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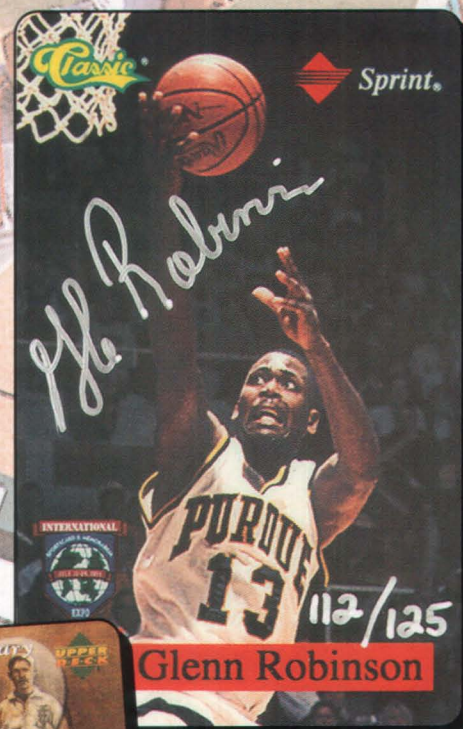
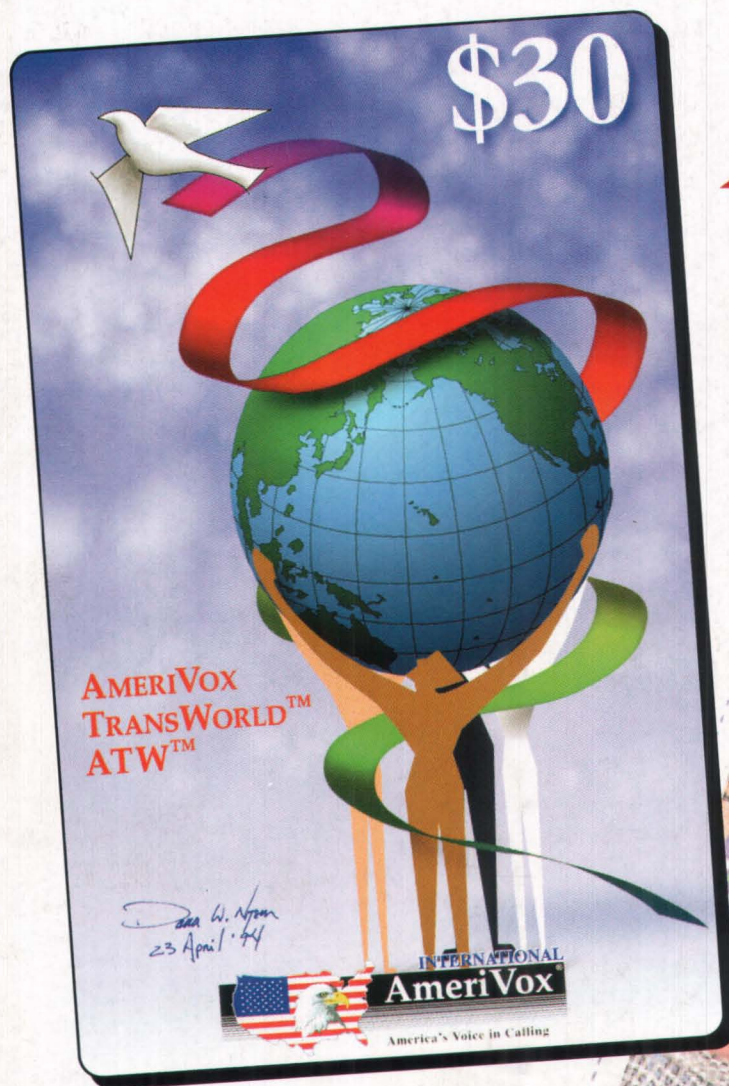
MONEY CARD

C O L L E C T O R

VOLUME ONE NUMBER TWO

EXCLUSIVE

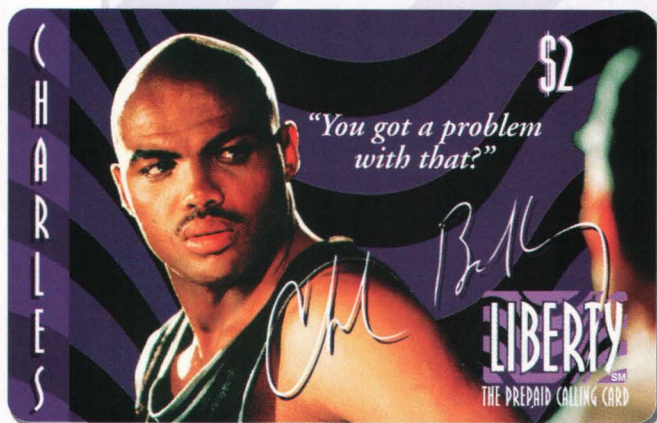
**First Universal
Prepaid Phone Card**



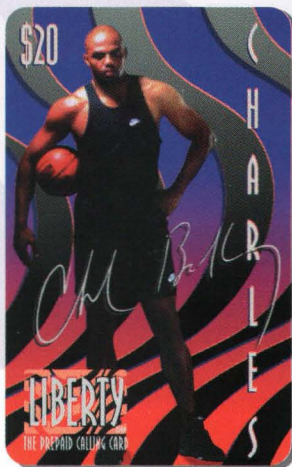
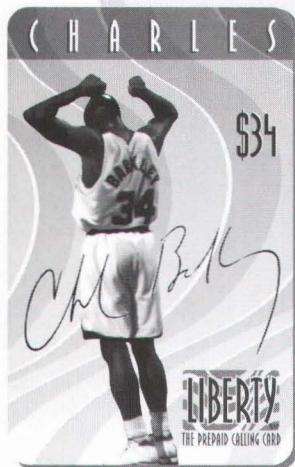
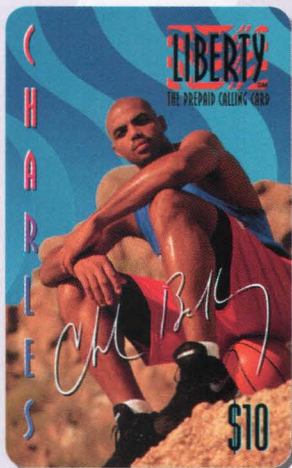
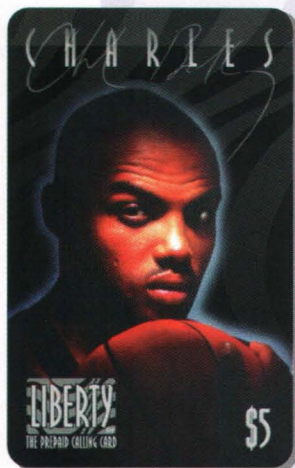
**Sports Card
Producers
Jump into
Phone Card
Market**



COLLECT LIBERTY'S EXCLUSIVE (CHARLES BARKLEY) SERIES



Exclusive \$2 Bonus Card



LIBERTY'S "Charles Barkley" Limited Edition calling card series is a real "slam dunk" for collectors. The cards, which feature one of the world's hottest sports stars... Charles Barkley, are among the most unique prepaid calling cards available anywhere. Collect them today!

The series, which is LIBERTY'S first to feature a sports figure, is also among the first to be designed by Quest's new Graphic Designer, J.P. Sartori. This dynamic series of calling cards was designed using photographs taken by some of the top photographers in the sports industry and communicate "Sir Charles" direct, innovative, "no holds barred" attitude and intensity both on and off the court.

These distinctive calling cards are being issued in a unique series "A" limited edition set comprised of \$5, \$10, \$20 and \$34 (Barkley's jersey number) calling cards together with an exclusive, free \$2 Bonus Card. The five calling cards in each set will have matching print series numbers to further enhance their collectability. The series will also be packaged in a special commemorative display folder and limited to only 10,000 sets.

Purchase your "Charles Barkley" limited edition matched calling card set for only the face value of the cards...\$69, and receive the exclusive, \$2 Bonus Card FREE. With LIBERTY you never pay an activation fee and always receive our revolutionary long distance telephone service at our standard tariffed rates of only 33¢ per minute, anytime, anywhere in the continental U.S.A.

To place your order for this exclusive series...or to add your name to our mailing list for information on new cards and special limited edition cards...you're at LIBERTY to call our toll-free order line or fax or mail your order to us. Please provide your VISA, MasterCard, American Express, or DISCOVER account number and expiration date. Shipping and handling: U.S.A. - \$5.00, International - based on shipping cost.

1-800-964-0702

QUEST
TELECOMMUNICATIONS

LIBERTY
THE PREPAID CALLING CARD

242 Falcon Drive
Forest Park, GA 30050

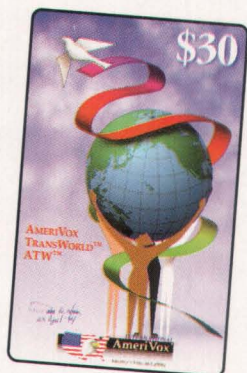
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FAX: 404-209-9642

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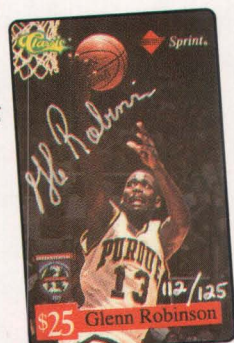
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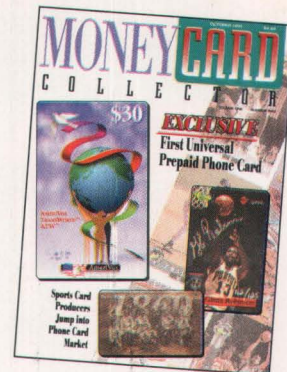
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Two history-making developments: the world's first universal phone card from AmeriVox, and first-issue phone cards from Upper Deck and Classic.

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Don't tell my publisher, but sometimes I feel a little guilty on Fridays when the paychecks are handed out. Don't get me wrong, the staff of *Moneycard Collector* works very hard and puts in a lot of hours getting the latest and most interesting news about phone cards to our readers. It's just that during this past month the job has been... you know, the "F" word – FUN!

We're living in some very exciting times in the evolution of phone cards in this country, and it is truly exhilarating to see history in the making. It's been a month that we will long remember at *Moneycard Collector* – a month of celebrations and firsts.

First there was the official launch of our magazine at the ANA Show in Detroit, an exciting time for all of us after months of planning and hard work. The reception and feed-

back that we were given by the press, dealers, and phone card issuers, were nothing short of overwhelming. It also provided the basis for a new "letters to the editor" column that we hope to incorporate into future issues of the magazine. We look forward to hearing our

readers' comments and opinions on the first and every issues.

But that was just the beginning of the month. We had hardly settled back in our office when the phones began ringing with the exciting news from AmeriVox about its revolutionary TransWorld calling card. In development for the past 42 months, it will be the first universal prepaid phone card to allow users to call from any touchtone phone to anywhere in

the world. That's news of worldwide significance and you read it here first!

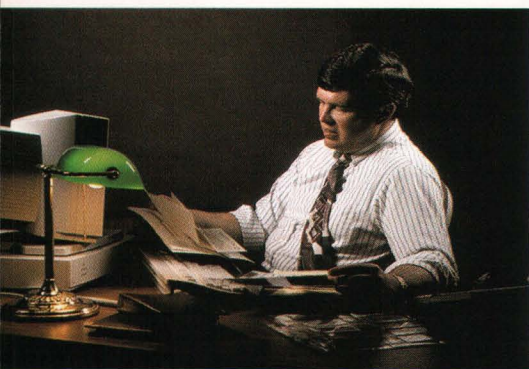
Speaking of firsts, Upper Deck was the first of the major sports trading card companies to leap into the phone card competition, with the release of its special commemorative 1869 Cincinnati Reds card. Score Board-/Classic Games quickly followed suit with a limited edition Glenn Robinson phone card, and there are indications that other card companies are also poised to enter the fray.

For any self-respecting baby-boomer, the 25th anniversary celebration of the original Woodstock concert brings back at least some kind of late-60s memories. The long-hairs of the "peace generation" may not be fighting the establishment any more, but some of them are still trying to change the world to make it a better place.

In addition to the new GTS card pictured on page 28, the Woodstock Nation Celebration Foundation is issuing a special set of six commemorative cards, with proceeds to benefit the children of war. Though we didn't receive the cards in time to make this issue, you can get more details about the special prepaids by calling Sion Mitrany at (914)679-6790, or writing to Woodstock II Productions, Inc., 100 Peace Mountain Rd., Woodstock, NY 12498. Take special notice of the original 1969 photo used in our Woodstock '94 feature. It was supplied to us by famous Woodstock photographer Elliott Landy.

Like I said, there are a lot of exciting things happening in our hobby, with many more developments just waiting to pop. It's the hobby of the century and it's happening right before our eyes. I started my collection just a few months ago, and I'm already hooked. You'd better start yours soon!

Randy Moser, *Associate Editor*



THE ART OF PERFORMANCE!

Featuring four original illustrations, this Limited Edition Collector's Series captures the excitement of the sporting world. Each prepaid calling card is limited to 4,000 cards, but only 1,500 of each design is available to be purchased separately. The remaining cards are available only as part of the ConQuest Limited Edition Five Card Set.

COLLECTOR'S SERIES SET

Limited to only 2,500, the ConQuest Limited Edition Five Card Set features the 1994 International Sportscard and Memorabilia Expo Logo Card. Designed and produced specifically for the International Expo, this prepaid calling card has quickly become a highly prized collectible. Limited to a total of 5,000 cards, 2,500 cards were made available at the show, with the remainder offered exclusively as a part of this special ConQuest Limited Edition Collector's Series Set. Suitable for framing, the card carrier is specially designed to enhance the appearance and collectibility of the set.



Call or write today to enter the big leagues.



ConQuest
Scioto Corporate Center
5500 Frantz Road
Dublin, Ohio 43017 U.S.A.
Phone: 1-800-320-6446



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QTY.	ITEM NUMBER	DESCRIPTION	PRODUCTION RUN	UNITS	PRICE	TOTAL
	CG-940007	Gold Coin	10,000	25	\$ 8.75	
	CG-940005	Assorted Coinage	5,000	25	\$ 8.75	
	CG-940004	Mount Rushmore	5,000	25	\$ 8.75	
	CG-940008	Lincoln Memorial	10,000	25	\$ 8.75	
	CG-940006	Break the Bank	5,000	25	\$ 8.75	
	CG-940009	Eagle & Flag	10,000	25	\$ 8.75	
	CG-940003	CG Talk!	Open	25	\$ 8.75	
	CG-940011	"Fast Break" Basketball	4,000 *	25	\$ 8.75	
	CG-940012	"Long Ball" Baseball	4,000 *	25	\$ 8.75	
	CG-940013	"Crunch Time" Football	4,000 *	25	\$ 8.75	
	CG-940014	"Denied" Hockey	4,000 *	25	\$ 8.75	
	CG-940015	ConQuest Sportscard Expo Logo	5,000 **	25	***	
	CG-940016	Five Card Sportscard Series Set***	2,500	5 @ 25	\$ 43.75	
					SUB TOTAL	
					SHIPPING - ADD \$4.00 INTL. OR \$1.00 U.S.	
					TOTAL	

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* 4,000 Cards Produced; 2,500 Are Included In The Sportscard Series Set; 1,500 Available For Individual Card Purchases.
** 5,000 Cards Produced; 2,500 Are Included In The Sportscard Series Set; 2,500 Available Only At The Expo. No Individual Cards Available.
*** ConQuest 1994 International Expo Logo Card Available Only At The Show Or By Purchasing A Set.



EXCLUSIVE

AmeriVox brings world closer with new TransWorld Card

It took nearly four years to develop and refine, but AmeriVox has finally introduced a product destined to revolutionize the worldwide long distance telephone market.

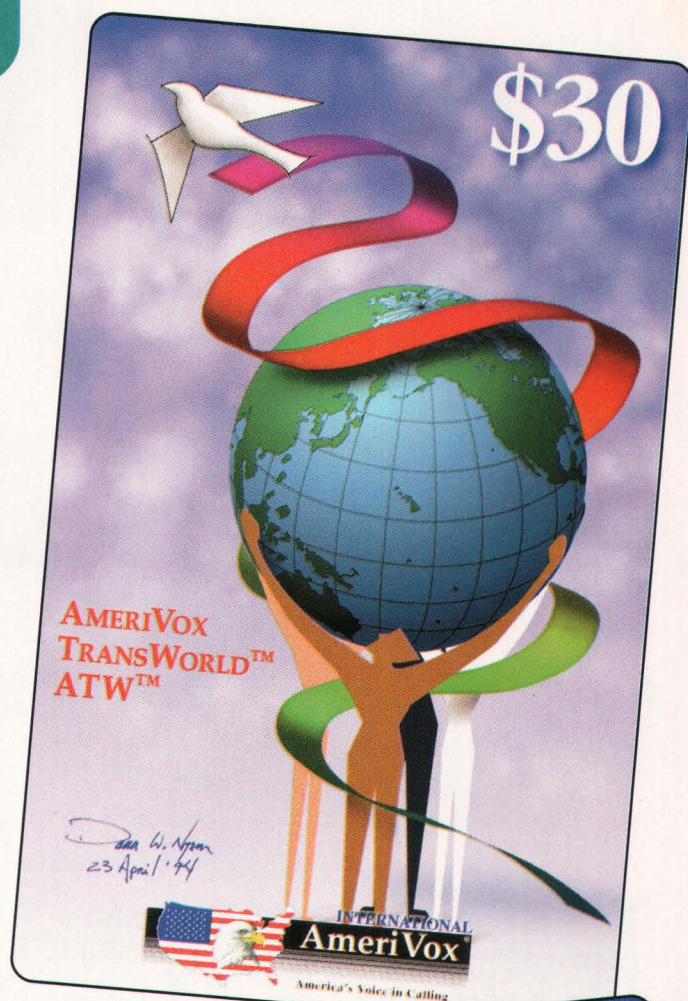
Called the AmeriVox TransWorld Card, it is the first universal prepaid phone card that will allow users to call from any touch-tone phone to any other phone in the world.

