently by avoiding having to wait in line to pass through the faregate.

Denmark has introduced true, general purpose moneycards. In Copenhagen, the Danmønt chip cards can be used to pay the fare on HT's buses and virtually everywhere else — taxis, parking meters, self-service laundries, bars, newsstands, and, of course, in telephones. (Editor's note: A major feature story on Danmønt will be published in a future issue of *Moneycard Collector*.)

London Transport has been issuing rapid transit debit cards for decades, currently in the form of one-day to seven-day passes. The passes are called "Go-As-You-Please" cards, London Explorer cards, and, most recent-

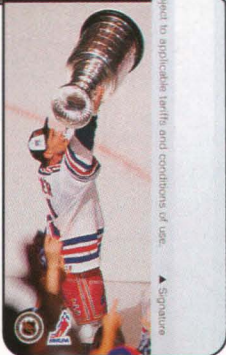


San Francisco's Bay Area Rapid Transit (BART) system uses stored value cards. Most of the BART cards look alike, except for some minor variations on the reverse.



ly, TravelCards or Visitor TravelCards (the former requires an official London Transport photo ID card). There are various zone and time-of-day restrictions with some of the passes, though all are good on Central London's Underground and the famous red double-decker buses.

No article such as this one would be complete without mentioning Japan's colorful and numerous rapid transit debit cards. Subways in Tokyo sell debit cards used to buy actual tickets. Ten-dollar cards are the most common, followed by \$30 cards.



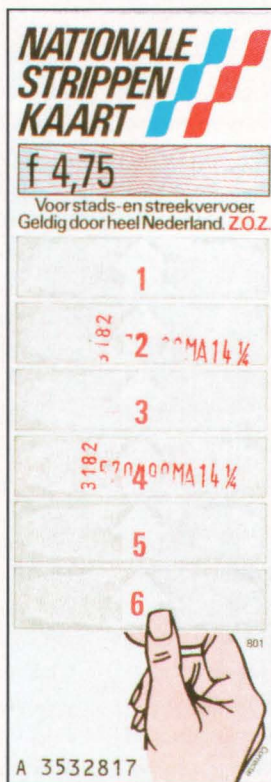
The New York MetroCard is an all-purpose debit card for bus, train, taxi and telephone use. The cards are available in commemorative issues like the New York Rangers Stanley Cup Series and the Rizzi Art Cards.

There is a city-owned subway system, and a privately owned system. The city system, called Toei, sells two different versions of a \$6.50 one-day pass, good

on all city owned subways, buses, and the remaining Tokyo streetcar line. The version sold from a vending machine has a magnetic backing, and can be used in a faregate, or flashed to a window attendant, bus driver, or streetcar driver.

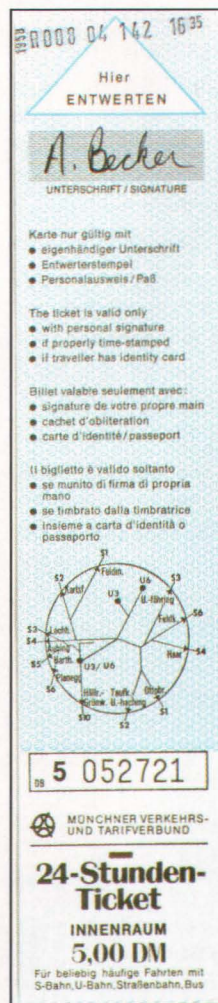
A different version is a scratch-off card. This is a small cardboard folder, valid for one day, up to six months after purchase. The user scratches off the spots covering the month and day the pass is to be used. It doesn't have a magnetic backing, of course.

Kobe's subway sells a stored value debit card where the same basic card is encoded with whatever value is selected (\$10, \$30, or \$50). This magnetic-backed card is then used as a ticket. Osaka sells a similar card, as does Nagoya. Nagoya also offers a card, called a Lily Card, which can be used to buy tickets. Cards that are used as tickets have information printed on the back of them after each use, such as remaining value, and which station was used as an exit. The



Multi-day strip cards are used in some European countries, like The Netherlands.

Multi-use cards can be a little tricky. The blue 4-ride single zone card from Amsterdam must be stamped or validated on each tram, metro or bus.



A 24-hour DB Ticket from Munich, Germany, is valid for either the S-Bahn (street car) or U-Bahn (subway).



London Transport issues stored value debit cards under the names "Go As You Please" and "London Explorer."

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cards also have holes punched in them to indicate remaining value, expressed in terms of either money, or remaining rides, depending on the system.

Finally, you are probably asking if these cards have value, or investment potential, as with telephone cards. Well, anything is worth what someone else will pay for it. There aren't as many collectors of rapid transit cards (though few statistics on this subject actually exist), so my recommendation is that these cards be collected strictly for pleasure. I've never seen a buy offer for any of these cards, nor am I willing to pay more than a nominal amount for such a card. They are simply to be enjoyed.

MC



This Opening Day commemorative pass from the Hong Kong Mass Transit Railway was good on the subway or metro.



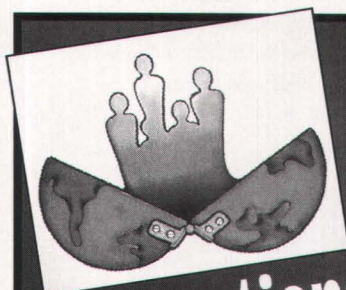
On the TOEI, Tokyo's city-owned transportation system, scratch-off cards like this one are good for one day up to six months after the date of purchase. The system includes subways, trams and buses.



Japan's "Metro Card" is used to purchase tickets on the private Eidan subway lines. This one cost 1,000 Yen, or about \$10 U.S.



In Tokyo, day passes for the TOEI are also available through vending machines.



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AMERICA'S MOST WANTED

The top spot this month, to no one's surprise, is held by Vista United. For the past few months, the majority of the calls about popular prepaids have involved Vista United's stable of 14 telecards. And these callers have made their presence felt in the marketplace.

The surprising part is that the top seller has changed! Why has the emphasis suddenly switched from the Premier Cast Member set of three cards to the Regular Issue set of three? There are two possibilities: collectors may realize that the minuscule Regular Issue mintage of 500 is just half the number and two-thirds the cost of the Premiere Cast Member set. Or it could be that the limited number of collectors chasing Vista United sets through the ceiling have obtained the Cast Member set and are now concentrating on the Regular Issue set.

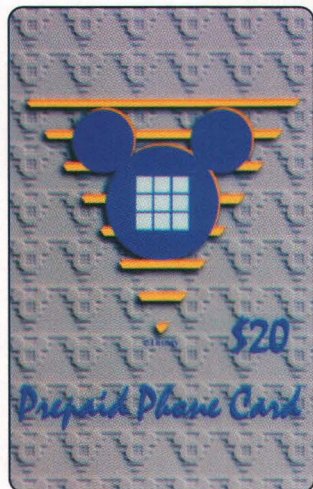
Mintage and price aside, I simply think each set or card will have its time and that those collectors religiously putting together a Disney set are quite limited in number; and those few have already obtained the first set and are after the second now.

I also believe that \$2,000 for the 14 Disney cards is way too much, but this is coming from a fellow who goes to Orlando for the Annual Coin Show each January and won't spend the money to see Disney World.

Kudos to the dealers who assisted me with "America's Most Wanted" — Steve Schwartz of Sears/Clearwater (813) 791-7535; Roger Streit of International Phone Card Exchange (201) 857-2121; Chris Garibaldi of North Americards, (206) 641-6057; Scott duPont/John Bridges of Keep the Change (407) 629-2273; Bruce Harmon of Acme Telecards (800) 405-2263; and Lori Porreca at Univox (212) 545-7501. You can reach Steve Eyer, Inc. at (217) 864-4321.

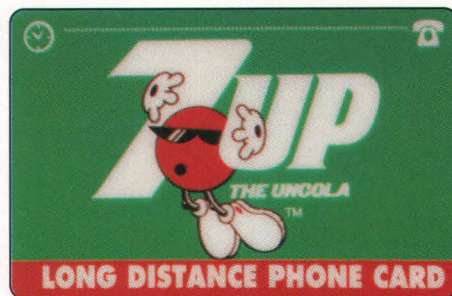
1 VISTA UNITED PREMIERE EDITION REGULAR ISSUE

Mintage 500 sets. What we've pictured before is the highly touted Premiere Cast Member set. This one seems like a better buy. The plain ho-hum design hasn't stopped the skyrocketing price of the set, however. It is currently around 10 times face value. You'll probably see this one again on the chart.



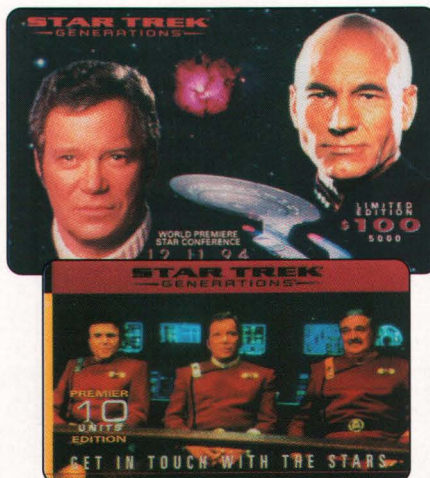
2 LDDS 7 UP CARD

Spot (the Spot?) is the central feature, and in sunglasses, no less! Do I feel a run on the legendary multitudes of Coca Cola collectors coming on? Pepsi telecards tried to convert collectors with its telecard, but sputtered, and I think it will be hard for 7 Up to follow this one. There's not much you can do with a squeaking red spot, is there? Meanwhile, Coca Cola is heating up some Midwestern collectors as it tries out telecards in test markets there. Watch out Spot, here comes the Coca Cola give-away card!



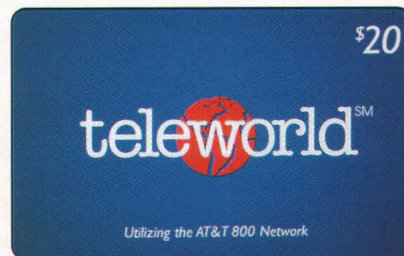
3 FUTURE CALL STAR TREK CARDS

Beam me up, Scotty! Here comes Captain Kirk and crew, and you can interact with them with trivia lines, information lines, jumbo cards, live two-way conferences with leading Star Trek characters, and with a series of 12 cards from the movie "Star Trek Generations." But can you telephone your mother-in-law with them? Could Star Trek be bigger than Mickey Mouse? As for me, I'd just as soon talk on the telephone without worrying about falling into some distant black hole. But watch out for the impact on these cards caused by the dedicated legions of "Trekkies" out there.



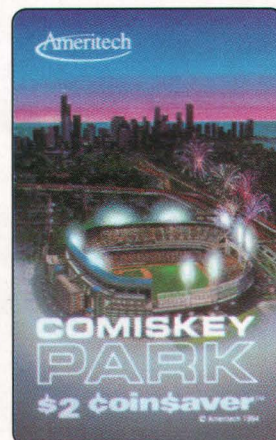
4 TELEWORLD \$20 GENERIC

This is a user card which provides little beauty but great value for the collector's money. Cost per minute of domestic long distance is \$.29, and the card has no activation fee. If you're one of those shoppers looking for inexpensive telephone time, here's this month's bargain.



5 AMERITECH \$2 COMISKEY PARK

Originally offered to White Sox fans, this Baby Bell card features the beautiful Chicagoland stadium and downtown landmark. It's one of the prettiest Ameritech designs, and the low price should make it a best seller for years. Sports card collectors are just beginning to discover it. Better get it while it's cheap.



6 PACIFIC BELL FIRST ISSUE SET

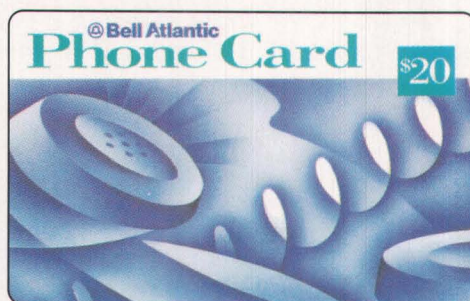
These cards are very elusive, as Pac Bell seems intent upon making it difficult to find the issuing locations. A friend recently went searching for all the Pac Bell cards, and it took most of the day to put together just a few sets. (Editor's note: Surprisingly, Pac Bell sold a number of cards at the issue price during the recent TeleCard World show in Los Angeles. Pac Bell has assured Moneycard Collector, that it will supply final issue numbers.)



7 NAT ORCA WHALE Again on the list is one of the undersea members of NAT's stable of beautiful telecards. Despite the outcry from some collectors in cold-weather climes, Florida vacationers continue to purchase scores of these cards. With excellent per minute rates and beautiful marine life, the NAT underwater series is hard to resist.

8 BELLSOUTH UAB TRIAL SET

These cards may not win many styling awards, but they are pleasant looking, and more importantly, they are the inaugural issue of the Baby Bell of the South. Issued on a trial basis in August for the University of Alabama at Birmingham (UAB) Hospital, these cards made it to the secondary dealer market in nearly record time. A fairly sizable quantity of the cards were printed, but the unsold inventory was scheduled for destruction in March, which should increase the cards' appeal even more.



9 BELL ATLANTIC TRIAL SET Bright and bland. Bell Atlantic was present at the Richmond Telecard Convention two years ago. If Brilliant Color Cards artists can put together a stunning design in less than a day, shouldn't one year have resulted in something better than very brightly colored telephone receivers? Personal feelings aside, these cards are an RBOC first issue; they're warming up and will likely get a lot hotter.



11 GTE SUPER BOWL XXIX CARDS

You won't find many of these cards around, but plenty of collectors are out there searching for them. The GTE name is one of the attractions, but the cards are also the first to officially use the Super Bowl logo. The entire issue quantity of 80,000 "Hi Mom!" cards were passed out to ticket-holders at the event, but they have been actively traded since the day after the game. The 15-unit "Helmet" cards are now sold out, with just a few of the 29-unit "Pigskin" cards remaining at press time.



10 UNIVOX MARILYN RED LIPS 1,500 mintage. Wow! Now here's a design! The simple black-and-white Marilyn with colorized red lipstick is enough to raise the pulse of just about any red-blooded male collector. Although the Univox card has been around for some time, a group of them have recently found their way back to the marketplace, and collectors are snapping them up.



12 FINISH LINE \$10 WINSTON CUP SERIES

Auto racing is now the largest spectator sport in the U.S., and with the beginning of the '94 race season, racing collectors are beginning to make a statement. The entire series of the Finish Line cards has been burning up the course since its introduction last year. Only now are they starting to appear on the secondary market. Also selling well are the two Pennzoil test cards from Chicago. Gentlemen, start your collections!

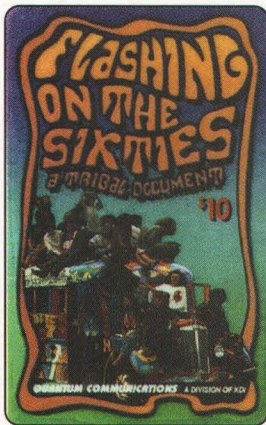
Steve Eyer



A popular image sold at various stores across the nation is a close-up of Lisa Law's own psychedelic bus, Silver. The image shows peace symbols, guitars, pigs and a rainbow.



Wavy Gravy, a participant at the original Woodstock, is featured on two of the phone cards. Wavy is the primary fundraiser for the Seva Foundation, which supports humanitarian causes all over the world.



The *Flashing on the Sixties* card features Wavy Gravy's psychedelic bus, which traveled to Woodstock. The bus is covered with colorful hippies as they paraded down the street in a 1968 July Fourth celebration.



One of the most popular cards features Lisa's photo of her husband putting up the first teepee at the original Woodstock in 1969, as Max Yasgur's cow watches. The same image will soon be featured in rooms at the Hard Rock Hotel in Las Vegas.

THELECARD SERIES CAPTURES IDEALISM OF '60S Lisa Law is living proof of the old saying that when a door is closed, a window of opportunity is always opened. During the late-80s, the well-known photographer/writer produced a nostalgic 150-page chronicle, "Flashing on the Sixties." Two editions were total sellouts. A few years later she wrote, directed and produced an award-winning documentary film by the same name, which aired on Cinemax and The Discovery Channel.

