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SEPTEMBER 1994

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MONEY

CARD

C O L L E C T O R

VOLUME ONE NUMBER ONE

COLLECTOR'S JOURNEY

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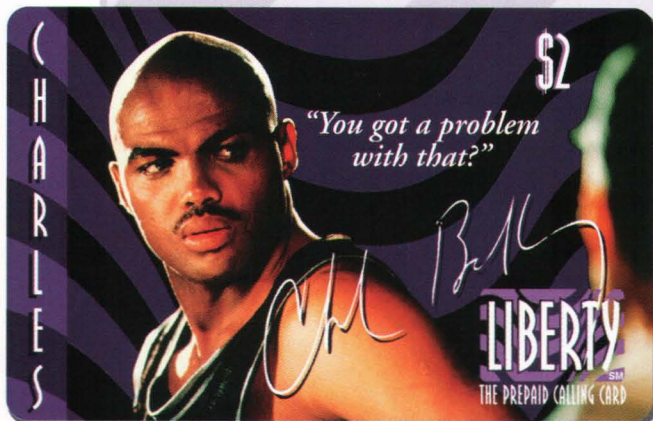
Car Crazy Cards

First ANA Cards

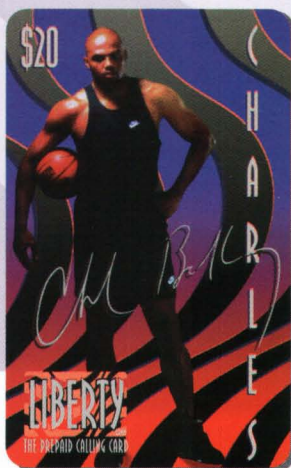
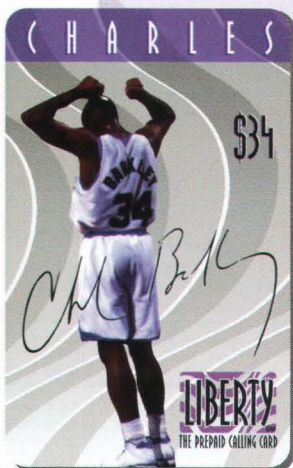
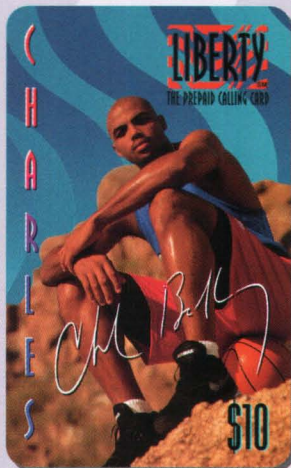
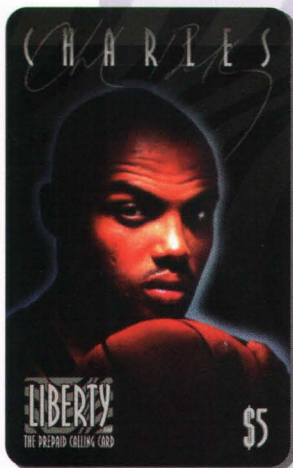
A Brilliant
Forecast

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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.

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Cars on Cards

With Moneycard Collector's debut in the Motor City of Detroit, contributing writer Grant Draper revs up and rolls out with our first thematic feature.



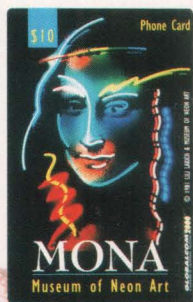
24 In the Beginning

Centuries ago Christopher Columbus may have discovered America, but phone cards have appeared on the American scene somewhat more recently. Alex Rendon, a pioneering American phone card collector, describes how it all happened.



28 Brilliant Forecast

Though his real job is Chairman of Brilliant Color Cards, Larry Brilliant is widely respected for his general understanding of the industry. In this story, the first of two parts, he writes about "the big picture" and what it will mean for collectors.



36 The Silent Voice

West coast writer and collector Gary Felton discusses the age-old motivations of why collectors collect, but makes it special by putting it all in the realm of phone cards.

In her column, "Critical Art", 32

Dawn Glanz takes a close-up look at why two series of cards, one American and one Canadian, have much artistic merit.

Regular contributor Bill Peay praises 42

to greeting card manufacturers who are leading the way in phone card merchandising. Check out "In The Cards".

Meet an experienced collector, 44

Dr. Norman Hubbard, who gives us his personal views on the hobby and where it is headed - this month's "Collector Profile".

"Errors and Varieties" focuses 48

on the first cards issued to celebrate the American Numismatic Association and describes how hard work and some good luck led to their issue.

Meet Moneycard Collector's first 50

phone card issue. We think good art is important and hope collectors will enjoy our first efforts.

DEPARTMENTS

Editor's Column	4
Telephone Card Terminology	6
Collector At Large	16
New Issues	20
America's Most Wanted	46
Calendar of Events	56
Dealer Directory	57
Classified Advertising	58

I was watching a July 4th fireworks display with my family when the analogy suddenly struck me. The moneycard phenomena is about to burst upon the American scene like one of those colorful, exploding pyrotechnics in the sky. Seemingly from out of nowhere, they will quickly grab our attention with their wide array of colors and designs, and we simply won't be able to pry our eyes or attention away from them.

Fortunately, though, moneycards offer more than the momentary and superficial entertainment of those bombs bursting in air. For the uninitiated out there, moneycards — prepaid phone cards and other types of debit cards — are being hailed by the national media as the hottest collectible of the century. In North America alone, the hobby is growing so explosively that it is quickly expected to rival the size of collector markets like Germany, where there are estimated to be between 500,000 and 1 million collectors. It's truly an exciting time to enter the hobby.

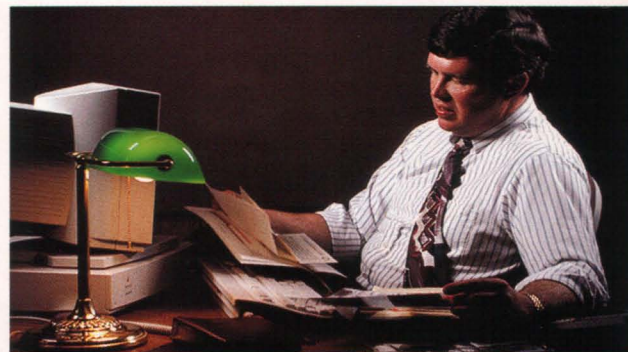
And so we welcome you to *Moneycard Collector*, America's debit card magazine. Produced by the nation's most established hobby publisher, Amos Press (*Coin World*, *Linn's Stamp News*, *Scott Stamp Monthly*), our first issue will reach nearly 200,000 collectors, dealers, issuers and suppliers. To put it mildly, the response thus far has been overwhelming!

Each month, we will be entertaining and educating readers about the hobby, from the first stories detailing the history of moneycards and what to look for, to the new, evolving technology and the latest, greatest cards. We'll be profiling issuers and individual collectors, and each month we'll include a critique of the art on a particular series of cards.

To accomplish all of this, we are drawing on some wonderful resources — real experts in the field like Alex Rendon, an historian and pioneer in the phone card collecting hobby; Dr. Larry Brilliant, a top manufacturer and highly respected debit card authority; Dr. Gary Felton, a longtime author, historian, collector and clinical psychologist; and well-known and respected dealers like Klaus Degler, Chris Garibaldi, Roger Streit and Luis Vigdor. To that group, we've added some top-notch freelance journalists: Art Becker, Grant Draper, Steve Fritz, Bill Peay, and Les Winick. And that's just some of those contributing to the content of *Moneycard Collector* each and every month.

Thus far, we've had the pleasure of meeting and working with most of the major sponsoring telecommunications companies. To those we've somehow missed, please contact us with information about your company, and examples of every card you've produced.

And finally, I'd like to welcome all the coin collectors, stamp collectors, sports card collectors, comic book aficionados, and everyone who is even just a bit curious about this new moneycard phenomena. Your observations and opinions are solicited and your readership is appreciated.



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.



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QTY.	ITEM NUMBER	DESCRIPTION	PRODUCTION RUN	UNITS	PRICE	TOTAL
	QQ-940207	Gold Coins	10,000	25	\$ 8.75	
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	QQ-940208	Lincoln Memorial	10,000	25	\$ 8.75	
	QQ-940206	Break the Bank	5,000	25	\$ 8.75	
	QQ-940209	Eagle & Flag	10,000	25	\$ 8.75	
	QQ-940203	QQ Talk!	Open	25	\$ 8.75	
	QQ-940211	"Fast Break" Basketball	4,000 *	25	\$ 8.75	
	QQ-940212	"Long Ball" Baseball	4,000 *	25	\$ 8.75	
	QQ-940213	"Crunch Time" Football	4,000 *	25	\$ 8.75	
	QQ-940214	"Denied" Hockey	4,000 *	25	\$ 8.75	
	QQ-940215	ConQuest Sportscard Expo Logo	5,000 **	25	---	
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			SUB TOTAL			
			SHIPPING: ADD \$4.00 INTL. OR \$1.00 U.S.			
			TOTAL			

* 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.



PHONE CARD TERMINOLOGY

A front-page story in the May 28th issue of the New York Times had a number of fascinating things to say about phone cards. "In the past year there has been an explosion of interest"; the phone card "...is now one of the hottest things in the selling and marketing environment"; and "Every day companies come up with new uses for the cards, and more and more are selling them as convenience cards."

This new technology, which is just now showing up in the United States, has its own language. This is the first of a series of terminology lessons that, hopefully, will help you understand money cards. Additional glossaries will appear in future issues of Moneycard Collector.

DEBIT CARDS represent an account with a fixed amount of value available which is decremented with purchases until the value is either used up or replenished. Is used interchangeably with the term "Moneycard".

DENOMINATION is the value of a money card, which purchases a specific amount of telephone time, services, etc.. A typical phone card might cost \$10 for 25 minutes, \$20 for 50 minutes, etc.

PHONE CARDS represent telephone time which has been paid for in advance. The cards come in various designs and denominations, and are traditionally used on calls made away from the home.

ELECTRONIC CARDS have a silicon memory chip embedded in the card, which is accessed through a pattern of metal contacts on the surface of the card.

MAGNETIC CARDS store and record changes in information on a ferrite layer similar to a tape recorder. The magnetic strip records the remaining telephone time, or monetary value remaining on the card after each use.

OPTICAL CARDS have a 1.5 mm wide-band ribbon of metal foil with a series of patterns embossed on it. When inserted into a pay phone, a beam of infra-red light shines through the strip and is reflected off the pattern to a detector to indicate the remaining telephone time after each use.

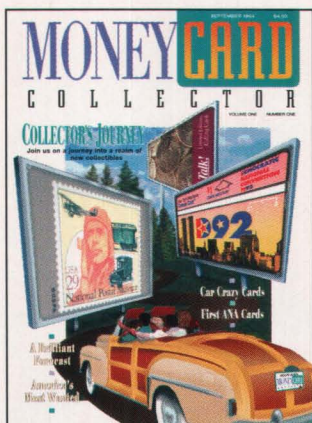
REMOTE MEMORY CARDS require the user to dial an 800 number and a PIN (Personal Identification Number) or CIN (Card Identification Number) before use, and can be utilized in many different telephone networks. Sometimes an additional number of digits must be dialed to complete a call. These cards can be renewable and recharged for additional time.

STORED MEMORY Cards, also known as smart cards, are electronic cards that actually contain encoded information. These cards can work via a computer chip embedded in the card,

optical technology or a magnetic strip or code. They can store phone numbers, transfer charges and limit calls to certain numbers.

TELEPHONE CARD is a telephone prepayment card with a set number of units or cash value programmed into a memory and progressively deleted in use. Term is used interchangeably with Phone Card.

TEST CARDS are issued to and used by telecommunications company technicians and maintenance personnel to test.



Moneycard Collector makes its debut, embarking on a fascinating journey into the realm of phone and debit cards.

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★ Elvis Presley



★ ANA Gold Coin Phonecard



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Cruisin' with Cards

Automotive images have collectors in high gear

By Grant Draper



Like automobiles rolling down the Detroit assembly lines, phone card issuers are beginning to capitalize on America's love affair with their cars. Porsche, Corvette, Lamborghini, Peugeot, Indy car, NASCAR, Indian Motorcycles, Greyhound Bus, and Ryder Truck telephone cards represent just a small fraction of the estimated 25 to 100 million telephone cards being produced worldwide.

Familiar images and eye-catching designs are fueling North America's growing love affair with telephone cards as items to be used, saved, traded and collected. Collectors concerned about limited financial resources or who question which types of cards should be collected would be wise to choose a theme, a topical area or follow an interest for their telephone card collections.

Enhanced with colorful and popular images, telephone cards that feature or are connected to automobiles and transportation-related themes have quickly become popular among North

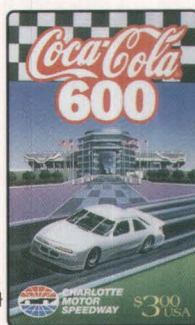
American collectors. They appeal to a broad audience that includes car collectors, auto racing enthusiasts, and many more collectors with special interests inter-

related to automotive and transportation themes.

Car collectors who view their cars as objects of art, style, design and performance, tend to look for these same qualities in telephone cards.

The shifting demand to more recent model cars in the collector car marketplace testifies to the notion that collecting cars is timeless and allows collectors to relive or experience a specific enjoyable time in their lives.

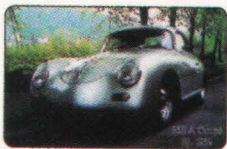
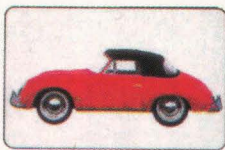
Jerry Gabris of Cominex acknowledges that his company's choice to feature four classic cars on its inaugural telephone card series was easy because "we're all car addicts." Cominex's four-card series of classic cars was released in May 1993, and includes a '35 Auburn (15 units), '36 Packard (25 units), '60 Corvette



Car cards from Sprint (1), Cominex (2), Roadcall (3) and PM Cards (4) have already proven popular among car fans

Stingray (50 units), and an '88 Lamborghini (100 units).

Cominex is believed to be North America's first issuer to feature classic cars on telephone cards. A total of 3,000 of each of the Cominex classic car telephone cards were produced, with sequential numbering. Collectors can still purchase Cominex's inaugural card series "loaded" or "unloaded" (with no telephone calling time for half-face value) through their closest



company. Cominex works with cellular telephone companies in the U.S. and Latin America to provide cellular "remote memory" prepaid service by feeding cellular telephone customers' calls through their switching facilities.

Very rare and prized by collectors worldwide are what are commonly acknowledged as the first cars of any type featured by an American telephone company — Sprint's Porsche promotional four-card series. The set was produced in limited edition (1,375 of each card) and distributed in Europe during late 1992, according to dealer and distributor Bob DeMarco, Superior Telecards. "Today they sell for nearly \$200 apiece, but you can only find

them from European dealers," he claims. A fifth Porsche promotional telephone card, die-cut in the shape of one of the German cars, was also reportedly released, though few, if any, have ever surfaced.

Another visually compelling European telephone card series is Peugeot's two six-card promotional series produced by Telecarte (France). The two six-card series commemorate Peugeot's two victories in the 24 hours of LeMans, and feature 12 individual action photographs of Peugeot's 905 race car.

Strong interest in auto racing telephone cards in the United States is due, in large part, to the nature of the sport. Millions of devoted auto racing fans travel hundreds of miles to attend American races. NASCAR Properties President, Bill Battle, indicated that NASCAR is presently considering licensing two or three official telephone card

companies. According to Battle, "We think it is a good opportunity and we hope to have a signed deal by year's end."

Among the North American telephone card companies producing auto racing cards are ACMI, Sprint, TravelTel, Collector's Advantage, Amerivox, PM Cards, North American Telephone (NAT) and Finish Line Racing.

Auto racing enthusiast and publisher Steven Lowenstein, was an early issuer and marketer of telephone cards featuring cars. His first telephone card, issued in October 1993 and produced in conjunction with ACMI, illustrated the Mello Yello 500 NASCAR Race at Charlotte Motor Speedway. The Mello

The very first cars to be marketed by an American issuer were Sprint's four-card Porsche series.

est phone card dealer, or by contacting Cominex at 3 Canale Drive, Egg Harbor Township, NJ 08232-5130. Of even more significance for collectors are the capabilities of Cominex telephone cards to work from your car, depending on your cellular service



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holograms.

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logo, along with "Racing
Under The Lights" script.

A total of 1,000 cards were produced and distributed at the Charlotte Motor Speedway.

Lowenstein followed with a second limited edition telephone card commemorating the Hooters 500 one month later. A total of 1,500 Hooters 500 NASCAR Race \$5 commemorative cards were produced in association with TravelTel. A two-card autographed series was later added, featuring famous race car designer

and builder Henry "Smokey" Yunick and a 1964 Indy car. The cards were sold as a set and produced with Amerivox..