No other international telephone company currently offers a prepaid calling card that is usable and renewable throughout the world.

"When we first started the company three years ago, this project was one of the first things on the drawing board," explained Towru Ikeda, founder of World Telecom Group, Inc. "We had access to the

callback system, but we wanted to develop our own — one that was portable and could be used from any phone in the world."

The new ATW system is based on two separate concepts — convenience and cost savings. According to AmeriVox officials, the new TransWorld system will result in savings from 10-50



percent over conventional rates.

And even though callback systems are nothing new, the portability and versatility of the system is quite a breakthrough. No longer will users be restricted to certain telephones, or carrying around one of the little black code books.

"Most travelers' phone calls are made from a hotel room or some other non-payphone environment," Ikeda said. "No longer will users be held hostage by some country's payphones."

The new system should prove valuable to foreign users, as well as Americans, as instructions and voice prompts are also included in French, German, Spanish, Japanese and Chinese.

Two different card designs will be included in Phase I of the program — a standard definitive card and a limited edition commemorative issue. Artwork for the cards was provided by Dana Nyson.

The new system and related cards were unveiled to selected AmeriVox sales representatives at a special meeting in Las Vegas, Aug. 27-28, and the national media shortly afterward.

Company officials estimate the potential annual worldwide market for such a product exceeds \$50 billion.

"Today's world has become smaller with the advances in transportation, multi-national businesses and higher disposable income," Ikeda said. "Millions of people now travel daily from one country to another for business and pleasure. The telephone is their indispensable means of conducting business and staying in touch while away from home. Every traveler needs and could benefit from using a product like the AmeriVox TransWorld card."

mc

HERE'S HOW IT WORKS

Here's how the AmeriVox TransWorld card works:

1. The user dials 1-213-488-0019 from anywhere in the world. A voice prompt requests the user's nine-digit personal identification number, as well the number from which he/she is calling. If the call originates from overseas, the country and city code must be included; if the call is made from a U.S. phone, the caller dials 1 plus the area code and number. This part of the call is paid by the user and takes approximately 30 seconds to conduct.

2. The system checks for a valid PIN, the time remaining and promptly calls the user back with an open line to call anywhere in the world.

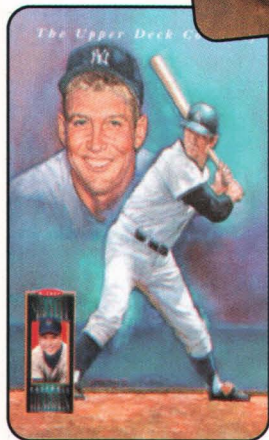
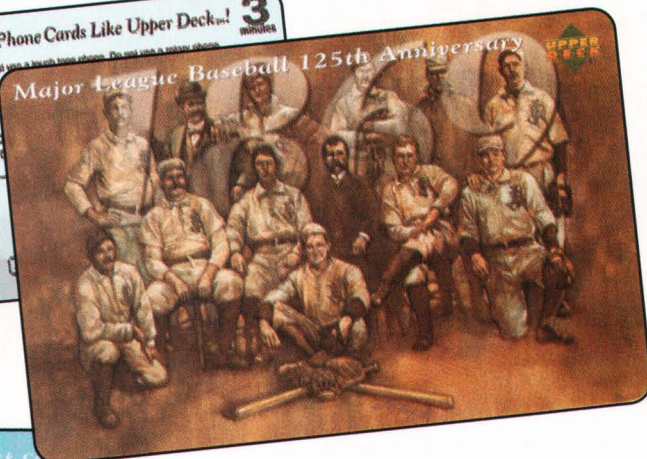
3. Following completion of the call, the user may make additional calls by simply pressing the # sign twice and entering the new telephone number.

4. There is no need to purchase another card, as the ATW card can be automatically renewed through VISA,

MasterCard or
American Express.



HOME RUN HITTERS



UPPER DECK, SCORE BOARD, CONTEST PHONE CARD MARKET No sooner than you turn around that the rumors start coming true.

It's been known for some time that the sports trading card manufacturers were taking more than a casual interest in prepaid phone cards. Now two of them have made their moves.

First up to the plate was the Upper Deck Company, which unveiled its first prepaid card at Major League Baseball's 1994 All-Star Game. The card, which was produced in conjunction with GTS, commemorates the 1869 Cincinnati Reds (125th anniversary), and carries three time units. There were 2,000 of the cards issued, with 1,000 of them passed out at the All-Star Game in Pittsburgh, the International Sports Card Convention in Anaheim, and the National Sports Card Convention in Houston. The final 1,000 will be used as chase cards, randomly inserted in the first Upper Deck/GTS phone card set.

Upper Deck currently has a number of athletes under contract, as both spokesmen and for autographed memorabilia. These luminaries include Michael Jordan, Joe Montana, Dan Marino, Reggie Jackson, Ken Griffey Jr., Wayne Gretzky and Gordie Howe.

Upper Deck also signed Mickey

Mantle a few months ago, and the Bronx bomber is the subject of the company's first phone card set. GTS President Paul Silverstein indicated that the five-card set will focus on Mantle's baseball career, with each card containing a different one-minute bonus audio replay. The commemorative sets will sell for \$60, and will be limited to just 5,000 collectors. Release date on the special Mantle set is September.

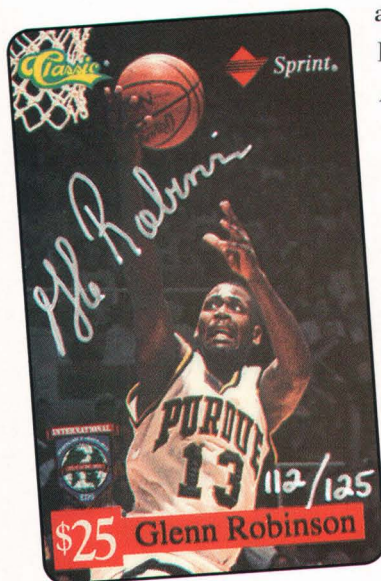
All of the Upper Deck/GTS phone cards will carry the slogan "Nobody Does Phone Cards Like Upper Deck," which is a variation on the company's current slogan "Nobody Does Cards Like Upper Deck." The new products will also carry Upper Deck's trademark counterfeit-proof hologram on every card. The set is scheduled for introduction by late summer.

A second set of Upper Deck cards is also in the planning stages, most likely featuring one of the current players in its athletic stable.

Score Board/Classic Games is the second major trading card company to enter the field of phone cards. According to company officials, the project originated when a deal was set up for some customized credit cards for MBank/MasterCard.

Score Board has its own stable of athletes, including Troy Aikman, Steve Young, Marshall Faulk, Shaquille O'Neal, Alonzo Mourning, Manon Rheaume, Alexandre Daigle and David Justice. The first Score Board cards feature future NBA superstars Glenn Robinson and Jason Kidd. Not much else is known about the cards as of press time, except that they will carry the Classic insignia.

In addition to Upper Deck and Score Board, rumors are plentiful about other major manufacturers (Fleer, Topps, SkyBox, Donruss/Leaf and Pinnacle) seriously considering their options in this budding field. No doubt there will be upcoming announcements in the near future.



Steve Fritz

COLLECTOR AT LARGE

HISTORICAL PHONE CARDS Premier Marketing Group, Inc. and Champion Sports Collectibles, Inc. have joined with HT Technologies, Inc. to create Calling on History Prepaid Phonecards.

Drawing from experience in the sports collectibles market, the new company will produce cards revealing glimpses of sports history. The first Calling on History cards feature vintage photographs from the American Photographic Archives (see New Issues column on page 14).

Custom platform and network services will be provided by LDDS/Metromedia Communications through HT Technologies. The cards will be printed at Brilliant Color Cards.

NEW YORK PHONE CARD SHOW FEUD OVER Citing a desire to act in the best interests of the industry, officials of Phone Card Phair '94 have decided to postpone their show until spring of next year and to relocate it to the West Coast.

TeleCard World '94 is now the New York-based show for this fall, and it is shaping up to be a truly major event.

Held in the Jacob Javits Center from September 28th to October 2nd, the show will be the largest of its kind ever held in the United States. It has received strong sponsorship backing from a host of major companies, including NYNEX and *Advertising Age* magazine. They and more than 100 other industry suppliers will be at the convention which has been organized into two distinct parts: industry-oriented sessions (Sept 28-Oct 1) and a public exposition (Sept 30-Oct 2). *Moneycard Collector* will also be there, exhibiting and participating in key sessions. Please come by and see us.

Based on strong interest from collectors, dealers and industry players, organizer Jackie Shaw-Maestas characterized the show as a "huge event." For more information call (713) 974-5252.

PHONE CARDS JOIN THE "CHASE" AT ANAHEIM SPORTS CARD SHOW The first

American exposition to feature both sports cards and phone cards was held in Anaheim, Calif. from the July 19-24. Featuring 400+ sports card dealers, 25 phone card dealers and issuers, the show drew a total attendance of 20,000 persons.

With the arraignment of O.J. Simpson and the simultaneous issue of a new OJ sports card, it was predictable that the local media would pin their show stories on this new sports card. But without question, the most significant development for collectors was a strong consensus that phone cards will become an integral part of the sports card industry, and that they will probably debut as a new "chase" product.

Virtually all of the sports card people I spoke with were very positive about the potential of phone cards within their industry. Most noted how phone cards, like coins, have an inherent value that underpins their trading value, something that sports cards do not have. One executive commented to me, "The synergy is outrageous."

Companies already in the phone card business helped to draw the connection by unveiling new issues at the show: ConQuest with a football set, Brilliant Color Cards its first baseball card, and GTI its first three "Baseball Legends" (see New Issues).

A company new to us, Uni-Net of Newport Beach, Calif., issued a new card featuring Evel Knevel. However, they would neither give us a card, a press release, nor permission to photograph Knevel, so we can't provide much more information to our readers. Some remedial PR lessons could be useful for Uni-Net.

Organizers made a good move in setting up a special pavilion area for phone card companies. It helped to draw the attention of the public and sports card dealers eager to learn more about the phone card hobby. Seminars were given by David Guardanapo from World Connect, Dr. Larry Brilliant, from Brilliant Color Cards, and Dr. Gary S. Felton, of Spectrum Psychological Resources.



Murray Church



1



2



3



In the Beginning...

Prepaid Telephone Cards in the Americas 1985-1987

By Alex Rendon

Part 2

Prepaid telephone cards officially appeared in the Americas in 1985. Three companies dominated the early period: Landis & Gyr of Switzerland; Ascom-Autelca of Switzerland; and Tamura Electric Works of Japan. This month, we will cover the early applications of these three companies. Plessey (now GPT) applications did not start until 1988 in Newfoundland and 1989 in the Caribbean. GPT will be covered in a later article.

VENEZUELA

Three companies attempted to obtain contracts for the supply of pay phones activated by prepaid telephone cards: Telebras of Brazil (information still sketchy), SIDA of Italy, and Tamura of Japan.

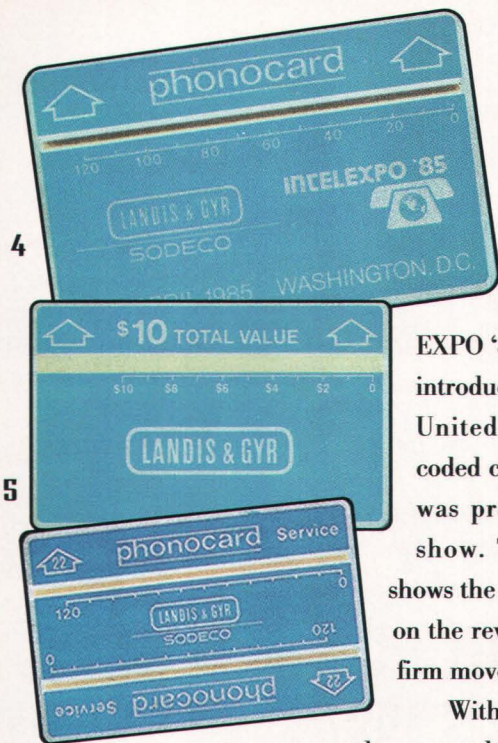
In December 1984, SIDA supplied a pay phone with reader and other pertinent equipment plus 40 generic magnetic cards (Fig. 1). Specially designed cards with face value of Bs.100 (Fig. 2) were supplied with the logo of C.A.N.T.V., the Venezuelan telephone company. There are two varieties of this card, distinguished by the width of the magnetic stripe. One had a 15mm wide stripe, with the other carrying a slimmer

13.5mm band. Both cards are rare. The SIDA trial never progressed past the internal trial stage.

Tamura, however, was successful in its bid for a contract. For a scheduled visit from Pope John Paul II in late January 1985, Tamura ran a field trial with some 50 pay phones in the outdoor site where the Pope conducted Mass. The Bs.50 and Bs.100 cards (Fig. 3) bear the Papal coat of arms, as well as the C.A.N.T.V. logo. These are among the rarest of all the cards in the world.

Widespread deployment of pay phones did not begin until 1987, and the first issue of public cards consisted of five denominations, all showing bar-codes on the front side of the card. In 1990 the Bs.20 card was eliminated and a Bs.500 card added, using the design of the Bs.20. All other designs remain the same, but the bar code has been switched to the back of all five cards. An additional change was made in 1991 with the elimination of the Bs.50 card and the addition of pictographs on the reverse, showing how to utilize them.

Landis & Gyr, Autelca and Tamura dominated the early phone cards in the Americas.



UNITED STATES

Landis & Gyr took advantage of the trade show INTEL-EXPO '85 (Washington, DC.) to introduce its technology to the United States. An optically coded card of 120 units (Fig. 4) was prepared for use in the show. The card, which also shows the address of Landis & Gyr on the reverse, was used until the firm moved its offices.

With the move, a new demo card was needed and the \$10 "Total Value" Phonocard (Fig. 5) was manufactured in January 1987. This is the same card that was used with the Landis & Gyr pay phones for the NYNEX internal trials in 1990-91. Landis & Gyr equipment was subsequently used by the following American companies:

Military Communications Center, Inc.

MCC provides telecommunications services to several military bases. The Landis & Gyr general service card with '22' in the arrows (Fig. 6) was sold for \$20 during the trial period prior to September 1986.

The first \$20 card (10,000 issued in August 1986) has a 2mm wide painted band over the optical stripes (Fig. 7). Two other runs of 5,000 cards each were made in 1987 (Control 710A) and 1988 (Control 803A), both now with a 3mm painted band over the optical stripes. Later on, the card underwent some redesign (Fig. 8), including the addition of a notch, and 125,000 cards were supplied to MCC.

Michigan Bell

The now well-documented field trial using 50 pay phones was conducted at the Ann Arbor campus of the University of Michigan from August 1987-April 1989.

COMPLIMENTARY CARDS – There are two complimentary cards, one with 4mm painted band (Control 707D; 10,000 made), the other (Fig. 9) with 3mm band and notch (Control 808D; 20,000 made). Both were distributed directly to the students, and the

cost of the cards, including distribution expenses, was paid by L&G, the producers of CASHCARD telephones.

PUBLIC CARDS – Initially, only three values were issued: \$2 (Control 707A; 5,000 made), \$5 (Control 707B; 10,000), and \$10 (Control 707C; 10,000). Later, two more cards were issued, good for international calls: \$20 (Control 710B; 2,500) and \$40 (Control 710C; 2,500). Since 2,500 cards were made of each of the \$20 and \$40 values, only 2,500 complete sets of the Michigan Bell cards (Fig. 10) could have existed at one time.

The \$10 and the \$40 cards, both of which have two tracks, are known with the variety "control on inverted card," which occurs when a card is checked during the production process and placed back inverted to the others, prior to numbering. The control is normally on the reverse, at the bottom right corner. In the variety, it is in the upper left corner.

SPECIAL CARDS – Only one special card was produced, in May 1988. Five hundred cards were produced for a conference called "Strategic Directions-/Customer Focus." Conference attendees, all Michigan Bell employees, were given a personalized card, with name and title (Fig. 11). It is believed that around 190 cards were prepared this way, and most of the non-personalized cards (around 300) were destroyed.

SERVICE CARDS– Michigan Bell was supplied a small quantity of service cards (Control 702S) with '5' in the arrows and 4mm painted bands (Fig. 12). The cards are used by maintenance personnel to service the pay phones. They can be used to make calls, but the phone must be in an open position, requiring a key.





Phone Control Security Inc.