Her plans were to offer some of those famous images on the newest communications medium — phone cards — and in the process, raise money for some of her favorite charities. Unfortunately, that's when the door was slammed shut, as the selected issuer — Globalcom 2000 — disappeared before the cards could be issued.

But the enterprising entrepreneur recognized her "window of opportunity," and she simply started up her own company, Quantum Communications (Division of Global Communication Network). Ready in time for the 25th anniversary of Woodstock, the cards have drawn raves from collectors all over the nation.

Each card carries a \$10 face value, and is a limited issue of just 1,000. There will be no additional printings of the cards.

If you are a child of the '60s, or even vaguely remember the era of social consciousness, peace, love, protests and Viet Nam, the "Flashing on the 60s" series of phone cards will be of interest to you. Collectors can contact Quantum Communications at 1624 Ben Hur Drive, Santa Fe, NM 87501, or by calling or writing GCN at (800)530-3333; 12750 Ventura Blvd., Studio City, CA 91604.

MC



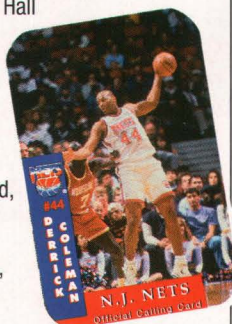
The New Buffalo Commune, an image of two teepees with a rainbow, was taken in 1967 when the commune was in full bloom. The New Mexico commune now functions as a bed-and-breakfast, which houses people who come for a little taste of history.

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NEW JERSEY NETS

SHOW STOPPER

SINGAPORE COLLECTORS SWARM CONVENTION FOR CHANCE TO BUY COMMEMORATIVE CARDS The annual Singapore Taisei International Coin Convention (STICC) has always attracted big crowds, but what happened this year, as the saying goes, "had to be seen to be believed."

After observing the success of other official coin show phone cards — particularly the 1994 Hong Kong issue — the STICC Committee commissioned USACard to produce the first STICC cards, a two-piece set to be released at the February 1995 event.

"The crowds began to form in the early morning hours, even before all our convention staff and dealers arrived," commented show chairman B.H. Lim. "We had to pull staff from other duties just to handle sales of the phone card sets. The crowds were so large, access into the show was blocked. The Fire Marshall was getting nervous. In less than one hour the sets were sold out — even though we enforced a three-set limit. We have never seen anything like this before."

The 1,100 sets of \$5 phone cards were housed in a special commemorative folder by the STICC Committee. Card A honors the organizers Taisei Stamps & Coins and the co-sponsors, which included the United States, Singapore, and China Mints, among others. Card B depicts an artist's rendition of the Westin Stamford Hotel, site of the convention and tallest hotel in the world.

The issue price of the set was set at US \$30 by the STICC Committee, a premium which obviously did not dampen enthusiasm for the cards.

The STICC, founded in 1987, has grown to four shows in one — the original coin show, an antique and collectible watch show, a jewelry fair, and a card show, all in adjoining rooms. However, in Singapore all these collectibles are so interrelated that phone cards are almost as evident in the coin show as are coins and paper money.

In addition to USACards, other U.S. representatives at the event included AmeriVox, which promoted its new Kennedy series, and well known banknote and phone card dealer Steve Eyer. The Illinois dealer reportedly had one of his best shows ever. "Not only were the crowds huge, they were also very active buyers," he said.

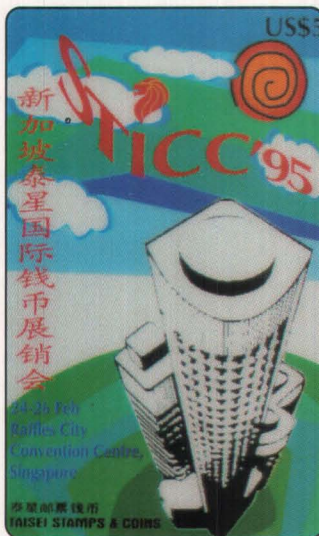
For several hours each day of the show, buyers were shoulder-to-shoulder, two to four deep at some tables. Transactions transpired as rapidly as dealers could produce change. Attendance was tallied at nearly 11,000 people, a new show record.

Collectors outside Singapore hoping to obtain a set of the STICC telecards may have to search the collectibles shops the next time they are in the city. Very few of them escaped the hands of local collectors.

Robert Mish



The line waiting to buy the commemorative show cards was so long that access to the show was blocked.



USACards, 1995 Singapore Taisei International Coin Convention (STICC), two-card set, \$5 face value each, 1,100 sets issued, February 1995 release.

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All new dealers who place their first order by **March 30, 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.



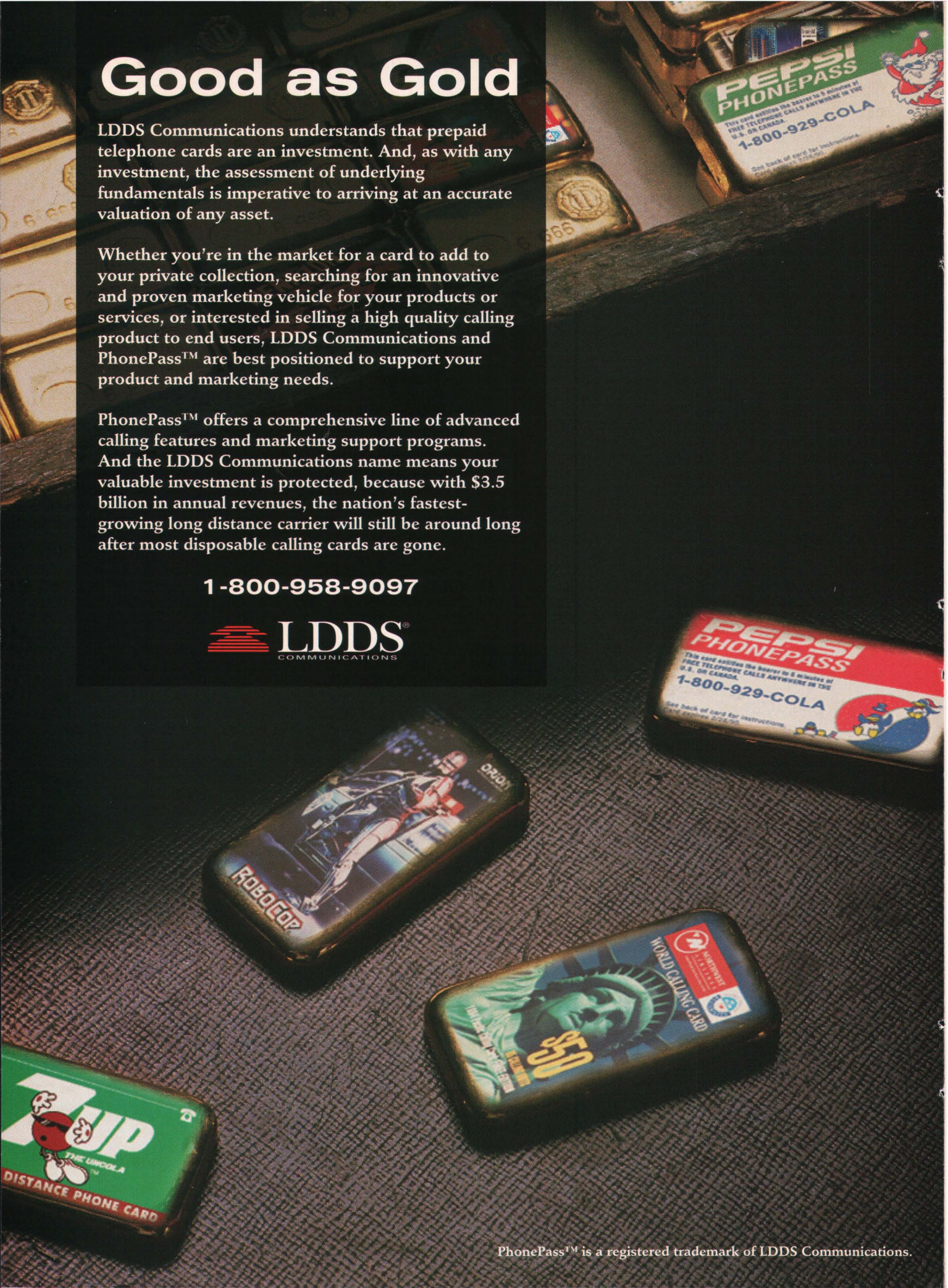
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MONEYCARD

COLLECTOR

PRICE GUIDE

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
ACMI				
9/1/94	5000	\$2.00	Black Bear in Tree - TTA	\$25.00
9/1/93	3000	\$3.00	ACI Corporate Logo Green	\$6.00
7/4/94	5000	\$3.00	Blown Away	\$10.00
9/8/94	5000	\$3.00	Cardex '94 Card	\$8.00
5/15/94	5000	\$3.00	Endangered Species - Cheetah	\$11.00
3/4/94	5000	\$3.00	Endangered Species - Collage	\$12.00
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
3/15/94	2500	\$3.00	Green Bay Packer Hall Of Fame - Bart Starr	\$11.00
9/29/94	2500	\$3.00	I Luv U Series - Little Girl	\$10.00
6/1/94	2500	\$3.00	Toyota Camry	\$13.00
9/1/93	3000	\$6.00	Jerry Lee Lewis - 5 Card Set	\$40.00
9/1/94	5000	\$6.00	Larry Bird A Card	\$10.50
5/1/94	5000	\$6.00	Larry Bird L Card	\$11.00
8/9/94	5000	\$6.00	Smokey Bear	\$10.00
2/1/95	5000	\$6.00	USA Philateliccard #1	\$6.00
3/4/94	2000	\$7.00	Birthday Card	\$22.00
8/19/94	1996	\$7.00	Endangered Clinton	\$10.00
8/1/93	1000	\$7.00	Endangered Species Panda	\$50.00
9/1/94	4000	\$7.00	Marilyn Monroe - M	\$10.00
3/4/94	1500	\$7.00	NASA Anniversary Space Shuttle	\$10.00
9/28/94	480	\$10.00	Batman 1st Edition	\$30.00
Alaska Telecom				
3/1/94	5000	\$52.50	Eskimo Hunter	\$49.00
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
Amcall				
9/1/93	10000	\$10.00	Michael Irvin Promo - 3 Card Set	\$50.00
Unknown	5000	Unknown	Deion Sanders	\$25.00
Ameritech				
5/1/94	63000	\$0.50	Robin Yount	\$15.00
12/1/94	40000	\$1.00	Frank Thomas Big Hurt CoinSaver	\$7.00
7/1/94	29124	\$2.00	Comiskey Park	\$7.00
3/1/94	3000	\$2.00	G-7 Jobs Conference	\$50.00
7/1/94	14200	\$2.00	Senior Open Golf Tournament	\$11.00
12/1/93	5000	\$5.00	Holiday Edition Card	\$24.00
12/1/93	5000	\$20.00	Snowflake Issue	\$25.00
7/1/94	6000	40&\$3	1994 ANA Convention - 2 Card Set	\$20.00
5/1/94	14000	50,2,10	Robin Yount Coinsaver - 4 Card Set	\$35.00
12/1/94	25000	1.5,10	Frank Thomas Big Hurt - 3 Card Set	\$24.00
9/1/94	9000	1.5,10	World Rowing Championships - 3 Card Set	\$25.00
5/1/94	13900	2.5,10	Mackinac Island CoinSaver - 3 Card Set	\$29.00
6/1/94	17568	2.5,10	World Sports - 3 Card Set	\$23.00
AmeriVox				
7/1/94	2000	\$1.00	\$1 Anaheim show Card	\$40.00
5/1/94	5000	\$1.00	\$100,000 Bill Card	\$20.00
1/1/94	3000	\$1.00	Telecard World - Big Apple	\$15.00
11/1/93	100	\$2.50	Chief John Big Tree - Test Card	\$170.00
9/27/94	3636	\$5.00	Aids Quilt Project	\$10.00
1994	5000	\$5.00	Beetle Bailey (Series I) - 5 Card Set	\$90.00
5/1/94	1000	\$5.00	Billboard 100 Year Issue	\$155.00
9/8/94	3577	\$5.00	Cardex 94 Dutch ship	\$40.00
9/8/94	3000	\$5.00	Cardex 94 Rembrandt	\$14.00
5/1/93	50	\$5.00	Go! Phone - Chief Bear Bull, Blackfoot	\$110.00
2/1/94	11111	\$5.00	Nyson II Eagle (Roman Temple)	\$25.00
9/1/93	500	\$5.00	Perillo 24ct Gold Card	\$140.00
8/1/93	1000	\$5.00	Pope's Visit to Denver 2nd Issue	\$25.00
8/7/94	3000	\$5.00	Taste America	\$20.00
1/1/94	2500	\$5.00	Telepax Peace Issue - 4 Card Set	\$120.00
6/1/94	2777	\$7.00	American Phone Card Collectors' Club	\$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
- Americards
- Bruce Gibbings Telecards
- Flanagan's Fonecards
- International Phonocard Exchange
- Keep the Change
- M.A. Storck Co.
- Marin Numismatics
- 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.

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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UD Ken Griffey, Jr. \$11.99