In May 1994, Luis Vigdor, PM Cards/Powell Associates helped produce a '94 Coca Cola 600 NASCAR Race card, with design and original artwork by renowned artist Anthony Capparelli. Only 2,000 of the \$3 commemorative cards were produced.

Capparelli enjoyed working on the project and applauded the use of original artwork on the

telephone cards. The artist is excited about the prospect of producing more telephone cards because "I can be involved in the business end *and* the artwork.. As a result, I have an opportunity for greater input in conceptualizing and coming up with the whole package." Auto racing enthusiasts, Coca Cola collectors and car collectors are just a few of the potential buyers targeted by Powell & Associates..

Motorcycle enthusiasts will be interested to know that a another Indian Motorcycle card series is due out soon. Some 2,500 of the \$10 - 20-unit cards feature a 1940 Indian Sports Scout, 1,500 \$20 - 40-unit cards display a 1941 Indian Military Scout bike, and 500 \$50 - 100-unit cards show an Inline 4 Indian cycle.

The "Salute To Veterans Racing Team" card, produced by North American Telephone, honors the veterans of World War I, World War II, Korea, Vietnam and Desert Storm. A total of 1,000 cards featuring the Veterans Racing Team race car were produced. A portion of the proceeds from each card will go to the Veterans Racing Foundation, which in

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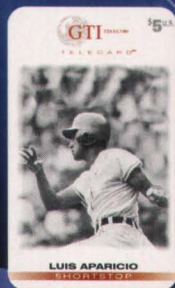


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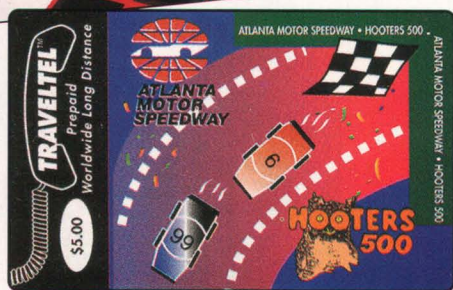
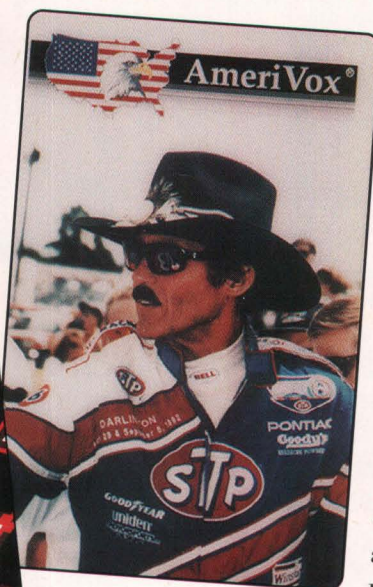
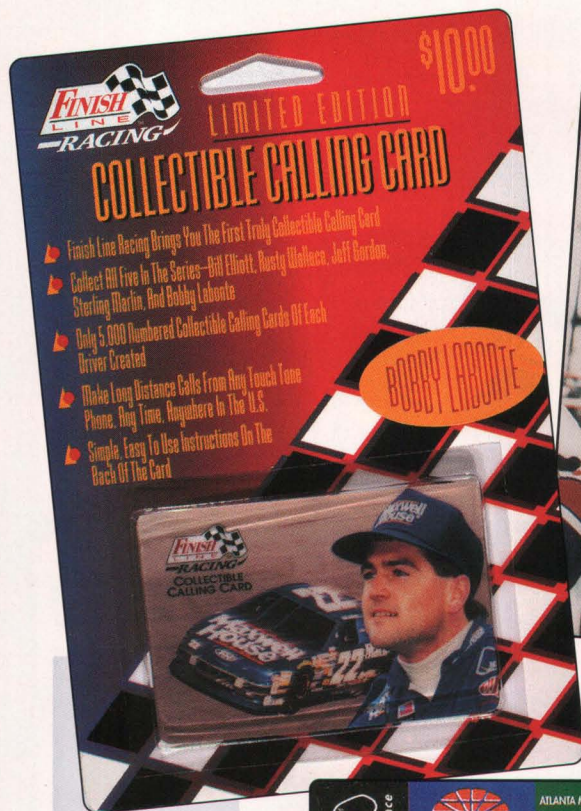
Carl "Yaz" Yastrzemski*



Bob Feller*

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Finish Line is the first issuer to combine sports cards with phone cards.

turn supports the race car team..

M i k e Fitzsimmons combined his love of auto racing with a unique opportunity presented by Amerivox's network marketing program.. Thinking that the Amerivox telephone cards would be a fantastic opportunity for NASCAR drivers to repay their fans, he initiated a letter-writing campaign to some of the top names in racing. Unable to generate

much interest via the letters, Fitzsimmons decided he needed to present his case in person. He traveled to Daytona and asked Richard Petty if there was a way to repay his fans for all their support, would he be interested? Petty jumped at the opportunity, and his 5,000 Amerivox/Richard Petty telephone cards are hot off the presses.

According to Fitzsimmons, the wheels are in motion for an early summer release by Amerivox for an R.J.

Reynolds Wallace.

Winston Cup Series set of NASCAR telephone cards featuring 20 current drivers and their cars, including Geoff Bodine, Jeff Gordon and Bill Elliott.

For Art West of Finish Line, the idea for his cards originated when he spotted a telephone card in a convenience store. He believed that he could produce more appealing telephone cards in conjunction with his Finish Line Racing Trading Cards.

After concluding a retail distribution agreement with The Pantry convenience store chain, Finish Line, in conjunction with North American Telephone, produced a five-card series of \$10 telephone cards featuring five NASCAR drivers with the Finish Line Racing Card logos. Released in January 1994, the five drivers include Bill Elliott, Jeff Gordan, Bobby Labonte, Sterling Marlin and Rusty

The company's second series of telephone cards, released in July 1994, feature 10 NASCAR drivers in sequentially numbered \$10 denomination cards. Approximately 1,800 of each card, along with a special edition of 600 \$25 Bill Elliott and \$25 Ernie Irvan telephone cards, are being produced. NASCAR drivers in the second series include: Bill Elliott, Jeff Gordon, Dale Jarrett, Darrell Waltrip, Mark Martin, Rusty Wallace, Geoff Bodine, Kyle Petty, Ricky Rudd and Ernie Irvan.

Collectors of phone cards and trading cards alike should be on the lookout for Finish Line's \$2.50 denomination telephone cards randomly inserted in foil packs of the recently announced Finish Line Gold Edition premium collectible sports trading cards. A total of 27,000 of the phone cards are being produced as the first packaged together with sports trading cards. Odds of finding a Finish Line telephone card in a Finish Line Racing sports trading foil pack are about 30:1.

mc

PROMOTIONAL CARDS GAINING MOMENTUM WITH AUTO-RELATED COMPANIES

Automotive related companies have been among the leaders in using phone cards as elements in their marketing mix. Here are just a few examples:

In their Texas test market and using video vending machines, Greyhound Bus Lines offers GREYHOUND PHONE CENTS cards. Comments PR Director Liz Dunn, "We think that this is

an easier way for our customer to make calls. Our average passenger has an annual income of less than \$25,000 and really appreciates a less expensive way to make a phone call."

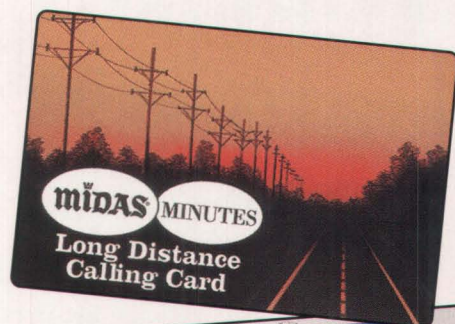
Greyhound plans a full national launch this summer to sell its \$5 and \$10 cards at bus passenger terminals.

Earlier this year, Midas Muffler service centers promoted suspension inspections by offering their New York City area customers a MIDAS MINUTES CARD. The initial card was good for five minutes of long distance calling time, but after a suspension inspection and completion of any recom-

mended repairs, customers received an additional 15 minutes of calling time. Long distance network services were provided by Sprint.

Renters of Ryder trucks in February/March 1994 had a chance to use the RYDER TRUCK EASY CALL telephone card. Of the 300,000 cards printed, approximately 3,000 were stamped "Collectors' Series." Ryder's telephone card value-added promotion included a one week national print, television and radio advertising campaign to heighten consumer awareness.

Grant Draper



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

COLLECTOR AT LARGE

PCA ESTABLISHED The Prepaid Communication Association has been formed for providers of telecommunications services. Established at the San Francisco Phone Card Phair in March, the group is headed by Cleo Pirpiris of Ameritech and Richard Dewitt of Quest Telecommunications.

The goals of the PCA, according to Dewitt, are to increase awareness and benefits of prepaid phone calls; establish quality standards for prepaid call services; and participate in enforcement activities against those not complying with the laws.

COULD IT BE MAGIC? Global Telecom Network (GTN) issued seven Magic Eye three-dimensional phone cards for the International Phonecard Fair in Essen, Germany during May.



Magic Eye is a whole new visual experience sweeping the country. Made possible by the remarkable power of modern computers and the Salitsky Dot technology, a patent-pending image-rendering system that imposes the 3D image onto a telecard, GTN created a fascinating, as well as functional series for phone card users and collectors.

All you need to see the 3D illusion are your two eyes and some patience. First, hold the image so that it touches your nose. Let your eyes relax and try to observe the image without actually focusing on it. When you are relaxed, move the page slowly away from your face, about an inch every two or three seconds.

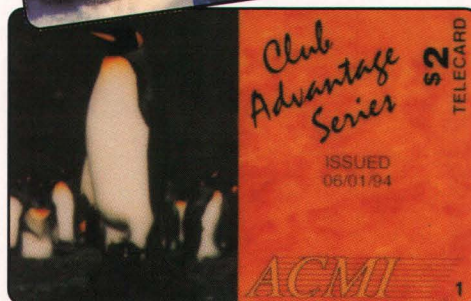
Keep looking through the page. Stop at a comfortable reading distance and keep staring. When the image starts to come in, you will instinctively try to look at the page, rather than looking through it. If you focus on the page, you will need to start over again. Be patient; eventually the 3D image will magically appear.

BRIILLIANT COLOR CARDS, San Rafael, Calif., announced the addition of two key executives to "strengthen its position in the phone card manufacturing industry." Peter Biffar has been appointed President and Chief Operating Officer, and Robert G. Brown has been named to head the phone card manufacturer's national and international sales department.

Peter Biffar, formerly a consultant with McKinsey & Co. and CEO of a \$300 million European consumer goods company, will be in charge of Brilliant Color Cards' day-to-day activities. He joined the company "to be a part of building a new industry."

Brown brings more than a decade of telecommunications experience with Sprint, IDB Worldcom and West Coast Telecommunications. His most recent assignment was with West Coast as Director of Phone Card Sales. "I'm delighted to work with such innovative and creative people, and I believe that together we can make something really special happen."

Dr. Larry Brilliant will continue as Chairman and Chief Executive Officer, and Barry Brilliant, founder of the company, will remain in charge of research and product development.



ACI BECOMES ACMI Advantage Communications added "Marketing" to its trademarked name, and will now be known as ACMI. The telecommunications marketer also moved its offices to a new location: 5425 East Raines Road, Suite 1, Memphis, TN 38115. You can phone the company at (901)363-2100 or FAX at (901)363-9707.



ONE WORLD FORMED FROM GLOBALCOM BREAKUP Several principals from the apparently defunct Globalcom 2000 have joined to form One World Communications, Inc.

The corporation will function as the marketing arm of Global Telemedia, Inc., for international callback and other telecommunications products. According to Bruce Perlowin, former co-founder of Globalcom 2000 and now President of One World, the company's goal is "to become the largest callback company offering its services anywhere."

Donald Steinberg, the other co-founder of Globalcom, now serves as chief financial officer of the new One World Communications. Daniel P. Skouras will be secretary treasurer of the new organization.

Though rumors have run rampant as to a possible reorganization at Globalcom 2000, repeated attempts to contact the company went unanswered.

CARDS GO INTERACTIVE ACMI announced the first interactive information telephone card on the market in the U.S.

By simply dialing the ACMI 800 number, your PIN and 1#, callers are connected with the Interactive Information Services network. Callers can check the stock market, the latest news and sports scores, find out the weather forecast for any major city in the world, catch an update on their favorite soap opera, see what's on TV tonight, learn a new recipe, or hear reviews of a car they are considering buying. And that's just a small sampling of the information callers can access. Cost of the service is approximately 60 cents per minute.

TELEWORLD SIGNS NIERMAN TeleWorld International, Inc. has signed an exclusive, multi-year, worldwide licensing agreement with the world-renowned artist, Leonardo Nierman, to produce art for the company's pre-paid calling cards.

According to TWI President Bob Sklar, Nierman has joined forces with the telecommunications company so that more people in the world can enjoy and possess a piece of fine art. The artist will be available to autograph his cards for collectors at the TWI booth in the Phone Fair and TeleCard World shows in New York, September 30-October 2.

THEY AGREE!

STAMP DEALERS - COIN DEALERS - CARD DEALERS

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...

- The beauty and heritage of STAMPS.
- The monetary value of COINS.
- 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. Attend THE SINGLE LARGEST TELEPHONE CARD CONVENTION EVER HELD IN THE UNITED STATES on...

SEPT. 29, 30 and Oct 1
TeleCard World™ '94
Conference & Exposition
Jacob Javits Convention Center
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.

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

We'll see you at...

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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

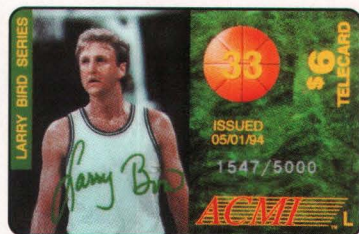


AMERITECH KICKS OFF SOCCER SERIES Ameritech has joined the growing group of American companies supporting the popular world sport of soccer, with the introduction of its Coin\$aver soccer cards.

The three-card set features brightly colored artist renderings of battling soccer players, set against a striking black background. The prepaid calling cards are available in the following denominations and quantities:

\$ 2.00	17,568
\$ 5.00	22,572
\$10.00	17,568

For additional information about Ameritech's Coin\$aver cards, call the issuer (800)335-3329 or contact your local dealer.



BIRD SEASON AT ACMI Advantage Communications, Inc. has released the first of a nine-card series of basketball legend Larry Bird.

The cards will be available in four different denominations and the following quantities of each:

\$ 6.00	5,000
\$10.00	4,000
\$20.00	800
\$50.00	200

Contact ACMI at (901)-363-2100 for additional information about the cards.

DISNEY EATERIES USE GTI GTI Telecom is teaming up with two of Disney World's most popular theme restaurants, Key W. Kool and Pacino's Italian Ristorante, to produce custom-designed telephone cards.

Featuring well-known characters from the two eateries, each telecard supplies 30 units, good for 60 minutes of domestic long-distance time. The phone cards, along with restaurant, airline and attraction coupons, are being used as an incentive to entice visitors to return to the Disney area within the next year.

For additional information on GTI telecards, call (407)-629-2300.



SOCCER ON SPRINT CARDS A 24-card set representing the top international teams in soccer has been released by Sprint. The prepaid calling cards allow soccer fans from around the world to show support for their favorite World Cup team and call long distance from the United States to virtually anywhere.

Each card includes a distinctive four-color design, featuring the team's colors and national flag. The 24 countries represented are Argentina, Belgium, Bolivia, Brazil, Bulgaria, Cameroon, Columbia, Germany, Greece, Ireland, Italy, Mexico, Morocco, Netherlands, Nigeria, Norway, Romania, Russia, Saudi Arabia, South Korea, Spain, Sweden,

Switzerland and the United States. Each team's card is available in \$10 and \$25 denominations.

Sprint served as the official long distance provider for the World Cup USA, the sponsor of the recent World Cup '94 international soccer tournament. You can order the Sprint Soccer Calling Cards by calling 1-800-921-KICK.

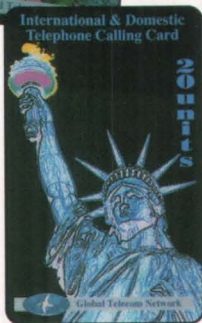
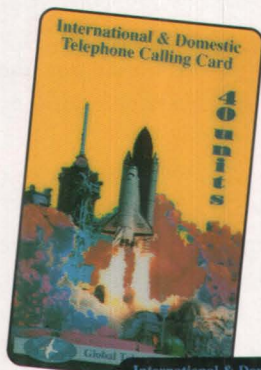


THREE NEW SERIES FROM GTN Global Telecom Network recently pre-viewed four new series of tele-cards: an Americana Series, a set of President Clinton cartoon cards, and the Magic Eye series.