This company supplied pay phones to the South Carolina Department of Corrections for use in the Canteen of Manning Prison, in Columbia, S.C. The first two cards, a \$5 (Control 902A; 20,000) and a \$10 (Control 902A; 10,000) are both carmine (Fig. 13), with the control number inverted. Another printing was made of the \$5 card (Control 906E normal; 30,000) in green.

Other prepaid telephone card applications in the United States, which will be covered in later articles, include the COMSAT 'chip' cards and the Autelca trial in early 1991 at Iowa State University in Ames, Iowa.

Cable & Wireless

Landis & Gyr also supplied pay phone systems in 1987 to Bermuda, Bonaire and Sint Maarten, including the islands of Saba and St. Eustatius. Ascom/Autelca was active very early in the Caribbean through the Cable & Wireless group of companies.

Bermuda is served by The Bermuda Telephone Co. and Cable & Wireless. In October 1986, C&W was asked to attend a meeting in the offices of the Bermuda Telephone Co. The purpose of the meeting was to inform C&W that Bermuda Telephone was purchasing pay phones from Landis & Gyr and determine any interest in a partnership. C&W agreed, but never informed Bermuda Telephone that they had already had the same thoughts and had ordered pay phones and cards from Autelca and that the phones were already on the premises.

C&W ended up shipping the phones to the

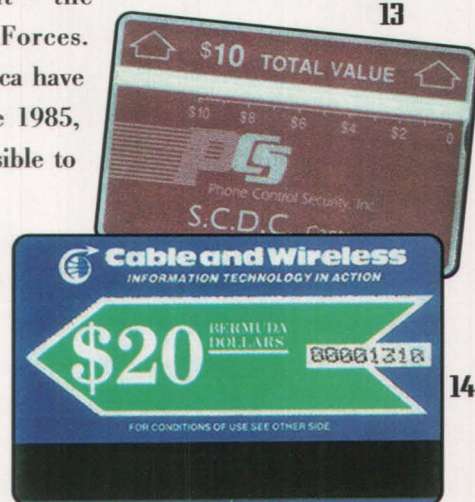
12

Cayman Islands and the bulk of the cards (37,997), still in their shipping crates, were pitched out. I am the lucky owner of the one and only set that had been put away for display (Fig. 14).

Bermuda issued its first two cards in February 1987, and the cards bear the logos of both the Bermuda Telephone Co. and Cable & Wireless.

Diego Garcia is not in the Caribbean, but has an important main tenant – the United States Armed Forces. Magnetic cards by Autelca have been in use there since 1985, and were almost impossible to obtain before “Operation Desert Storm.” A new design is in use at the moment, so the early cards are still desirable and rare.

Other early C&W countries include the Cayman Islands ('86); Falkland Islands ('85); St. Kitts & Nevis ('86); St. Lucia ('85); St. Vincent ('85); and Turks & Caicos ('87). Trinidad & Tobago, though not a part of C&W, started using Autelca cards in 1987. Perhaps the rarest of the cards in this last group is the five-unit comp card of St. Vincent, of which 20,000 were produced, with less than five surviving. **mc**



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S MOKEY CELE- BRATES 50TH

Born on Aug. 9, 1944, the legendary Smokey Bear celebrated his 50th birthday with a commemorative telephone card.

The ACMI offering features the full-grown bear, who was created as a symbol to help tackle the growing problem of accidental human-caused forest fires. A percentage from each Smokey Bear calling card will be donated to the Forestry Services.

Available in denominations/quantities of \$6 (5,000), \$10 (4,000), \$20 (800) and \$50 (200), the limited edition cards carry a domestic rate of \$.35 per minute. Call ACMI at (901)363-2100 to purchase the card.



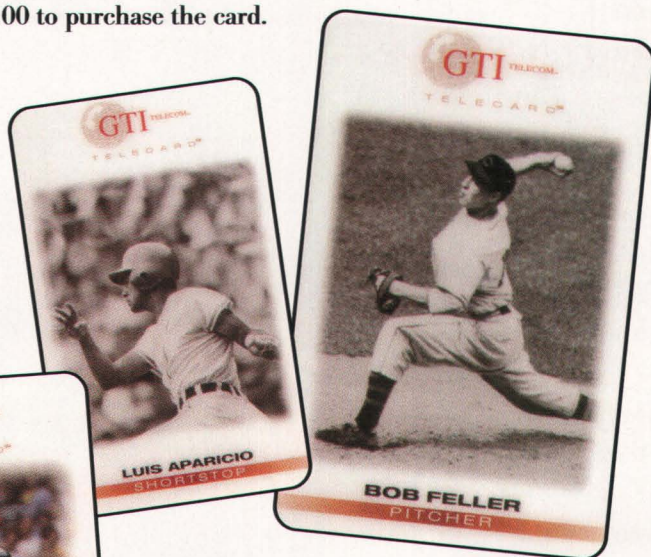
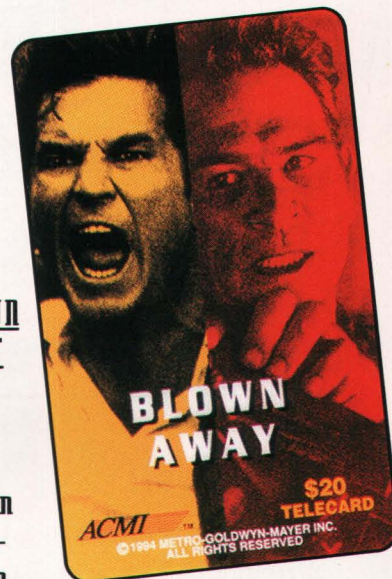
A CMI 'BLOWN AWAY' The first U.S.

major motion picture telecard, "Blown Away", has been released by ACMI.

The prepaid telecard features MGM's new blockbuster release starring Jeff Bridges and Tommy Lee Jones. The telecard is a dynamic image of the poster promoted by MGM across the nation this past summer.

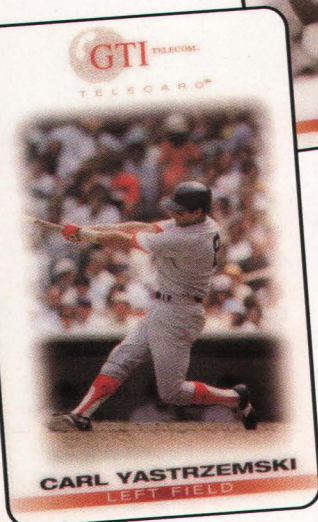
The limited edition card is available in \$3 (5,000 issued), \$7 (4,000 issued) and \$20 (1,000 issued) denominations. The cards are printed on 28-mil plastic stock and carry a rate of \$.30 per domestic minute.

Call (901)363-2100 for details about obtaining the card.



BASEBALL LEGENDS ON GTI Orlando-based GTI has released its first three Baseball Legends prepaid calling cards. Leading off the Legends team are Bob Feller, Carl Yastrzemski and Luis Aparicio. Six more cards will be issued at a future date, one for each position on the field.

The cards went on sale Aug. 1, 1994. For information about purchasing the GTI Legends, call (407)629-2300.



COINSAVER GOES SPORTY Chicago-based Ameritech celebrated summer with three sports-related series of prepaid phone cards.

A \$2 Comiskey Park card depicts a photograph of the Chicago White Sox' stadium, pictured at night under a shower of fireworks exploding over the Chicago skyline. Ameritech

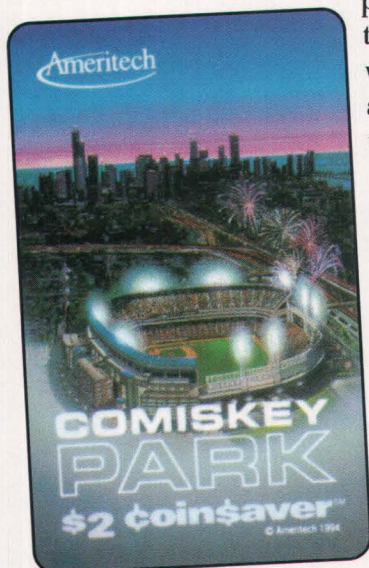
produced 29,000 of the cards, which were made available throughout the Chicago area.



The three-card World Sports series depicts artist renderings of a tennis player, a golfer, and a soccer player, commemorating Ameritech's sponsorship of the ladies tennis tournament and Senior Open golf tournament, and the city's sponsorship of World Cup games. When placed together in sequence, the backgrounds of the three cards form a map of the world. The World Sports cards were produced in \$2 (17,500 issued), \$5 (22,500 issued) and \$10 (17,500 issued) denominations.

The final Ameritech card is a special \$2 commemorative marking the company's sponsorship of the Senior Open golf tournament. The 14,220 cards were first offered to those attending the sporting event.

For information on the CoinSaver series cards, call Ameritech at (800)335-3329.



RING...RING...RING

PHONE CARDS...PHONE CARDS...PHONE CARDS

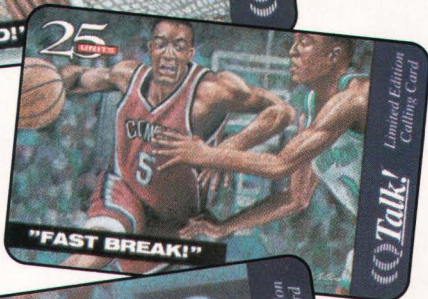
Telephone Cards are the HOTTEST new collectible in the United States! They have been covered in USA Today, The New York Times and on CNN not to mention every collector magazine in the U.S. and hundreds of other publications. They are being called "the best new collectible" as well as the new "techno-collectible" of the 90's!

Join thousands upon thousands of collectors and investors as well as industry manufacturers at THE SINGLE LARGEST TELEPHONE CARD CONVENTION EVER HELD IN THE UNITED STATES.

Start your collection NOW as interest in this new, exciting collectible spreads across the United States. Join thousands of collectors, dealers, suppliers and telephone card manufacturers as they display the latest and most exciting new collectible in years.

REMEMBER...

Sept. 29, 30 and Oct. 1
TeleCard World™ '94
Conference & Exposition
Jacob Javits Convention Center
New York City, NY USA



CONQUEST GOES ALL-AMERICAN
ConQuest introduced a new series of sports cards designed for introduction at the Sportscard and Memorabilia Expo in July.

The original illustrations on the five-card set salute baseball ("Longball"); football ("Crunch Time"); basketball ("Fast Break"); hockey ("Denied"); and a composite card showing all four images.

Approximately half of the 4,000 cards were distributed at the expo, with the remaining quantity offered exclusively as part of a special Limited Edition Collector's Series Set. All five of the cards carry a 25-unit face value.

To order the cards, call (800)320-6446.

AMERIVOX CREATES 'GIANT' CARD

Two different cards have been produced for the San Francisco

Giants baseball club by AmeriVox.

Created to raise money for the Giants' Community Fund, the two cards feature the baseball team's familiar logo. The only variation between the first issue of 500 and the second of 1,000 was the addition of clouds and grass on the latter card.

To receive information on how to purchase the cards, fans can call (415)468-3700.



ANA CARDS ISSUED BY PM CARDS Powell

Associates/PM Cards released several commemorative cards at the Detroit ANA Show recently.

Three of the officially licensed ANA cards were produced through AmeriVox: an 1870 Proof \$2.50 Quarter Eagle; a \$5 1913 Liberty Head Nickel; and a 1933 \$10 Eagle.

The remaining two-piece set, a 40-cent complimentary and a \$3 commemorative, was issued by Moneycard Collector and PM Cards, in conjunction with Ameritech.

Call PM Cards at (212)332-8105 for additional details about obtaining these cards.

AmeriVox '33 Eagle

\$10.00 1,000 33 min.

AmeriVox '13 Liberty head nickel

\$ 5.00 3,000 10 min.

AmeriVox 1870 Proof quarter eagle

\$ 2.50 5,000 5 min.



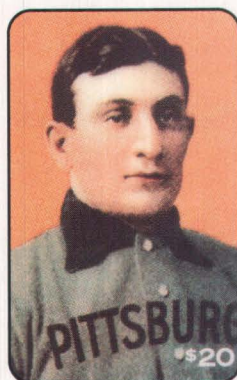
CALLING ON (SPORTS) HISTORY Calling On History has released its first two series of prepaid phone cards. The \$10 card series includes a 1938 aerial view of the old Forbes Field in Pittsburgh; the opening game of the 1939 World Series in Yankee Stadium; and John F.

Kennedy's ceremonial first pitch on the Washington Senators' opening day game in 1963 (yes, that's Senator Dirksen looking over Kennedy's left shoulder).



The \$20 series includes the first of four planned Honus Wagner cards, which features the same artwork found on the T-206 trading card that sold for \$451,000. The initial offering of four "Shoeless Joe" Jackson cards shows the baseball great taking batting practice in street clothes during his 1910 tryout with the Cleveland Indians. Jackson was so anxious to get his shot at making the team, he didn't even bother to change into a uniform.

The cards can be ordered by calling (800)820-8980.



Forbes Field	\$10	2,500
'39 World Series.....	\$10	2,500
'63 Opening Day	\$10	2,500
Honus Wagner.....	\$20	5,000
Shoeless Joe Jackson	\$20	5,000

THEY AGREE!

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Telephone Cards are the **#1 NEW COLLECTIBLE** in all three markets for the next 12-18 months. Get in on the ground floor of this new, exciting opportunity. TeleCards have...

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- The trading frenzy AND low price of SPORTS TRADING CARDS.

Telephone companies, long distance carriers, private companies and hundreds of others will be creating thousands of new telephone cards over the next few years and you have a chance to get in on the ground floor of this HUGE market opportunity.

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New York City, NY USA

THE TOP 10 REASONS

to attend the **TeleCard World™ '94**
Conference & Exposition

- #10** The show is in New York, New York...so nice, they named it twice.
- #9** THE WALL STREET JOURNAL says "most cards can be bought at modest prices...starting at a few dollars. But pick the right one and there are investment opportunities..."
- #8** We've found the needles in the haystack! Out of the 2 Million+ phone card collectors worldwide, we've hand picked the experts that will teach you everything you always wanted to know about telecards but were afraid to ask.
- #7** YOU GET A SECOND CHANCE...don't you wish you had bought more of that 1st edition, that rookie card, that one mintage that you thought, deep down, would go up in value but didn't buy enough of? Get in on telephone cards now, before the rest of the market.
- #6** Because we need your opinion. This collectible is so new to the U.S., we just can't decide what to call it. We'll take a vote at the show to decide if we should call them...Phone Cards, Debit Cards, Telephone Cards or our favorite, Telecards. Come in and give us your opinion, please.
- #5** While in New York, you can go over and see DAVE!
- #4** USA Today says "Phone Cards are a baseball card-type sensation....they are an international phenomenon..."
- #3** What else could you be doing Sept 29, 30 and Oct 1?
- #2** The FREE mini exhibit hall seminars will teach you everything you want to know about telephone card collecting.

And the number one reason to attend
the **TeleCard World™ '94 Conference & Exposition** is.....

**#1 Because expositions give away
lots of FREE STUFF!**

2000% RETURN ON INVESTMENT



That's right. If you have one of these rare \$1 New York Telephone "TeleCards", they have sold recently for up to \$2000 each. Telephone Cards, used throughout Asia, Europe, Germany, the United Kingdom and over 160 countries for many years is taking the United States by storm!

Get in on the ground floor of what will surely become one of the most popular collectible items to ever hit the United States.

I WISH I HAD STARTED MY COLLECTION WAY BACK WHEN ... THE WHEN IS NOW!

Telephone Cards or Telecards ARE the "techno-collectible" of the information age. They may look like simple pieces of plastic with pictures of baseball players, stamps, flowers, cards, teddy bears, computers or any one of a thousand beautiful photos. But most telecards have a host of technology based services that make them interactive...fun...and a very interesting thing to collect.

Large companies, airlines, grocery stores, and many, many others who want to sell products will give away millions of inexpensive usable phonecards attached to their products. Start your collection NOW by attending this 1st time event!

People are just starting to catch on to this new found and fun collecting frenzy.

FREE TELEPHONE CARD. As the postcard says, you will get a FREE card just by filling out the form and attending the event.

Don't be left out of this HOT new market.

We'll see you at...

TeleCard World™ '94 Conference & Exposition

Sept 29, 30 and Oct 1

Jacob Javits Center

New York City, New York

Sponsored by: Telecard World Magazine, NYNEX, Advertising Age and co-sponsored by GTS, Brilliant Color Cards, LDDS Communications Inc. and a host of other companies.

To exhibit, call Jim Main at 713-974-5252 x15

GET YOUR KICKS



ISSUERS RUN WITH PREPAID SOCCER CARDS If you think the Super Bowl is the big sporting event of the world, think again. The supreme team sporting event is the World Cup, the premier football ... er, sorry, soccer ... event held every four years, which pits 24 countries from around the world for the bragging rights as the top-dog soccer country of the world.

Need convincing? Well, consider this: The last World Cup was viewed by over 100 million people, or 25 percent of the world's pop-

ulation and 10 times as many people who watch the annual NFL Super Bowl. Baseball's inappropriately named World Series does not even come into the top 10; and even though the NBA's appeal is increasing, it still isn't even in the picture. Hockey's Stanley Cup has international

following, but the figures are not even close to the magnitude of the World Cup.

So are you seriously surprised that there was a battle this year for the bragging rights to a World Cup telephone card? Well, there *was* and

it got pretty heated, replete with a court battle between some major players in this burgeoning industry.