UD Cecil Fielder \$11.99

UD Frank Thomas \$11.99

Michael Jordan \$29.99

UD Mantle I (5 cards) \$89.99

"Miracle On Ice" \$29.99

Ruth/Gehrig (2 cards) \$29.99

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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
AmeriVox continued				
12/1/93	9777	\$7.00	Elvis Presley - Gold Card	\$135.00
1/1/94	10000	\$10.00	Blue Hawaii	\$35.00
10/1/93	2000	\$10.00	Elvis Presley License - ID Card	\$23.00
6/1/94	10000	\$10.00	Ken Griffey Jr.	\$23.00
6/1/94	10000	\$10.00	Patsy Cline	\$25.00
1/1/94	10000	\$10.00	Richard Petty	\$21.00
11/1/94	10000	\$10.00	Ron Jawarski	\$20.00
6/1/94	5000	\$10.00	Three Stooges	\$25.00
6/1/94	2000	\$10.00	Wyland Whales - 5 Card Set	\$90.00
1/1/93	5000	\$20.00	Hello Canada	\$37.50
10/1/93	2000	\$20.00	Wind Beneath Your wings	\$225.00
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
12/1/94	10000	\$21.00	John F Kennedy	\$25.00
1/1/94	2000	\$5.10	NFL Quarterback Legends Series - 5 Card Set	\$150.00
12/1/93	5000	2.50 EA	Perillo Indian #1 - 3 Card Set	\$45.00
1994	5000	2.50 EA	Perillo Indian #2 - 3 Card Set	\$40.00
4/1/94	5000	2.50 EA	Perillo Indian #3 - 3 Card Set	\$38.00
9/1/94	5000	2.50 EA	Perillo Indian #4 - 3 Card Set	\$30.00
11/1/94	500	5 M	Ronald McDonald House/Coca Cola - 4 Card Set	\$400.00
1993	3777	Var	Elvis Album Set incl. 7.77 Card	\$189.00
AMI Communications				
2/1/94	Unknown	\$15.00	Wrigley Field First Night Game	\$25.00
AT & T				
6/1/92	25000	10 M	ET - Universal Studios Card	\$50.00
3/1/93	5000	10 U	Art Deco District, Miami Beach	\$21.00
5/1/92	Unknown	10 U	Golden Gate Bridge	\$17.00
12/1/93	10000	10 U	Peace	\$85.00
8/1/92	1050	10 U	Republican National Convention	\$400.00
6/1/94	25000	15 U	Flintstones	\$10.00
7/1/92	500	25 U	Democratic Convention	\$380.00
6/1/94	Unknown	25 U	Flintstones	\$18.00
4/1/93	4500000	3 U	McDonald's Big Mac	\$110.00
4/1/92	500	50 U	Americas Cup	\$1,500.00
Bell Atlantic				
1/1/95	Unknown	\$2.00	Complimentary Card	\$6.00
1/1/95	Unknown	\$5.00	Green Phone	\$10.00
1/1/95	Unknown	\$10.00	Yellow Phone	\$16.00
1/1/95	Unknown	\$20.00	Blue Phone	\$27.00
Bell South				
1994	20000	\$1.00	UAB Trial Card - Payphones	\$6.00
1/1/92	300	\$3.00	Belmont College Trial Card	\$400.00
1994	20000	\$5.00	UAB Trial Card - Touchtone	\$10.00
1994	20000	\$10.00	UAB Trial Card - Partyline	\$20.00
1994	20000	\$20.00	UAB Trial Card - Blue Phone	\$35.00
1994	20000	1,5,10,20	UAB Trial Card - 4 Card Set	\$75.00
1994	Unknown	None	Test Card For 1994 Technical Trial	\$65.00
Brilliant Color Cards				
10/28/94	5000	3 U	All Star Basketball (std. size)- LDDS	\$15.00
9/1/94	3333	3 U	Oil in Sand (heart shaped)	\$25.00
5/5/94	5000	5 U	New Telecard Man	\$35.00
3/4/94	5000	5 U	Phone Card Family - Large	\$275.00
9/26/94	4500	5 U	Woman Palm Springs (sample)	\$50.00
5/17/94	500	7 U	Debit-card Woman - Large	\$350.00
9/10/93	500	7 U	Telecard Man	\$200.00
9/25/93	100	7 U	Telecard Man - Large	\$975.00
Cable & Wireless				
10/1/94	2500	\$3.00	Telecard World '94 Promo	\$25.00
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	\$10.00
1994	1000	\$5.00	American Telecard Conv. Cactus	\$13.00
1994	5000	\$10.00	Booker T & MGs	\$15.00
1995	2500	\$10.00	The Unseen Works of Jack Kirby - 3 Card Set	\$30.00
9/1/94	5000	\$10.00	Tony Bennett	\$13.00
Collector's Advantage				
8/1/94	10000	\$3.00	Hakeem The Dream	\$13.00
1994	3000	\$3.00	Mello Yellow 500	\$15.00
6/1/94	2500	\$10.00	Indian Motorcycle	\$12.00
7/1/94	868	20 U	Sadaharu Oh - Japanese Baseball Star- Signed	\$135.00
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	\$10.00
3/1/94	10000	25 U	Gold Coins	\$10.00
7/1/94	2500	25 U	Sportscard Expo - 5 Card Set	\$55.00
2/1/94	5000	5 M	L.A. Earthquake Relief Donation Card	\$40.00
9/1/94	1600	5 M	Sears- (Silver Card)	\$25.00
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
6/1/94	1800	\$10.00	Winston Cup Drivers Series 2	\$10.00
Future Call Co.				
9/1/94	2500	\$20.00	Star Trek: Boldly Go Premiere Edition	\$15.00
9/1/94	2500	\$20.00	Star Trek: Capt Kirk/Capt. Picard Premiere Edition	\$15.00

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
Globalcom 2000				
5/1/94	Unknown	\$2.00	Global Map	\$4.00
12/1/93	Unknown	\$3.00	Marilyn Monroe - Valentine	\$12.50
1994	25000	\$10.00	7-11 Card	\$17.50
12/1/93	Unknown	\$10.00	Frontera Card	\$12.00
12/1/93	Unknown	\$10.00	Marilyn - Christmas	\$11.00
12/1/93	Unknown	\$10.00	Marilyn - Red Gown	\$11.00
12/1/93	Unknown	\$10.00	Marilyn Monroe - Valentine	\$12.00
12/1/93	Unknown	\$10.00	MONA - Museum of Neon Art	\$15.00
GTE				
1/1/95	3000	15 U	Superbowl XXIX - Helmet card	\$30.00
1/1/95	3000	29 U	Superbowl XXIX - Pigskin card	\$40.00
1/1/95	80000	5 M	Hi Mom-Super Bowl Card	\$45.00
GTE - Hawaii				
12/1/94	5000	10 U	94 Kenwood Cup	\$40.00
1/1/93	1000	3 U	28th Hawaiian Open	\$140.00
9/1/91	5000	3 U	Pa'u Rider	\$14.50
7/1/93	1000	3 U	Sun & Fun	\$55.00
9/1/92	10000	6 U	Windsurfing	\$35.00
9/1/91	6500	7 U	1991 Aloha Parade - Floral Float	\$30.00
GTI Telecom				
11/1/93	112500	10 U	Bud One Airship	\$8.00
11/1/93	112500	20 U	Back Street Boys - Lampost/English	\$15.00
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
11/1/93	90000	40 U	Crock Rock - English	\$21.00
11/1/93	112500	5 U	GTI Worldcup Soccer - USA '94	\$6.00
GTN				
5/1/94	5000	10 U	Floating Coin Card	\$6.00
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	3000	25 M	Magic Eye Series - Raindrop	\$25.00
GTS				
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	\$65.00
7/1/94	2000	15 U	Cyberforce I	\$12.50
2/1/94	3000	16 U	Basketball Centennial	\$14.50
2/1/94	1000	16 U	Chinese New Year - Dog w/FDC	\$14.00

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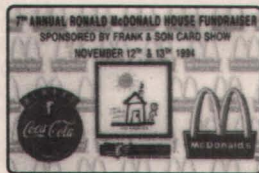
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(Another McD?) \$75



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Year
\$60.00



Jerry Rice-
New Issue
'127th Catch'
USA Card
5,000 issue
Call



Vista/Disney 3 card set
(\$5-10-20) 2nd edition-500 sets
Rarer than Premiere Cast Member
Call

These are the 5 most in demand items in the west during the last 90 days.

ACMI

Batman Collector Telecard65.00
'94 \$3 Clinton End. Species15.00
'94 \$7 Clinton End. Species20.00
Other Endangered SpeciesCall

AMERITECH

1st Snowflake Series TrialCall
1st Edition Ameritech 93 June40.00
'94 \$7 Frank Thomas 3 card set35.00
'94 Cominsky Park40.00

AMERIVOX

'93 1st Collector Card70.00
'94 Tony Gwynn unsigned15.00
'94 Tony Gwynn signed env.40.00
'94 Tony Gwynn signed card200.00
'94 Champs Forever (sold out)35.00
'94 Richard Petty 1st issue35.00
'94 Elvis Album 21 card set225.00
'94 Elvis ID35.00
'94 Batwoman signed40.00
'94 San Francisco Giants60.00
'94 Rockwell singles20.00
'94 Rockwell album99.00
Other AmerivoxCall

AT&T

Spanish 10 unit Nite Scene error275.00
McDonald's 3 unit in envelope175.00
McDonald's 3 unit w/o env.90.00
Universal Studios ET\$55.00
Democratic ConventionCall
Republican ConventionCall

AUTHENTIX

Brian Leach set of 4 signed100.00
Santa Claus signed25.00

COCA-COLA SECTIONS

\$3.00 Collector SantaCall
\$3.00 Collector RockwellCall
\$3.00 Have a CokeCall
\$3.00 Old Time CokeCall
Set of eachCall
\$5.00 Baseball case insertCall
Monster of the GridironCall
3 min. United Santa75.00
3 min. United Polar Bear75.00
3 min. Dillon Santa Reindeer75.00
3 min. Dillon Santa at Desk75.00
Coke Hungary20.00
Australian Telecom Polar Bear75.00
Future Telecom Santa75.00

FUTURE CALL

Star Trek 2 card set35.00

GTE HAWAII

30th Anniv. Hawaiian Open50.00
48th Hula Bowl50.00
10 unit Hawaiian Sunset30.00
10 unit Hunama Bay30.00
10 unit Hawaiian Dancer30.00
10 unit Whale30.00
10 unit Diamond Head30.00
10 unit Kenwood Cup30.00
6 unit Hawaiian Lea20.00
6 unit Wind Surfing20.00

GTS

Marvel Comics 3 card setCall
Marvel Comics 6 card set70.00
Mickey Mantle UD 1st setCall
Mickey Mantle UD 2nd set75.00
UD Superbowl East setCall

UD Superbowl West set

49er's & Charger Superbowl cardCall
XXIX Superbowl cardCall
Logofon 1st baseball set of 570.00

IDB

Gretzky 80250.00

INTERNATIONAL CARDS

Lion King German 2 card set45.00
Beauty & Beast German 4 card set100.00
Disney Store German20.00
Felix the Cat German20.00
Snow King \$5 card w/album125.00
Snow White 3 card set w/album150.00
Jurassic Park 4 card set w/album75.00
China Opera 12 card set w/album200.00
China Goldfish 12 card set w/album200.00
China Facial Makeups 8 card100.00
China Stamps (misc. cards)15.00
China Classic Stamp (500 issue)15.00

NAT

Sadaharrah Oh unsigned (152)100.00
Sadaharrah Oh signed (748)100.00
Sadaharrah Oh signed Jap. (100)250.00
Set of each375.00

NYNEX

\$1.00 Democratic ConventionCall
\$5.25 Democratic ConventionCall
\$5.25 1st Nynex Skyline150.00
\$1.00 Yellow Phone Skyline70.00
Other NynexCall

PACBELL

'94 Olvera St. (set of 3)75.00
'94 Years (set of 3)75.00

'94 LA Scene (set of 3)75.00

'94 \$5 Santa Phone error (\$5 on front \$10 on back)1000.00
Call PacBell Santa XmasCall

PHONELINE USA

Stargate 3 card set w/folder60.00
Other PhonelineCall

QUEST/LIBERTY

Africa12.00
Other QuestCall

SPRINT

Classic 4 Sport \$1.00\$2.00
M. Faulk 20.0035.00
T. Diifier 5.0010.00
P. Wilson 5.0010.00
B. Grieve 8.0015.00
E. Jovanowski 8.0015.00
J. O'Neill 5.0010.00
G. Robinson 20.0035.00
J. Kidd 15.0025.00
Set 60.00140.00
\$4 CardsCall
Assets
All items except for \$1000 in stock call for market prices.

USA CARDS

Jerry Rice \$10Call
Jerry Rice \$49 (1st issue)Call
\$5 1st Long Beach coin show30.00
\$5 2nd Long Beach coin show20.00
\$5 Santa Claus15.00

VISTA UNITED

Disney Premiere Cast Member set650.00
\$5 Premiere Cast Member120.00
2nd issue Cast Member setCall
1st issue Christmas Angels250.00

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Pack of 2512.00
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Saf T Sleeves 100/100 ct. case32.00
10 or more each40
Presentation case for phone card5.00
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McDonald/Coke 4 card sets300.00
125th Anniversary Red Stocking125.00
Mantle Set 1Call
PacBell Xmas sets100.00
PacBell Olvera StreetCall
ACMI Endangered SpeciesCall
Classic 4 Sports \$4High Beckett
Classic 4 Sports \$2High Beckett
Assets all denominationsCall
Vista/United Disney allCall
Jerry Rice 449 cardCall
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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
GTS continued				
1/1/94	5000	16 U	NHL Eastern Conference - New York Rangers	\$14.00
1/1/94	5000	16 U	NHL Western Conference - San Jose Sharks	\$12.00
2/1/94	1000	16 U	USPS - Love Red Rose Heart w/FDC	\$25.00
11/1/93	5000	17 U	USPS AIDS Awareness	\$27.00
6/1/94	8000	20 U	Marvel - Second Issue Set	\$70.00
5/1/94	5000	20 U	Marvel Comics Cards - 3 Card Set	\$75.00
6/1/94	8000	20 U	Marvel Comics: X-Men Bishop	\$20.00
4/1/94	5000	20 U	Spiderman	\$20.00
6/1/94	2000	20 U	Woodstock II	\$16.00
6/1/94	2000	3 M	Upper Deck Fanfest Cinn. Red Stockings	\$200.00
2/1/94	1000	3 U	69 Miracle Mets - 32 Card Set	\$230.00
10/1/94	350000	5 M	Taco Bell	\$10.00
IDB Worldcomm				
1/1/94	802	\$25.00	Wayne Gretzky	\$43.00
Interactive Telephone				
8/1/93	65000	12 M	Budget Gourmet	\$10.00
3/1/93	150000	5 M	Playtex 18 Hour	\$16.00
Laser Radio/Go Phone!				
1994	1000	\$10.00	Bear Bull Blackfoot	\$14.00
1994	1000	\$10.00	Geronimo Card	\$14.00
1994	2600	\$10.00	Marilyn Made In America	\$12.00
1994	2000	\$10.00	One Eyed Jackie (ATI)	\$10.00
1994	1000	\$10.00	Rain In The Face	\$18.00
1994	2000	\$10.00	Salvador Dali	\$11.00
1994	1000	\$10.00	Sitting Bull	\$18.00
1994	2600	16 M	Marilyn Collectors - 4 Card Set	\$58.00
LCI				
12/1/93	Unknown	10 U	Rose	\$8.00
12/1/93	Unknown	30 U	Waterfall	\$25.00
LDOS				
11/1/93	1500	10 M	Mt. Rushmore	\$20.00
11/1/94	2000	30U/30M	Times Square - 3 Card Set	\$60.00
9/9/94	2000	30U	Robo Cop	\$20.00
1994	Unknown	5 M	Pepsi Phonepass	\$15.00
11/1/94	500	5 U	7 Up Card	\$25.00
1994	2500	Unknown	94 San Fran. Jazz Fest.	\$18.00
MCI				
8/1/93	Unknown	10 U	Phone Cash	\$8.00
1994	2000	N/A	Ken Griffey Jr.(Diamond Connection)	\$37.00
Metropolitan Transport Authority, New York (MTA)				
10/1/94	Unknown	\$5.00	N.Y. Rangers Stanley Cup Metrocard	\$14.00
NAT				
3/1/93	1000	\$5.00	Traveller's Choice	\$5.00
6/1/94	2000	\$10.00	Dolphins	\$20.00
6/1/94	2000	\$10.00	Manatees	\$10.00
6/1/94	2000	\$10.00	Sea Turtle	\$20.00
7/1/93	1000	120 M	Salute To Veterans Racing Team	\$250.00
1994	1500	7 U	Keep the Change Store	\$40.00
Nice Telecom Corporation				
9/1/93	50000	\$10.00	24th NYC Marathon, 1993	\$15.00
NYNEX				
7/1/92	20000	\$1.00	Democratic Convention - Skyline - 205A	\$850.00
1/1/92	100000	\$1.00	Yellow Phone/Skyline- 108E	\$65.00
10/1/94	60000	\$5.00	Big Apple-I Love NY Card	\$7.00
5/1/94	85000	\$5.00	New York Stock Exchange - Magnetic	\$9.50
7/1/92	16000	\$5.25	Democratic Convention - Liberty Head - 205B	\$265.00
5/1/93	47893	\$5.25	Ellis Island - 4 Card Set	\$57.00
10/1/93	60000	\$5.25	Empire State Bldg. 1	\$43.00
2/1/93	80000	\$5.25	Empire State Bldg. 2	\$23.00
2/1/94	25000	\$5.25	Luge Card	\$32.00
12/1/91	50000	\$5.25	New York Skyline	\$125.00
8/1/93	61963	\$5.25	Summer in the City	\$10.00
11/1/93	70000	\$5.25	Wish You Were Here Postcard - Cooperstown	\$70.00
5/1/94	65000	\$10.00	Ballerina - Magnetic	\$18.00
5/1/94	45000	\$20.00	College Graduate - Magnetic	\$32.50
10/1/94	25000	1,5,10	King Kong - 3 Card Set	\$22.00
Pacific Bell				
12/1/94	423	\$5.00	California Holidays Xmas License Plate	\$32.00
12/1/94	440	\$5.00	Cellular Santa	\$35.00
10/1/94	Unknown	\$5.00	First edition Numbers/Colors	\$30.00
10/1/94	Unknown	\$5.00	First Edition Olvera St.	\$30.00
10/1/94	Unknown	\$5.00	First Edition Surfer/LA	\$30.00
12/1/94	385	\$5.00	Holiday Theme Red Circle	\$30.00
12/1/94	361	\$5.00	LA Santa at the Beach	\$30.00
11/1/94	Unknown	\$5.00	First Edition Set of 3	\$85.00
12/1/94	Unknown	\$5.00	Xmas 94 - 4 Card Set	\$95.00
People's Telephone				
1994	Unknown	20 U	Frazetta Set of 3- Hologram	\$55.00
Unknown	Unknown	20 U	Playboy Hologram	\$29.00
1994	500	25 U	The Dark - 2 Card Set Signed	\$50.00
3/1/94	5000	25 U	The Dark - 2 Card Set	\$40.00

DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
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	5000	65 M	Stargate 3 Card Collectors Set in Folder	\$55.00
Phonecard Hawaii				
11/1/94	1000	10 U	Apollo - Circle of Life Dolphin	\$11.00
Prepaid Telecom				
3/1/94	2000	\$5.00	NASA 10 Endeavor Atop Mobile Launcher Platform	\$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 Launch	\$6.00
7/1/94	6700+	\$15.00	1994 Red Breasted Merganser	\$7.50
3/1/94	500	\$50.00	Gordon Cooper Astronaut Card - Signed	\$95.00
Unknown	50000	Var	NASA Set of 16 Face Value \$245	\$295.00
QUEST/Liberty				
5/1/93	1000	\$5.00	APCC (Get Out of Jail Free)	\$295.00
1/1/94	Unknown	\$5.00	APCC (Las Vegas)	\$85.00
8/1/94	1200	\$5.00	Summer Camp - Signed by artist	\$10.00
10/1/94	1200	\$10.00	Africa	\$15.00
Unknown	13250	\$10.00	Careers	\$17.00
1/1/94	1200	\$10.00	Football Hall of Fame	\$32.00
1994	1200	\$10.00	Tie Dye	\$13.00
6/1/93	1750	\$10.00	Wave	\$12.00
6/1/93	2000	\$25.00	Degas - Second Printing	\$33.00
8/1/94	5000	\$25.00	Kathmandu - 5 Card Set	\$47.00
6/1/93	4000	\$25.00	Vincent van Gogh	\$25.00
10/1/93	10000	2,5,10,20,34	Charles Barkley Series - 5 Card Set	\$90.00
Seva				
9/1/93	100	100 M	Aravind - ACI	\$50.00
9/1/93	200	100 M	Guatemala - CCT	\$40.00
9/1/93	100	100 M	Indigenous Peoples - NAT	\$50.00
9/1/93	110	100 M	Nepal - Globalcom 2K	\$50.00
9/1/93	350	100 M	Seva: 15 Years - ACI	\$40.00
Smartel				
10/1/94	150	10 U	TeleCard World '94 Collectors Ed.	\$140.00
7/1/94	10000	10 M	Forbes Field	\$60.00
9/1/94	1000	165 M	Roberto Clemente 3000th Hit Card	\$175.00
1/1/95	500	30 U	House at Tanglewood	\$25.00

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- USA/Japan Expo Card

- Low Mintage Show Cards

- New Low Mintage Jumbos

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DATE	QTY	DENOM	DESCRIPTION	RETAIL PRICE
Sprint				
12/1/94	2558	\$2.00	Classic Assets - Earnhardt	\$18.00
12/1/94	2558	\$2.00	Classic Assets - O'Neal	\$12.00
12/1/94	2780	\$5.00	Classic Assets - Kidd	\$18.00
12/1/94	2780	\$5.00	Classic Assets - Olajuwon	\$12.00
6/1/94	10000+	\$10.00	World Cup Soccer - 24 Card Set	\$120.00
12/1/94	808	\$25.00	Classic Assets - Earnhardt	\$75.00
12/1/94	808	\$25.00	Classic Assets - Faulk	\$90.00
12/1/94	78	\$100.00	Classic Assets - Aikman	\$225.00
12/1/94	78	\$100.00	Classic Assets - Bledsoe	\$250.00
12/1/94	78	\$100.00	Classic Assets - Olajuwon	\$150.00
11/1/93	500	\$100.00	Hallmark - Original 47 Card Set with Greeting Cards	\$1,295.00
12/1/94	20605	1 M	Classic Assets - Mourning	\$2.00
12/1/94	20605	1 M	Classic Assets - Robinson	\$6.00
12/1/94	20605	1 M	Classic Assets - Young	\$3.00
1993	Unknown	10 U	Hallmark - Alligator	\$11.00
9/1/92	1500	10 U	Hallmark - Maxine	\$30.00
1/1/94	Unknown	3 U	Coca Cola Monsters of the Gridiron	\$45.00
Unknown	25000	5 M	Midas Muffler	\$12.00
1994	800	N/A	Hallmark - Original Set 6 Christmas Non-Test Cards	\$125.00
1994	Unknown	Sample	Classic Assets Shaquille O'Neal sample	\$60.00
1994	1500	Unknown	Clinton - Kohl - 2 Card Set	\$35.00
9/1/94	3125	Unknown	NBC Fall Lineup - The Cosby Mysteries	\$65.00
Telemax, Inc.				
1/1/94	5000	\$5.00	Clowns - Dodo the Clown	\$7.50
9/1/94	10000	\$5.00	Power Rangers - 4 Card Set	\$70.00
1/1/94	5000	\$10.00	Nolan Ryan Baseball	\$15.00
2/1/94	10000	\$20.00	Enchanted Rock State Park, Texas	\$20.00
Teletading				
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	Dorothy & Toto	\$10.00
3/1/94	5000	\$5.00	Wizard of Oz - 6 Card Set	\$54.00
3/1/94	3000	\$10	Steve Garvey - 2 Card Set	\$24.00
TLC				
11/1/94	Unknown	Unknown	1994 Call Santa Teletory	\$17.50
TravelTel				
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
1/1/94	1000	N/A	Otis Spunkmeyer Cookies	\$10.00
US West				
8/1/93	5000	\$22.00	Five Card Set Northwest Legacy (Includes Headband)	\$185.00
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
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
10/1/94	5000	\$10.00	Jerry Rice The Record Breaker	\$20.00
10/1/94	127	\$49.00	Jerry Rice The Record Breaker	\$200.00
Vista United Comm.				
12/1/94	2000	\$5.00	Children's Christmas Card - Cat	\$15.00
1/1/95	500	\$5.00	Disney Non-cast Member	\$95.00
9/1/94	2000	\$5.00	Disney Premiere Cast Member	\$95.00
1994	600	\$5.00	Disney Telecom Magic	\$335.00
12/1/94	2500	\$8.00	1994 Christmas Angel	\$14.00
12/1/94	3000	\$10.00	Children's Christmas Card - Flamingo	\$20.00
Unknown	3702	\$10.00	Disney Credit Card Promo Card	\$225.00
1/1/95	1000	\$10.00	Disney Non-cast Member	\$50.00
9/1/94	2000	\$10.00	Disney Premiere Cast Member	\$145.00
12/1/94	3500	\$15.00	1994 Christmas Angel	\$25.00
1/1/95	500	\$20.00	Disney Non-cast Member	\$140.00
9/1/94	1000	\$20.00	Disney Premiere Cast Member	\$225.00
12/1/94	1000	\$30.00	1994 Christmas Angel	\$60.00
3/1/95	n/a	\$7.50,15,30,55	1995 Stock Card (General Issue) 4 Card Set	\$150.00
1994	2000	5 M	Disneyana III Convention	\$275.00
12/1/94	2000	5,10	Children's Christmas Card - 2 Card Set	\$30.00
1/1/95	500	5,10,20	Disney Non-cast Member - 3 Card Set	\$275.00
9/1/94	1000	5,10,20	Disney Premiere Cast Member - 3 Card Set	\$460.00
12/1/94	1000	8,15,30	1994 Christmas Angel - 3 Card Set	\$95.00
1994	500	Var.	Complete 14 card Set for 1994	\$1,650.00
Western Union				
Unknown	Unknown	\$5.00	Wright Brothers	\$7.00
Worldlink				
3/1/94	1500	\$10.00	Marilyn Monroe Premiere Issue 3 Card Set	\$85.00
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
3/1/93	2050	3 U	Concorde	\$25.00
4/1/94	30000	5 U	Exxon Tiger	\$7.00

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American National Phone Card 5959 Tampa Avenue Tarzana, CA 91356	Ph. (818) 609-7666 Fax (818) 609-9725	Specializing in unique, innovative & low mintage phone cards. See our ad on page 28.
B & B Collectible Cards 8780 19th St. #222 Alta Loma, CA 91701	Ph./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.
ClassiCards 98 Main #201 Tiburon, CA 94920	Ph. (415) 435-2601 Fax (415) 435-1627	Specializing in classic phonecards. See our ad on page 24.
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 31.
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 24.
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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 29.
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 26.
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 and non-sports related phone cards. See our ad on page 24.
NEW JERSEY		
TalkCard 550 Kinderkamack Rd Oradell, NJ 07649	Ph. (201) 599-7997 Fax (201) 967-7944	Specializing in collectible phone cards. See our ad on page 5.
NEW YORK		
Calling All Cards P O Box 503 Hyde Park, NY 12538	Ph./Fax (914) 229-9049	America's first phone card dealer. We have the first issues from all the major US phone companies including Ameritech, AT&T, Bell South, NYNEX, US West and much more. See our ad on page 27.
Global Telecard Company 1133 Dobbs Ferry Rd	Ph. (914) 674-0408 Fax (914) 674-0408	Specializing in Baby Bell's, Amerivox, & show cards. White Plains, NY 10607 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 Ameritech, AT&T, AmeriVox, Bell Atlantic, Bell Canada, GTE, GTI, NYNEX, Sprint, and US West. See our ad on page 8.
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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 27.
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 26.
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June Telecards 6560 Backlick Rd. #204 Springfield, VA 22150	Ph. (703) 451-0366 Fax (703) 451-0424	Specializing in GTE Hawaiian Tel., Ameritech, AmeriVox, GTS, Worldlink, NYNEX, ACMI, TeleTrading Cards and Others. See our ad on page 26.
CANADA		
Telepass 5-151 Carlingview Drive Reeddale Ontario Canada M9W 5S4	Ph. (416) 213-8436 Fax (416) 213-8435	Specializing in U.S. & Canadian Phone Cards. See our ad on page 25.
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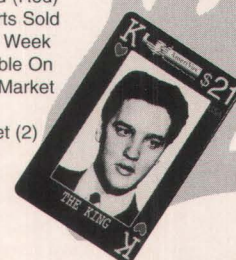
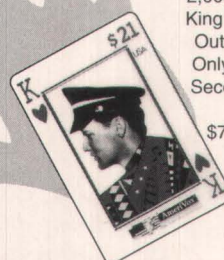
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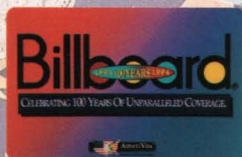
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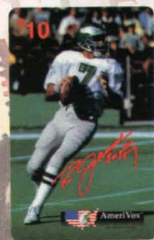
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CLASSIC MOMENTS

CLASSIC OFFERS MORE DETAILS ON ASSETS II. ASSETS RACING SETS

Classic Games has released additional information on its new Assets II trading card/phone card product, as well as on the recently renamed Assets Racing, formerly known as "Finish Line Assets."

Like the first Assets series, Assets II will include 24 different one-minute Sprint Foncards, featuring top athletes from all four major team sports. Some of the featured stars include basketball's Dikembe Motumbo and Anfernee Hardaway, football's Drew Bledsoe, baseball's Barry Bonds, and hockey's Manon Rheume.

The Assets II series will also picture some of the top race car drivers in the world, as well as some of the top prospects for the 1995 National Football League draft.

One of the Sprint Foncards will be inserted in every pack of Assets II, along with five of the trading cards. There will be 1,995 cases produced, with 12 boxes per case and 24 packs in each box for a total of 574,560 cards.

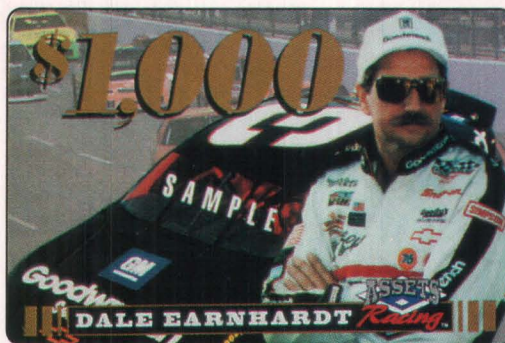
ASSETS II BREAKDOWN

DENOM.	# IMAGES	MINTAGE
1 min.	24	472,264
\$2	24	72,000
\$5	10	25,000
\$25	2	4,000
\$50	5	1,080
\$200	5	200
\$2,000	4	16
TOTAL		574,560

Produced in association with Finish Line cards, Assets Racing prepaids will include images of Winston Cup champions like Dale Earnhardt, Rusty Wallace, Richard Petty and others.

The Assets Racing sets will include 20 different one-minute prepaid phone cards and an identical set of \$2 cards. There will be ten \$5 cards and a similar set of \$25 cards. Finally, there will be five different \$100 images and four different \$1,000 cards.

Plans call for one phone card per pack of the Assets Racing cards, with 18 packs to the box, 16 boxes to the case and a total of 1,995 cases. Though the total number of cards to be issued for Assets Racing is the same as Assets



Classic/Scoreboard, Assets Racing Series, various denominations, 574,560 total cards issued, April 1995 release.

II, the specifications are significantly different. They are as follows:

ASSETS RACING BREAKDOWN

DENOM.	# IMAGES	MINTAGE
1 min.	20	487,180
\$2	20	60,000
\$5	10	25,000
\$25	10	2,160
\$100	5	200
\$1000	4	20
TOTAL		574,560

Both Assets II and Assets Racing sets will ship to sports card dealers in April 1995. **MC**

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TELEWORLD

SUPER CATCH

GTE ISSUES 'SUPER' CARDS The biggest event of the year in the National Football League — the Super Bowl — was even more memorable this year, thanks to a new set of commemorative prepaid phone cards from GTE. Though not the first NFL phone cards, the three-card set is the first to commemorate one of the largest sporting events in the world.

The first two cards were offered for sale a few days before the big game, at the NFL Experience, an interactive collectible show sponsored by the NFL.

The first card, a 15-unit telecard referred to as the "Helmet" card, has become the most popular of the three, due to its availability and relatively low price. Three-

thousand of the cards were issued, featuring the GTE logo in the upper left corner and the NFL 75th anniversary logo in the upper right.

The main focal point of the card is the Super Bowl XXIX logo in the center, flanked by the helmets of the San Diego Chargers and the San Francisco 49ers. Above the Super Bowl logo is the day and date of the game.

The Helmet card comes attached to a folded carrier, and is shrink-wrapped in cellophane. Printed on the carrier are the words: "Here's a memory from January 29, 1995 you can call on again and again." On the back are specifications of quantity and availability.

Initially offered for \$8.85, the cards quickly sold out nearly a day before the Super Bowl. At press time (one month later), the card retailed for approximately \$25.

The second card is a 29-unit prepaid which has become known as the "Pigskin" card.

The artwork depicts a close-up of the Super Bowl logo on — you guessed it — a football, or "pigskin." In the upper left corner

are both the GTE and NFL 75th anniversary logos. The card comes attached to the same carrier as the "Helmet" card, with the same 3,000 quantity produced.

The Pigskin card was not an immediate sellout, and as of late February, a few were still available from the issuer. Originally priced at \$17.11, the card retailed for approximately \$30 at press time.

The third, and understandably the toughest of the set to obtain, is a 5-unit card known as the "Seat Cushion" phone card. They were inserted inside commemorative seat cushions, which were placed on all the seats in Joe Robbie Stadium by local Boy Scout troops.

The card, which was imprinted with "Hi, Mom!" was inserted inside a black-and-white carrier, with the inscription "You don't have to be a player to send greetings home from the Super Bowl." On the reverse side of the carrier is the Super Bowl XXIX logo, along with the day and date of the game. Inside the oversized "Hi, Mom" lettering is the Super Bowl logo and date.

Production of the card was a whopping 80,000, but don't let that number scare you from wanting to own one. First, the card was never offered for sale — you had to buy a Super Bowl ticket (face value \$200) to get one of them.

Secondly, a lot of the cards were unknowingly sat on, and therefore became somewhat mutilated. Thirdly, unlike what happens when cards are sold, no one was ever able to obtain a large quantity of them. Want ads were placed in some of the local papers in South Florida immediately after the game, but without a great deal of success.