The three-card Americana series includes stylized renditions of the Space Shuttle, American Eagle, and the Statue of Liberty. The popular limited edition Clinton set includes 20-unit calling cards with black-and-white satirical cartoons of Clinton at the White House ("It's good to be the President"); unplugging the space shuttle ("Even Presidents Make Mistakes"); manning a tank ("Billbo"); and playing his saxophone ("Cool Daddy Clinton").

GTN's patented Magic Eye series features the addictive 3-D hidden art of Tom Beccai, based on his international best-selling book "Magic Eye, a new way of looking at the world."

Contact GTN at (305)491-5199 for additional information about the cards.



HAPPY BIRTHDAY, MUSTANG! For all of you pony car lovers, Convenient Card has issued a special RoadCall telephone card commemorating the 30th anniversary of the Mustang.

Unveiled this spring at the Charlotte Motor Speedway, the \$10 cards allow 25 minutes of talk time. Purchased directly from Ford Motor Co., the cards feature a '64-1/2 white hardtop and red convertible. A limited edition of 5,000 cards were issued.

Contact Convenient Card at (708)584-2311, or by mailing requests to 37 W 222 Route 64, Suite 185, St. Charles, IL 60175-1000.



TELETRADING UNVEILS WIZARD, LEGENDS TeleTrading Cards Inc. has announced their first licensed-character lines of calling cards The Wizard of Oz and Legends of Baseball.

With actual scenes from the classic movie, the Wizard series is comprised of six cards, featuring Dorothy and Toto, the Scarecrow, the Tin Man, the Cowardly Lion, the ruby red slippers, and a group shot.

The four-card Legends series features black-and-white baseball card-like images of Babe Ruth, Lou Gehrig, Ty Cobb and Satchel Paige. All 10 of the collectible telephone cards include \$5 of prepaid telephone time.

Contact TeleTrading Cards at (703)239-1432.



MACK ATTACK

A MERITECH AVOIDS 'COIN COLLECTING' WITH NEW MACKINAW ISLAND CARDS

For most who visit the quaint community of Mackinac Island, Mich., the slow pace can be a welcome retreat from the constant rush and stress of modern living. But the island's limited motor vehicle usage can cause some big problems for the needs of a major telecommunications company like Ameritech.

Ameritech recently announced a new CoinSaver phone card series that will remedy the problems of both callers and "coin collectors" in this tourist-based community. Before the cards were introduced, Ameritech employees were forced to pedal around the island on bicycles to collect the pay phone coin boxes, which in turn, was transported by ferry to the mainland and then by motor vehicle to a coin sorting center. The practice was time-consuming, labor-intensive, and necessitated special security measures while carting around the coins. Ameritech's CoinSaver prepaid phone cards helped solve all those problems.

The special-edition cards feature scenic photography of the famous landmark Mackinac Bridge, the island's Lilac Festival, and the magnificent Grand Hotel. The bridge card carries \$2 of phone time, while the festival and Grand Hotel cards are valued at \$5 and \$10, respectively. A total of 13,600 of each card will be issued.

When used on any Ameritech touch-tone pay phone, the CoinSaver cards can be used to call anywhere in the U.S., without the bother of coins or monthly bills. Like most prepaid phone cards, the Ameritech CoinSaver automatically keeps track of the remaining value on the card, informing the user of the amount prior to each call.

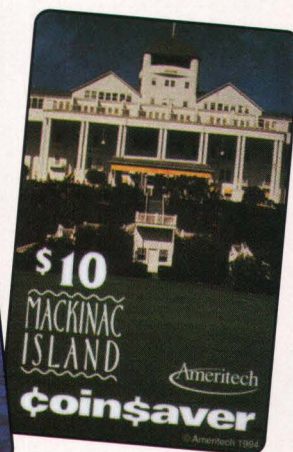
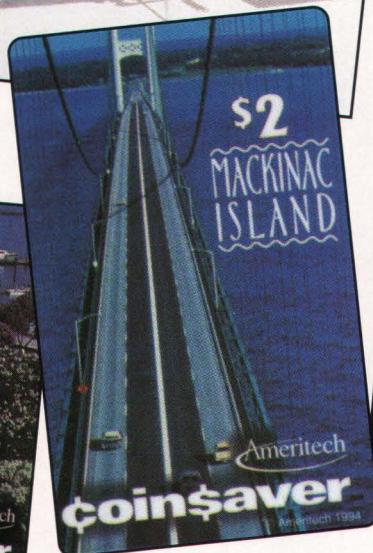
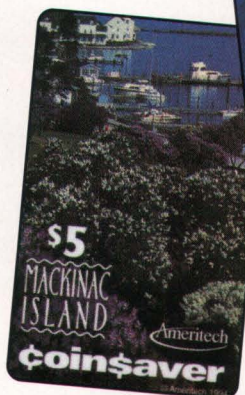
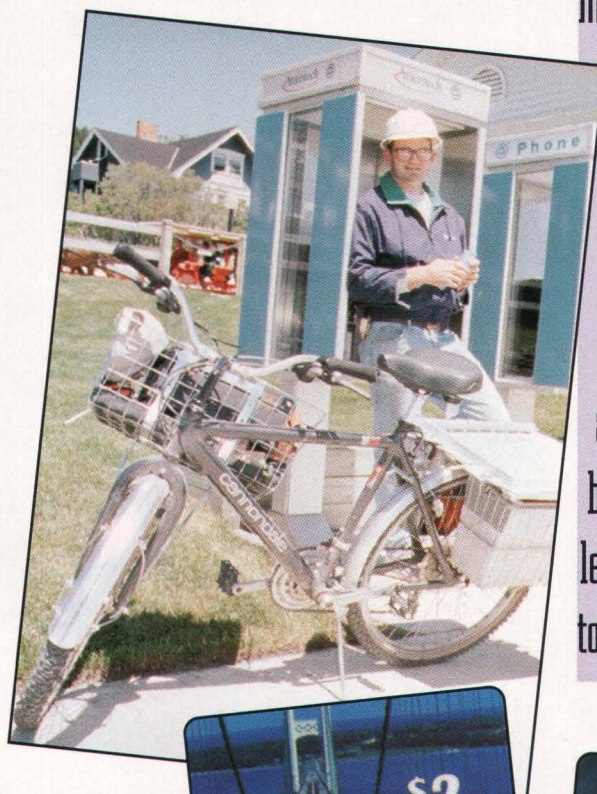
"We think our Mackinac Island customers will find this to be a simple and effective way to make phone calls," explained Karen Vessely, president of Ameritech pay phone services. "And since

transportation on the island is so limited, we expect the pre-payment arrangement to be easier for us to maintain our phones because we won't have to collect coins as much. It's a win-win situation."

The cards will be available through retailers on the island, including the Grand Hotel, Mackinac Island Chamber of Commerce, Alford's Drug Store and the Island House. They can also be pre-ordered via credit card by dialing (800)234-2944.

"Because of the prominent local flavor of these cards, highlighting three key Mackinac locations, we expect there will be strong consumer and collector interest in these cards," said Cleo Pirpiris, Ameritech's director of debit cards.

Before Ameritech's new CoinSaver phone cards, technicians like Bret Erskine had to collect coins on Mackinac Island via bicycle. The new card is expected to lighten the load for Ameritech, and quickly become a hot collectible for tourists there.





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In the Beginning...

Prepaid Telephone Cards 1975-85

Part I

By Alex Rendon

The aim of this initial article is to provide a brief history of prepaid telephone cards, from their inception in 1975 through 1986. Practically all of the trials during this period took place in Europe, with the exception of a great flourish in Japan. The main systems tested were the "optical" by Landis and Gyr of Switzerland, magnetically encoded cards in Italy and Japan, and chip cards in France and Norway.

A must for any collector or dealer is Dr. Hiscocks' *Catalogue of Telephone Cards of the World*, which was published during 1990 in both English and French. The French edition is still available, and language is *not* a barrier.

ITALY

Prepaid phone cards were born in Italy, during the fall of 1975. A number of telephones accepting prepaid cards, as well as vending machines for the cards, were installed in the Villa Borghese area of Rome. Interestingly enough, the company involved, SIDA, was

not in the telecommunications industry, but was a manufacturer and supplier of vending machines.

Manufactured by Pikappa, the very first Italian cards proved unsatisfactory, as they were too thin and jammed the vending machines. The cards showed no face value, but had carrying units valued at L.50 (50 lira) detailed on the reverse side. All of the Italian cards were magnetically encoded.



A new card with a face value of 5,000 lira was produced in early 1976, printed on thick plastic. There are three varieties of corner separation known, but only one was selected for production. Again, the card failed – this time due to production costs and the easily damaged print surface. In addition to use in the Villa Borghese phones, it was also tested at the SIP public office in Via Veneto.

The final evolution appeared in late 1976. The

The very first phone card originated from Italy. The magnetically encoded cards were too thin and ended up jamming vending machines.



An Italian card with microprocessor [1]; 1976
Italian card with corner separation [2]; and '77

design of this particular card, one of three (2,000, 5,000 and 9,000 lira) was very similar to the previous one, including the corner separation. All of

the Italian cards to this day require the removal of the corner before use.

A great deal has been said about the French being the leader in the development of the phone card, but historically this simply is not true. It is true that the Frenchman Roland Moreno began developing the "smart" card back in 1976, but telephones accepting "chip" cards were not deployed until 1984.

Meanwhile, at the Telecom '79 trade show in Geneva, Switzerland,

the Italian concern S.G.S.ATES presented a phone card with a micro-processor and a face value of 10,000 lira, which was field-tested at the Scuola Superiore Guglielmo Reiss Romoli in Aguila.

Today, Italy is second only to Japan in the use of prepaid phone cards.

BELGIUM

The second country to use phone cards was Belgium, which issued two Landis and Gyr cards on St. Valentine's Day in 1977. The set consisted of a 25-unit card (buyer paid for 20 units and received five additional units free) and a 100-unit card. Two years later, in 1979, the "bonus" was withdrawn from the lower-valued card and added to the higher one, making it 105 units.

FRANCE

France, like Belgium, chose Landis and Gyr as the provider of pay-phones to the PTT. The first phones were deployed in May 1980 in the 5th, 6th, 14th and 15th Arrondissements, including the "Cite Internationale Universitaire."

The first French

phone cards were blue in color – denominated in units of 3, 20 and 105. Use of the Landis and Gyr cards continued in France until the end of 1987, although by then, it was mostly closed-user applications, such as prisons and universities.

In September 1978, Landis and Gyr field-tested a magnetic telephone at the Hotel Frantel Windsor in Paris. One telephone was installed in the lobby and guests were invited to make calls. Guests were asked to return the cards to the hostess before leaving, so that subsequent guests could also try the service. It is believed that only two cards survived the trial period.

France also field-tested magnetic technology at the Trois Valleees ski resorts from January 1981 until the end of 1983. Like the predecessor Landis and Gyr cards of 1980, three cards were issued – a three-unit Complimentary, a 20-unit, and a 100u. The cards look very much like the Italians of the

period following 1985, so it is quite possible that they were manufactured in Italy, although all of the equipment was supplied by French firms.

France did not begin using their "Smart" cards – the so-called "pajamas" – until 1984; and it was not until the end of 1986 that the first full-graphics cards like the HPF "Lady" phone made an appearance. The first full-graphic public card was "Paris at Night," sponsored by JTB – the Japan Travel Bureau.

The final 1981-83 period saw a number of European countries adopt the Landis and Gyr optical system, with Austria, Denmark, Finland, Great Britain, Portugal, Spain and Switzerland jumping on the phone-card band wagon. Of this



group, the most difficult cards to find are the 50 and 120 units that constitute the first issue for Finland, of which 3,000 and 1,000 cards were printed, respectively. In both cases, the cards read "SAMSTALSKORT" (with an extra "S"), instead of "SAMTALSKORT."

GERMANY

The Bundespost tested five different systems. Beginning in June 1983 and ending in December 1986, field trials were conducted on the Landis and Gyr optical system in Frankfurt. From 1984 through 1987, trial runs of magnetic cards were issued by Autelca in Goslar, a resort in the Harz Mountains, and electronic or "smart" cards were tested in the Aachen region and the city of Bonn. In 1985 a magnetic system by Copitex underwent field trial in Bamberg. The Bamberg cards were still available for sale at the Bamberg PTT as recently as early 1990.

A system similar to that being used in Bamberg was installed in the ICE high-speed trains when those trains made their debut in 1985. This particular trial is not listed in Michel, since it was

not conducted by the Bundespost, but by DB, the National Railroad.

The author considers the cards listed by Michel (W1, P1, P2 and P3), all issued in 1986-87, as part of a larger trial, which Hiscocks correctly refers to as an "Operational Trial."

JAPAN

By the mid-80s, Japan was already in the vanguard of graphic design for its telephone cards. A noteworthy card is the one produced by Tamura Electric Works and designed for use in its

telephones on exhibit at Telecom '83 in Geneva, Switzerland.

NORWAY

An 18-month trial utilizing 15 payphones supplied by the French company Crouzet, was initiated in the Lillestrom area during 1984. Among the four new chip cards produced, a French "pajama"-embossed "ESSAI NORVEGE" was used as a service card by the maintenance personnel, with the other three (5, 15 and 40 units) sold to the public.



Fifty-unit Landis and Gyr cards [1] from Finland are very rare; a 1985 German card used on the ICE high-speed trains [2].

American Tele-Card Expo

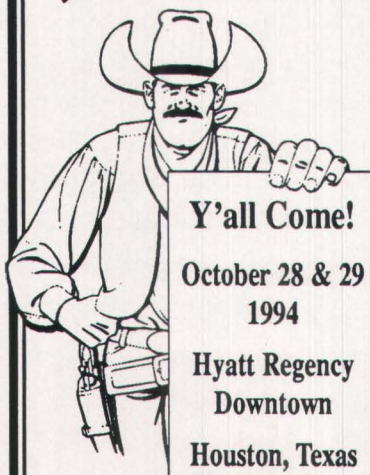


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Phone Cards get a *Brilliant* Forecast

Part 1 of 2

By Larry Brilliant



Here come the telephone cards! And here comes a new art form — the joy of collecting something new, the sense of excitement about a rapidly growing new industry, and fun, fun fun..

From the moment three years ago that Brilliant Color Cards manufactured the first U.S. remote memory telephone cards, by rounding the corners of a plas-

cards it showcases.

Today, phone cards are on the front page of the *New York Times*, on CNN, and in your local newspaper. Dozens of stamp shows, coin shows, and baseball card shows are featuring this hot new collectible. The most famous (or infamous) phone call of the year — Tonya Harding's call to Nancy Kerrigan's ice skating rink — was placed using a remote memory phone card.

But wait a minute! What are we talking about?

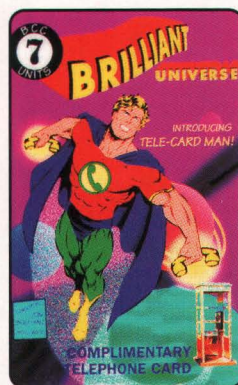
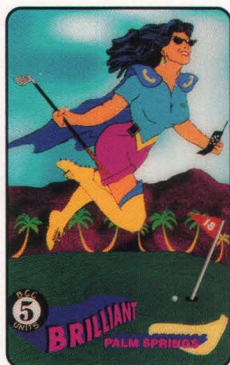
Barely one in a thousand Americans has ever heard of phone cards. What are they, what is their history, and how widespread is their use? Let's look at some data and see what the "Phone cards: State of the art 1994" is all about.

First of all, is this all so new, or just new to us? After all, the U.S. is not the first country to use and collect phone cards. Sorry, Uncle Sam, but if anyone is keeping score of which countries adapted phone cards earliest, we probably rank 50th or

Although never intended as a collectible, Brilliant's own promotional cards enjoy a strong following.

tic-coated business card with fingernail clippers, to today's high-tech digital works of art, thousands of designs have been produced and tens of millions of phone cards have been manufactured.

With the publication today of *Moneycard Collector* magazine, the phone card collecting hobby has taken a giant leap forward. Coin collectors, stamp collectors and baseball card collectors are beginning to find out that telecards are today's first "post modern" collectible. And *Moneycard Collector* is as beautiful as the



so in order of when we first utilized phone cards, and about 170th or 175th in the list of countries to use phone cards on a large scale.

Phone cards originated in Italy during 1976.

This international phenomena is now a teenager about 18 years old. And this teenager has captured the imagination of phone companies and collectors all over the world.

In the U.S., we have had many small-scale experiments with phone cards over the years. One of the very first was the Landis and Gyr "phonocard" prepared for the Intelepo '85 (April 15-18, 1985) in Washington, D.C. Like many other of the first U.S. experiments, this was a "stored memory" card, unlike the "remote memory" or 800-number cards that have flourished over the past three years.