When Sprint became a key sponsor and licensee of the World Cup, the company thought it would issue a set of prepaid phone cards commemorating the event. The end result was a beautiful set of 48 cards, two for each country in the World Cup. The cards depicted the respective country's national colors, an idealized soccer player, and the World Cup logo. The cards also came in two denominations for each participating country. The U.S. cards, for example, were designed with \$10 and \$25 denominations.

There was a flaw to the plan, however. Once Sprint started issuing the cards, MasterCard stepped in and ordered them to cease and desist.

"MasterCard filed a suit, stating that they had an agreement with FIFA for all card-based payment devices," explained Sprint spokesperson Robin Carlson. "The courts ruled in MasterCard's favor. So, we were not allowed to use the World Cup logo on our telephone cards."

For those not in the know, FIFA is the world governing body for all soccer events, including the World Cup. Using American football as an example, it's like comparing the NFL to the Super Bowl. The league actually does govern the event, but it issues separate licenses for the Super Bowl. A person with a general NFL license does not gain precedent over one with a Super Bowl license.

According to Carlson, the initial court decision came down in late March with an appeal also going in MasterCard's favor on April 29. Sprint did not contest the matter any further following the appeal.

Instead, the company has issued a set of what is now called "Sprint soccer cards." Like the initial offering, there are 48 cards with two denominations, again related to that country's currency. The cards are remote intelligent in \$25 and \$10 denominations. The mintage on



the U.S. \$25 card is 10,000, and 20,000 for the \$10 card. The mintage could be less for other countries.

Some of the original "World Cup" cards somehow managed to slip through the cracks, and have now become premium collectibles, since they were never fully issued.

"First and foremost, it's obviously not our focus to cater to the collector market," said Sprint's Group Manager for Pre-Paid Card Marketing Ray Hill. "But it's exciting to see how these things are taking off. It's obvious that they are selling worldwide. And because of that, it's starting to catch fire domestically. A lot of our retail locations are reporting that they can't keep them in stock. It's turning into the shot in the arm these retailers have been looking for."

In the meantime, Sprint admits it is aggressively looking for more sports licenses. Hill has some solid reasons for it. "We've been looking at another sports deal. We'll be using sports and entertainment properties to position ourselves with our corporate clients as premium offerings.

"For instance, you can pull a McDonald Happy Meal kind of thing. Customers who order a meal get one of the cards. We've received a lot of interest that way. In fact, we're in the process of building a card set around NBC's fall TV lineup. The cards will have NBC's shows and their stars, something like eight to ten of them. And we'll make sure everybody has an opportunity to get to them this time."

Of course, journalistic sniper that this reporter is, I mentioned that Sprint's spokesperson is CBS's own Candace Bergen, the star of the hit TV show "Murphy Brown." This caught Hill and Carlson somewhat off guard. On the other hand, it would be interesting to see Ms. Bergen promoting NBC shows and the consequences from that one. All Hill and Carlson would say is that there are no current plans for Ms. Bergen to promote the NBC phone cards.

On the other hand, it should also be noted that Sprint is expanding its entire phone card marketing efforts. "We're very excited about it," Hill admits. "We formed this prepaid card group to demonstrate how we feel about the long-term prospects of this market."

Sprint is currently marketing its cards in Boston, Philadelphia, most of Florida and is now expanding into Chicago, Texas and California, with plans for national coverage by the middle of next year.

Sprint is also focusing on developing a collectibles distribution network, though the company continues to stress that they are not in the collectible business.

Steve Fritz



NEW ELECTRONIC PURSE SET TO INVADE BRITAIN An exciting new electronic cash payment (smart) card called Mondex may soon be sweeping across the UK, and the implications to the U.S. and world markets are staggering.

Developed as a joint venture by the National Westminster Bank and Midland Bank, Mondex is an electronic alternative to physical cash. The system, however, is not intended to replace debit or credit cards.

At the heart of the Mondex system is a plastic smart card which stores electronic cash value. Mondex customers will be able to use specially adapted ATMs or a new generation of BT telephones to transfer cash between their bank accounts and their cards.

The smart card is actually a sophisticated cousin of the humble telephone card. Instead of holding telephone credits, Mondex holds cash. Wherever the equipment is present to allow electronic cash transactions, the card can be used both to pay and receive money.

Like a purse, it can be locked to prevent others from gaining access. And because it can hold money in up to five different currencies, the card is perfect for frequent travelers abroad.

Where a card is connected to a bank account, money

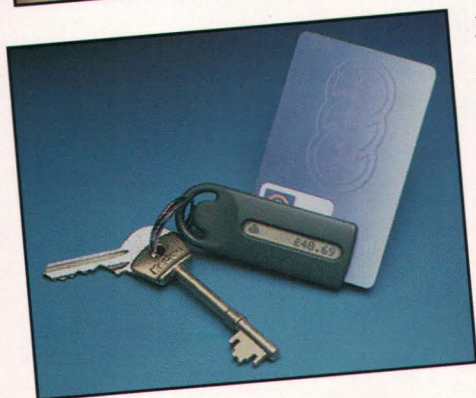


is credited and debited instantly, with no waiting for a deposit to be cleared before receiving interest on it. For shoppers, there will be no authorization calls to be made, no signatures to be checked, no PIN numbers to be typed, no clearing process, and no delay in receiving value.

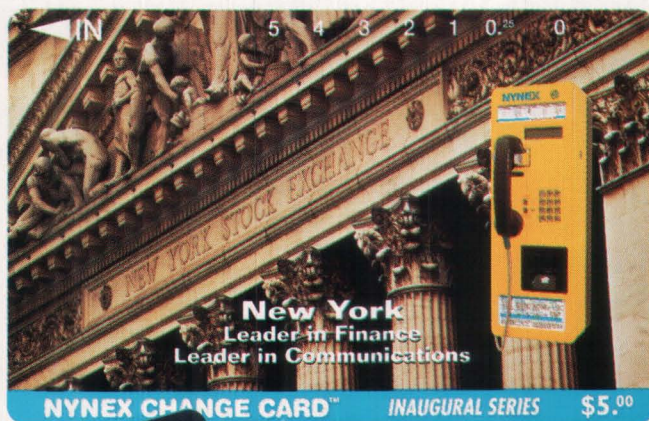
Here's how the new Mondex cards will work. The customer's card is inserted onto the terminal and the value is instantly moved from the card to the terminal. Cardholders will be able to check their card balance at ATMs, new BT telephones, or via a small keyring-sized personal reader. A pocket-sized electronic wallet will show cash available, as well as provide a record of the last 10 transactions. It can also be used for transferring money from one card to another, or transferring cash into the wallet for safe-keeping at home.

The Mondex technology was first tested during an in-house "Byte" trial last year, and will be extensively field-tested next year in Swindon, England. If the system gains wide acceptance, NatWest hopes that it will become a global standard and is seeking international partners.

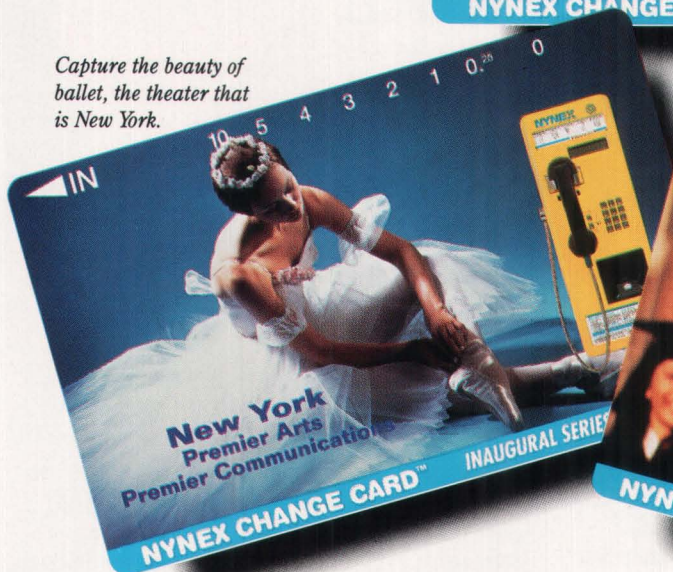
After 25 centuries of coins, is this finally the beginning of our much heralded cashless society? Not really, according to NatWest officials. Though it is not designed to replace physical cash in its entirety, the significant portion that it does replace will simply be far cheaper to manipulate and dispense.



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NYNEX

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Complete this form and mail to NYNEX Change Cards, P.O. Box 22064, Denver, CO 80222-0064. Or fax to (303) 695-7770. Please allow 2-3 weeks for delivery. For fastest ordering, call toll free within the U.S. **1 800 545-EASY**. From outside the U.S., call (303) 743-4134.

Please send me the cards indicated below. I understand I must order at least \$20 and no more than \$800 worth of individual cards (excluding shipping).

Name _____	
Address _____	
City _____	State _____ Zip _____
Country _____	
Daytime Telephone () _____	Evening () _____
Charge my <input type="checkbox"/> American Express <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard	
Card Number _____	Exp. Date / /
Signature _____	Date _____

Card Type	Issue Quantity	Order Quantity	Price	Total
Finance	55,000		\$ 5/card	
Ballet	35,000		\$10/card	
Education	15,000		\$20/card	
3-Card Commemorative Set	30,000		\$40/set	
Add shipping and handling from below				
Total Amount Due				\$

Shipping and handling for U.S. orders: 1-20 cards, \$1.75; 21-100 cards, \$7.50.
Outside the U.S.: 1-20 cards, \$12.25; 21-100 cards, \$19.00.

AMERICA'S MOST WANTED

By Steve Eyer

This month's "Rogue's Gallery" contains the best-selling telecards of five of the major collector-oriented dealers in the U.S. I wish to thank the companies who were so kind to provide me the data in a clear and concise manner: International Phone Card Exchange (Upper Montclair, N.J.); Americards (Bellevue, Wash.); PM Cards (New York); Keep the Change (Orlando); and Steve Eyer, Inc. (Mt. Zion, Ill.)

The following are America's Most Wanted phone cards (determined by July sales results), along with my sometimes irrelevant comments. We'll be back again next month, if the publisher doesn't summarily execute me!



1 SPRINT SOCCER SET

The battle of the giants in the alternate telephone market was won by Mastercard. When the courts said Mastercard had the card rights to the World Cup, Sprint was forced to withdraw all the foreign cards (that are denominated in units), and the highly promoted Dollar series was never issued.

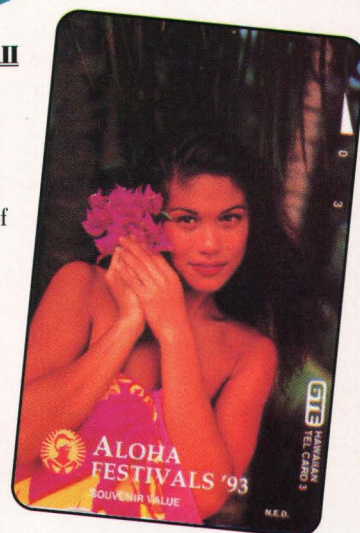
So although Sprint was an official partner of the 1994 World Cup, their cards were given a red card in the first period! The publicity surrounding the withdrawal created loads of frantic collectors trying to buy what didn't exist, and Sprint obliged by issuing the cards as designed but removed the 1994 World Cup logo. There are lots of pictures of the original cards, but very little product. They call that "vaporware" in the computer trade!

3 GTE HAWAII ALOHA FESTIVAL

SET GTE issued a lovely limited mintage Aloha Festival Series of three cards in early 1993 depicting the P'au Riders of Molokai and Maui in the parade, and a festival outrigger canoe off Waikiki.

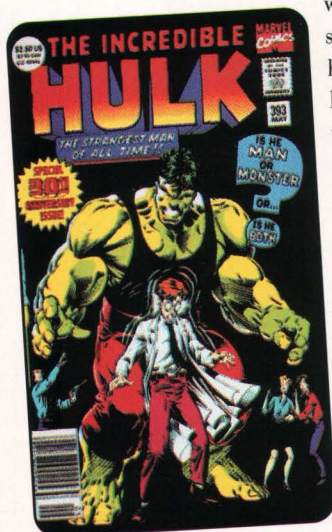
Sometimes this best seller is bundled together as a set of four with the beautiful 1991 Aloha Festival "Floral Float" (now also sold out at the source).

Typically, collectors take more than one of the GTE cards. Six of each type, to be used for trading or more likely to finance purchases in the future, is a common order. There are lots of different Hawaiian cards and there are some very rare ones that take a good larder of trading material to acquire. I'm reminded of squirrels in the neighborhood burying acorns for use next spring when they need them. We have extremely healthy squirrels here. And those who bought GTE Hawaii in the past are very healthy, too!



2 GTS MARVEL COMICS SET (FIRST SET OF 3)

Global Telecommunications Solutions (GTS); Write that on the blackboard 100 times! See why we call them GTS? But they do have very nice cards that really cause the kids to go "Wow!" The Marvel Comic Book cards are probably the most popular telecards with the kids, except for special sports hero cards. Trouble is, sports heroes are very local, whereas the Marvel series is worldwide. Germany was the first to make a big splash with Marvel's line.



4 AMERITECH COINSAVER SET (13)

This very robust Baby Bell spans five highly prosperous and populous states in the

Midwest. With headquarters in Chicago, Ameritech is supporting the collector market with heavy advertising in telecard magazines, both here and abroad. Since December 1993, Ameritech has issued 13 cards, including a delightful set for Mackinac Island tourists. One of the highlights of the first issue of *Moneycard Collector* was the description of the trials of emptying pay phone coin boxes by bicycle.

The 13 CoinSaver cards seem to sell well, but the one that generates the most phone calls has been the G-7 commemorative cards from the recent Detroit conference. The unpublicized Senior Open \$2 cards issued July 19 will be sure to generate loads of telephone calls too, but I don't think they will surpass the G-7 in popularity.

5 SPRINT MONSTERS OF THE GRIDIRON

Once again Sprint makes the news with the Coca-Cola promotional card "Monsters of the Gridiron." First offered as a premium in September 1993, they were later handed out at the Super Bowl and Pro Bowl. Few escaped destruction by a largely non-collecting public.

This card will be another key item of U.S. Coca-Cola phone card collecting, along with the McDonald's/Coca-Cola cards and the exceptionally rare 1987 Coca-Cola promotional card. Plessey/GPT, an English company, brought this card with them when they participated in several communications exhibitions in the '80s in the U.S. Coca Cola is still HOT! — worldwide.



7 NAT TRAVELERS CHOICE (TWO DENOMINATIONS)

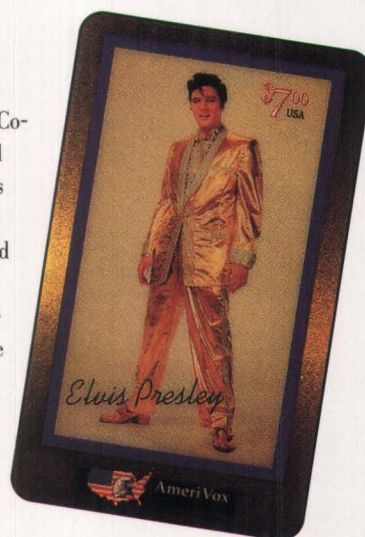
North American Telephone (NAT). Twenty-two letter company names make me very glad my last name is only four letters. The cards in this month's Hit Parade are almost exclusively sold to users of telephone time. NAT must be doing it just right!



I'd judge the design a Plain Jane, but a lot were sold last month. What does NAT know that we don't? Many of the NAT designs are very nice. Why doesn't NAT put an exciting design on their generic, everyday cards? Perhaps they could lure a few more hobbyists into the fold. Anyway, good designs outsell plain designers by a solid margin, even to users. Are you listening, Telcos of the World?

8 AMERIVOX GOLD ELVIS AND GOLD GARTEL'S PEACE

Cofavorites this month and ranked number eight are the Gold Elvis and the Gold Peace by Gartel — and no wonder. The feel of gold has fascinated people for centuries. If my numismatic calculations are correct, 31.1 of these refine into an ounce of pure gold. But please don't melt them before you get offers!



6 WORLDLINK CONCORDE (3 UNIT)

The entire WorldLink product line is very attractive, and the topical theme of the Concorde airplane, combined with low face value cards, makes this one very popular. It's the only foreign language card on our list this month, but value for the money overcame the Korean travel agency language barrier.

An interesting trick with this card (and most remote cards in a foreign language) can put you into your native tongue. Find the English language access number on an American card. Use the foreign language PIN number with the borrowed WATS number, and your phone calls will be prompted in English.



9 U.S. WEST NORTHWEST LEGACY SERIES (5)

The Northwest Legacies set of five from the Seattle-based Baby Bell has nice Indian designs and one of the few chip card systems in the U.S. Thanks to a cranky California Telco, however, the deployment of the system has been held up by bureaucratic studies of long distance selection and allocation methods. A field day for the lawyers, who must not have our phone card collections at heart. When finally deployed, the complimentary card will be very difficult to obtain.

10 NYNEX LUGE. The Swiss-made Landis and Gyr series came to a spectacular climax with the (under) issuance of the Luge card by New York Telephone, whose parent company NYNEX was a sponsor of the U.S. Olympic luge team. Only 25,000 of the cards were produced, and 100,000 could probably have been sold to NYNEX collectors and investors finishing off their set, and to the large extra group of Olympic collectors worldwide. Instead, the price skyrocketed and supplies were tightly held. Phones seemed to ring around the clock. Calm now prevails; and the mighty Luge has almost gone off the course, holding down only 10th spot in our "most wanted" category. Fame is truly fleeting.