Since the card was a complimentary issue and never placed on sale by GTE, the closest to a so-called issue price would be the early retail prices, which ranged from \$45 to \$75.

Any or all of these cards would make a great addition to just about any collector's set. Remember, these are the first phone cards to commemorate one of the biggest sporting events of the year, and will also go a long way toward introducing phone cards to a wider audience in the U.S.

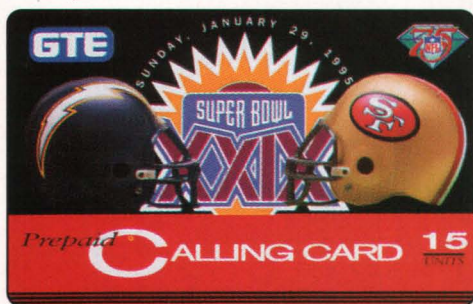
Bruce Harmon

Bruce Harmon is a sports and phone card dealer in South Florida. His company, Acme Telecards Inc. is located at 11166 W. 37th Street, Sunrise, FL 33351; phone (800)405-2263.

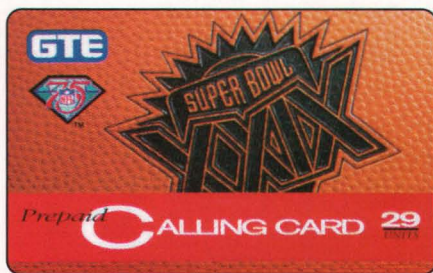


Handed out to all 80,000 Super Bowl XXIX ticket-holders, the "Seat Cushion" card has five minutes of phone time. The GTE card was released January 1995.

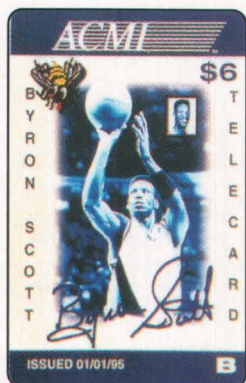
GTE, Super Bowl XXIX Helmet card, 15 minutes phone time, 3,000 issued, January 1995 release.



GTE, Super Bowl XXIX Pigskin card, 29 minutes of phone time, 3,000 issued, January 1995 release.



NEW ISSUES - SPORTS



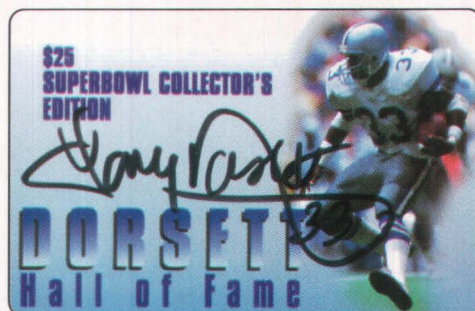
ACMI READIES BYRON SCOTT SET ACMI has introduced a new phone card set based on former L.A. Laker and current Indiana Pacer basketball star Byron Scott. When the 10-card set is eventually completed, the cards will spell out his name.

A portion of the proceeds from the cards will benefit one of Scott's favorite charities – the Byron Scott Children's Fund. The fund has been cited by the NBA as a role model for other professional athletes to follow, and has produced in excess of \$1.5 million in contributions to children's charities. Scott contributes 10 percent of his personal income to the charity.

The "B" card is available in four different denominations, at \$.60 per minute. The denominations and quantities are as follows:

\$6	2,000 issued
\$10	500 issued
\$20	200 issued
\$50	100 issued

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

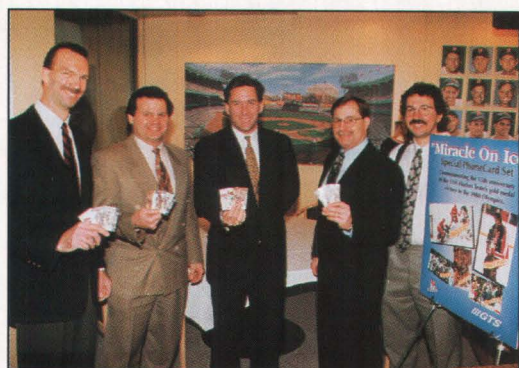


TONY DORSETT 'STARS' ON COWBOY CARD

Dallas Cowboys fans might want to grab one of the limited edition Tony Dorsett phone cards from Insta-Call. Callers get to hear voice prompts in the Hall of Famer's own voice.

The new prepaids were initially offered at the 1995 Super Bowl in Miami, and a few still remain. There are a total of 5,000 of the Dorsett cards – 2,000 of them signed, with the remainder carrying the running back's number 33.

Each of the \$25 telecards carries one hour of long distance calling time, at \$.41 per minute. The cards are rechargeable at \$.33 per minute. Contact Insta-Call at (214)991-9552.



Pictured at the recent unveiling of the "Miracle On Ice" telecards were (left to right) defenseman Ken Morrow, team captain Mike Eruzione, right wing Dave Silk, backup goalie Steve Janasak, and GTS President Paul Silverstein.

GTS REMEMBERS 1980 MIRACLE ON ICE

GTS has announced the introduction of a special tribute set of cards commemorating the 15th Anniversary of the 1980 USA Hockey Team, which won the Olympic Gold Medal that year.

The set is being produced through an exclusive agreement with Championship Marketing Group's Miracle On Ice Enterprises and USA Hockey, Inc., the licensing arm of the U.S. Olympic Hockey team.

The five cards feature original action shots of some of the highlights of the "Cinderella" team's miraculous road to Olympic glory. Each card includes five minutes of domestic long distance time, and will retail for \$30. A limited number of 2,000 sets has been issued.

Coupons for special autographed cards of team captain Mike Eruzione and winning goalie Jim Craig will be randomly inserted in some of the sets. The phone card sets were scheduled to hit the market on March 1.

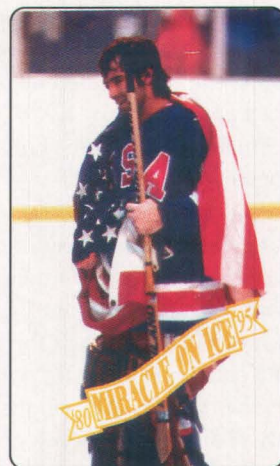
"Based on the quick sell-out and high collector interest in the secondary market of the '69 Mets 25th Anniversary set (also produced by GTS), we anticipate the "Miracle On Ice" set to be a tremendous success," predicted Paul Silverstein, president of GTS. "There were a great number of fans who followed the team and would always like to remember a great moment like this one from the past."

The five cards are as follows:

- #1. Captain Mike Eruzione with winning goal over Soviet Union.
- #2. USA team celebrating victory over Soviet Union.
- #3. USA team celebrating Gold Medal win over Finland.
- #4. Winning goalie Jim Craig draped in U.S. flag.
- #5. USA team on podium with Gold Medals.

The "Miracle On Ice" set can be ordered by calling (800)280-1166.

MC



AMERICA'S PACK

PACKER TELECARDS SINGLED OUT BY WISCONSIN GOVERNOR

Wisconsin-based TCC Communications received an unexpected bonus when they released their "America's Pack" Prepaid Calling Cards — they also got the official blessings of the governor of Wisconsin.

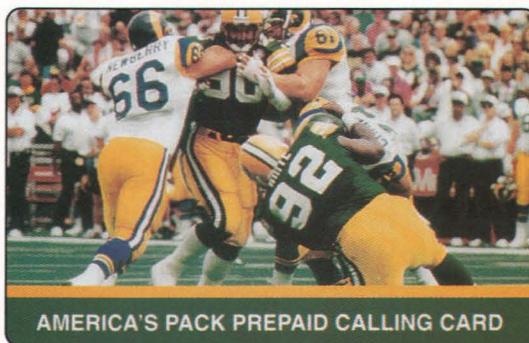
"This is an exciting new venture for TCC Communications, Wisconsin, and Packers fans across the nation," wrote Governor Tommy G. Thompson in a letter to TCC's Chief Executive, David Larken. "Aggressive and innovative marketing strategies such as this are vital to competing in today's growing telecommunications world. Positive business activity such as this is proof to the rest of the state and nation that Wisconsin is a leader in technological advances. I salute you for your innovative and continuing drive for excellence."

The full set is made up of four phone cards, and is licensed through America's Pack, the official fan club of the Green Bay Packers. A total of 1,250 sets were produced, featuring four action shots of the 1994-95 Packers.

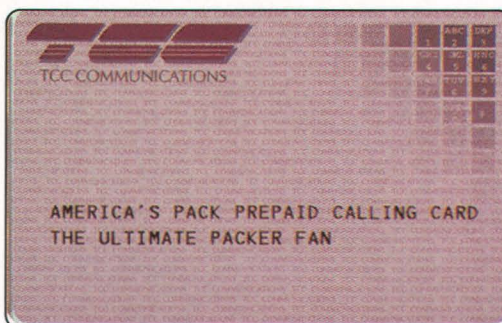
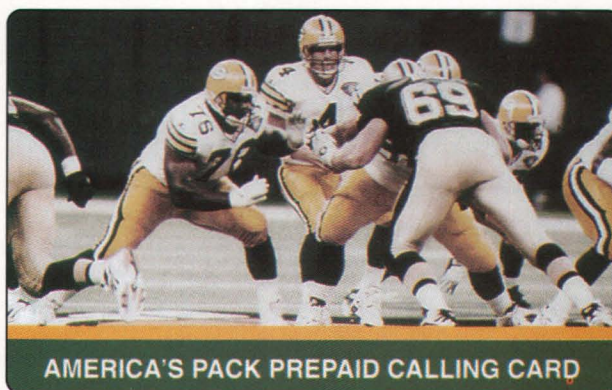
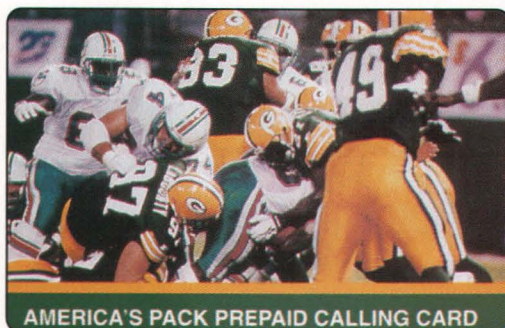
The four cards carry a combined total of 40 minutes phone time. They are packaged in a protective display binder, with a fifth bonus card. The generic bonus card carries the same PIN numbers as the other four cards, so the collector cards can remain in their protective binder. The phone time used is simply deducted from each of the four collector cards. The set is available for \$24.95 (plus \$2.50 shipping and handling) from America's Pack. To order the collection, call the fan club at (800)774-7225, extension 221.

According to TCC's Al Argenti, his company is now in the process of producing new sets based on images of individual Green Bay players. While he wouldn't divulge which players will be featured, the 1994 team included such superstars as Sterling Sharpe, Reggie White and Brett Favre. And that's a pretty talented "pack" of football players.

Steve Fritz



TCC Communications, America's Pack, four-card set, 10 minutes of phone time per card, 1,250 sets issued, January 1995 release, \$24.95 per set.



The fifth "bonus" card in the America's Pack phone card set can be carried around and used, so collectors can keep the other four cards in their protective display.

COLLECTOR AT LARGE

If you think there is a hiatus in card collecting in the United States, just glance at these offers that have recently come to my home and business. If you multiply this by the number of firms and offices in the U.S., card use and collecting is indeed booming.

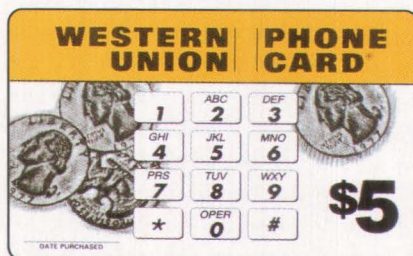


ICELAND PTT In a recent mailing of stamps, the Iceland postal administration included a flyer labeled "Phone Cards from Iceland," which listed all the cards normally issued by the administration. The PTTs are probably the greatest source of all for promotional telecards.

AMERIVOX The Unique Photo free prepaid telephone card, with AmeriVox as the phone carrier, was sent to Unique's catalog customers as a promotional item. The initial mailing proved so popular that Unique will feature the prepaid card in future catalogs.



WESTERN UNION Western Union offers a heavy paper "Phone Card" available in dollar amounts of \$5, \$10, \$20 and \$50. A \$5 card was provided to small businesses as a "door-opener" to get them interested. Available in either an English or Spanish language version, the card comes in a sealed envelope with a warning that the buyer should not accept it if the seal has been broken. A promotional flyer, also printed in two languages, accompanies the card. There are no price advantages for small businesses in handling the cards for resale.



FREE CALL COUPON

Good for an MCI Card call of up to 10 minutes anywhere in the United States!

Lester Winick
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Detach here. Use your coupon now or keep it with your MCI Card.

At MCI, we think it's important to say "thank you" often . . . and in as many different ways as we can. Our low long-distance rates, NEW Friends & Family, and FREE CALL COUPONS like this one are just a few of the ways we can show you how much we appreciate your business.

So the next time you're away from home, use your FREE CALL COUPON to call home, call a friend you haven't heard from in years, or call family you just don't see often enough. Call anyone . . . anywhere in the United States. Call that special someone today . . . and do it on MCI!

Thank you!

MCI

MCI has initiated a promotion to entice residential customers to use their MCI telephone credit card. The giant telco is using a Free Call Coupon with 10 minutes of free calling time to promote — amazing irony here — the credit card system. MCI calls the product a "coupon," instead of a card. Composed of card-board, the coupon is valid for one telephone call (maximum of 10 minutes), can't be renewed, and the home telephone is billed if the call lasts longer than the 10 minutes.

AMERICAN EXPRESS The company famous for its credit card commercial uses a promotional offer as a "thank you" to the millions of businesses that accept the American Express credit card. I'm willing to bet that most firms literally threw the card away, except for the few knowledgeable ones who realized their potential value.

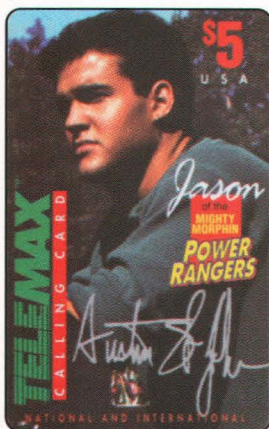


PEOPLES TELEPHONE COMPANY The telco's 1993 annual report included a telephone card titled "Connecting People Around the Globe." According to the report, "The market for prepaid phone cards is well established worldwide, with cards available in approximately 150 countries, representing a \$10 billion market. In the U.S., the market is exploding, and PTC Services is one of the largest companies." It's difficult to add anything to that statement.



Les Winick

TELEMAX LINES SILENCED



The Power Rangers cards were supposed to be the salvation of Telemax, but ended up being the final nail in the issuer's coffin.

TELCO LOSES BATTLE OVER POWER RANGERS This is the story about David and Goliath. The part of David is played by Telemax, with Sabon Entertainment in the role as Goliath. In this version of the story, however, it's David who succumbs.

Moneycard Collector has been able to verify is that Telemax, Inc. PINs have, indeed, been turned off by Wiltel, and that the corporate offices have been closed. Industry sources indicate that most of the Telemax problems were of a financial nature, along with a certain amount of mismanagement. It is anticipated that the company will file for bankruptcy protection.

The final adversity was allegedly the legal battle over the issuer's Power Ranger cards, which ended up being confiscated by attorneys representing the television characters. According to industry sources, the conflict centered around the use of the stage

names on the cards. As related to *Moneycard Collector*, Telemax signed a licensing agreement to portray the stars who play three of the popular super heroes — Jason, Zack and Trini. Whether the conditions of the contract were misrepresented or misunderstood is not clear, but the agreement was later interpreted to represent only the images of the actors.

That's when entertainment giant Sabon moved in. "It's a case of the big guy squashing the little guy," claimed one industry source. "Telemax believed they could legally market the cards without any problems. They could have fought Sabon, but they were already underfunded and just didn't have the financial resources to go forward."