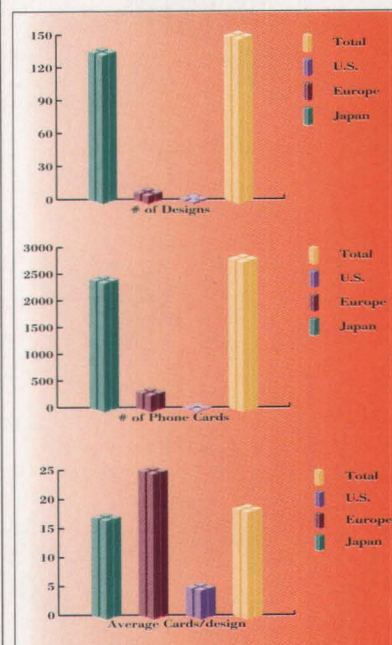
As of 1993, over 216 countries had issued almost three billion phone cards. And many of these cards – in fact, most of them – have come from Japan, which quickly seized the idea of telephone cards and made it into a national passion. More than 85 percent of all

the phone cards in the world have been issued in Japan.

It is also interesting to see how many designs have come from Japan; over 135,000 different phone card designs have been created in that country. Did you know that a common use of a Japanese phonecard is to celebrate a "hole in one?" It is customary for golfers who shoot a hole-in-one to issue a phone card for business and family friends – a bit like a happy father giving out cigars after the birth of a child.

The average production run of a Japanese phone card is 17,000. Contrast this with the U.S., where the average card is manufactured in much smaller quantities, since our market for these cards is so much younger and less developed. But the phone card market in the U.S. is booming, and 1994 production should result in five to 10 times as many cards as last year.

Table 2
Estimated Number of Phone Cards Produced,
World Wide (1976-1993 incl.)
by country of issue



Source: (for Japan and Europe) Gary Felton, "Phone Cards in Brief", *Telecard World*™, Vol 1, Number 1, March, 1994; (for U.S.) S.E.R. Hiscocks and C.M. Garibaldi, *Telephone Cards of the World: Part 2, North America, Caribbean and Atlantic*, World Telephone Card Publications, Ltd, PO Box 777, Colchester, Essex, UK; 1994

Current events, scenery and promotions all find their place on phone cards.

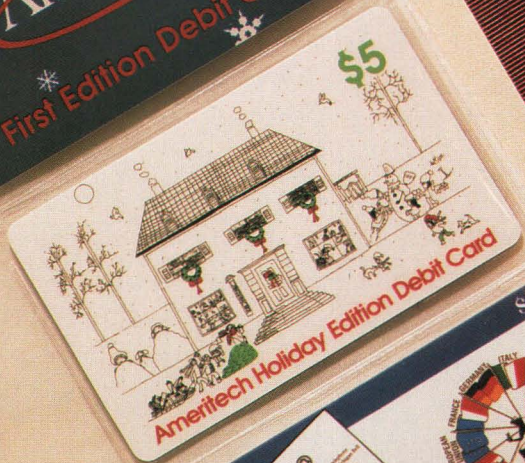


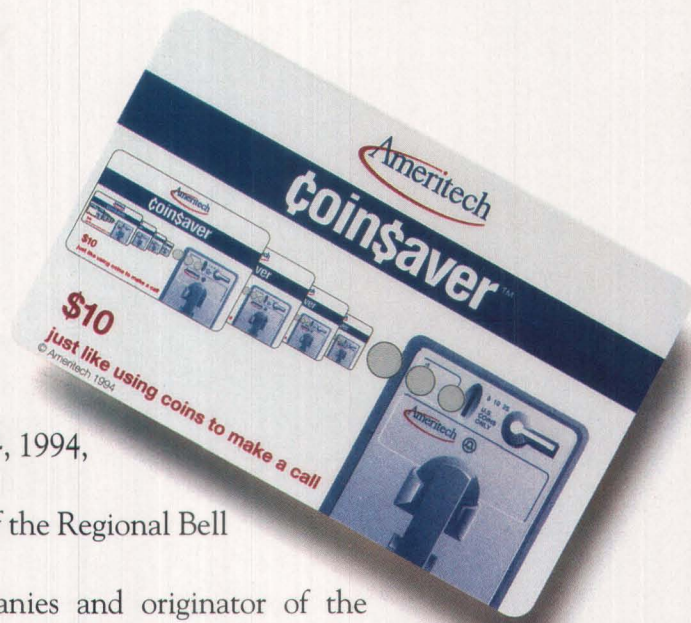
In 1988, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

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 CASH CARD, introduced the first
in a series of new debit cards being offered this year:
the **coinsaver**SM card.

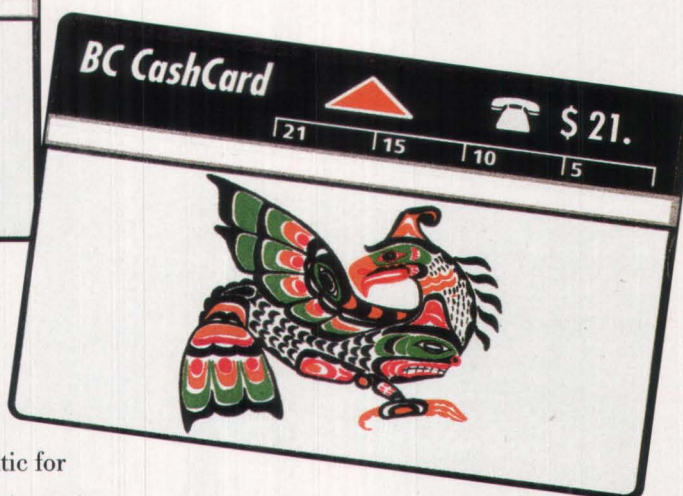
It's the only remote memory debit card issued by
a Regional Bell Company...it can be used at all
240,000 Ameritech Pay Phones. And it's backed by
Ameritech, an established Regional Bell Operating
Company servicing 12 million customers in the
Midwest. To obtain Ameritech cards, contact your
local debit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



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CRITICAL ART





DESIGN TO STRIKE YOUR FANTASY

D This month, for my debut as a design critic for *Moneycard Collector*, I'd like to examine two sets of phone cards — one Canadian and one American — with two very different “looks,” but related by the common theme of “imaginative creatures.” In evaluating their aesthetic merits, I'll focus on three components: the logo, usually made up of text and symbols identifying the card and/or its issuing company; the artwork or imagery accompanying the logo and text; and the design format or composition — how the logo and artwork are put together.

The Canadian set consists of five cards marketed in an impressive brochure under the title “Pacific Coast Indian Art Series”. The format, consistent throughout all five examples, is understated and elegant — a matte white ground edged with a narrow silver band — subtle and very classy. A black logo strip runs horizontally along the top with the words “BC CashCard,” a telephone symbol, and the denomination amount, all in white.

Beneath this strip appears the artwork — a single image of a highly stylized animal (either real or imaginary), such as a sea otter, eagle, thunderbird, or sea monster. These animals derive from the traditional forms and subjects of Pacific Coast Indian art, and were taken from a series of prints by artist John Nelson, himself a member of the Kwakwaka'wakw nation, one of the native peoples of the Northwest Coast.

Working respectfully within the aesthetic of his tribe, Nelson rendered these creatures very close to their traditional prototypes. They are comprised of

simple calligraphic shapes, especially ovoids and “U”s, repeated in symmetrical or asymmetrical combinations. The color scheme is in eye-catching black, red, green, and orange hues.

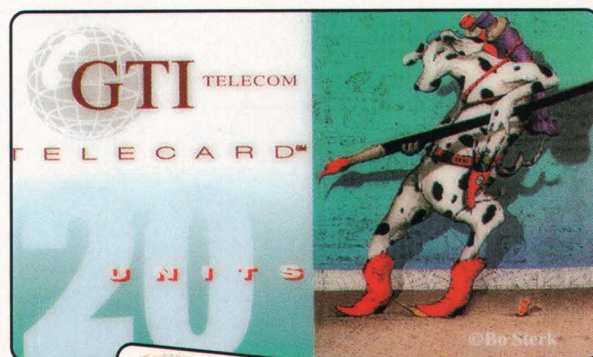
In their traditional contexts on blankets, masks, and totem poles, these creatures most frequently appear in combination with other animals, as part of larger compositions. Seldom would they be presented as single, isolated images as they are here.

Although departing from native tradition, this straightforward format focuses attention appropriately on the handsome animal images. These cards will appeal to collectors with a taste for design that is clean, clear, and bold.

By way of contrast, let's turn to the more idiosyncratic imagery on a set of four cards distributed by the American company, GTI Telecom. The artist here is Bo Sterk, who presents us with four delightfully “hip” animals dressed up as types straight out of today's popular culture: a surfer shark; a rock star alligator; a jazz guitar-playing duck; a cowboy-artist Dalmatian.

The specific forms of these creatures are difficult to describe; they seem to mutate before our eyes. Note especially their attenuated anatomy and gyrating poses, as if they were in the process of changing unpredictably, like the surprising shifts, jumps, and metamorphoses we experience in dreams.

British Columbia Indian artist John Nelson, employs a continuous formline of calligraphic shapes to integrate images of a sea otter, eagle, sea monster, thunderbird and the longhouse mask.



Sterk's
surrealistic
creatures
seem to
mutate before
your eyes.

Indeed, Sterk's imagery calls to mind Surrealist art of the earlier part of this century. Probing the realm of dreams and the subconscious, Surrealists hoped to reveal the truths and realities hidden deep within our minds, beneath rational thought. They used the unorthodox techniques of automatism — a kind of doodling — to generate spontaneous or unplanned images believed to spring directly from the subconscious.

Some of Sterk's creatures remind me particularly of Max Ernst's "frottages" — images developed from the random shapes produced in rubbings. Sterk may have been experimenting with a similar process, perhaps using a computer to generate random shapes which he then worked into his animal hipsters.

Much of Sterk's imagery is suggestive, a kind of visual "stream-of-consciousness." Associations of word, image, and idea play into one another in not-quite-logical ways. The Dalmatian, sporting cowboy boots, paint

brushes in his holster, and tubes of paint on his back, holds a larger brush as he might a guitar. (Perhaps he is a country-western artist).

The two-legged shark, wearing purple jams, hangs five while surfing a wave in front of two mountain peaks visible in the distance — a stylized setting reminiscent of Hokusai's famous woodcut, "Great Wave off Kanagawa with a View of Mount Fuji." This witty play of images appeals to more romantic sensibilities, those who enjoy whatever is indeterminate, offbeat, and highly individualistic.

Equally impressive is the sophisticated design of these cards. For one thing, letters and numbers are used as significant elements of the design. The typefaces used throughout are simple, yet produce a tasteful effect. Sterk's art occupies the right half of each card; the left side is given over to the GTI logo and the numerals designating the card's value.

Here, an airbrush technique is used to create a block of color starting dark at the bottom and fading to white towards the top. The numerals indicating the

unit value (10, 20, 30, or 40) are embedded in this block. The color varies with the unit denomination and repeats one of the colors appearing in the artwork to the right.

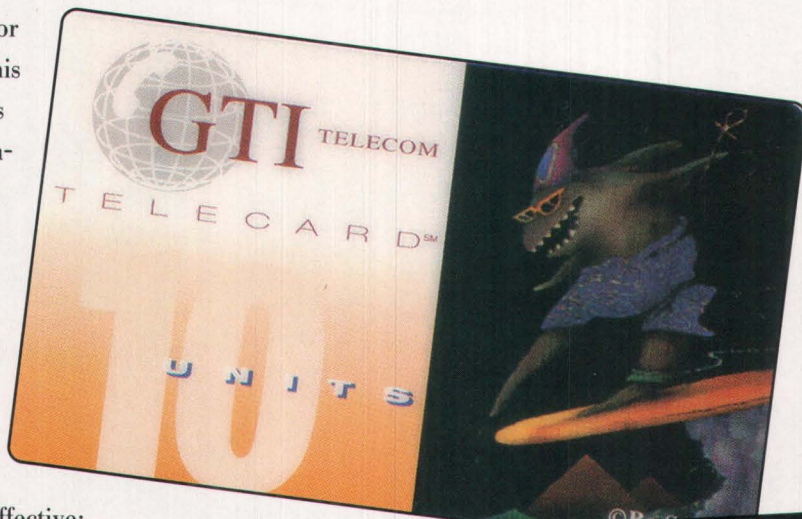
Positioned in the white space at the top is the GTI logo and the word "Telecard." The logo is especially effective: maroon letters spelling "GTI Telecom" are superimposed over a gray globe and extend into the adjacent space.

Inspecting the globe more closely, we discover that the "continent" in the upper left sector is actually in the shape of a telephone receiver—a wonderfully graphic statement of how telecommunications have "re-drawn" the boundaries of the world.

Either or both of these sets will be welcome additions to phone card collections. Although their imagery is quite different—traditional on the one hand, hip on the other—both sets rank high in aesthetic quality. They just go to prove an old adage: good design still can come on small packages.

Dawn Glanz

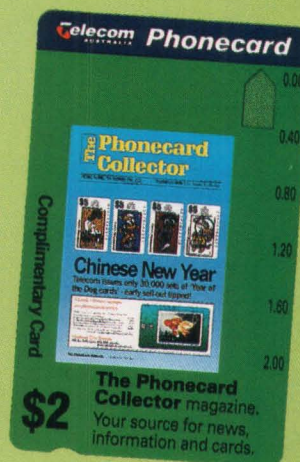
Dawn Glanz teaches Art History at Bowling Green State University in Ohio, where she also participates in the American Culture graduate program.



The sophisticated design of the GTI cards is almost as impressive as the original artwork.

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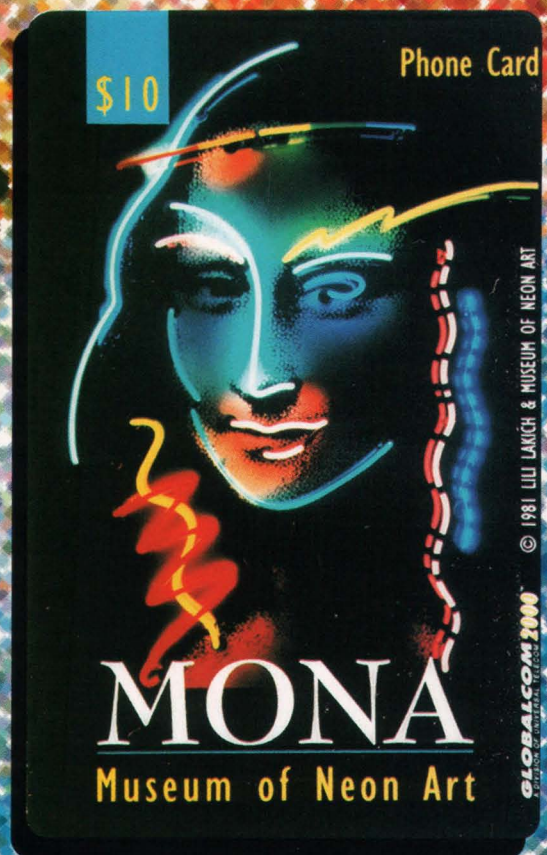
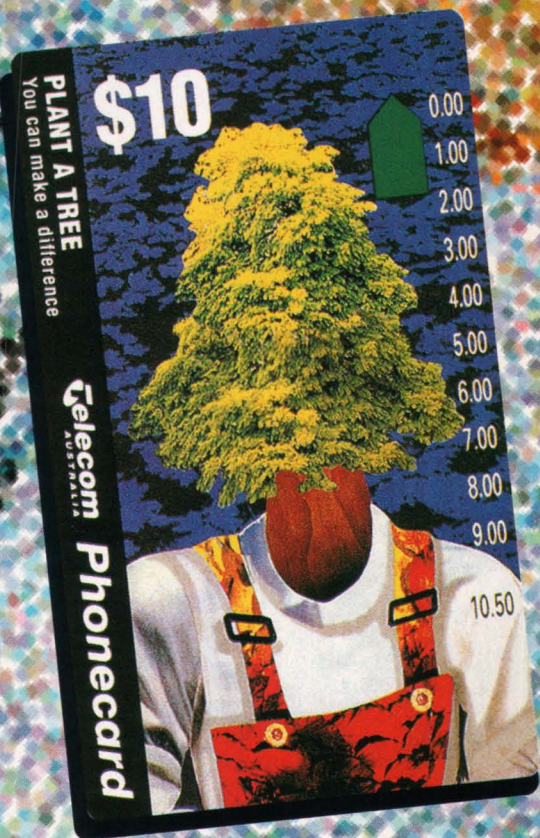
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The Silent Voice of Phone Card Collectors

By Dr. Gary S. Felton

Even though phone cards are a relatively new phenomena, critical analysis has already begun. Extensive research over the past few years has indicated that there are two sets of ingredients to the collecting of phone cards. The first has to do with the cards themselves. Far and away the major appeal relates to what we see up front. Most phone cards are very attractive and artistically appealing. It's these qualities – the illustration, the graphics, the beauty of the image, the artistic picture, the wonder of the focus – that usually reel us in to the card. They catch our eye and lure us in with ease.