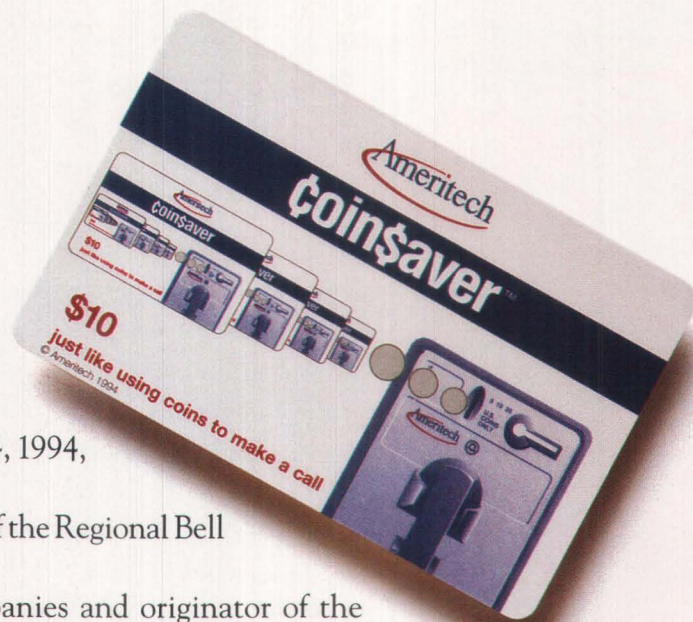
In 1988, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

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

This \$5 debit card, accompanied by a matching holiday greeting card, was designed by a not-for-profit welfare agency serving disadvantaged children.

These cards were specially designed for the G-7 International Jobs Conference held in Detroit, Michigan.





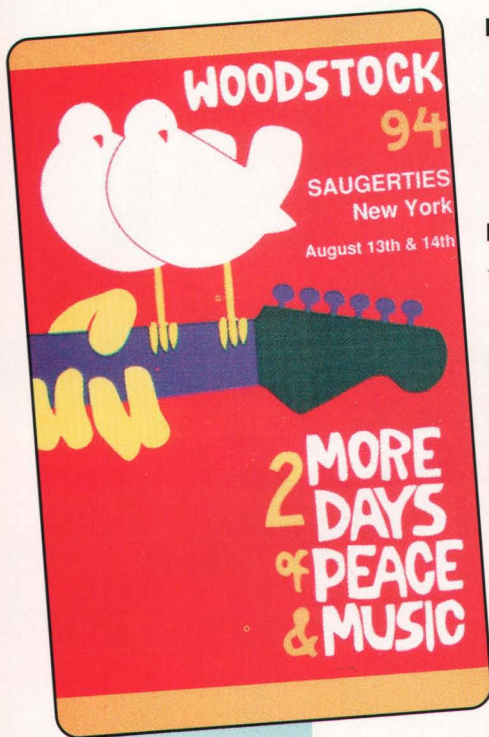
On February 14, 1994,
Ameritech, one of the Regional Bell
Operating Companies and originator of the
Michigan Bell CA\$H CARD, introduced the first
in a series of new debit cards being offered this year:
the **coin\$averSM** card.

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



Your Best Link
To Better Communication

IN THE CARDS



WOODSTOCK '94

Issuer
GTS

Denomination

20 units

Number Issued

2,000

Issue Date

Aug. 12, 1994

Type

Remote memory

PEACE, LOVE AND MUSIC 25 YEARS LATER "Jason, come over here. I want to talk to you."

Yikes! What could Dad want this time? What did I do wrong this time? Geez, I'm doing good in school, what more could he want from me?

"Son, I want to give you something."

Well that's cool, I wonder what it could be?

"When I was your age..."

Oh, no! Here we go again. Some rap about the way things were when he was growing up.

I've got better things to do...

"Son, pay attention. When I was your age, the world was a different place. It was a simpler place, a magical place, and I want to give you a piece of my world."

OK, I'm listening, now what?

"Twenty-five years ago, your mom and I — well, she wasn't your mom yet — anyway, your mom and I went to an outdoor concert called Woodstock, up in New York. That concert was an expression of who we were, what was important to us, and how we felt about life and the world around us. Are you listening to me?"

"Yeah, Dad, sure. Some concert thing, right? Like MTV."

"You see, son, I'm watching you grow up in a society full of gang violence, AIDS, gay rights, and I just want you to know this: We didn't plan it this way. It just happened. Our generation believed in peace and love. We challenged authority and fought against war. Then we all grew up, had families, and well, you understand?"

"I think so."

"Here, look at this. This is a prepaid telephone card. You can use it to make phone calls. Keep it in your wallet, in case you ever need to call me in an emergency. OK?"

"OK, sure, Dad."

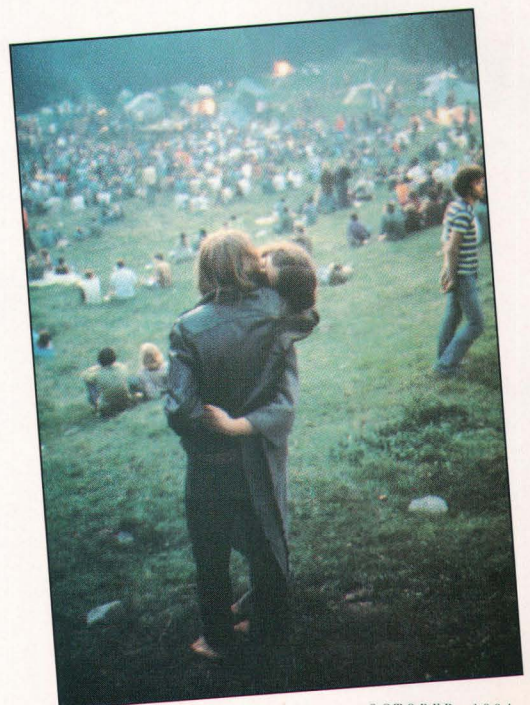
"Now look on the other side of the card. That's Woodstock. When you look at that, I want you to imagine me at about your age, dancing with your mom in the sun and listening to Crosby, Stills and Nash playing live on stage. I would like you to look at that card, and think of me. Then think about you, and remember that growing up is one of the most fun things in life. Twenty-five years from now, the world will be different and you'll be looking back, as I am now, with memories of the good times. Here, go on, take it."

"Cool, Dad. Way cool."

"Groovy, son. If you're gonna walk the walk, you gotta talk the talk. Now get outta here and go show it to your friends. Give Grandpa a call with it, too. I want to make sure you know how it works. Say, ask him if he remembers when I ran off to Woodstock. He can tell you some great stories."

Bill Peay

Editor's note: Additional Woodstock cards scheduled for production will be included in next month's magazine.



PHONE CARD TERMINOLOGY

This is a monthly compilation of definitions in the jargon of moneycard collectors. Moneycards are a living, expanding hobby, with new terms continually being developed as the hobby matures. This column will bring you the latest in terms and definitions as commonly used by collectors.

PPROMOTIONAL CARDS are generally distributed by large firms to advertise products, services or a special event. There are two main types. In some cases, a collector may have to buy the product to obtain the card. In other instances, the producer simply sells space on the card, which is then distributed through normal outlets. The difference between advertising and special cards has become blurred recently, with such products commonly called public cards.

CLOSED USER GROUP CARDS (CUG) are available only at specific locations and restricted environments such as prisons, oil rigs, hospitals and military bases. They are encoded to work only in card phones at that specific location. The goal is to limit the number of calls, but in some cases, also to subsidize the calls by each individual.

DEFINITIVE CARDS are the standard non-commemorative cards marketed by issues. They continue in use for considerable periods of time and can be reprinted. During the early days of telephone cards, almost all nations had definitive cards and nothing else. The situation is now being reversed and the definitive card is rapidly decreasing.

FIELD TRIAL CARDS are used by telephone companies to evaluate the merits of a particular system during a field trial in which a limited number of card phones are installed to test public reaction to them. Some nations have had trials of several systems at the same time. Previously, the country of issue was only distinguishable by the control number, but attractive design has now become a part of the selling package.

INTERNAL CARDS are generally unavailable to the general public. They are used to commemorate the completion of a system and are often given to each staff member. Other internals called "party cards" are given by companies to attendees at special functions.

PERSONAL CARDS are highly collectible and difficult to obtain. They are issued to the senior staff members of firms in the telephone card business for their personal use. They carry the names and addresses of the individuals.

PPRIVATE CARDS are sponsored by an individual or organization and are generally issued in small quantities, typically 500 to 1,000. Many firms have recently adopted a policy of printing an additional quantity so that collectors can obtain them at or close to face value at the time of issue.

ACMI™

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TOP REASONS TO BECOME AN ACMI™ DEALER

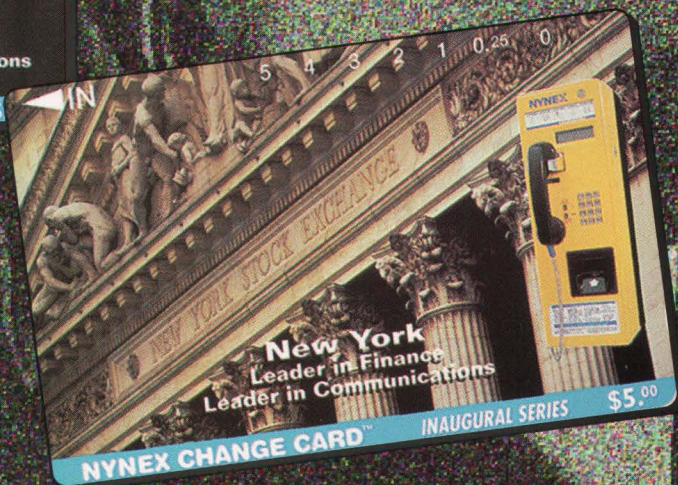
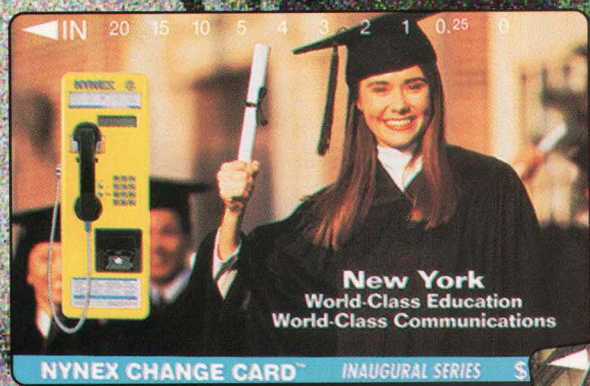
- ACMI™:** Is a fundamentally sound company.
- ACMI™:** Provides a superior telecommunications product.
- ACMI™:** Most of its telecards are at 25¢ per minute.
- ACMI™:** Understands the collector's market.
- ACMI™:** Supports the Telecard Trading Association.
- ACMI™:** AGGRESSIVELY SUPPORTS ITS DEALERS!!!!



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



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



Start Spreading *the* News...

New York welcomes coinless phone system

By Les Winick

New York is a city of extremes. There are more public pay telephones than in any other city in the United States. Those 58,000 phones are vandalized once every three minutes, for a grand total of 175,000 times per year. The theft of coins, tearing the phone off the booth and taking the coin box out or simply liberating the handset, forced the phone company to switch to heavy steel plating and BX type cable for wiring. But even that didn't stop a determined thief and it ended up costing about \$10 million annually just to repair the telephones.

Then there were other problems. "Walkaways," or users who make a call requiring more than the minimum fee and then walk away without depositing the extra coins, cost the company a substantial amount of money each year. Although many people have credit cards for use in charging their calls from pay phones, more than 75 percent of the one million pay phone calls are made daily using coins.

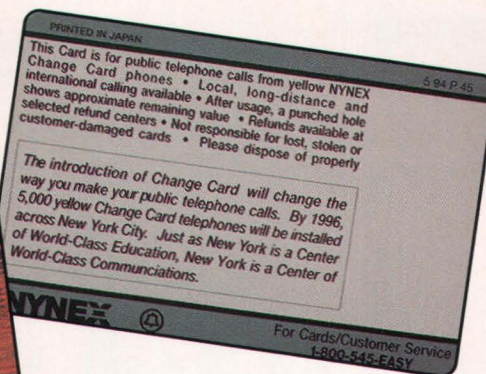
Another major problem relating to coin telephones

was that the phone companies had to establish routes and security systems to collect the money from the coin boxes. The money had to be removed from the 58,000 telephones on a regular basis, counted in a secure location by bonded employees, and deposited in a bank. All slugs or invalid coins had to be sorted and disposed of properly so that they couldn't be used again. There was another incidental charge to this operation; banks charge their customers for accepting and depositing large volumes of coins on a regular basis.

All these factors led to a loss of income to the telephone company and a loss of service to consumers, who found that their local pay telephone was not working. Many times, when the pay phone was operating, the caller did not have the correct change and could not make the telephone call. The New York Telephone Co., a division of NYNEX, had a service that people wanted to use and pay for, but they could

The inaugural
NYNEX Change
Card series
reflects New
York's
diversity in
arts, educa-
tion, and
finance.

New
magnetics
[above]; old
opticals
[below]



not take their money.

Consumers don't care if a thief rips out the coin box or a vandal stuffs chewing gum into the coin slots; all they know is that the phone isn't working. The first repercussion is typically a letter to the local alderman or newspaper stating that the phone company stinks and their phones are never in working condition, which understandably upsets telephone officials. A coinless pay phone was one possible solution.

In a 1991 trial run with the City of New York, NYNEX provided 36 change card phones at area Staten Island Ferry terminals, along with another 21 such instruments at the State Supreme Court Building in Brooklyn. The equipment permitted simultaneous voice and data transmission.

Initially, the \$5.25 change cards were sold for \$5 through vending machines at newspaper kiosks throughout the area. Followup \$1 cards, including the much publicized Democratic National Convention card, were distributed free of charge, periodically throughout the campaign.

The new coinless pay phones were produced by Landis & Gyr of Zug, Switzerland, one of the oldest and largest manufacturers of debit card telephones. The Science Dynamics firm supplied the telephones with rate information and links to long-distance carriers

and information providers.

Here is how the system works. The caller inserts the telephone card into a die-cast aluminum phone. A strip on the card, called a "micro structure," reflects sets of sensors above and below. The sensors below shine an infrared beam at a very high frequency, scattering light on the micro structure, which is invisible to the human eye. This scattering leaves an optical signature that immediately identifies if the card is valid, and also determines how much money is left on the card.

The trial was a tremendous success and the 57 test phones were physically removed from their locations and replaced with a new permanent coinless telephones on June 13.

The new phones have a unique magnetic card system that is different from any other telephone in the world. One minute before the time expires, the card is ejected from the phone so that the caller can place a new one in the slot and continue the conversation. The screen on the telephone actually has a countdown feature during the final 30 seconds prior to the call being terminated. The cards are not rechargeable.

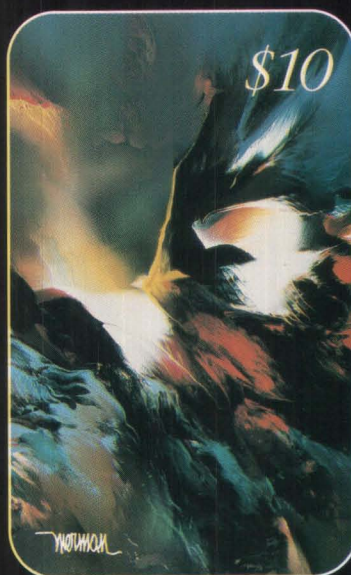
NYNEX will be the first local telephone company to introduce full-service public telephones accepting prepaid telephone cards. GTE-Hawaii had phones able to make international calls, but the NYNEX phones will be able to handle all types of calls.

Over the next three years, 5,000 Change Card phones will be installed in New York City. Conventional pay telephones will still be maintained in many locations, so the customer can have a choice between using coins or a card.

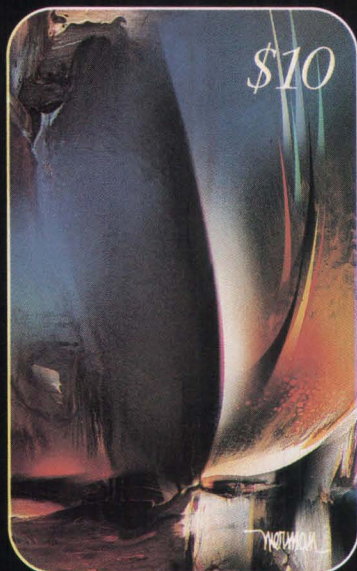
The new telephones represent a shift from an optical to a magnetic card technology. The change was made after an intensive study by NYNEX, which revealed that a magnetic fare card was being planned for use by the local Metropolitan Transit Authority (MTA).



Moonlight



Genesis



Firebird



Magic Fire

teleworld



TeleWorld is proud to present a Limited Edition Collectors Series of awe-inspiring work from the talent and imagination of world-renowned artist Leonardo Nierman. A painter and sculptor, Nierman's explosively thought-provoking work can be

experienced in exhibitions and public collections throughout the world, including the Vatican Museum, Vatican City; Nagoya Art Museum, Japan; Concert and Opera House, Salzburg, Austria; Kennedy Center, Washington D.C.; and the Tel Aviv Museum, Israel.