The telco had initial-



Under the contract with Telemax, only the images of the Power Rangers actors could be used. The addition of the character names represented an infringement of licensing rights.

ly planned to issue around 100,000 of the popular telecards, but scheduling delays altered their plans and just 10,000 were actually produced. Approximately 500 of the sets had been sold when Sabon attorneys confiscated the remaining inventory.

During the final days of operation, apparently one Telemax employee loaned the company a large sum of money in anticipation of the legal difficulties being worked out and the potential success of the Power Rangers cards.

Collectors holding Power Ranger cards are understandably interested in how the value of the cards will be affected by the events. Are the cards worthless because they have no phone time and the issuer is no longer in business? Will the value increase due to the small surviving number of sets on the market? Or will the popularity of the Power Rangers, coupled with a legal dispute, cause the value of the cards to increase disproportionately? Initial indications are that the value will increase. An informal survey showed the pre-conflict value of the sets at approximately \$30, with recent values more than doubled.

One last note of interest about the Telemax cards is that they were being offered at half of face value from TelePass International, (914)425-3622 Monday through Thursday, 6:30 to 11:30 p.m. and Friday, 2:30-4:30 p.m. (EST).

Any collector or dealer who sent in money to Telemax without receiving any telecards should write to Moneycard Collector, Advertiser Complaint, P O Box 783, Sidney, OH 45365. Please enclose a copy of your canceled check and charge, along with a copy of what you ordered.

MC

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

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Collector Chronicle

ALL THE NEWS FOR COLLECTORS

APRIL 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.



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."

For the Sport of It!

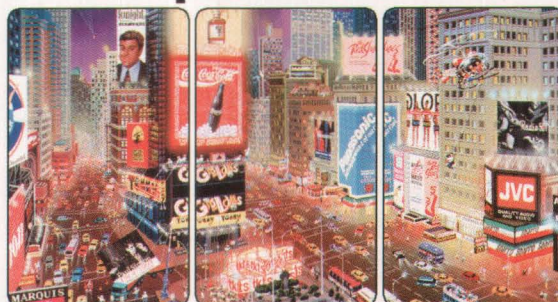
About the HT Technologies card featuring baseball great Honus Wagner, telecard guru Larry Brilliant said, "This is a great card. I remember when I saw that hockey great Wayne Gretsky had paid over \$600,000 for the original Honus Wagner card. I thought it was a legendary photo of Honus Wagner at that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



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.

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."

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

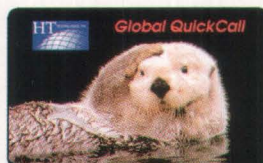
— Dawn Glanz- *MoneyCard Collector*

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.
220 Montgomery St., Ste. 611
San Francisco, CA 94104

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

Phone Card Hotline
1-800-820-8980

* Honus Wagner images ©1994 Honus Wagner Estate by Curtis Management Group, Indianapolis, IN 46202

The Art of Design

There's more to that image than meets the eye

By Nancy Blackburn

The more things change, the more they stay the same. Art and design have been with us since Prehistoric times. Even before man learned how to write, all human communication was expressed in the form of images. And when it comes to the latest form of communication, prepaid phone cards, we're still interacting the same way — through art and design.

It has been well documented that much of the attraction of prepaid phone cards is in the image and design. And while the card designers may not be known by name, their styles are often readily identifiable.

According to Erick Wand, owner of Graphics by Erick, art and graphic design are no longer confined to pure artistic talent, since the advent of computer technology. Rather than creating original artwork, most phone cards are assembled using illustrations or photographs, logos, and descriptive words or phrases.

The beautiful Marilyn Monroe cards issued by Laser Radio illustrate the complexity of the design process. Before Wand was brought in, John Guthrie



Laser Radio's "Made in America" phone card of Marilyn Monroe was originally a black-and-white photo. Designer Erick Wand added digital colorization and made other changes to the original photo.

(Laser Radio President) had contacted a licensing service representing Edward Weston Fine Art. Weston had purchased the exclusive licensing rights from Shirley de Dienes, the widow of photographer Andre de Dienes. Five photos were selected from the hundreds of Marilyn photographic negatives, with the intent to transform them into four phone cards.

Each phone card involved specific graphic alterations and enhancements. "Made in America" was a black and white negative, and the decision was made to add digital colorization. And since part of the right arm was not there, clouds had to be drawn in to cover it.

"Close Up" was cropped from a nearly full-length view of Marilyn flanked between two gentlemen. Because of the great magnification, the photo extraction had to be enhanced by computer.

The Hollywood Hills letters were taken from a different Marilyn picture. Artistic license allowed him to take the hills and superimpose them over another photo, creating "Classic Marilyn." "Sea to Shining Sea" had originally been poorly colored. Color

enhancement made the photograph into the striking phone card that it is.

So who gets credit for all this when there are too many contributors and not enough space on a phone card? As Wand says, "Compensation does not necessarily carry recognition. However, there is always satisfaction in a job well done."

Even a simple design can sometimes involve some fancy maneuvering. When Ameritech decided to issue a card for Phone Phair 1994, a corporate decision was made to limit the graphics to corporate identification colors and logos.

That all sounded pretty simple, but when Wand was provided an inch-thick "Logo Cop Book" he discovered that symbols and icons could only be used in certain circumstances, only so close together, at least so far apart, and placed in certain configurations. The colors were called out in PMS numbers, but the chart indicated the blue would not remain true when printed, unless compensations were made.

The final design flurry transpired on a Saturday morning when two computers were networked — one in California and the other in Chicago. Running the same graphic software program and communicating by phone, background colors were substituted, interchanged, and reversed with logo placement until a consensus was reached and corporate criteria met. The \$1 complimentary phone cards were valued at \$25 each in the April *Moneycard Collector Price Guide*.

Jennifer Wills, art director at Brilliant Color Cards, came to her post with a degree in photography. Malika Henderson, associate art director, began five years ago and acquired her hands-on experience as the company grew.

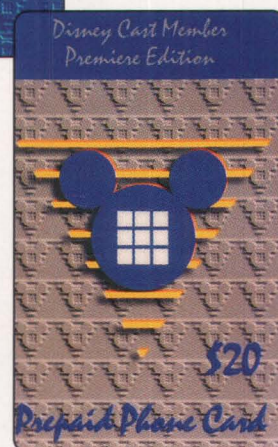
Both agree that the most important design factor is



Ameritech's Phone Card Phair card looks relatively simple, but two computers had to be networked together — cross country — to achieve the final approved artwork.



Several color combinations of the same graphic design is an effective method of showing different denominations, as this Vista United set demonstrates.



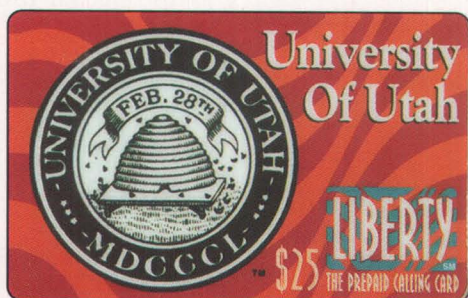
having enough time... enough time... and more time — which is often not the case at the busy California manufacturing facility. They also enjoy the occasional assignment with very general directions, which offers them the freedom to exercise their design talents. The Los Angeles Marathon series was one example of this happy scenario.

Henderson looks for a similar design theme that will visually link a series of cards with different images. The Quest/Liberty "wave", for example, has become an icon over which the design or image is effectively superimposed.

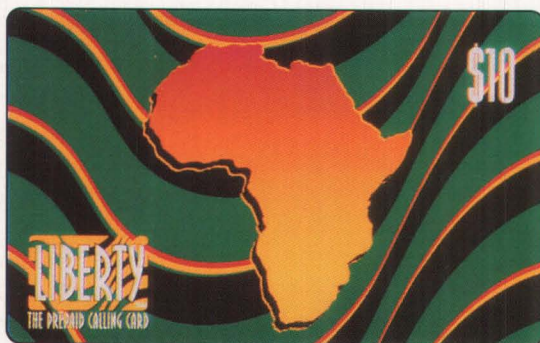
The design also needs to be clean and the logo needs to be big, according to the experts. Logos "floating" on a photographic background are currently very popular. The BCC associate art director suggests a bright, eye-catching graphic design in two colors that can be changed for denominations — an effect well illustrated by the Disney Vista United phone cards.

Wills says that BCC is seriously concerned about originality and rights of an image. When designers choose the image, they are responsible for determining who owns the rights, so that the artist who created the image is properly reimbursed. When clients provide the image, the clients are responsible.

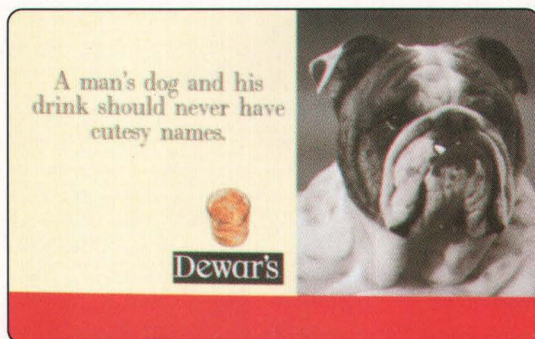
Photographs do not need to be copyrighted to be protected by U.S. law, as they become protected when created. A photograph of a public area, such as the Golden Gate Bridge or Half Dome at Yosemite, may be used with the permission of the photographer, but to use



Brilliant Color Cards' designer Malika Henderson likes to find a common visual element to achieve continuity to the look of an issuer's cards. Quest's background "wave" is an instantly recognizable visual cue.



The art for the Dewar's cards was originally created for billboard ads, which was then adapted to the phone card format.



a picture of a privately owned estate also requires the permission of the owner.

Brilliant Color Cards uses a computer-generated photo-digital process, rather than the traditional four-color CMYK (blue, red, yellow, black) film. The cards are printed photographically from a computer-generated negative that produces continuous-tone images, using the full range of RGB's 16 million colors.

Stock photography and art are also available. As Wills explains, when a customer wants a particular look, she does the research and is often able to purchase an already digitized photograph to go straight into the system.

Even when a non-stock photo is scanned for use,

she can work with the color and text placement. Offending objects — phone poles and wires — can be removed from the picture. Facial wrinkles can be removed and hair can be added or darkened for a youthful appearance.

As for credits, both of the BCC designers would like to see their contemporaries receive more of it. They predict that it will soon become more common to find the designer's name somewhere on the card.

Maria Weaver, creative director at GTS, has a background in sports channel print media production. Presently, she works with a full-time staff of two designers and a traffic coordinator, who organizes the flow of work. She oversees the production for image resolution and overall quality.

Weaver emphasizes that because each client is different, she must work closely with them to identify their goals. Before she even meets the client, she reviews the target market with GTS's account executive to become familiar with the client's goal.

After meeting with the client, graphic design work is completed on computers. This could involve working with an ad agency where graphs, text, and logos have already been determined and merely need to be superimposed on a phone card.

Since agencies are often unfamiliar with printing on plastic as a medium, she must explain how ink colors need to be watched for dot-gain (plastic does not absorb ink, which causes blues to darken). For example, to create a Rollerblade card, she was provided the logo and photographs and simply needed to work out the best cropping and positioning for a telecard.

On the other hand, Weaver may need to develop a full in-house package which includes educating and developing advertising for the client, and designing point-of-purchase displays and packaging, along with the actual design of the card.

One recent challenge was the large advertising campaign by Dewar's that included both billboards and phone cards. Using the provided visual elements and type faces, she then had to accomplish the reduction from billboard to card format.

Services offered by GTS and other issuers include providing high resolution color proofs that are again shown to the client so that necessary changes can be made. When final approval is provided, the graphics go into card production, with particular attention paid to color and graphic position. Film is made and a matchprint is produced before the work goes to the printer. However, Weaver also checks the work while it is on the press, for color match and quality.

So, the next time you're admiring the image on a particular phone card, hopefully, you'll have a little better appreciation as to what all was involved in getting it there. And while you're enjoying it, find out who designed the card. Somewhere, it might bring a smile to the face of an overworked designer.

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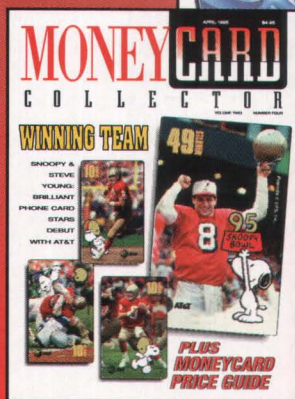
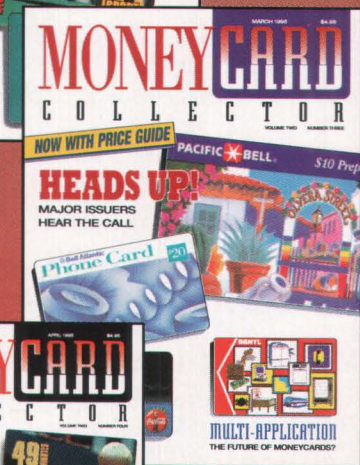
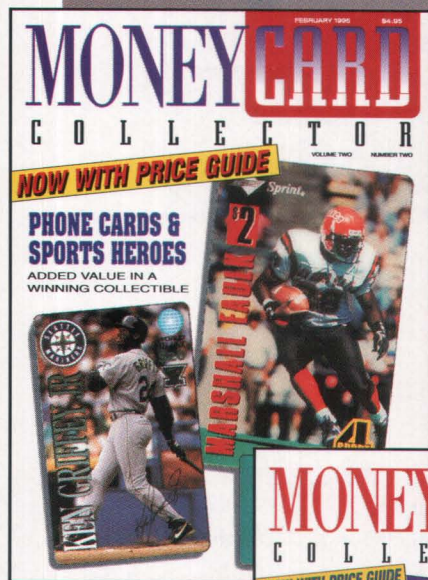
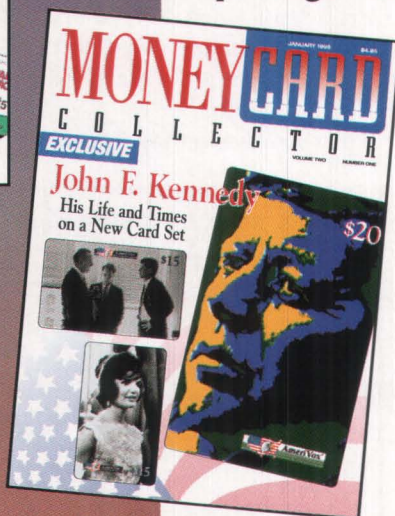
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B BRILLIANT RETIRES FROM BCC Larry Brilliant has announced his retirement as Chief Executive Officer from Brilliant Color Cards, the largest manufacturer of telephone cards in the United States.

Replacing Brilliant will be Peter Biffar, who previously served as President of the California manufacturing company. Robert Brown has been promoted to Vice President of Sales.



"I am especially proud of what Brilliant Color Cards has achieved during the past six months," Brilliant said, "building a strong management team, expanding manufacturing capacity, and developing smartcard

technology. Peter Biffar has brought a high level of professional excellence to the company and its customers. Now the time has come for me to return to being a physician, professor and parent.

"I am not leaving the industry entirely," he continued. "I will continue working on two long term projects for Brilliant Color Cards — helping develop Brilliant's smart cards, including the TeleTone™ smart phone card system, and promoting environmentally friendly credit and debit cards, instead of the unhealthy PVC cards.

"On a part-time basis — no more than a couple days a week — I will do some consulting and advising, and working with a few clients, such as the Sierra Club, the Seva Foundation, and Charles Schultz's Peanuts group. I am also helping out Winston Taylor, Inc., a Sausalito-based trading company, with some promotions like the Steve Young phone card.

"I want to make it very clear that I will not start a phone company to compete with the companies who are Brilliant Color Card clients; although I may consult for phone companies, end-users, charities, and corporations on how to benefit from phone cards."

On behalf of all collectors and dealers who have enjoyed the cards from BCC, we, at *Moneycard Collector*, thank Larry for all of his many contributions to this industry, past and future.

A CMI AND COMSTAR ANNOUNCE JOINT VENTURE Memphis-based ACMI and Moscow-based COMSTAR

Telecommunications have launched a joint project to produce a series of telecards illustrating the cooperation and mutual interests of Americans and Russians. Each telco will produce phone cards with similar images, including the logos of both companies.