In a number of ways these artistic features speak strongly to our aesthetic sensibility and resonate with the parts of our psyche that relish beauty, form, shape, space, and color. Well designed cards grab our attention. A phone card is essentially a miniature piece of art – art which is easily attainable and affordable and appeals to a wide cross-section of people throughout the world.

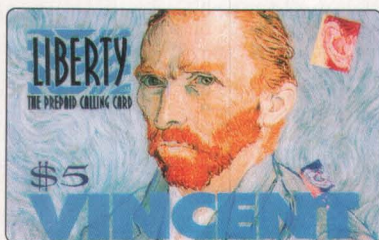
People also buy and collect phone

cards because they are sound financial investments that not only retain their full value (if unused), but continue to increase in collectible value over time. A significant portion of hobbyists are involved for this reason. Basically, one set of collecting ingredients is related to the artistic/graphic and economic factors and our general responsiveness to cards per se.

The second set of ingredients is related to emotion. The Latin-based phrase “vox populi,” which literally translates as “the voice of the people,” has come to mean essentially “popular sentiment,” where sentiment generally equates to opinion. Looking further, Webster indicates that sentiment has a more extensive meaning as well, having to do with “emotion-

al idealism; romantic or nostalgic feeling verging on sentimentality; refined feeling; delicate sensibility, especially as expressed in a work of art.” This second reference

A phone card is a miniature piece of art — art which is easily attainable and affordable.



describes several elements of an overall process — a silent voice — which takes place in and among telephone card collectors, particularly those who are enthusiastic and active about gathering these miniature works of art.

I am referring here to collectors who are in the hobby primarily for the love, enjoyment, feeling, or special sensation and experience which emerges from collecting. These benefits include meeting other people;

feeling the power and the joy of a phenomenal worldwide hobby; enjoying the art and graphics of telephone cards; finding satisfaction in pulling out those cards from time to time and studying their details; looking at them for the pleasures which they bring in the viewing or in just plain touching them; and figuratively bathing in the personal impact such collectible items have on us when we interact with them as our artistic treasures. This all may sound a bit much, but in fact, a great amount of research that I have conducted around the world on the topic during the past 11 years repeatedly has substantiated these findings.

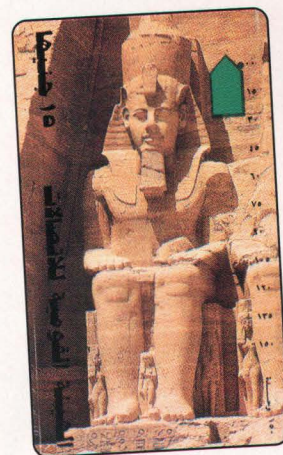
My research draws from two major resource areas: 102 50-item questionnaires which were completed and returned to me by respondents (from 21 countries) who subscribe to the world's first international collectors' journal *International Telephone Cards* (in which the blank survey form was published), and more than 300 interviews

and conversations with telephone card collectors in 25 different countries around the globe.

Over the years, I have been anecdotally gathering information about who we are and what motivates us to collect. In fact, the findings of the informal observations closely match those of the formal survey (above). Complete survey results are available in a profile of who we are as telephone card collectors, published in the above journal, Volume 7, March/April, 1993, page 38 and Volume 8, May/June, 1993, page 54.

One fact stood out above all the others: in addition to our powerful draw to telephone cards, 85 percent of us seriously accumulate other collectibles as well. The lofty percentage is certainly noteworthy. For one thing, it suggests that we really need to study the entire process of collecting, rather than specifically the collecting of telephone cards.

In our situation, telephone cards just happen to be the vehicle through which we show our interest in and often our need for collecting. This fact does not detract at all from the significance of the main theme we focus

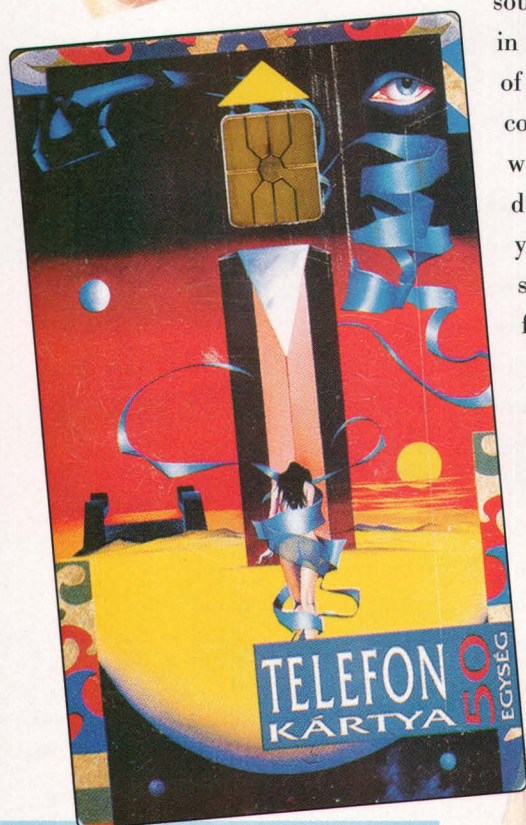


on, the telephone card — it simply means that the picture is much bigger than our 54mm x 86mm collectible.

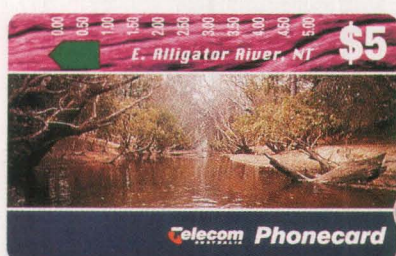
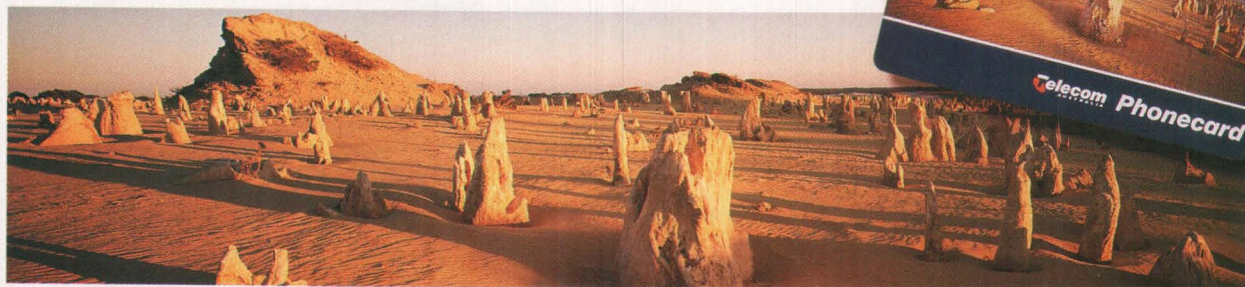
Public Time

I am fortunate to be one of the early collectors of phone cards, having jumped into the international arena in 1983 when the only sizable playing field was Japan. The Land of the Rising Sun was the first participating country to switch (in 1982) to the use of the telephone card on a comprehensive national scale. From that time until now I have talked at length with several hundred active collectors in my travels throughout Europe, Asia, and North America, and with more than 40 dealers around the globe from the United States to England, from Malaysia to Oman, from New Zealand to South Africa, from Japan to Germany.

When I have



In addition to phone cards, 85% of us seriously collect other things as well...



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The target object — the phone card — allows us a relevant and meaningful way to say "hello."

explored the bigger picture about collecting telephone cards with these collectors, what almost

universally emerges is their sentimentality. This trait is the major fundamental ingredient underlying why phone card collectors collect at all. Here we are refer-

ring to the second definition of sentiment offered earlier, and it shows up in a number of ways. Perhaps its main reflection is our affinity towards meeting and interacting with other collectors. Almost every one of my contacts has substantiated this characteristic, not only through the meeting experience itself, but in my finding that collectors consistently report their pleasure and enjoyment in getting

together with others and the common forming of meaningful and lasting friendships which usually follows.

One of the validating aspects of these findings is that this sentimentality also shows up in many other hobbies which involve collecting. As a major collector involved with different hobbies over the years, I have found that most collectors exhibit some degree of the traits found in phone card collectors.

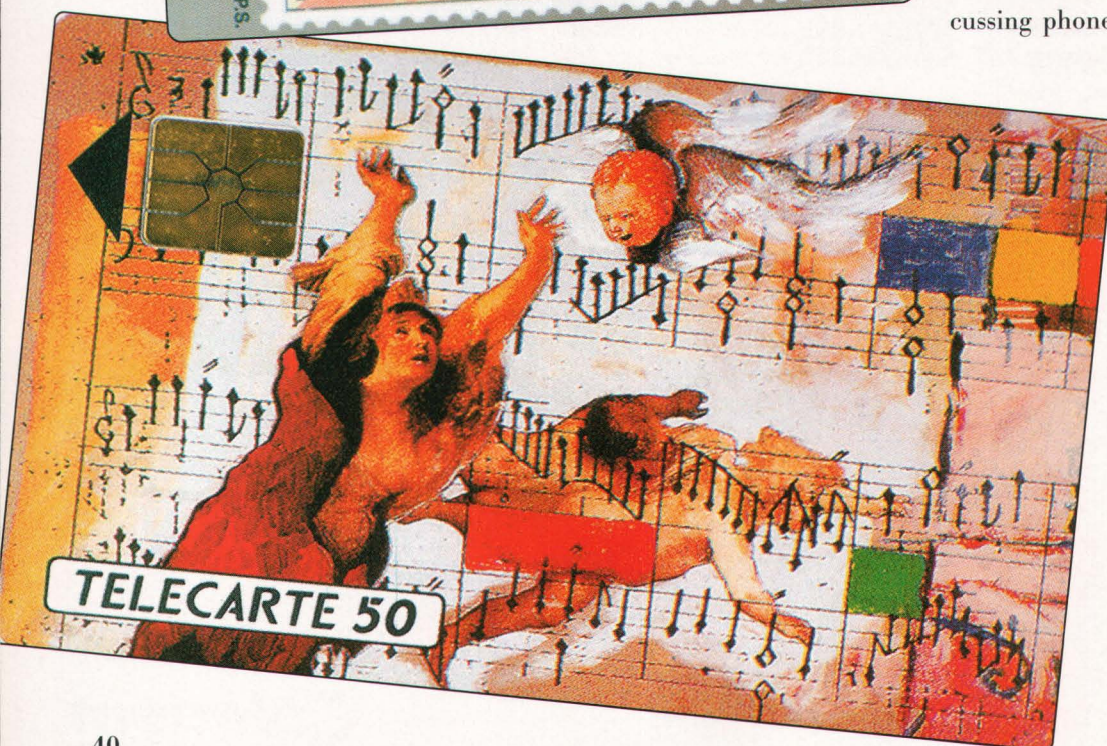
Most of the time it may seem that we interact with other collectors or dealers (who usually are collectors also) at a more earthy level of discussing phone

cards per se — rarity, value, trends, dealing, trading, etc. However, what most collectors say is that it really is a marvelous opportunity for us to meet people with whom we seem to share similar values, attitudes, and overall interests in life.

We are active with our hobbies in many ways and find that the concern and focus of our attention — the collectible object itself — essentially is a carrier by which we meet other people who are similar to us, which is why they feel familiar. The target object — the phone card — allows us a relevant and meaningful way to say "hello," not only through the actual personal introduction which we all go through at card fairs and conventions, but through this convenient and loved, close-to-our-heart item that we so fervently seek, collect, and cherish.

Private Time

It also is true that all of us at one time or another sit down with our prized collectibles and essentially study them, look at them, feel them, or just hold them. Although we usually do not think of it conscious-



ly, the act of demonstrating any of these behaviors or engaging in any of these experiences is itself a reflection of sentimentality and/or nostalgia. It's this side of sentimental expression which does not involve interaction with other people and therefore affords us some private moments with our collectibles and some personal feelings about them. Like other collectors, this quieter personal reflection nurtures our psyche and our soul in many ways as well, and when balanced with the active exchanges with other people, gives us an overall feeling of fulfillment about collecting and specifically about gathering telephone cards.

Collectors need to reflect privately and evaluate their collection and how it makes them feel. There are many individualized aspects to our approach towards collecting phone cards and this quiet time allows a sense of experience about

them. Collectors really do not have to talk or even think much about what we have in front of us. It is this arena and time in which collectors essentially just freely roam the different sensations or associations about what their collecting and their collection is all about.

Staying On Track

Now what does all of this mean and where are we headed with it? At a time in our world when everything is moving so rapidly in the direction of super technology, information highways and the like (including our very

own telephone cards), and a more non-human/impersonal nature, it is indeed paramount to keep in mind who we are and all aspects of why we really are collecting.

As collectors of telephone cards our vox populi — our popular sentimental voice — speaks from our heart, as well as from our vocal chords and our wallets, and it is important to remember this as we, like surfers, hop on and ride the gigantic wave, the tsunami of telephone card collecting that is beginning to inundate us here in

the United States.

These wonderful collectible items rapidly have become the wave of the present and certainly are becoming the wave of the future. In fact, as already is true in Hong Kong, most likely telegery — the collecting of telephone cards — will be the hobby which internationally will surpass all other hobbies in terms of number of followers and overall popularity. As this audible explosion takes place, let us remain mindful of and listen to our common, silent voice, for that is the real story teller.



COLLECTORS' DETAIL

VINCENT VAN GOGH, Quest/Liberty, \$5(US), 6/93 issue, 250 produced, remote memory, plastic, Brilliant Color Cards; **RAD, BAD DUCK (Bo Sterk)**, GTI Telecom, 30 units, 11/93 issue, 112,500 produced, remote memory, plastic, ; **PLANT A TREE**, Telecom Australia, \$10(AUST), 11/93 issue, 100,000 produced; magnetic memory, plastic, Simone Tetof artist; **MONA**, Globalcom 2000, \$10(US), 12/93 issue, remote memory, plastic, Brilliant Color Cards; **HUNGARIAN POP ART**, Hungarian Post & Telecommunications, 50 units, 1994 issue, electronic memory, plastic; **RAMSES II (PHAROAH)**, Egyptian Post & Telegraph, £15. (Egyptian), 1992 issue date, electronic memory, plastic; **NATIONAL POSTAL MUSEUM STAMP**, GTS, \$10 (US), 1993 issue, 3,000 produced, remote memory, plastic; **BAROQUE**, Regie T/Arsenal Metz, 50 units, 385,000 produced, 9/91 issue, 520,000 produced, electronic memory, plastic; **PHANTOM OF THE OPERA (promotional)**, New Zealand Telecom, \$5 NZ, 1992 issue, magnetic memory, plastic.

IN THE CARDS

HELLO, IS THIS THE PARTY TO WHOM I AM SPEAKING?

"The rain in Spain falls mainly on the plain," or so we have been led to believe from the hit musical *My Fair Lady*. But Henry Higgins didn't have access to today's technology to help him teach the Queen's English.

If you are paying for English diction lessons, hold on to your wallet. For the cost of a simple, toll-free phone call, you can at least master the proper pronunciation of the English numbers zero through nine.

I am sure teaching you English is not what Sprint had in mind when it teamed up with Hallmark to produce the spectacular collectible greeting/calling card series recently introduced in the United States, but that is exactly what happened. Some bright individual within one of those two companies must have posed the question to management: "What do we do if the person isn't calling from a touch-tone phone?" The rest is history.

Hallmark is bundling a free 10-minute Sprint calling card with a select line of greeting cards. When you dial the toll-free number on the back of the Sprint calling card, you are asked to tap "1" on your keypad if you're using a touch-tone phone. If you fail to enter "1," your call is transferred and you are given the opportunity to dynamically engage with one of the most sophisticated artificial intelligence computers in the world.

You can tell right away by the change in tone and

inflection of the simulated computer voice that this is no ordinary machine. This is your first computer-graded English test. If you pass, you get a beep. If you fail, you get customer service and a real human being asks you what in the world you are doing. But this is more... much more. This is the beginning of the future of mankind's relationship with the phone. This is one of the first times that a machine has been placed in service which can actually recognize exactly what you are saying and act upon that information.

With this smartly produced line of greeting cards, Sprint is dabbling in the warm waters of seriously advanced technology. Don't worry if your mother can't even recognize your voice on the phone, the Sprint machine at the other end probably can.

Try it out for yourself. Visit your local Hallmark store (the cards are not available through Sprint) and pick out your favorite card. Go home, pop out the calling card, and get ready for the vocal virtual reality trip of your life. If you defeat the computer in this game of dialog — and the only way to defeat it is to cooperate with it — you will be rewarded with a 10-minute call to anyone you want so you can discuss what just happened to you.