Nierman is pleased that TeleWorld offers him the ability to be the first Fine Artist to be able to share with people throughout the world, the joy of quality collectable art on Pre-Paid Calling Cards. Each series will contain a portfolio of four incredible Niermans with card prices of \$10, \$20, \$30 & \$40. These cards are available separately or in a special collectors presentation package.

TeleWorld International solves the Pre-Paid Calling Card puzzle. As a service provider utilizing the AT&T 800 network, we supply the latest in technology, combined with superior clarity and total reliability. We have developed a high quality, cost effective, convenient, multi-lingual system that offers private label, wholesale, agent and foreign distribution programs to meet every need.

TeleWorld extends to you a special invitation to join us as we exhibit the works of Leonardo Nierman and other fine collectable cards at the 1994 International Collector Shows in Amsterdam, Cologne, New York and Houston. For more details call 1-800-434-2499. We would be pleased to describe our gallery of Pre-Paid Calling Cards and services to you.

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4801 S. University Drive, Suite 310, Ft. Lauderdale, Florida 33328, U.S.A.
U.S.A.: 1-800-434-2499 INT'L: 1-305-434-8692 FAX: 1-305-434-3762**

These
bright
yellow
coinless
tele-
phones
will soon
be seen
through-
out
New York.



Eventually, it is hoped that NYNEX and the MTA will share technology, with both cards accepted universally.

The distinctive yellow NYNEX telephones will be called the "Change Card" system and will feature a state-of-the-art line-powered card reader and layers of security. Due to the diversity of the population in New York, audio and visual messages eventually will be available in up to five languages. An optional feature will be an "auto-dial"

card that can automatically access a programmed telephone number. The telephone's scanner reads the card's magnetic strip, with the card's value displayed on a small screen on the telephone.

The telephones and cards will be provided by Mitsui & Co., Inc. and their manufacturer, Tamura Electric Works, Ltd. of Japan. Science Dynamics, Inc., Cherry Hill, N.J., will continue to operate the centralized management system. "Tamura currently has 400,000 prepaid card telephones in more than 14 countries," explained David Curtin, NYNEX Manager of Public Communications. "We selected them largely based on that experience." A study showed that the new coinless telephones would pay for themselves in seven years without the expenses for maintenance.

The Change Cards are being issued in \$5 (85,000 produced), \$10 (65,000 produced) and \$20 (45,000 produced) denominations. To satisfy the collector, a

special pack will be designed for the first three cards. The back of each card will contain special coding information, including the month and year the card was manufactured, a code to show whether it was a public or private card, and the issue quantity in thousands. Though advertising will eventually be accepted for use on the cards, the initial series will not carry any promotional material.

Prior to installation of the coinless telephones, NYNEX conducted lengthy studies of various telephone systems throughout the world. They also took surveys of the customers who tried the 57 test phones in Manhattan. The message was clear — the phones are easy to use, customers like the product, but there must be many more of them so that they are available everywhere. The one great disadvantage of the NYNEX system is that the cards can only be used in the bright yellow telephones, while other networks accept the cards in all phones, including cellular.

NYNEX cards will be sold in many convenient locations, such as currency exchanges, food stores, newsstands and businesses located near a new telephone. NYNEX even signed up some florists to handle the Change Cards.

Some dealers have already been accepted as authorized NYNEX distributors to handle the new cards for the collector market. They are planning to start a Collectors Club with a newsletter, if enough interest is shown by the collector market. Those interested should write to the Change Card Club, 120 Bloomington Road, White Plains, N.Y. 10605.

Cards can be ordered by calling individually or in sets by calling (in U.S.) 1-800-545-EASY, or 303-743-4134 overseas. There are limits on the number of sets or cards sold to any individual or firm.

Having found favor with collectors as one of America's early issuers of stored value phone cards, NYNEX symbolized by their new yellow phones, continues to be a bright company to watch in the phone card hobby.

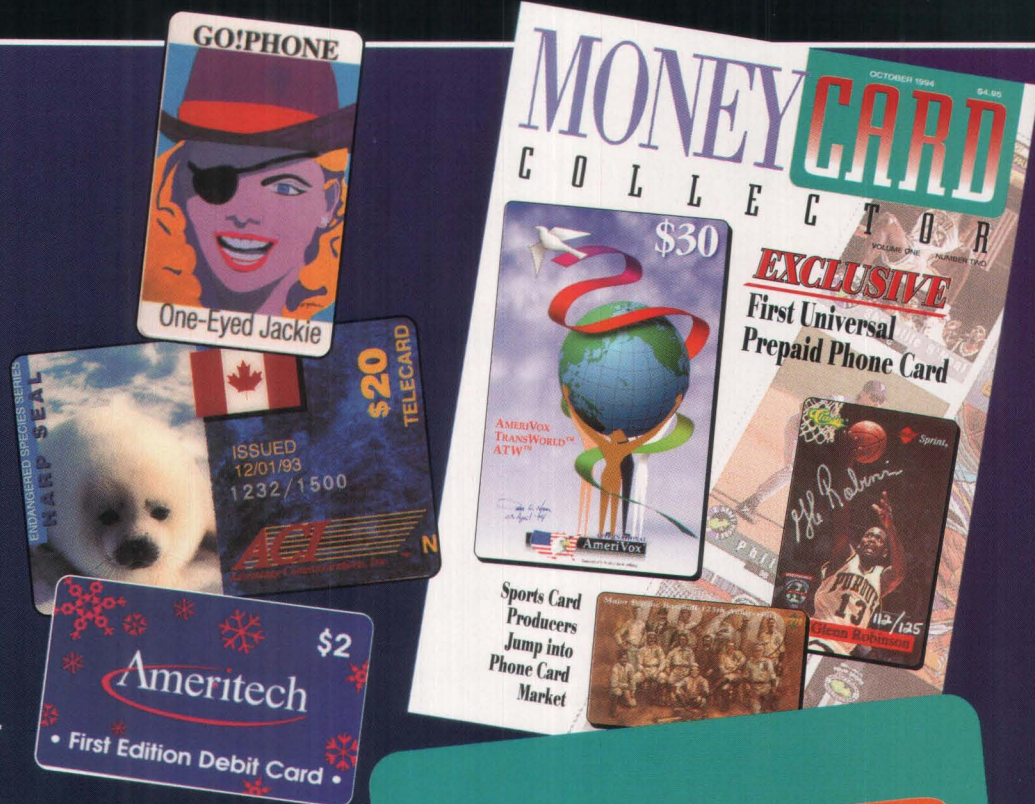
mc

COLLECTORS' DETAIL

Produced by Mitsui, Inc., the NYNEX Change Cards will be printed in the following quantities: \$5 card, 85,000; \$10 card, 65,000; \$20 card 45,000. The first issue will include 30,000 special three-card commemorative sets, which will sell for \$40.

ATTENTION COLLECTORS

The debit card collecting hobby has swept Europe and Asia and has now traveled to the United States. Today it is America's fastest growing collecting hobby! Moneycard Collector invites you to join in on this new and exciting collecting journey by subscribing at the charter subscription rate of only \$14.95.



MONEYCARD COLLECTOR

☐ YES! I wish to start my one year subscription to *Moneycard Collector* at the charter subscription rate of \$14.95 (reg. \$19.95) That's 12 issues for \$14.95. Outside U.S. add \$10. Offer expires 30 Nov 94.

Name

Address

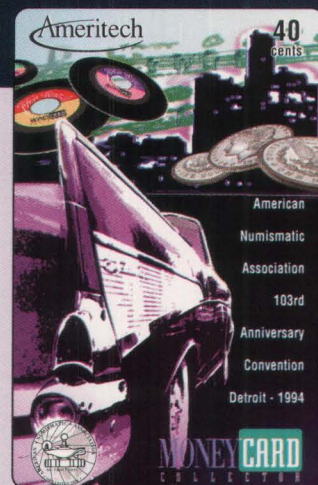
City, State, Zip

☐ Bill me ☐ Payment Enclosed ☐ Visa ☐ Mastercard

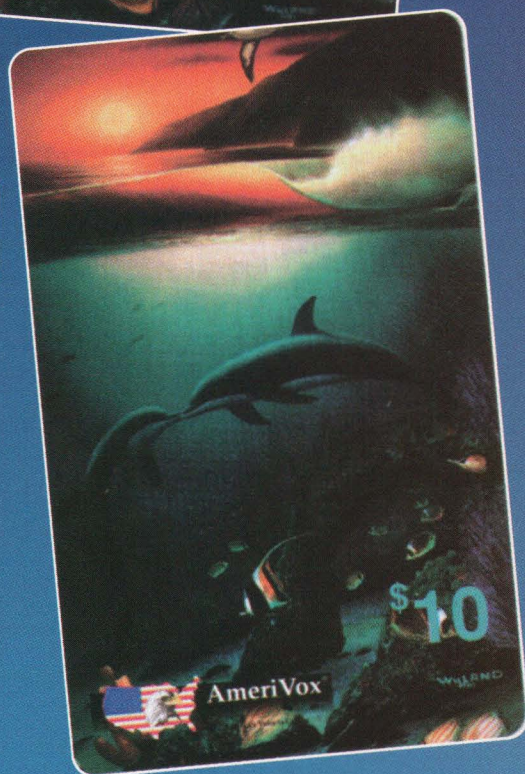
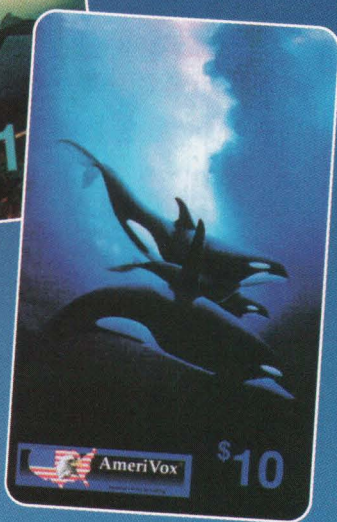
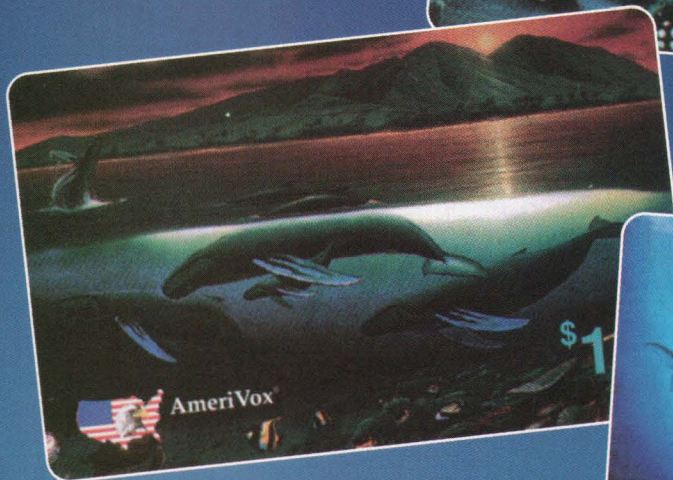
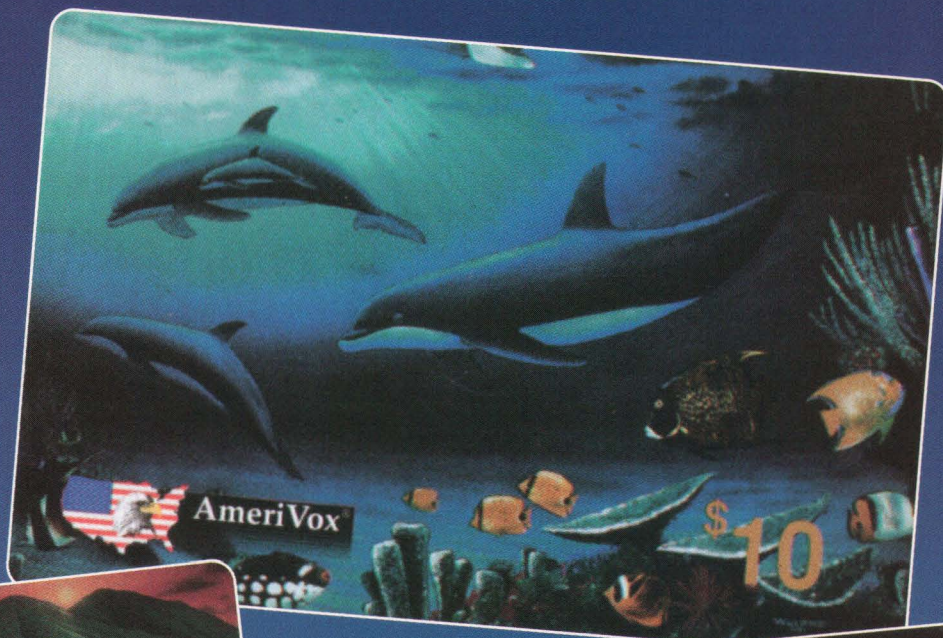
Acct No. Exp.

Signature

For credit card orders call 1-800-264-9884 or write to Moneycard Collector, P.O. Box 59537, Boulder, CO 80323-9537 Allow 6-8 weeks for delivery of your first issue.



5AA02



THE ART OF WYLAND

Wyland, the world's first underwater artist, has been painting the world's oceans for over 20 years. His artwork is a unique blend of nature and art, capturing the beauty of the underwater world. His work has been featured in numerous galleries and museums around the world. Wyland's art is a testament to the beauty of the ocean and the importance of protecting it.

From the first time he picked up a paintbrush, Wyland knew he was going to spend his life painting the ocean. He has spent countless hours in the water, observing the behavior of marine life and capturing it on his canvas. His work is a testament to the beauty of the ocean and the importance of protecting it.

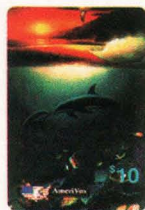
Wyland's art is a testament to the beauty of the ocean and the importance of protecting it. His work has been featured in numerous galleries and museums around the world. Wyland's art is a testament to the beauty of the ocean and the importance of protecting it. His work has been featured in numerous galleries and museums around the world. Wyland's art is a testament to the beauty of the ocean and the importance of protecting it.



Mouli Down...
Humpbacks have returned each winter for millions of years to this warm, protected waters of Maui to mate and give birth.



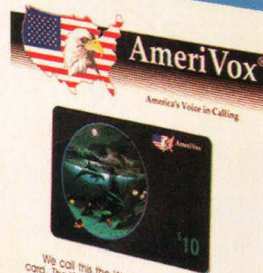
The Living Reef...
depicts with brilliant colors, the coral and marine life of Florida's endangered reefs as Atlantic bottlenose dolphins cruise by.



Kissing Dolphins...
a tribute to the year round affection and romantic encounters dolphins seem to enjoy here beneath the watchful aboriginals' eye.



Orca Trio...
a favorite of Wyland's for its power and simplicity with extreme light and dark contrasts, painted in a dark Seattle hotel room while working on his fifth Whaling Wall.



We call this the Wyland/Labara convenience card. The "Dolphin Moon" is a collaboration image and just as beautiful and collectible as the other four cards in the series and is offered for your daily use. Easily extended through the automated AmeriVox system it offers all the conveniences and savings you could wish for in a phone card.

SAVING THE WHALES As a kid growing up in Southern California, I spent most of my waking summertime hours in or near the Pacific Ocean. Ever since those idyllic childhood days, I've harbored a secret desire to become a marine biologist or oceanographer. So naturally, I was pleased to be able to critique the new AmeriVox phone card collector series, "The Art of Wyland," reproducing handsome paintings of whales, dolphins, and other marine life. It seemed a wonderful opportunity to immerse myself (pun intended) in a subject — the sea world — that has always fascinated me.

The series is presented in a tri-fold presentation folder containing five cards — four collectibles and one "convenience card" for daily use. One of the richly colored paintings occupies each of the four collectibles — two in horizontal and two in vertical formats. The AmeriVox logo and denomination are discreetly superimposed over each image along the lower edge of the card; nothing is allowed to detract from the artwork. The net result is... well, gorgeous. With their deep colors, glossy surfaces, and understated formats these cards, individually and collectively, radiate opulence.

The artwork itself appears at first to be a hybrid of two familiar genres: marine painting and wildlife art. Yet it refuses to conform precisely to the norms of either category; neither conventional seascapes or predictable wildlives. The presentation folder describes Wyland as "the world's finest ocean artist," and, hyperbole aside, this term is probably an accurate description of his work.

The dominant color scheme of Wyland's paintings is, appropriately, aquatic: deep violets, blues, and blue-greens. Two of the series, Maui Dawn and Kissing Dolphins, present a kind of "split-screen" effect, with views above and beneath the surface of the water. Here rising/setting suns add warm tones, which are repeated in the coloration of the tropical fish darting about in the submarine world.

The main subjects — and the show stealers — are the whales and dolphins who cavort gracefully in watery playgrounds beneath the surface. These creatures glide, dive, and arch in elegant curves skillfully



arranged by the artist in fluid compositions. Note the crescent formed by the pair of Kissing Dolphins.

My favorite composition is Orca Trio, depicting three whales diving together into the darkness, a plume of light trailing above them. The vertical format and the gradual darkening of the color from top to bottom effectively convey the immensity of the ocean deep. The simplicity of the composition and the drama of the light/dark contrasts make this an altogether striking image.