The first telecard commemorates the relationship between the two companies. The \$7 card carries 11 minutes of domestic calling time and is rechargeable at \$.30 per minute. A total of 4,000 will be produced.

In addition to the commemorative card, COMSTAR and ACMI will produce a series of cards with the following images:

- Presidents Boris Yeltsin and Bill Clinton
- Boris Yeltsin and German Prime Minister Helmut Kohl
- Boris Yeltsin and Queen Elizabeth
- Russian vodka
- American basketball players in Red Square



N YNEX PUBLISHES OPTICAL CARD FIGURES

The following figures represent the revised quantities of NYNEX optical cards issued, which takes into account the inventories destroyed late last year. Thanks to NYNEX for this valuable data and for the responsible approach to the collector market.

CARD	ISSUE DATE	INITIAL QTY.	REV. QTY.
Skyline.....	12/91	50,000	50,000
\$1 Comp.....	12/91	100,000	71,088
\$5.25 Demo Nat Conv.....	7/92	12,000	12,000
\$1 Demo Nat Conv.....	7/92	20,000	20,000
Empire State Bldg #1	11/92	65,000	65,000
Empire State Bldg #2	2/93	80,000	77,050
Ellis Island (1 of 4)	4/93	50,000	48,031
Ellis island (2 of 4)	4/93	50,000	47,893
Ellis Island (3 of 4)	4/93	50,000	48,020
Ellis Island (4 of 4)	4/93	50,000	48,031
World Univ. Games.....	7/93	80,000	77,858
Summer in the City	8/93	75,000	61,963
Tennis Championship	9/93	80,000	45,741
NYS-Cooperstown	11/93	70,000	16,572
NYS-Lake George.....	11/93	70,000	16,351
NYS-Long Island	11/93	70,000	16,352
NYS-Niagara Falls.....	11/93	70,000	16,352
NYS-New York City	11/93	70,000	16,352
Spirit of Service.....	2/94	75,000	26,140
Luge	3/94	25,000	25,000

A MERIVOX CONVENTION REVEALS WORTHY CAUSE My thanks to AmeriVox for having invited me to attend and speak at their annual convention in Las Vegas during February. As *Moneycard Collector* readers already know, this issuer is a major player in the prepaid phone card industry, and as such, we try to stay current with what they are doing.

Several new cards were launched at the convention, many of which will be covered in this month's and future "New Issues" columns. For *Moneycard Collector*, however, the added value to attending the event was in meeting and exchanging information with many of the more than 1,000 delegates.

On a larger scale, there was a special session dedicated to phone card collecting and more than 800 of the delegates turned out for it, many no doubt spurred to do so by the prospect of winning some of the \$80,000 worth of cards that Executive Vice-President David Michael Eastis gave away as door prizes.

Immediately afterward, I was approached by an AmeriVox Director, Patty Cofer, who introduced me to a card which I consider to have special merit. It is an AmeriVox private issue card printed by Brilliant Color Cards, and designed to raise money to help conquer a terrible disease known as "Rett's Syndrome."

For Patty, the issue is personal. Her daughter, Courtney, suffers from the disease, which, to date, has only afflicted young females. And whereas Down's Syndrome is the most common cause of mental retardation in children overall, Rett's is the most common afflicting girls alone – about one in 10,000-15,000 births each year.

Patty is understandably very dedicated to the cause of raising public awareness about the disease. "We really have no costs," she explained. "It's all volunteerism, and we want to

keep it that way so that more can go to the cause.

"We're the parents of these children. We come home every day and see them. And no matter how tired we are, each of us finds the reserve to go back to the desk and work an extra hour. The phone

card program is a very important vehicle for us."

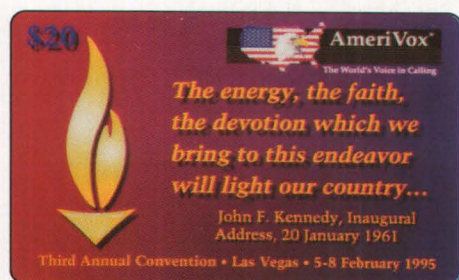
The Rett's card was first issued in October 1994, and thus far, a total of just 350 have been printed. Each one has 20 minutes of phone time and sells for \$25. About \$10 goes directly to the Rett's fund. Contact Patty Cofer at P.O. Box 471, Linwood, N.J. 08221 or call 800-422 RETT for more information.



A AMERICAN PHONE CARD AUCTION SET FOR BERLIN One of the first big auctions of U.S. phone cards has been scheduled for April 24 in Berlin, Germany. The sale, conducted by the renowned TK Auktion Berlin, will feature over 3,000 of the most valuable American cards – including misprints, test cards, low and rare limited editions – from most of the major U.S. issuers.

The best news for American collectors is that you won't have to travel to Germany to bid on the phone cards. Collectors can pick up an auction-by-mail price catalog, which lists all the cards to be sold, by sending \$5 or one unused American phone card (mint condition) to: TK Auktion, Jagerallee 16, 14089 Berlin Germany.

Since all the cards are listed by number in the TKK German/American telecard catalog, the auction house is offering a package deal – both the auction-by-mail price list and the 184-page TKK catalog – for \$20 US, or four different (unused, mint) U.S. phone cards.



One of a pair of AmeriVox cards issued in Las Vegas (13,333 issued of each).

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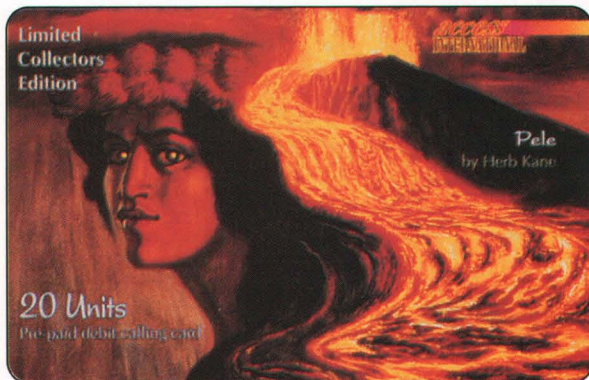
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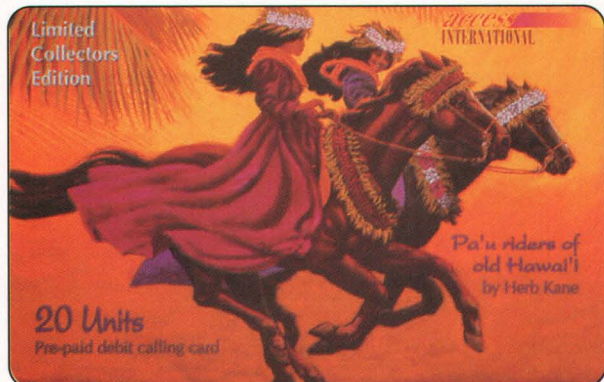
Access International, "Images of Hawaii" four-card set, Herb Kawainui Kane artist, 20 units, \$.50 per minute, 5,000 issued, October 1994 release. This set of cards is available at the issue price of \$39.95 from Access International (805) 374-2460.



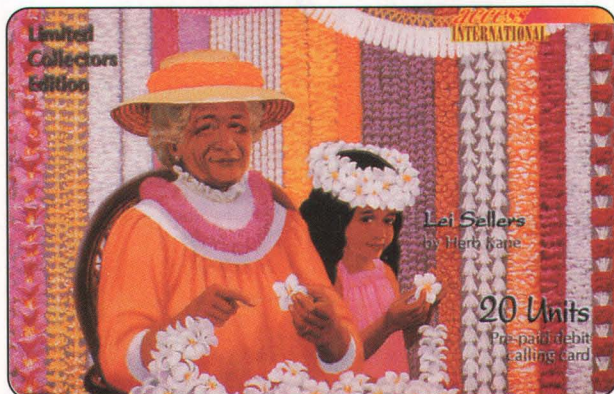
Pele - Goddess of Volcanoes



Discovery of Hawaii



Pa'u Riders



Lei Sellers

ADVENTURES IN PARADISE As I sit down to write this column at my office computer, I am well aware of the irony of my situation. It is February in Northwest Ohio. Outside my office there is snow on the ground, and the temperature is 17 degrees Fahrenheit.

I turn to the presentation folder of the phone cards I have been asked to review. On the outside, I read "Images of Hawaii." Turning to the inside I find a photograph of a tropical beach lined with palms. In the distance rises a picturesque rock formation covered with lush vegetation. In the foreground, the turquoise blue of Hawaiian waters sparkles like gemstones.

The day is sunny. White clouds are floating in the blue sky. Closing my eyes, I hear the gentle lapping of the tide against the shore, smell the salt air mingled with the scent of exotic flowers, and feel the warm Hawaiian sun against my skin. For the moment, I am basking on that beach, drifting dreamily in my imaginary paradise....

But the ring of a nearby phone jolts me back to the realities of the Midwest winter, and to the task at hand, which is to review phone card art. This month, I focus on Access International's "Images of Hawaii" series of four cards, each displaying a painting by Hawaiian artist Herb Kawainui Kane (pronounced KAH-ney).

The subjects of the paintings are a mixture of history, legend, and contemporary life: the discovery of Hawaii; Pele, goddess of volcanoes; the Pa'u riders of old Hawaii; and lei sellers.

Kane may not be an artist on the cutting-edge of the art world, but these compositions are well designed, and for the most part they fit the small phone card format quite well. I would therefore judge the series a success, even though the images are not so exciting to me as some of the others I have reviewed in this column.

The most effective image in the set is that of the goddess Pele. In Kane's painting, her head and shoulders dominate the left half of the composition. She seems to be leaning forward slightly to the left as she turns to look out at the viewer. A feather wreath encircles her brow, and as her black hair falls over her shoulders, it blends with the flow of gold and red molten lava cascading forward from an erupting volcano.

The goddess' eyes, fixed on us with an almost hypnotic stare, glow with the heat of the volcano. An interesting feature of this composition is the ambiguity of the depicted space. Note how the lava stream, flowing forward from the background, blends with Pele's wavy tresses in the foreground, as if on the same plane. This anomaly reminds us that Pele's world is that of myth, existing beyond the laws of physics or optics.

The painting of the Pa'u riders is also cleverly designed. Two female figures astride galloping horses dominate the pictorial area. Their pa'u — long, full riding skirts — billow behind them, blending in graceful curvilinear forms with the shapes of the horses' bodies and tails.

Placed close to the frontal plane (that part of the depicted space which is closest to the viewer), they appear almost silhouetted against the golden-reddish glow of a Hawaiian sunset. This bold yet graceful design is a very effective representation of the characters and customs of Hawaii's past.

The "Lei Sellers" image, on the other hand, depicts a more contemporary scene — one familiar to most arriving and departing visitors to the Islands. In Kane's painting, a grandmother and her grandchild sit against a wall of the fragrant garlands, stringing flower strands to replace the leis they are about to sell. These figures, in front of their colorful striped background, are just as I remember the lei seller stalls I saw years ago when I visited Hawaii as a child. Kane's simple composition hits just the right chord.

In some ways, the most striking image of the four is paradoxically the least effective when rendered in the small card format. "The discovery of Hawaii" is a dark painting depicting a night scene on the ocean. On the horizon a volcanic eruption illuminates the night sky. In the foreground a double-sailed outrigger carrying Hawaii's first settlers rides over a cresting swell as it heads toward the distant shore.

The deep space and the small scale of the figures in relation to the overall proportions of the composition distinguish this image from the other three. I understand that the original painting was reproduced as a photomural in the museum of the Hawaii Volcanoes National

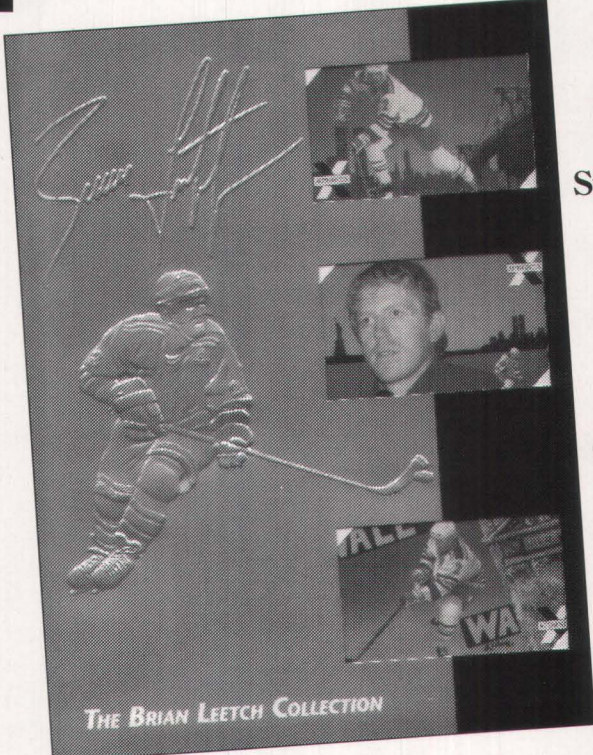
Park. On such a large scale, with the boat and figures rendered close to life-size, the dark ocean and brooding sky would almost entirely encompass the viewer's field of vision. I can well imagine that the sight is absolutely spectacular. This power, however, is lost in a translation to the small dimensions of the phone card.

But this one criticism should not negate the overall success of this series. Collectors — especially those who have visited Hawaii — should enjoy these cards for their Polynesian subject matter. They should also appreciate owning reproductions in miniature of paintings by Kane, who has been named one of Hawaii's "Living Treasures."

And for those of us who live in colder climates, the set has the potential of affording a brief escape into a tropical reverie. Well, it sure beats shoveling snow!

Dawn Glanz

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



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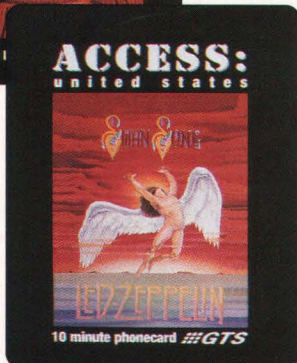
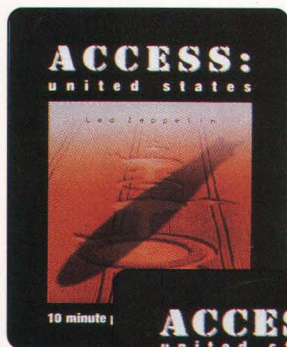
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NEW ISSUES



GTS OFFERS BACKSTAGE PASS As part of an exclusive multi-year licensing agreement with one of the most successful Rock-N-Roll bands of all time – Led Zeppelin – GTS has introduced the innovative Backstage Pass phone card. The oversized 4" x 5.125" prepaid calling cards come complete with a chain to be worn around the neck.

The artwork used for this limited edition, two-card series will be reproductions of original Zeppelin album covers: "The Swan Song" and "Wheatfields."

Backstage passes have always been considered a rock collectible, and combined with a prepaid phone card, the cross-marketed product will likely prove to be quite popular.

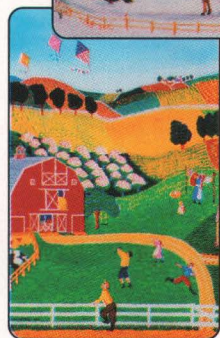
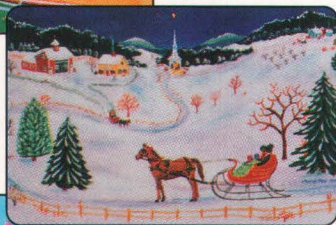
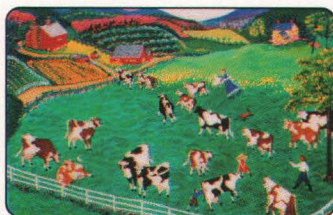
Just 2,000 of each of the Zeppelin phone cards will be created. The 10-minute cards will retail for \$15. Call LogoFon at (800)280-1166 to order.

HT/LDDS SALUTE FOUR SEASONS "The Four Seasons of Giving," artwork by Marie Fox, is featured on a new set of phone cards from HT Technologies and LDDS.

The colorful paintings picture a rural agricultural setting throughout the four different seasons of the year. Each of the four cards includes 20 units of long distance time at \$.50 per minute. Recharging is available at \$.30 per minute.