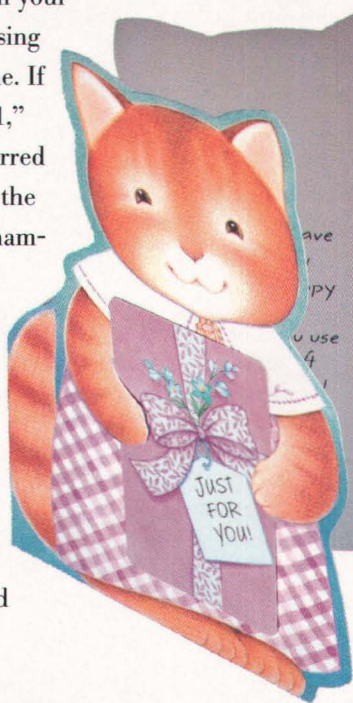
If you lose, just keep practicing. Remember, soon enough we will all be required to modify the manner in which we talk to fit the way these advanced voice-recognition computers want to hear us. This is only the beginning.

Now, repeat after me: "The rain in Spain falls mainly on the plain."

Bill Peay

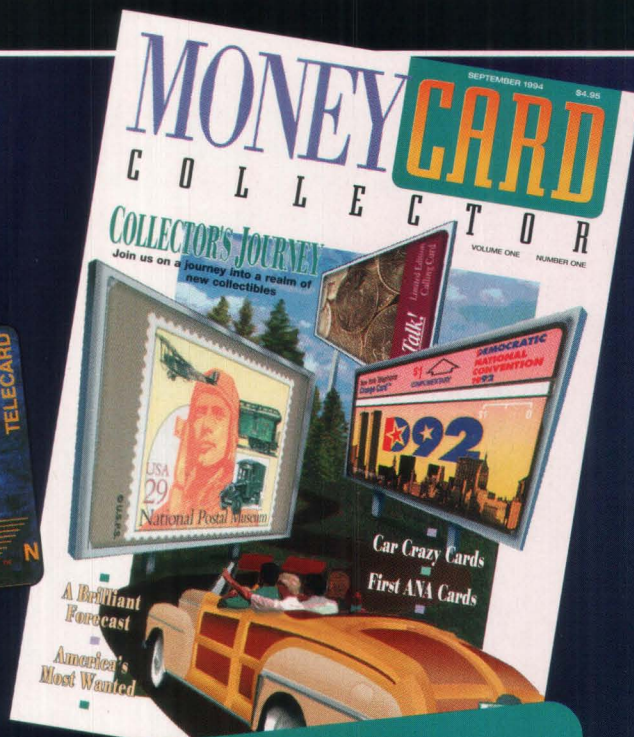


Get ready for the vocal virtual reality trip of your life with Hallmark and Sprint's new greeting/calling card.



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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.



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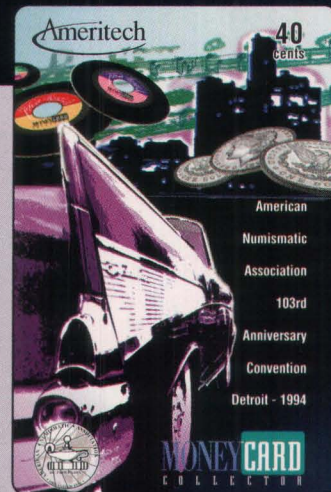
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COLLECTOR PROFILE

COLLECTOR GIVES HIS 'STAMP' OF APPROVAL: It seems appropriate that the first personality profile in Money Card Collector features an economics professor. Economics, as a discipline, requires its disciples to take a long-range view of the market being studied. And, with the rapid growth of the phonecard industry, it is readily apparent that long-range thinking will become a necessity.

Dr. Norman Hubbard is a Professor of Economics at New York City's City University. He has collected stamps for the past last 40-plus years. His ability to pull economics, stamps and phonecards into one tidy package made the conversation with him all the more interesting.

Q: How did you first learn about phonecards?

A: Back in the late '80s, I was exposed to a copy of the first catalog produced, by S.E.R. Hiscocks. Until then, I had never even heard of phonecards. I was

amazed to see the large number of countries producing these things because in the U.S., we still don't have that many of them. In fact, the great majority of people still don't know about them. They only started installing phone booths by the Staten Island Ferry about a year or so ago, and that was a small trial. We were there, all of us who were interested in telephone cards.

Then we were over at the Brooklyn Courthouse when they installed their booths.

Q: You collected stamps previously, correct?

A: Stamps are still one of my major interests. Of course, telephone cards have this connection, as they are mainly sold through the post offices of most European countries. The P.T.T. of each country is not only in charge of the mail, but also the telephone systems. So, there's an automatic link-up between stamps and phonecards.

Q: When did you get your first phonecard?

A: I was in Switzerland. I hap-

pened to be at the railroad station in Zurich when I spotted some odd-looking phone booths. When I went over to investigate, I saw some of the used telephone cards.

This was still the early years. There were no commemoratives. What I picked up were the early definitives. They were simple standard telephone cards that were made to deliver phone time. They would be equivalent to what we call the classics in stamps. They were purely utilitarian. They were not produced for collectors and had no collecting motive.

Q: I take it you like the fact that there's a utilitarian and denomination factor to phonecards.

A: Yes, that's another similarity with stamps that I enjoy. Not only do you have nations, but you have the denominations on the cards. And you have different denominations produced in sets. It's very much like stamps.

They also reflect the culture of their native country. It should be remembered that in the 1840s, stamps were on the cutting edge of the communications world. Similarly,

phonecards of the '80s are in the same position. Our current culture's link to electronics and technology is reflected in the telephone card.

Q:

Obviously, you've been collecting phonecards longer than most Americans. How do you see the growth of this industry?

A: It's very interesting in that the pace of modern living, modern communication, and the spread of information has created a situation where the time capsule for the creation of this hobby has been compressed tremendously. If you think of stamps, they started in 1840. For the first 30-40 years there was very little activity — they just weren't seriously collected. In the second half of the 19th Century, attention gradually increased and stamps evolved into the kind of collectors status they have today.

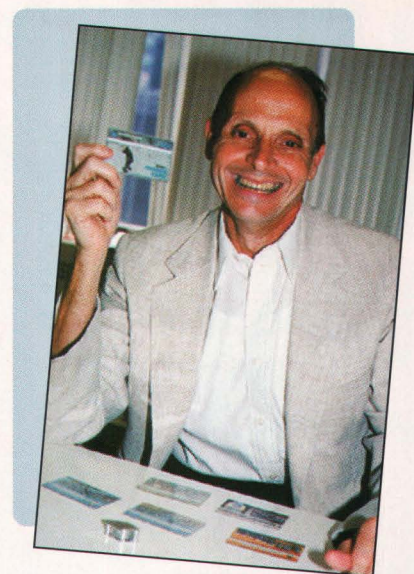
On the other hand, what I would call the "classic" phase of telephone

cards was from the late '70s to 1990. What took stamps about 75-100 years to evolve, happened with phone cards in a little over 10 years. By 1990, collector groups were established, catalogs were available, and magazines were well established, at least in Europe.

So the entire time frame has been extremely compressed, as far as telephone cards are concerned. To me, the truly collectible cards were the first "usage" cards that were made purely for use for the telephone. Now, we have all the cards that are produced with the only the collector in mind.

Q: I would imagine with this sudden growth, there are some negatives. What are they?

A: The proliferation — the huge quantity



of new issues that are produced simply to sell to collectors — is already a problem. They are being produced solely for collectors, and in part to force them into buying the merchandise.

The earliest card that we know of is from 1976. There's still some confusion, but it looks like the first card was from Italy, with a Belgium card issued right after that. The one thing that distinguishes these early cards from stamps was that the survival rate of the stamps was quite high. Many of them were saved with the correspondences that they were sent on. As soon as the early phone cards were used up, people threw them out. So the survival rate is much lower than the early postage stamps. This is going to cause

a problem because in the future there is going to be virtually no supply of the early cards turning up 30-40 years later, like there was with the stamps. Up until 1890, they were still finding bushels of the early stamps attached to their letters. You won't have that with telephone cards.

Q: So say you meet a new collector. What would you tell that person who's just starting out?

A: In the U.S., the magnetic card, the cards that are actually produced for the telephone — those are the cards of primary interest to me. Those are the true telephone cards, as opposed to the remote telephone cards, the ones with the 800 number and the PIN numbers. But as long as collectors are aware of

what they are buying, then I am a firm believer that they should collect anything they want.

Q: What about collecting topical cards in areas like Major League Baseball, the NHL, Marvel Comics and the U.S. Post Office?

A: There are large quantities of sports and celebrity cards being produced for the entertainment and enjoyment of collectors. If the collectors know what they're buying and enjoy them, fine. But they should recognize that these are not the same kind of cards as the historic cards that were sold with bubble gum up to the late '80s. The same thing happened with sports cards. It's a different world.

Q: Some of the issuing companies are now rumored as having problems paying their phone bills.. What do you think about this?

A: I'm not surprised. The remote card field is so easy to get into; all you have to do is buy a computer, tap into a telephone system, and print the cards. True cards are a much more expensive operation. In fact, your big telephone companies are about the only ones that really have the

assets to pull it off.

Q: How do you feel about the long distance giants such as AT&T, MCI and Sprint getting involved in phonecards?

A: It's too early to tell how it's all going to evolve. Again, they produce remotes and I'm dubious of remotes. Not because of these companies, but all the other remotes that are forming. I guess I would make some kind of distinction between the remote cards produced by these carriers and all the new ones.

Q: Which cards do you personally collect?

A: I mainly collect the "classics" from the Western Hemisphere. The early American trial cards, like the Michigan Bells, NYNEX and the Iowa state trial cards are extremely important to my collection. I also like the ones from Canada that were tried out in a Naval Base.

Q: Don't you think most collectors will end up hybrids, with collectors who have their basic phone cards, as well as some commemoratives that strike their fancy for aesthetic or speculative reasons?

A: There will be

mixed collections, and you'll also see people who collect specific topics, and those who will try to get one of every card made, regardless of who produced it. One recent catalog listed over 1,500 U.S. cards, and I'm sure you'll find some people who will try to get all 1,500 of them

As you can guess by what I've been saying, I am not enthusiastic about the remotes at all.

Q: Give us your crystal ball forecast for the hobby.

A: I think there will be a growing dichotomy in the hobby between those who value the true "usage" cards, and those simply interested in pretty pictures. The remote issuers will be mostly producing cards for the second group. Then you have companies like NYNEX, who are in to it to produce mass quantities to replace coin operated public phones.

Other than that, I see both the industry and hobby enjoying tremendous growth within the next few years. It most certainly will be an exciting time for collectors of all types of cards.

Steve Fritz



AMERICA'S MOST WANTED

WORLDLINE MARILYN MONROE SERIES

This listing of some of the most popular phone company cards has been compiled using data supplied by the following dealers: RMC International Telecards (Denver); Americards, (Bellevue, Wash.); PM Cards/Powell Associates (New York); and Keep the Change (Orlando). Not all cards were available for illustration.

Marilyn is as hot today as she was during her prime, and collectors can't get enough of her. Though scarce (500 issued), the premiere issue cards are already selling at several times their face value.



SPRINT WORLD CUP SOCCER CARDS

Caught up in the publicity surrounding the U.S. hosting the World Cup soccer extravaganza, domestic card collectors have responded with a rush to collect this four-card series.



AMERITECH COINSAVER CARDS

Collectors are just beginning to discover "Baby Bell" Ameritech, and they are buying as many of the company's cards as they can find. Along with a relatively small quantity produced (5,000), the CoinSaver cards are popular for their magnetic strip, which automatically speed-dials the PIN and 800 numbers. The card design shown demonstrates the practical objective of replacing coins with plastic as the payment medium.



GTI COMMERCIAL CARDS

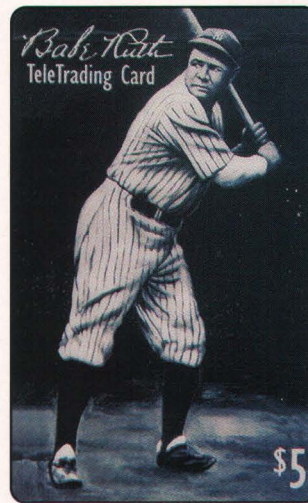
With its consistent layouts and prudent use of color, GTI cards are generally considered beautiful by collectors. But the greatest factor behind the cards' popularity seems to be their low domestic phone-time rates - around 25-cents per minute. Most appealing among the GTI cards are the Bud I Airship and U.S. Space Shuttle cards.

U.S. WEST NATIVE AMERICAN SERIES

Five cards in this new set feature native American scenes. The short 5,000-card run ensures that this series will remain much in demand. It currently ranks with several dealers as one of the best-selling series over \$100.

TELETRADING CARDS BASEBALL LEGENDS SERIES

Picturing some of the greatest diamond stars of all time, Teletrading has created a sensation among sports card collectors. The series will continue with additional members added to the list of all-time all-stars.

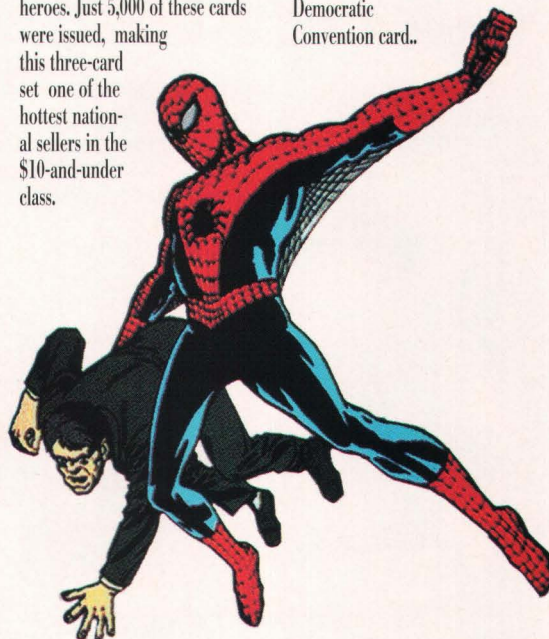


Other popular cards drawing attention include the GTS X-men series, NHL team cards, '69 Mets series and '94 NHL All-Star game; the

ACMI Green Bay Packers and Endangered Species sets; the NAT Traveler's Choice and Florida cards; Finish Line's NASCAR racing series; the Sprint Hallmark cards; Amerivox Elvis and Parillo Indian cards; Liberty's Atlanta and Waves cards; GTE-Hawaii cards; and the NYNEX \$5.25 Democratic Convention card.

GTS MARVEL COMIC SERIES

Probably the most popular of the comic cards are Marvel super heroes. Just 5,000 of these cards were issued, making this three-card set one of the hottest national sellers in the \$10-and-under class.

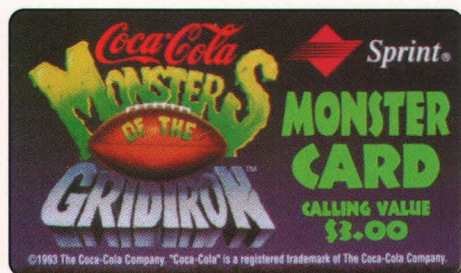


NYNEX LILLEHAMMER LUGE CARD

Last of the Landis and Gyr cards made for NYNEX, only 25,000 of them were issued, compared to the usual run of 200,000. With the card on nearly everyone's Top 10 list, one dealer's supply was totally gobbled up in just three weeks.

TELETRADING WIZARD OF OZ SET

This is the first set of cards produced with images taken from an actual film classic. It was one dealer's top seller for an unprecedented three consecutive weeks.



SPRINT / COCA-COLA MONSTERS OF THE GRIDIRON CARDS

The first phone card to combine the logos of Coca-Cola and Sprint, these cards were initially distributed at the '94 Super Bowl. Unfortunately, few knew what they were holding and most of the cards were discarded. When word got out, the remaining supply was quickly purchased by collectors.