Wyland is a diver and devout environmentalist who conducts research underwater for his numerous easel paintings of whales and dolphins, as well as for his 53 large-scale murals (dubbed "Whaling Walls"). Given this obvious commitment to marine life, it seems reasonable to label this series "conservationist." At the very least, these cards foster an appreciation for their subjects, as well as for Wyland's art.

Frankly I'm not sure how I would respond to Wyland's paintings if I were to see them in real life. I would probably find the murals quite impressive, if for no other reason than their scale. (One of them is painted on the side of a 300-foot-wide, 20-story-high building in Waikiki!).

On the other hand, I must admit that Wyland's art is also quite stunning in the small-scale phone card format. His skillful compositions and dramatic use of color and light are extremely effective in this context; and his treatment of marine life reveals a genuine respect for these remarkable creatures.

In the end, I think this AmeriVox series will create quite a splash in any collection.

Each of the \$10 Amerivox cards are good for about 30 minutes of U.S. phone time.

Dawn Glanz

Phone Cards get a *Brilliant* Forecast

Part 2 of 2

By Larry Brilliant

Last month we talked about the number of countries issuing phone cards and the worldwide production quantities of these cards. Of the 2.8 billion cards produced since the beginning of the industry, 1.3 billion, or nearly half of the phone cards ever produced, will be made this year. That's called explosive worldwide growth. And even if 100 million cards are made this year in the U.S., that's still less than seven percent of the phone cards worldwide.

Of the different types of phone card technologies, magnetic cards account for more than half, followed by

IC chip cards and optical cards, at about one-fifth each. In last place, but gaining quickly, are the remote memory cards that have captured the American market.

Only seven percent of the cards produced worldwide this year will be remote memory, but I predict that within three years, remote memory cards will capture a large chunk of the worldwide market. Why?

Because payphones are a small part of the overall number of telephones. It costs hundreds of dollars to retrofit a phone to accept stored memory phone cards. Of the 300 million U.S. phones, less than one percent

include "readers" to accept a stored memory card.

To use these 300 million phones with a prepaid card, the wonderful 800 number cards have emerged, blending the best of both worlds, inexpensive prepaid calling and the convenience of using the phone anywhere, whether at the airport or at your friend's house.

Another area of note is the category of "active cards" — a new hybrid card which takes the industry one step further. These are cards that can work from virtually any phone, but they are "smart cards" with a built-in IC chip and a tone generator that is smart enough to dial both the 800 number and your PIN code.

Looking at issuing companies, the numbers are nothing short of astounding. Just three years ago, there were only a handful of companies trying out this new technology. The early issuers were small entrepreneurial companies like AmeriVox with the vision and "guts" to explore this new industry. But even though it took a long time to catch on in the U.S., when we do something, we do it in a big way.

There are now more companies in the U.S. issuing phone cards than there are countries issuing cards all over the world. In the first catalog of U.S. phone cards,

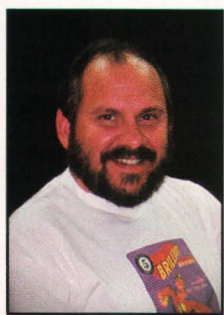
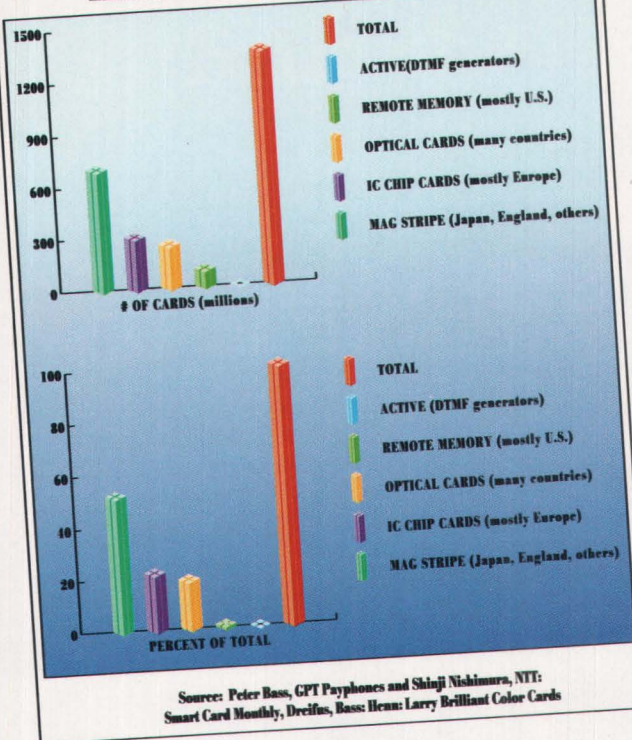


Table 3
Estimated Number of Phone Cards Produced World Wide, by type, 1994



just over 120 issuers are listed. Best estimates now have that figure up over 500 companies with more likely to come. Unlike Europe, where there are only one or two regulated companies who issue cards, there are 2,900 companies in the U.S. who call themselves "phone companies" of one sort or another.

If these trends continue, the phone card industry will produce over \$1 billion in face value of cards by the end of 1995. For the collector, this is a good news/bad news situation. The bad news is that no one will be able to collect every card ever made. The good news is that the proliferation of cards will create beautiful designs in large quantities and at low prices. Brilliant Color Cards, for example, hands out promotional cards, like the Phonecard Family cards, just to familiarize people with the product.

As the number of promotional cards, advertising cards, and give-aways increase, the number of low-priced cards in dealers' hands will soar. By next year it should be possible for dealers to have hundreds of different used cards with a large variety of designs and at prices attractive enough for a mass hobby to continue to develop. Like stamp, baseball card and coin collecting, the hobby of telecard collecting really needs to attract the youth market, and that means low-cost

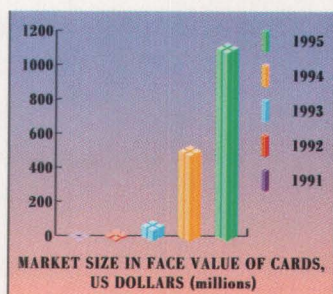
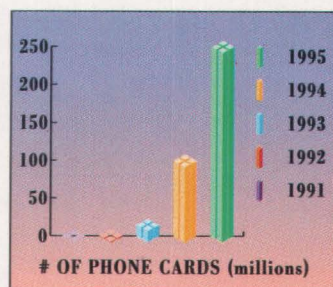
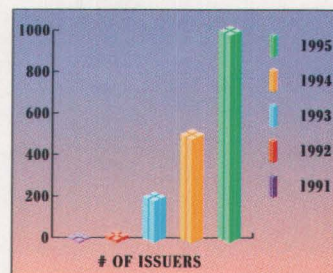
ubiquitous used phone cards. By next year, if trends continue, that should become a reality.

That brings us to the interesting question of how many collectors there already are in the U.S. and worldwide. According to Dr. Steven Hiscocks' estimates, Japan once again leads the list with one million collectors, or approximately 83 percent of all the phone card collectors worldwide. Next in line are the Germans with over 100,000 collectors. Compare that to just 5,000-10,000 collectors in the U.S.. In fact, most of the U.S. collectors to date are still "insiders" – telephone company employees or salesmen who know a good thing when they see it.

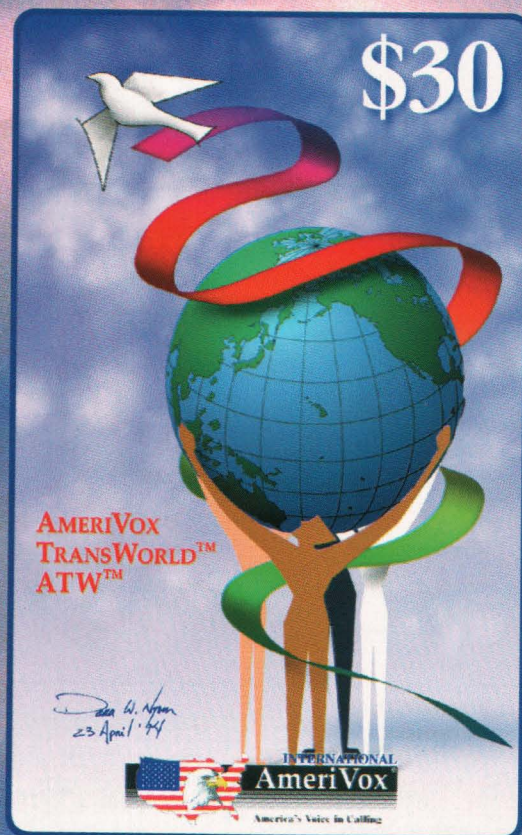
So what does this mean to you, just thinking about becoming a collector? It means you are in the right place at the right time. Over the next few years, phone companies will be producing cards with Elvis, Marilyn, and Captain James T. Kirk of the Starship Enterprise! Whether you are interested in the fantastic art of Disney, or the Wizard of Oz, political heroes like Nelson Mandela or the signing of the Peace Treaty between Israel and the PLO, or pictures of sports stars like Babe Ruth, Larry Bird or Charles Barkley, or endangered species animals, each year there will be more beautiful works of art – a seven square-inch miniature gem – for you to collect.

And will there ever be collectors. With several hundred thousand Europeans, one million Japanese, and countless other foreign collectors already out there, you can bet the demand for cards is heating up. When you add the millions of U.S. youths and adults who collect baseball cards, stamps or coins and are about to turn to collecting phone cards, you have the potential for a huge hobby.

This issue of *Moneycard Collector* magazine is going to be sent out to nearly 130,000 collectors and potential collectors. As the song goes, "This could be the start of something grand."



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Issue of 5,000. Artwork by Dana W. Nyson.
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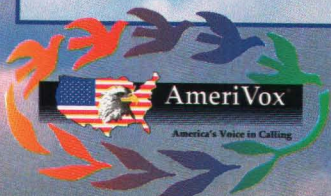
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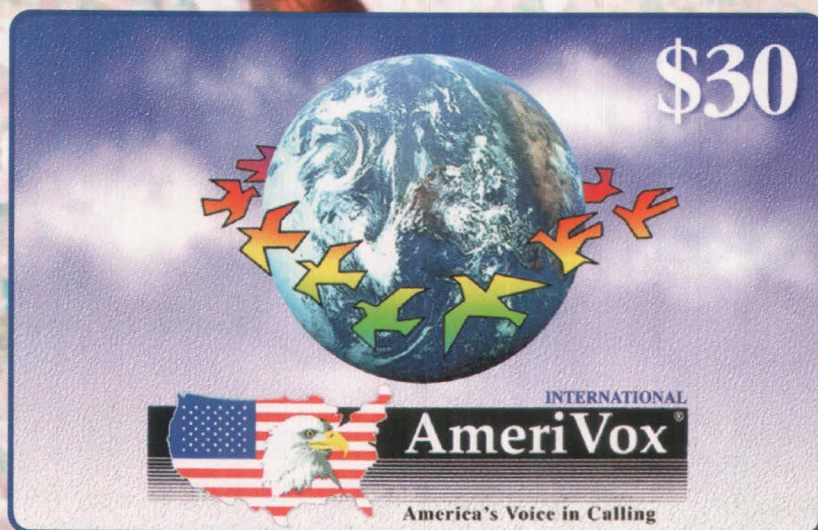
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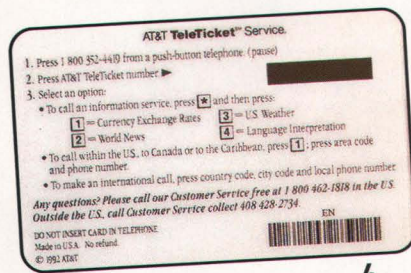
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ERRORS & VARIETIES



YOUR "ET" CARD —
WORTH \$30 OR \$1800?
IT'S ALL IN THE
VARIETY! So you've just
traded for a 10-unit AT&T
"ET" card. Did the other
guy know there are at least five
varieties, ranging from ultra rare
to very common? Which one did
he send you?

All the "ET" cards look identical from the front, except the very first (rare) one, which has a five-digit number under the photo of "ET". This is the security number of the card. It is computer assigned to the PIN number, but is only used internally by AT&T. The entry of the actual PIN (which has always appeared on the reverse of the card as line "2") into the communications computer allows the card to be used to place telephone calls. Prior to that activation you'd just get a busy signal when you entered the number.

The yellow envelope for this card said "AT&T Welcomes You To Pow Wow," and was given out to travel agents at their June 1992 convention to introduce them to the "ET" card. In mint condition, that card (Fig. 1) retails in excess of \$1800. Do you have it?

Neither do I! But let's go on.

The security number was quickly moved to the reverse of the card, producing the second variety. This one I *do* have and I value it at \$600 in mint condition (Fig. 2) The card is in French and came in a yellow envelope, with no printing on it.

This card differs from the more common ones only on the reverse side, as it includes no bar code. (Cards bearing a bar code are activated by passing over the bar code a wand connected to a computer.)

AT&T moved to the bar code on its cards, including "ET," after just a few months of manually entering the activation codes into the computer. The cards with no bar codes were only manufactured during June and July 1992, and were the predecessors to the regular issue "ET" cards.

The front of the first regular issue "ET" cards is identical to the others, so look at the reverse. These were the first cards to carry a bar code for easy activation when the card was shipped. Over the bar code reads "POET XXXXX", with the XXXXX being the security code from the front of the "Pow Wow" version. Issued in July 1992, the card (Fig. 3) was used for just a few months, and its retail value is now approximately \$200.

The final "ET" card was issued in January 1993, and is the one most commonly seen. Over the bar code it simply reads "EN" for English, or another two-letter abbreviation for the other nine languages that AT&T offered. It comes with two variations. On the first, the 800-number is in light type, which is very difficult to read (Fig. 4). The second variety, which agrees with most of the normal AT&T cards, has the 800 number in boldface type for ease of viewing (Fig. 5). This is the most common of the "ET" cards and is worth about \$30 in used condition.

Still, that's not too bad for a \$6 card and only two years old!

Steve Eyer

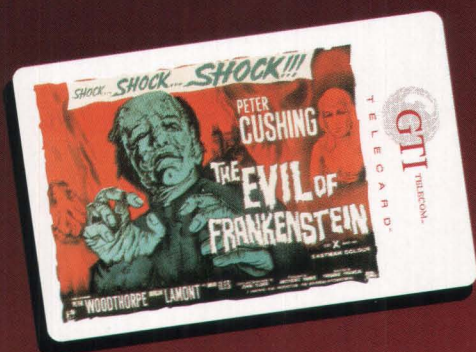
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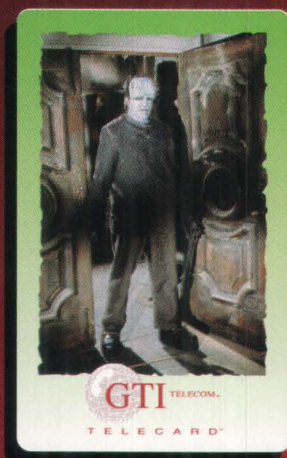
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STARTING A COLLECTION While collecting phone cards is new to this country, it certainly has a track record around the world. From Germany to New Zealand, there are thousands of phone card collectors with enough desire and ability to pay hundreds, and sometimes thousands, of dollars for rare issues. Within the past few months, there have been articles in the *New York Times*, *The Wall Street Journal* and *Business Week*, all citing the price appreciation of particular phone cards.

The rest of the world is nearly 10 years ahead of the U.S., and our large prosperous country already has millions of people who collect something. Could it be that phone cards will be the next hot collectible?

Assuming the answer is yes, what should an investor consider before taking the plunge?

It is a truism that supply and demand determine prices. Among the factors that effect supply and demand are the popularity and rarity of the item, and special situations.

Regarding the popularity of phone cards, consider the different collectors. People collect by country, by company, by theme and/or by type. If you subscribe to the theory that collectors will covet U.S. phone cards, it is easy to conclude that, in general, U.S. cards will appreciate in value. But within the U.S., there are more than 100 companies issuing prepaid cards. Obviously, some cards will be much more popular than others.

So far, New York Telephone (NYNEX) has been one of the most popular issuers of phone cards, largely because it cre-



ates cards similar to those used in Europe. Other well-established "blue chip" issuers include

Ameritech (a Regional Bell Operating Company), AT&T, GTE Hawaiian Tel, and Sprint.

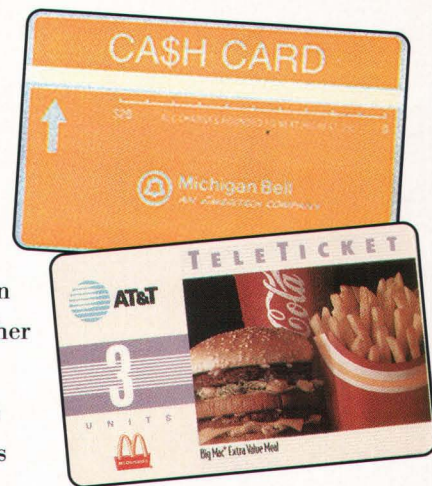
Aside from individual issuing companies, there are collectors who concentrate on specific themes: celebrities (like Elvis and Marilyn Monroe); advertising; comic characters (Disney, Marvel); transportation; animals; sports (including Olympics and professional teams); and cards with stamps and/or coins on them. All things being equal, cards from popular companies that just happen to have attractive themes will no doubt appreciate more quickly than common themes. Consider, for example, the stamp and Marvel cards from GTS.