Half of the 3,125 sets were donated by HT to various Christmas charities. The cards were printed by Brilliant Color Cards and retail for \$10 per card, or \$40 per set.

The cards are available from LDDS at (800)270-8676 or HT at (800)820-8980.



S MARTEL CARDS SAY 'HI CALLME'

Consumers should now be seeing SmarTel's new "Hi Callme" series of telecards in retail outlets throughout the U.S.. Each of the 24 different phone cards in the set has sayings like "You're the Greatest," "Out of Money," "Nobody's Perfect" and "For a Good Time." All cards conclude with the message "Call Me."

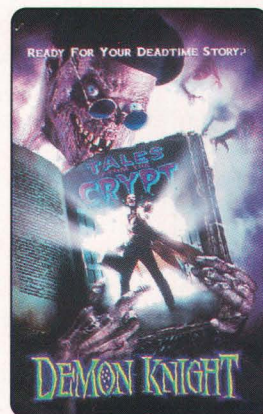
The cards retail for \$6.95 each and carry 10 minutes of domestic long distance time. Just 400 of each design were issued in the first run. Call (314)391-8498 for additional information.

TELEWORLD ISSUES

'CRYPTIC' CARD

The creepy Cryptkeeper is featured on Teleworld International's new Demon Knight card. Retailing for \$12.50, the "Tales from the Crypt" card includes 20 minutes of domestic long distance time (\$.60 per minute). A limited run of 2,500 cards was issued during early 1995.

Contact Teleworld at (800)434-2499 for more information.



NIXON REMEMBERED The

Library and Birthplace has recently introduced a series of

\$10 collectible phone cards for museum visitors. There are four cards in the Tele-Card America series, featuring President Nixon, First Lady Pat Nixon, Nixon's birthplace, and the five living presidents and their wives seated together during Nixon's funeral services.

Each prepaid card includes 10 minutes of long distance time. A total of 2,500 was issued of each card. To place an order, write, call or fax: The Gift Shop, The Nixon Library & Birthplace, 18001 Yorba Linda Boulevard, Yorba Linda, CA 92686; phone (714)993-5075; or fax (714)528-0544.



KOALA BEAR 7TH IN ENDANGERED SPECIES SERIES

Already listed on several dealers' price lists, the seventh card from the ACMI Endangered Species Series features the lovable koala bear.

The "E" card shows the koala in its natural habitat, with the image laid over a red marbled background. Available in five different denominations, the phone card carries a \$.25 per minute long distance rate. A total of 10,000 of the koala cards will be issued. The cards and specifications are:

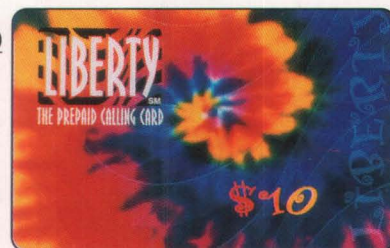
DENOM.	QUANTITY
\$3.....	5,000
\$7.....	2,800
\$20.....	1,500
\$50.....	500
\$100.....	200
TOTAL.....	10,000

The cards may be ordered by calling (901) 363-2100.



QUEST HAS COLORFUL CARD

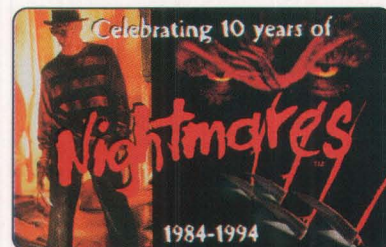
Created specially for the college market, Quest's Tie-Dye phone card has been a real success. The colorful tie-dye image is reproduced on \$10 cards, which carry 30 minutes of long distance phone time (\$.33 per minute). A total of 2,500 of the cards was issued by the Atlanta-based telco. Call (800)964-0702 to order.



MERIVOX SPOTLIGHTS DOLLS AmeriVox is the carrier for a unique series of calling cards featuring collectible dolls. A very limited run of just 100 cards was produced of four different dolls in Fonecard Favorites' first series – Catherine of Wuthering Heights; Larissa from Dr. Zhivago; Elizabeth Jane from Great American Women; and Jenny Lind, A Portrait.

A second series of cards was scheduled to hit the market during early spring, including images of seven dolls from the Robin Woods Camelot series. Production was preliminarily set for 500 cards of each doll, which included Arthur, Guinevere, Lancelot, Morgan LeFey, Lady Elaine, Lady Linet, and Amuse, the court jester. The cards will be priced at \$10 each.

Call Fonecard Favorites at (415)579-0777 for information about the doll series.

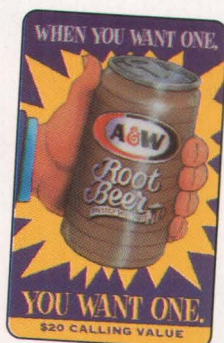
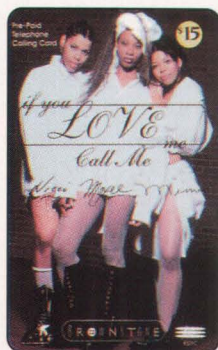


NIGHTMARE CONTINUES... ON PHONE CARDS The frightening movie monster Freddy Krueger has surfaced again – this time on a prepaid phone card from Interactive Collectible Cards (ICC). The card is the first of a series of officially licensed prepaids celebrating the 10th anniversary of the movie, "A Nightmare on Elm Street."

The first card features a classic illustration of Freddy and the poster art from Wes Craven's "New Nightmare." Future cards in the series will feature Freddy in incarnations from each of the six "Nightmare" films, as well the newest film release.

The cards have a unique entertainment feature which allows the user to access up to six shocking tales of horror, each introduced by Freddy Krueger. The cards also offer the option of conventional long distance service.

Freddy's 10th Anniversary limited edition calling card is available for \$10, with 15 units of domestic long distance time. Recharges are discounted at \$.29 per minute for 100 minutes. A total of 5,000 of the cards was issued during November 1994. Call (800)869-3577 to order.



CDG ENJOYS A&W, BROWNSTONE

Everyone's favorite root

beer – A&W – is the subject of a brand new card from Communications Design Group (CDG). The vividly colored card is the first-ever for the oldest root beer brand in the U.S.

The \$20 prepaid calling card includes A&W's advertising slogan, "When you want one, you want one." A limited quantity of 1,000 cards were released during February 1995.

A second new CDG release pictures the singing group called "Brownstone." The sponsor is MJJ Music, Epic Records' new label. The group is produced by Michael J. Jackson and voice prompts feature cuts from the group's new album, "From the Bottom Up."

The phone cards have a face value of \$15 and include 25 minutes of long distance time (\$.60 per minute). Only 250 of the cards were produced.

Call CDG at (203)353-8881 or fax (203)328-7176.



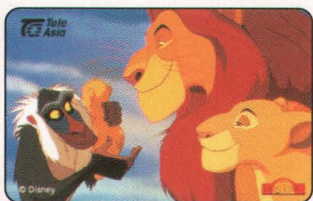
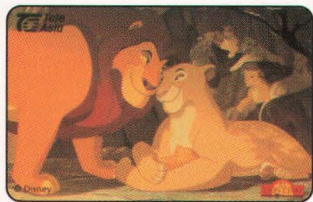
TCN PRESENTS MAGIC EYE CARD ITC Network has released another of its popular 3-D phone cards. The "Palm Springs" card features a downtown scene of the city, complete with gently swaying palm trees (I can't really see it, but my art director assures me that it's there).

The 3D card is the first mixture of stereogram and random dot hidden imaging on a phone card. The image is the same one used on a German PTT/Kellogg promo card.

The card retails for \$10, and includes 20 units of long distance phone time (\$.50 per minute). Five thousand of the cards were issued by the Florida company. Call ITC at (305)537-3220 for more information.

LDDS HAILS THE LION KING Walt Disney's popular Lion King characters are featured in a new set of cards from LDDS. Issued in conjunction with TeleAsia, the licensed four-card set features colorful images of Simba, Mufasa, Nala, Timone, Pumba and other characters from the Disney animation.

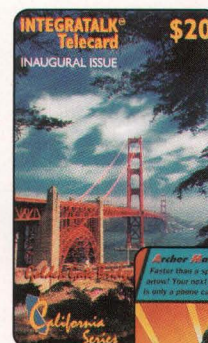
Each of the cards includes 30 units of long distance time (at \$.50 per minute), with the entire set priced at \$60. A total of 10,000 sets has been issued. Collectors can call (800)270-8676 for more information.



INTEGRITY OFFERS JUMBO 'GATE.' **ARCHER MAN** Back by popular demand is Integrity Telecom's Golden Gate Bridge jumbo phone card. Initially released as a five-unit jumbo card in the issuer's inaugural series, it quickly sold out to dealers and collectors. The new version, a \$20 California Series card, includes 40 minutes of long distance time. There will be 500 of the 5" x 7" cards produced, with each one sequentially numbered.

Issued for ADO, "Archer Man" was used as a sales promotion tool at a national sales meeting. A total of 3,000 of the promotional cards were distributed, each with 30 free minutes of phone time. Both cards were printed by Brilliant Color Cards.

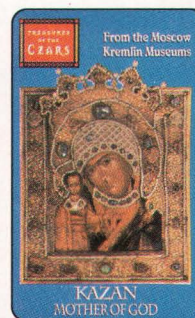
If you are interested in purchasing either of these cards, call (800)268-3050.



NAT DISPLAYS 'TREASURES' North American Telephone's (NAT) new "Treasures of the Czars" card series is now available to the public. The eight-card series features images of some of the historical pieces from the exhibit, which is on loan to the U.S. from Moscow's Kremlin Museum.

The \$5 cards are sold in sets of four, with matching number cards, for \$29.95. \$10 and \$20 cards may be purchased separately or in sets of four (three \$10s and one \$20) for \$59.95. A total of 1,000 \$5 cards was issued, with 2,500 each of the \$10 and \$20 cards.

The prepaid phone cards are available for public purchase during the January-June 1995 showing at the Florida International Museum in downtown St. Petersburg, Fla. Direct phone orders can be placed by calling (800)864-4004.



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POP'S GOTTA BRAND NEW CARD POP Communications, Inc. has introduced a new prepaid phone card for domestic and international long distance.

The face of the POPCARD shows a colorful collection of expressions, such as "Call Your Mother", "Dial A Date" and "Buzz Your Congressman." A distinctive gold stripe across the bottom helps the user find POPCARD in a wallet or purse.

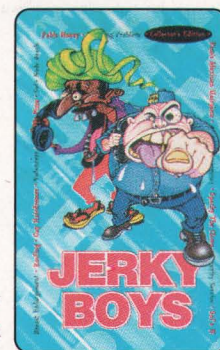
The cards are available in 10, 20 and 50-unit denominations, or in custom denominations to satisfy the requirements of resellers. For additional information about the cards, call (510)484-2063.



ICC RELEASES JERKY BOYS Popular movie characters "The Jerky Boys" are featured on a new interactive calling card from ICC Interactive Collectible Cards. The card allows the owner to access uncensored, never-before-heard Jerky messages or use it for conventional long distance calling.

The card image features the Tarbash and Rizzo characters, who are instantly recognizable by Jerky Boys fans. The purchase price is \$10, which includes 20 minutes of phone time. A total of 5,000 of the cards have been packaged in carrier-windowed envelopes.

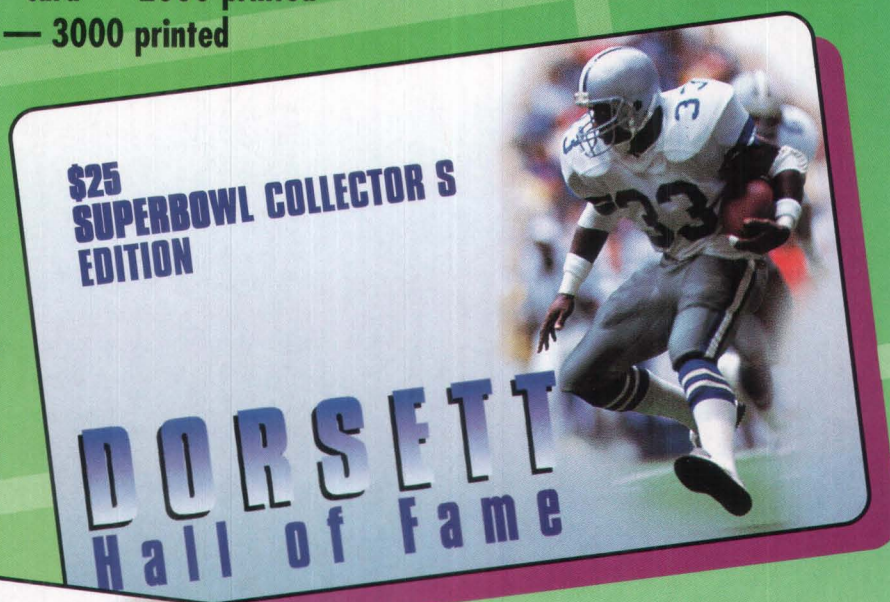
Contact ICC at (800)869-3577 for more information.



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

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

BCC is the home of industry "firsts":

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

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

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

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



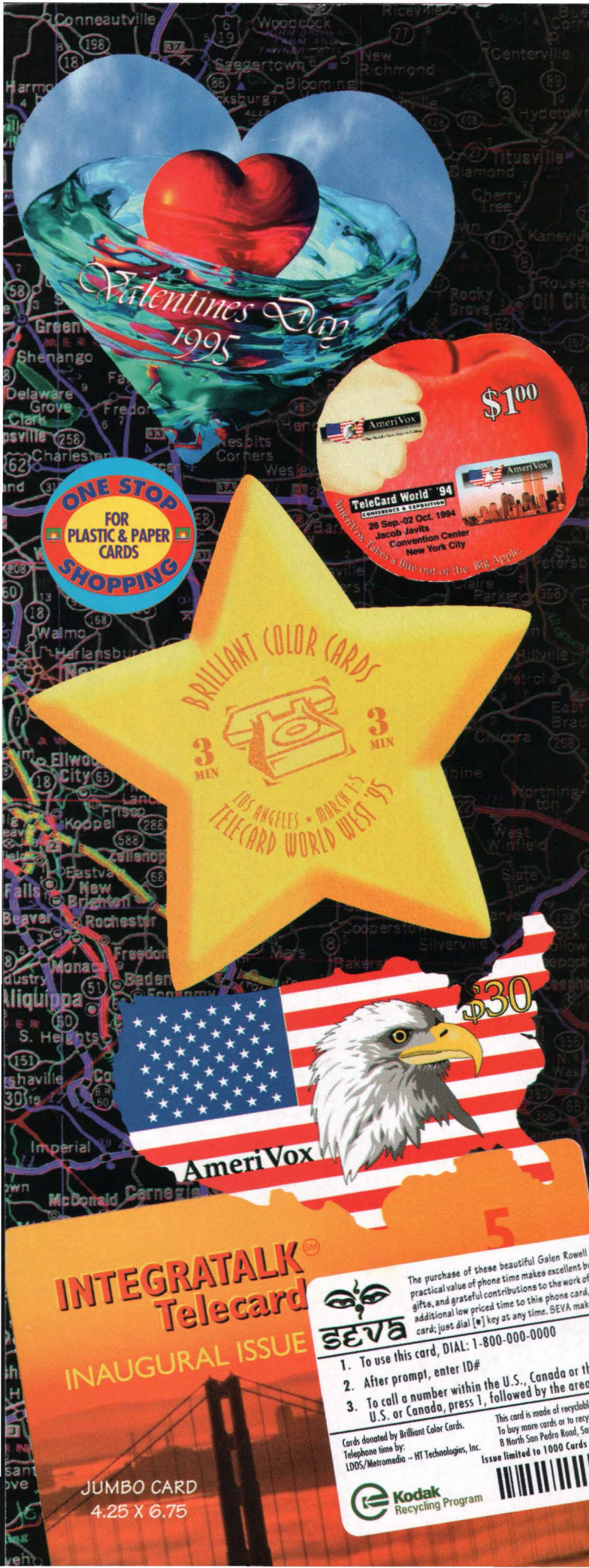
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