TELECARD TRADING ASSOCIATION

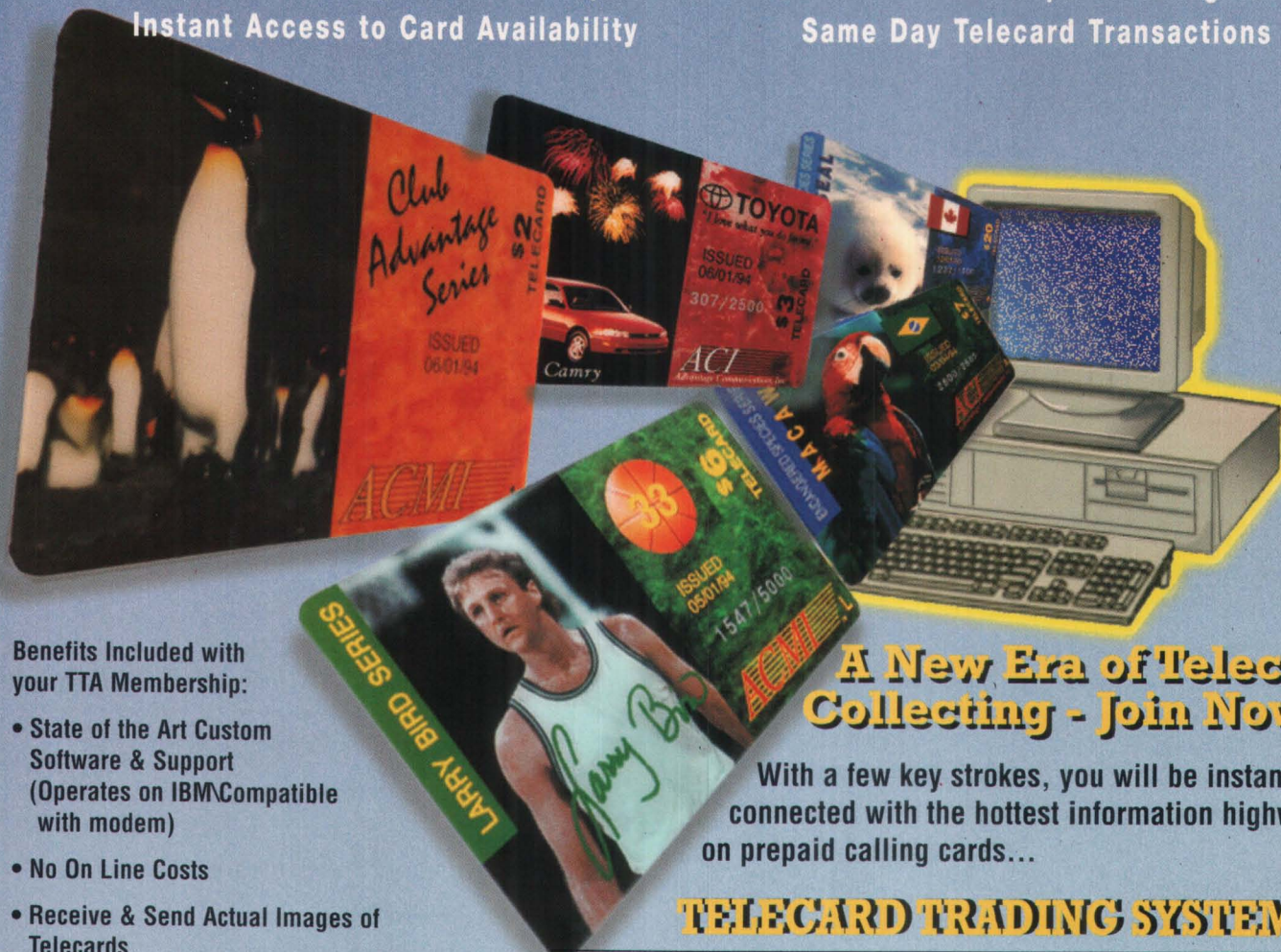
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Country:	ANNUAL MEMBERSHIP FEE		\$40.00
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<input type="checkbox"/> Check if someone referred you for membership. Name of Referring Member _____			
<input type="checkbox"/> Check if you wish to receive Telecard Trading Software			
METHOD OF PAYMENT:			
<input type="checkbox"/> check	<input type="checkbox"/> money order	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard <input type="checkbox"/> Am. Ex. <input type="checkbox"/> Discover
CARD NUMBER			
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>			
EXPIRATION DATE:		CARDHOLDER SIGNATURE _____	

ERRORS & VARIETIES

FIRST ANA

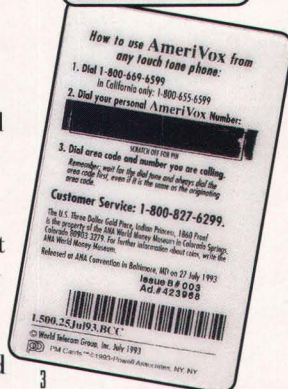
CARD TRAVELED ROCKY ROAD

Mention phone cards to a coin collector and one particular card frequently comes to mind — the first telephone card to feature a U.S. coin. Issued at the annual American Numismatic Association (ANA) convention in Baltimore during July 1993, the card nearly became history even before it was issued. The story behind the card, as related by Luis Vigdor of PM Cards/Powell Associates, is a fascinating case study of foresight, good planning, and most of all, trust.

The idea for an ANA phone card started with Luis Vigdor, a former coin dealer from New York, at just about the same time he had become an Amerivox representative. Since Amerivox included in their service package a complete plan to produce cards for non-profit organizations, Vigdor immediately thought of the ANA.

A presentation letter was written to David Ganz, a member of the ANA board, who forwarded the letter to the ANA headquarters in Colorado Springs, Colo. The ANA was intrigued with the idea and approved the contract, subject to a final vote of the ANA Board of Directors.

Since he felt assured that the ANA board would okay the contract with Powell, Vigdor proceeded to develop the cards for unveiling at the ANA convention in Baltimore. No official advertising or press releases were possible since the project still had to meet final approval from the ANA board, which wasn't meeting until the first day of the convention. Therefore, everything was prepared behind



All of the \$5 denomination ANA phone cards [1] feature the 1860 \$3 gold coin. On the reverse side, collectors search for such varieties as the original first edition cards [2]; "Issue B" cards [3]; and second printing cards [4]. The middle two cards are labeled Issue #003 and Issue B #003.

the scenes, assuming that the ANA board would grant approval.

The sole pre-release publicity came when the author ran a message on the Coin Net Satellite network. The phone sat in silence as I waited for coin dealers to jump on the chance to buy these highly collectible cards. But no one seemed to show even an inkling of interest in the project, or telephone cards in general.

Several designs were presented by Amerivox and reviewed by PM Cards/Powell Associates. Two of these designs, a \$10 card with the 1907 \$10 Indian Gold Eagle and a \$5 denomination card with the 1987 Proof Silver Eagle, were rejected. A \$5 card, with the \$3 gold coin of 1860 was accepted. A \$20 card with the 1926 Oregon Trail Commemorative half-dollar was rejected, but later accepted when the color of the coin was corrected.

Photography for the cards was provided by the ANA Coin Museum, and the text on the reverse side was supposed to indicate the attribution as such. Unfortunately, due to a misprint, the text of the \$3 Indian indicated that the coin, not the photo, came from the museum.

Test-run cards were produced, and because at that time they were of very little value, Vigdor inadvertently handed out every one of them at the ANA show. He later received a small quantity of each test card from David M. Eastis of Amerivox, who had run a special group of the cards for the first phone card show in Richmond, Va.

The finished cards were to be shipped to Vigdor in New York, just prior to his departure to the convention in Baltimore. However, due to unforeseen production delays, they

were still not ready when it came time for him to depart. Vigdor refused to give up on his plan to release the cards

at the show, and arranged for them to be shipped directly to him there via courier – if they were completed in time.

Vigdor was stuck in a really tight situation. He was about to launch a card that he didn't have final approval for, and now he might not even receive the card in time. Fate was on his side, however, as he received both the blessings of the ANA board *and* a Federal Express package at the convention, containing what are considered the first ANA phone cards.

In the shipment were approximately 200 of the \$20 denomination cards, 350 of the \$5 cards, the previously mentioned test cards and Amerivox literature. Vigdor hustled the cards to the ANA booth, where they were placed in a sales display case.

Vigdor excitedly walked the convention floor, introducing the concept of the cards to coin dealers he had known for years. Much to his disappointment, however, most of them met him with indifference, having no idea what he was talking about, and expressing little or no interest in the collectible cards.

Vigdor *did* manage to gain the confidence of Harry Forman, Fred Weinberg, and Jerry Bauman, who ended up purchasing cards. And as we now know, the handful of phone card dealers in attendance at the convention ended up purchasing every last one of the \$5 denomination cards in a matter of hours. Only a few of the \$20 cards were left, which the ANA later sold directly from its offices in Colorado Springs.

The production figures and markings on the reverse of the cards are a very important part of the history of these collectibles. An initial run of 500 pieces was produced – each of both the \$5 and \$20 denominations. The \$5 card was marked “I.500.25.Jul. 93.BCC” on the reverse side to signify the mintage and date of production (the BCC designates Brilliant Color Cards as the printer). The \$20 denomination was also marked “1.500.20.Jul.93.BCC” for the same purpose.

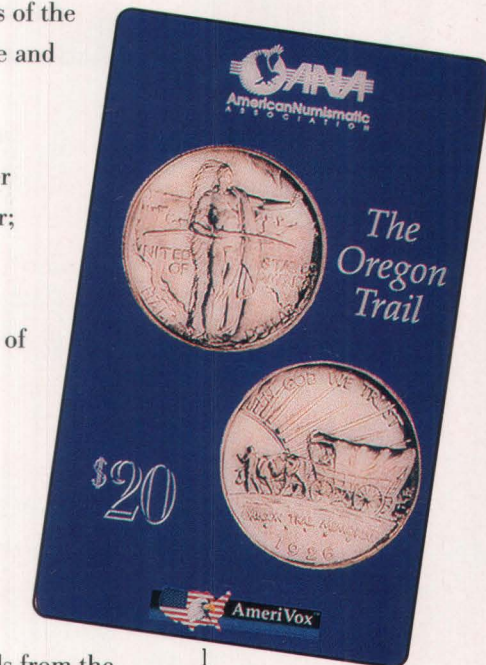
A second run of 5,000 cards of the \$5 denomination was then made and marked on the reverse, “II.5000.20.AUG.93.BCC.” The majority of these cards had silver scratch-off over the PIN number; however, a few featured black scratch-off. The varieties of the issued cards are an integral part of the history and identification of these cards.

To Vigdor's knowledge, the ANA cards were the first cards produced by Brilliant with the scratch-off device. Many of the cards were rejected and had to be reprinted. The reprinted cards from the first series of 500, unfortunately, were printed with the duplicate serial numbers.

One notable difference on the reprinted cards was the introduction of B-cards. Serial numbers on the reprinted cards contained the letter “B” to designate the second or “B” printing. Therefore, it is possible to find card “Issue #237” and also card “Issue B #237.”

When all was said and done, every one of the cards was sold within a few short weeks. Since then, the secondary market value of the cards has risen steadily. *Telephone Cards of the World Part 2* lists the value of the first edition \$5 denomination card at \$100 (mint, unused) and \$75 (used); while the second issues are valued at \$25 and \$15, respectively. The \$20 denomination card is listed at \$150 (mint, unused). Judging from want lists and recent price requests from all over the world, the \$5 card is still a high-profile card.

As the number of phone card collectors increases in this country, many of the earliest cards will become highly sought after and valuable. Undoubtedly, there will be stories about these cards, but I doubt if many of them will top the bizarre events and timing that surrounded the very first ANA phone card.



The \$20 Oregon Trail half dollar card (1) was initially rejected because the color of the coin was too yellow. The reverse side of the card (2) was marked 1.500.20Jul93.BCC to signify the first printing (1); mintage quantity (500), date of production (July 20, 1993), and the printer (Brilliant Color Cards).

Klaus Degler

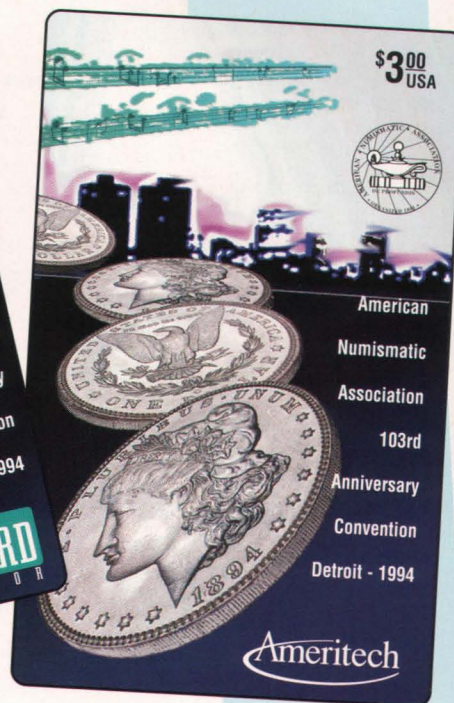
A.N.A. UPDATE

ROLLING OUT IN DETROIT
At a recent trade show, one speaker summed up telephone card design by exclaiming, "You know, it costs no more to put good art on a card than it does to put bad on it." At *Moneycard Collector* we strongly share this view. We're firmly committed to taking action that will encourage design excellence and innovation and thereby enhance this exciting new hobby.

Small wonder then that when the folks at Ameritech called us and asked if we would be interested in a joint venture phone card project to coincide with our launch, we quickly agreed. Below are the results of a collaboration between Ameritech, *Moneycard Collector* and PM Cards/Powell Associates, a prominent New York-based phone card dealer.

Both designs are the work of *Moneycard Collector's* talented art director, Teresa Wenrick. "I'm really pleased how the designs worked out," she said. "I think collectors will enjoy the dramatic look we've given to the cards and how we've incorporated two of Detroit's best-known industries — automobiles and music — into the city's beautiful skyline."

Murray Church



MONEYCARD COLLECTOR		PM CARDS/POWELL ASSOC.
40 cents	DENOMINATION	\$3
19,000	NUMBER ISSUED	6,000
Remote memory	TYPE	Remote memory
<i>Moneycard Collector</i>	ISSUER	PM Cards
Ameritech	SPONSOR TELEPHONE COMPANY	Ameritech
103rd annual ANA and launch of <i>Moneycard Collector</i> magazine	THEME	103rd annual ANA
Teresa Wenrick	ARTIST	Teresa Wenrick
None	EXPIRATION DATE	None
Plastic Thickness: 30 mil	PRODUCT SPECIFICATIONS	Plastic Thickness: 30 mil
Free to persons attending the ANA Detroit Convention	PRICE / AVAILABILITY	Dealer sales (est. \$9 - \$12 retail)
Moneycard Collector thanks the Metropolitan Detroit Convention and Visitors Bureau for its help in providing photographic references		

Keep The Change!

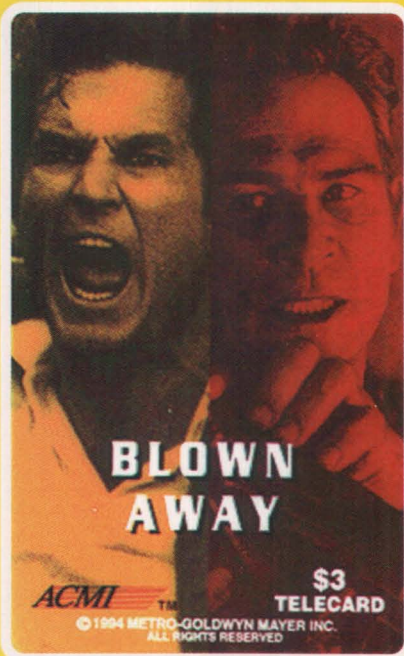
THE PHONE CARD STORE

ACMI
WORLDLINK
Prepaid Telephone Card

NAI
NORTH AMERICAN
TELEPHONE

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THE HOTTEST DUO OF THE SUMMER



THE
FIRST
MAJOR
MOTION
PICTURE
USA
TELECARD

Blown Away Card \$6
ACI-BLO-6

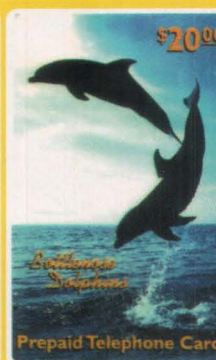
ACMI



THE ONLY OFFICIAL ESTATE LICENSED MARILYN MONROE CARDS. \$10
\$30 FOR A SET OF 3 ONLY 1500 PRODUCED. WOR-MAR-10/30

*LISTEN FOR MARILYN'S VOICE PROMPTS

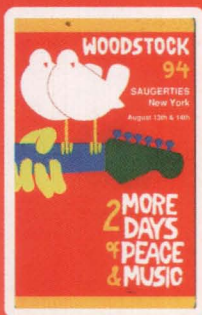
WORLDLINK
Prepaid Telephone Card



The Sea Critters
Collection

\$10 & \$20, NAT-CRI-10/20

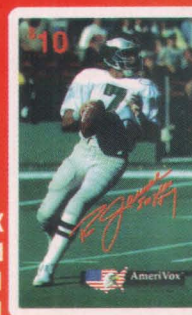
NAI
NORTH AMERICAN
TELEPHONE



GTS
WOODSTOCK II CARD
\$10
The First of the Series
GTS-WOO-10



Rembrandt Albums \$10, Pages .50¢, and Sleeves \$2. The best protection for your collection! KTC-152A, KTC-152P, KTC-153A



AMERIVOX
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\$21
AVX-RON-21

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PHONE: (407) 629-CARD

Qty	Item Number	Description	Size	Color	Unit Price	Total
					Sub Total	\$
					Florida Residents Add 6% Sales Tax	\$
					Add 10% INT'L. / 5% USA S/H (\$4 minimum)	\$
					Total (Include S & H)	\$

DEALER
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AVAILABLE

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Please make checks payable to Keep The Change, Inc.