If popularity can be explained by company and theme, rarity seems straightforward. How many of these particular phone cards were issued? But it's not always that simple.

In the early stages of collecting, people frequently do not know what they have and tend to throw away cards that later become quite rare. The best example of this is the New York Telephone Democratic Convention complimentary card.

A similar example is the GTE Hawaiian Tel card which has been purchased mainly by Japanese tourists, and are therefore not generally available to American collectors. Finally, McDonald's did a promotion with AT&T cards, and most were discarded. The ones left are now worth more than \$100 apiece.

"Special situations" is a catch-all. Categories are never all inclusive, and if they



were, life wouldn't be nearly as interesting. Consider that some collectors want one card from each country, and sometimes they want the first card from a country or company. Certainly the Michigan Bell cards of 1987 should be on most people's list to consider.

Collectors may also pay special attention to the "first" of some new category. AmeriVox, for example, issued the first hologram card and the first gold card. Similarly, the first chip cards from Alaska have become quite popular.

The four-card Telepax set with cards from Belgium, Germany, the Netherlands, and the United States may capture the imagination of collectors, because it is the first time such a set was produced.

Other "special situations" have to do with distribution. Sometimes cards from a set were distributed individually, so it is not so easy to gather the complete set. One example of this is the Sprint-Hallmark Greetings phone card set, as well as the GTS '69 Mets set of 32 cards.

Test cards and those with mistakes may also be of special interest in the future, depending on how serious collectors become. The LDDS-Metromedia cards with the wrong 800 number have already appreciated significantly.

Besides all these considerations, within the United States collector market there are overseas factors to consider. Since the hobby is only in its infancy in the U.S., what happens overseas is very important to prices here. Large phone card fairs in Europe (especially Germany) set the tone for markets around the

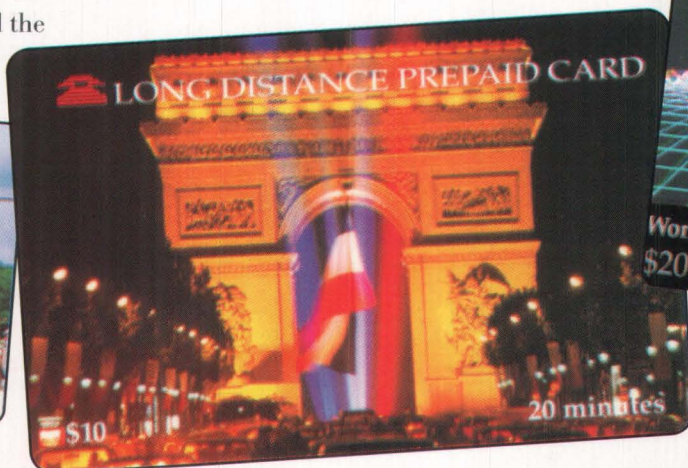
world. Trends and preferences from established markets will obviously affect prices here.

One final caution and some predictions. Today, markets are relatively thin. As in real estate or fine art, if you need to "unload" your investment quickly, the sales price will probably suffer. Obviously, a long-term attitude is a must, and investing only a portion of your assets seems eminently sensible, no matter how optimistic you are.

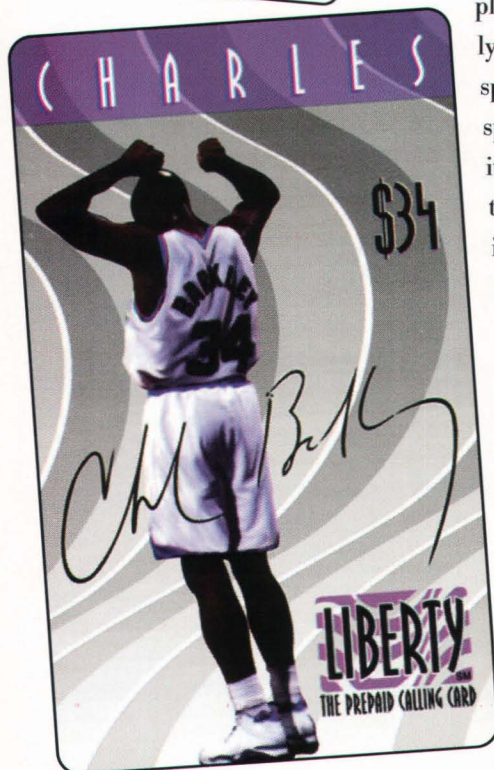
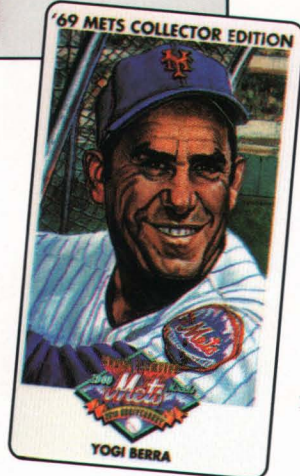
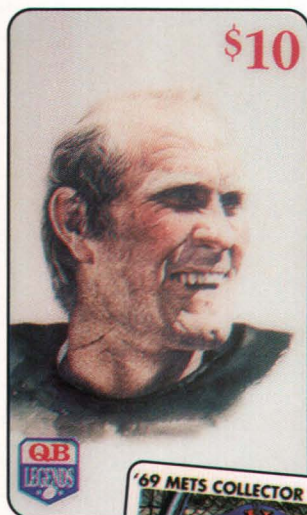
Predictions are always risky, but here goes. The market in the United States will develop much faster than most people think. Things can happen very quickly in our entrepreneurial society. I predict that liquidity will improve as a secondary market develops in the United States. There already exists an informal network of dealers around the world. Faxes, computer on-line services, new publications, clubs, conventions and eventually periodic auctions will all add up to consumer awareness and liquidity.

Before you take the investment plunge, do your homework. Subscribe to collector magazines. Request dealer price lists. Buy catalogs. In short, become an educated collector/investor. All that takes some work, but when was the last time you heard about an investment opportunity early enough to take advantage of it?

Roger Streit



MORE THAN GOOD LOOKS



PHONE CARDS GAINING ON TRADITIONAL COLLECTIBLES You better believe no one appreciates the advent of U.S. phone cards as much as the other main collectible hobbies.

"They are all coming in," says Luis Vigdor of Powell & Associates. "I have already talked to one major card company and I know what they are doing. The major companies are all standing on the sidelines."

Vigdor should know. He first entered the collectibles industry when he worked for MTB

Bank. He retired as executive vice president, specializing in precious metal and rare coins. He continued to make a name for himself with a Powell subsidiary, PM Cards, where he manufactures metal trading cards. Currently, he's dealing in phone cards, where he is rapidly becoming an authority figure in this business, as well.

When asked why coin hobbyists and merchandisers are moving into the phone card business, his answer is simple. "Coins are sluggish. It really has not been able to pick up speed. There've been some sporadic flashes of activity, then it fizzles out again. Eventually, there will be movement, but it's like a car that's stalled. It's difficult to restart it."

This sluggishness is forcing some interesting changes in your average coin shop.

"I would predict that in 18 months there's going to be a major conversion happening," says Vigdor. "I'm not going to say that coin dealers are going to drop their base stock from their inventory, but I believe they will be

adding phone cards. I know some coin dealers who are already doing this. They are treating phone cards as part of their inventory to offset the sluggish sales of their coins.

"Also, we are starting to see stores that are totally converting to phone cards. If you can't really pay all the rent with coins, cards and comics, why shouldn't you think about stocking phone cards?"

Coin shops aren't the only ones considering this course. Dealers in the trading card industry are also starting to take a gander at the overseas rage. Their reasons are even more emphatic.

A recently published industry report from the Chicago-based Action Packed Company shows that the sports card industry is down. Baseball cards, the meat and potatoes of the industry, slumped dramatically during the past two years, from slightly under \$1.3 billion in 1991, to \$946 million in 1993. The total number of baseball card collectors also took a dive, from 15.6 million to 11.1 million in the same amount of time.

The second largest sports segment, football cards, has also had it rough. In 1991, that segment grossed \$363 million, plummeted to \$256 million in 1992, and recovered a bit to \$319 million in 1993. All the while, the number of collectors dropped steadily from 6.5 million to 4.5 million for the same time period. The same holds true for hockey cards, but on a much smaller scale than football and baseball.

The only growth sports have been basketball and racing cards, and they still don't make up for the total loss of baseball cards. A number of baseball card dealers are looking for alternatives.

Robert Feldman of LogoFon and Super Card USA knows this story all too well. When he was co-owner of Hot Card USA, he was the master distributor of Pro Set football and hockey cards, as well as for NBA Hoops basketball, the card lines that broke the market wide open for their respective sports. He also

has an answer as for why the trading card business has slumped.

"A trading card won't get you into a ball game or buy you anything," says Feldman. "All you can do is look at it. It will go up or down in value as the market dictates."

"The problem with trading cards these days is that the value of the card is less than what they were the day before," says Feldman. "When someone buys a Wayne Gretzky phone card for \$25, he gets \$25 worth of phone time. That's real value for the dollar, not just an image on a piece of paper.

"With a phone card, if the market goes down, it doesn't make any difference because you still can make a phone call with it, and then it becomes a collectible. This is great."

Feldman believes sports card collectors in particular will quickly move into phone cards. One of the key reasons is the trading card collector's obsession with scarcity.

"The average number of trading cards in a case ranges from 10,800 for a Topps standard baseball issue to about 4,320 for a non-sport issue," says Feldman. "For argument sake, let's assume there are 5,000 cards to a case. GTS made 5,700 each of all 26 NHL team phone cards and 5,700 of the NHL All-Star card. Add all that up and you come up with 153,900 cards. That comes to a little under 31 cases of cards.

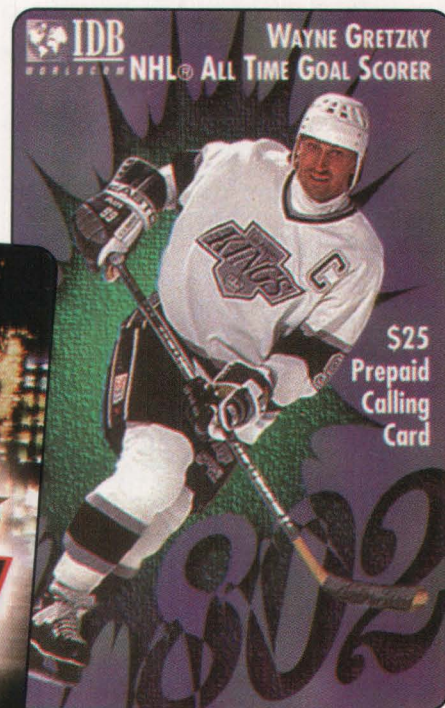
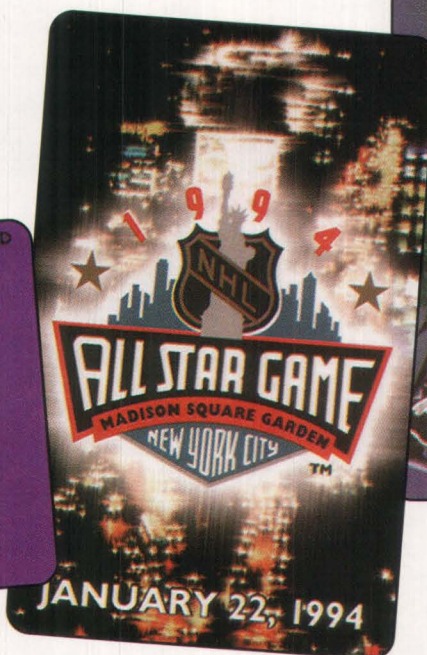
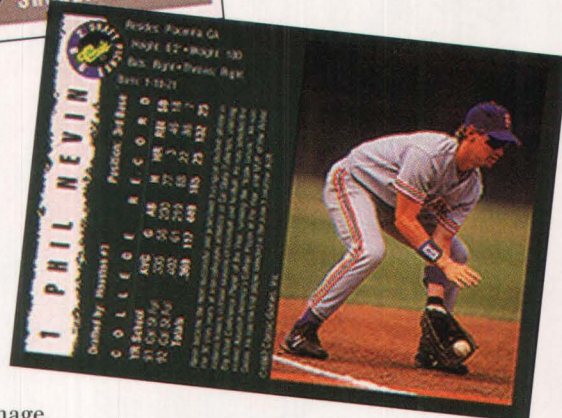
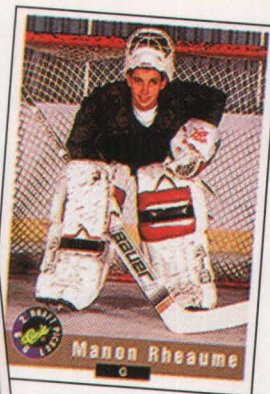
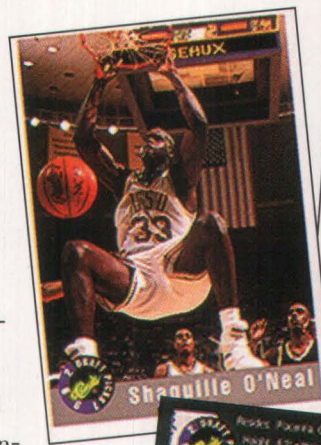
"Can you imagine if Topps or Upper Deck made that few cases? They'd be out of business. It would be perceived as quite rare in the hobby though, especially when a run is considered small at

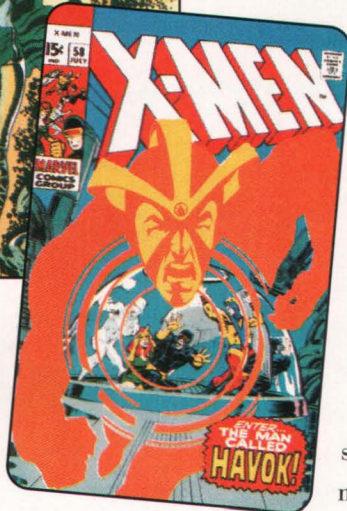
5,000 cases.

Can you imagine if it's attached to a major sports license? I think that 25,000 of a particular sports phone card will some day be considered quite rare."

These kinds of market pressures aren't only affecting the trading card industry. The comic industry also took a hit during the past few months. While most still don't know the actual damage, industry experts estimate a 30 percent drop in the number of comics produced since September 1993.

The comic industry is a lot more malleable than coins and cards, however. The industry can license its characters into video games, films and television, T-shirts and other products. It was a logical step for Marvel Comics, largest of the U.S.





publishers, to start producing phone cards.

"We started looking into phone cards about a year ago," says Jan Rimmel, Marketing Manager for Marvel, in charge of phone cards. "We took a long time. There were a lot of companies in the field and we took our time to determine which one best matched our needs. We had already produced cards in Europe, and every set had been tremendously successful."

Marvel has also signed a licensing agreement with GTS, citing the telecommunication

company's stability. The fundamental element of the deal, however, is that phone cards fit well into Marvel's overall marketing philosophy.

"Marvel's primary function has always been as an entertainment company," says Rimmel. "Some parts of our business, such as comic books, trading cards and other licensed products, are built on collectibility. They will have their ups and downs. Overall, our business will stay healthy, as long as we keep a diversified line of products and continue to put out high quality. As such, we aren't slaves to the trends. We balance out."

Rimmel's last statement will probably be the final outcome of other collectible industries taking on phone cards. Consider Vigdor's projections over the next 18 months. He foresees both positives and negatives.

"I'd say good, reliable dealers are the best thing that can happen to the phone card

industry. "There will be people who see and smell a potential opportunity with phone cards, and therefore enter the market. There are a number of them in Europe already."

"My only concern is that I am not certain my customer base will grow as fast as the number of new phone cards. What it will take is the customer being educated fast enough to handle it. Otherwise, we will be like a third-world country, where there are 2 million cars and only 100,000 people who can drive. That's the concern I have.

"I hope the companies that are entering the market will spend some of their money on education. If they do that, these other hobbies coming in will be a real shot in the arm."

Steve Fritz

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WORLD'S FIRST Publication (Official Trends & Official Tips columns monthly) collectors - telephone tokens / telephone cards / charge coins / charga-plates / credit cards - 12 issues \$12.00, Floridians \$12.84, Foreigners \$30.00. Issuer of **The First U.S. Telephone Card Catalog / The First International Credit Card Catalogs.** **Lin Overholt**, Box 8481, Madeira Beach, FL 33738.

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SCANDINAVIAN PHONECARDS: Ask for free price list. **TELECARD Norway**, Postboks 23, N-5623 Strandvik., Phone: +47-56-584921 Fax +47-56-584920.

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CALENDAR OF EVENTS

SEPT. 8-11

CARDEX '94

The Amsterdam RAI,
Amsterdam, The Netherlands
Contact **Duncan Shortridge**
(Bourse) or **Sue Dickison**
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SEPT. 28-OCT. 2

TELECARD WORLD '94

Jacob Javits Center,
New York City
Contact **Jim Main** or
Angie Nicotra
(713)974-5252

OCT. 6-9

LONG BEACH
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Long Beach Convention
& Entertainment Center,
Long Beach, Calif.
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(310)437-0819

OCT. 20-23

AMERICAN CREDIT
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(517)631-3901

OCT. 28-29

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