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 ☐ Money Order/Cashiers Check
☐ Bank Draft in U.S. Dollars
☐ Mastercard
 ☐ Visa
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Card No.

Expiration Date

Authorized Signature Date

Name:

Address:

Country:

Zip:

Phone:

Fax:

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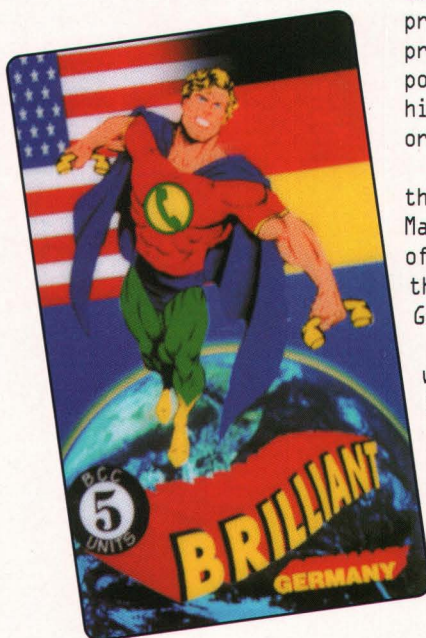
NEW ISSUES

continued from page 21

CARDS 'DUCKY' AT PREPAID Adding to a 60-year-old tradition, Prepaid Telecommunications International recently unveiled its U.S. Federal Bird Hunting & Conservation Stamp prepaid long distance phone card series.

Issued in cooperation with the U.S. Fisheries and Wildlife Service, the first set of the duck stamps were released July 1, 1994. The initial 10-card set represents the first duck stamps used from 1934 through 1943. The second part of the series, commemorating the 1944-53 stamps, is scheduled for release September 1, with subsequent 10-year additions to the series released monthly through December.

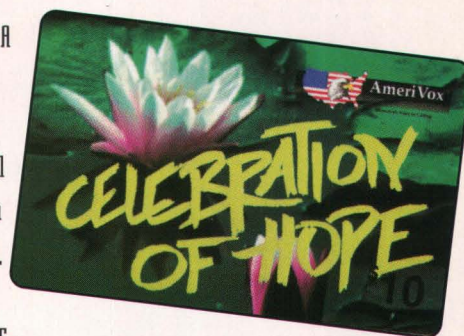
Phone service for the award-winning duck stamp cards is provided over Sprint's fiber optic network, with operator services provided by Intellicall. Quantities of each of the \$5 cards has been limited to 32,000. Contact Prepaid at (305)670-0393.



A 'CELEBRATION OF HOPE' AT AMERIVOX "A Celebration of Hope" is joining forces with AmeriVox to raise funds for children of war. The new calling cards will be marketed nationally through Jewish and Arab organizations, as well as churches, international peace organizations, and a giant World Peace Concert scheduled for 1995.

The concert will be performed simultaneously from Palestine, Jordan, Egypt, Lebanon, Israel and Syria, and will be broadcast by satellite to over one billion people around the world.

All cards are \$10 denominations, sold in packs of 15. Inquiries about the cards should be directed to event officials at (907)463-6720.



T ELECARD MAN GOES DEUTSCH Brilliant Color Cards and HT Technologies have combined forces to create the latest member of the TeleCard Man series, TeleCard Man/Germany.

Unveiled at the Essen, Germany phone card show in May, the card features a new printing process called digital photo printing, which enables the 100 percent polyester cards to be created with a much higher resolution and more dynamic colors.

The seventh in an ongoing series of the Family Calling Cards, TeleCard Man/Germany was limited to an issue of just 5,000. The card was the first in the series to be offered initially in Germany.

HT Technologies provided each caller with enough time for a direct-dial international toll-free call back to the U.S. or Canada. The cards utilize voice recognition technology (English, Spanish or French) in place of the traditional digital tones. For more information, call HT Technologies at (800)820-8980.

A LADDIN DEVELOPS SITCOMM A new card from Aladdin Systems allows users 15 minutes of free calling time to log onto on-line telecommunication systems or Bulletin Board systems.

The SITcomm phone cards are designed with a premium limited-time offer available only to the purchaser of SITcomm. Aladdin has the only telecommunications software package that works in conjunction with prepaid calling cards.

The new phone cards were printed by Brilliant Color Cards, with custom platform and telephone time provided by HT Technologies. For more information call HT Technologies at (800)820-8980.

ONLY PHONE CARD. IT'S ROBIN!

Ameritech has added a former professional baseball player to its growing roster of debit card products.

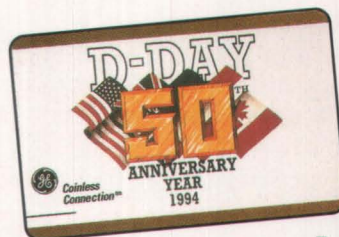
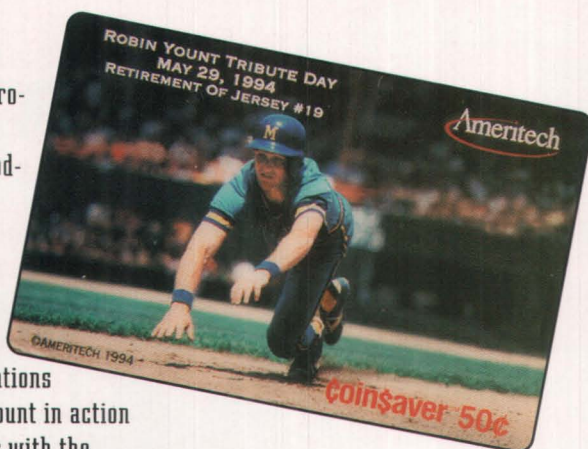
A commemorative Robin Yount series CoinSaver card was produced in conjunction with a special tribute day held May 29, 1994 in Milwaukee.

Four different cards (in denominations of 50 cents, \$2, \$5 and \$10) depict Yount in action during his illustrious 20-year career with the Brewers. The 50-cent cards were given away to 50,000 spectators who attended the special tribute game. The remaining cards will be sold by retailers in the Milwaukee area.

The Robin Yount phone cards, with their respective denominations and issue quantities, are:

\$.50	63,000
\$ 2.00	18,000
\$ 5.00	16,000
\$10.00	14,000

Contact Ameritech at (800)335-3329.



GE REMEMBERS D-DAY

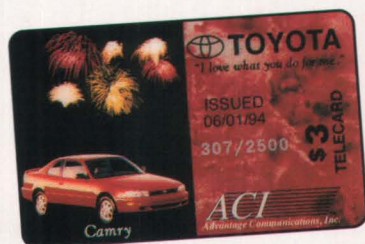
General

Electric entered the prepaid calling card competition with the introduction of its Coinless

Connection D-Day card. The new card features the flags of the United States, Great Britain,

France and Canada set against a white background, along with the text 50th Anniversary Year 1994.

The 10-unit prepaid calling card allows calls anywhere in the U.S. and worldwide. Network service is provided by AT&T. Call (800)261-0437.



LOVE WHAT YOU DO FOR ME...

Advantage Communications Marketing, Inc. has issued the first card in a planned series for Toyota. Attempting to communicate the Japanese auto manufacturer's excitement over the success of the Camry, the telecard features a new red sedan, with fireworks flashing overhead.

The limited edition cards will be available in four different denominations and quantities:

\$ 3.00	2,500
\$ 7.00	1,500
\$20.00	700
\$50.00	300

For information about the cards, call (901)763-2100.

PREPAID FLIES NASA SERIES I Prepaid Telecommunications International has added four more phone cards to its extensive NASA series. The four new cards brings Prepaid's NASA Series I total to 16 cards.

The new cards include images of the original Mercury astronauts; a modular space station deployed in outer space; the Discovery launch of the Hubbell Space Telescope; and the capture of INTEL-SAT VI aboard Endeavor.

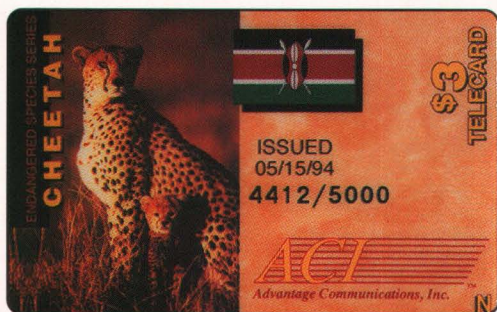
Each card comes sealed in a four-color process windowed envelope, complete with a description of the card enclosed. Phone time is carried over the Sprint network.

The cards with their denominations and issue quantities are:

INTELSAT VI	\$10	20,000
Hubbell telescope	\$20	10,000
Space station	\$50	2,000
Mercury astronauts	\$100	1,000

For information about the cards, call (800)825-2328.





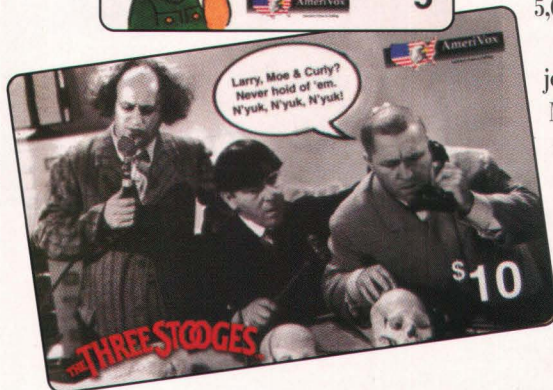
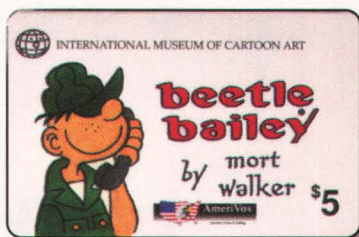
A CMI RELEASES CHEETAH Advantage Communications Marketing, Inc. has issued the fifth card in its endangered species series. The ACMI telecard features a beautiful wildlife photo of the fleet cheetah.

Issued in five different denominations, the "N" cards are sealed in a protective window envelope, along with a commentary on the plight of the cheetah.

Upon completion of the series, the letters on the lower right-hand corner of the cards will spell out "Endangered Species." The denominations and issue quantities are:

\$ 3.00	5,000
\$ 7.00	2,800
\$ 20.00	1,500
\$ 50.00	500
\$100.00	200

Call (901) 733-2100 for more information.



A AMERIVOX RELEASES PATSY, BEETLE, STOOGES AmeriVox has added three new limited edition cards to its already extensive collector card arsenal.

Country western legend Patsy Cline is featured in a colorized portrait card issued in June 1994. The \$10 denomination cards sell for \$11, with 5,000 issued.

Mort Walker's famous cartoon character Beetle Bailey is pictured on a five-card series. Each of the 5,000 sets sells for \$65.

The ever-popular Three Stooges are the subject of a \$10 denomination phone card. Larry, Moe and Curly are pictured in a black-and-white scene from one of their numerous comedies. Issue quantities number 5,000 on the new card. Call (415) 694-4977.

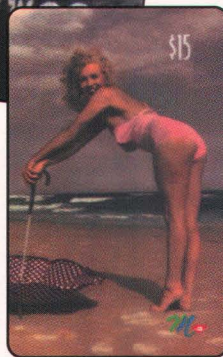
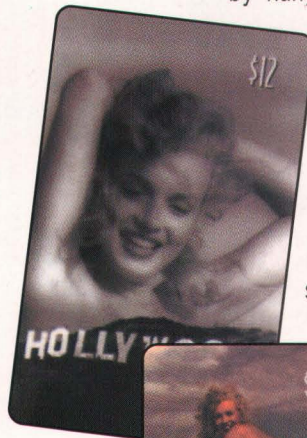


M ARILYN ON THE 'RADIO' One of the most popular film legends ever, Marilyn Monroe, graces the front side of four cards from Laser Radio. The images are long-lost photographs taken during the early part of her career by Hungarian-born fashion photographer,

Andre de Dienes, who buried them shortly after Marilyn's death many years ago.

Laser Radio will continue to release additional four-card sub-sets every four months, until the 20-card series is complete.

Issued in \$10, \$12, \$15, and \$20 denominations, Marilyn network services are provided by NOS. The company plans to issue 10,000 of each of the phone cards. Call (307) 378-2311.



C OMPANIES DONATE QUAKE CARD HT Technologies, ConQuest

Telecommunications and Brilliant Color Cards joined forces to donate 25,000 minutes of free telephone time to 5,000 victims of the Los Angeles earthquake earlier this year.

The "We Love L.A." card provided each recipient with five minutes of long distance time when they needed it most. When the five minutes expired, callers could recharge the card for as many minutes as necessary, using a major credit card.

For information, call (800) 955-9034.



GTS SALUTES SILENT STARS Ten of the silent screen's biggest stars are spotlighted on GTS phone cards issued recently.

Featuring the artwork of caricaturist Al Hirschfeld, the prepaid phone cards depict U.S. Postal Service stamps issued earlier this year. The limited edition set, numbering only 1,000 includes caricatures of Rudolph Valentino, Clara Bow, Charlie Chaplin, John Gilbert, Lon Chaney, Theda Bara, Zasu Pitts, Harold Lloyd, Buster Keaton, and the Keystone Cops.

The cards were issued in \$10 denominations (equal to 16 minutes of domestic long-distance time), with the full set running \$100. A first-day cover, which includes a \$10 phone card, costs \$20. For information about the cards, call (800) 929-4301.



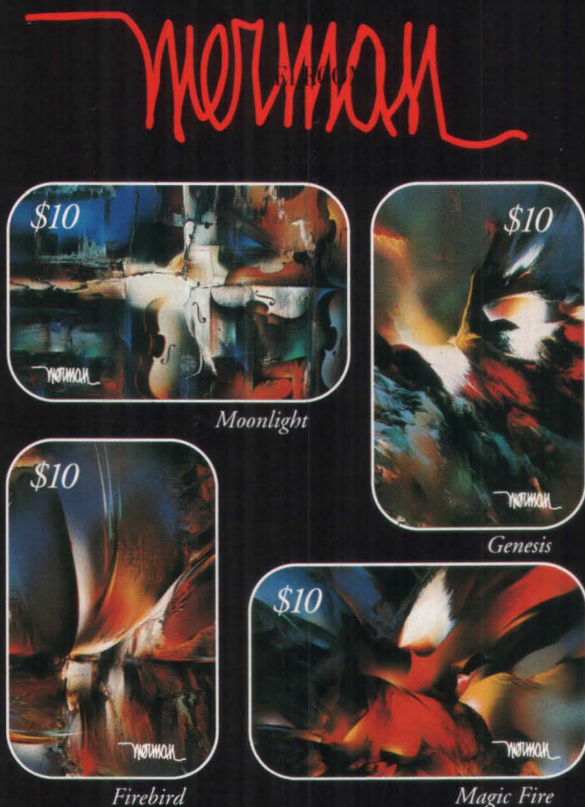
WYLAND'S WHALES FEATURED The first in a series of original paintings from one of the world's leading environmental artists will be featured on new AmeriVox phone cards.

Hawaiian artist Wyland has been contracted to release five of his famous marine paintings for the new phone card set. The five card series will sell for \$6.50, with 5,000 issued. Call (415) 694-4977 for more information.

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. 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; and Kennedy Center, Washington D.C.

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SEPT. 8-11

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SEPT. 29-OCT. 2

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American Credit Piece
Collectors Association
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US WEST and BC Cash Cards, US West set of 5 cards, \$150; BC Clinton/ Yeltzin, \$13; BC Commonwealth Games, \$18; Indian Art set of 5 cards, \$85. Phonecards of America, Tel/Fax (206) 243-2636. Internet kinebar.sfu.ca

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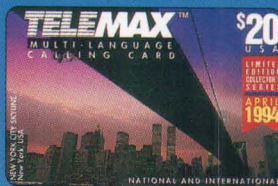
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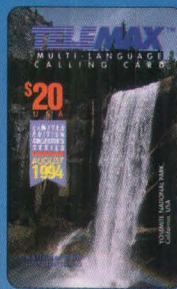
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M101 January 1994 \$20



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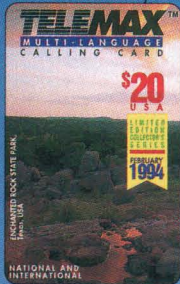
M108 August 1994 \$20



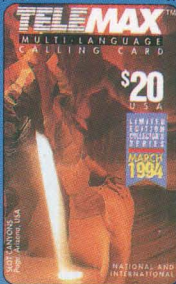
M105 May 1994 \$20



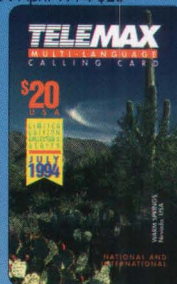
F3 First 3 minute sample \$3



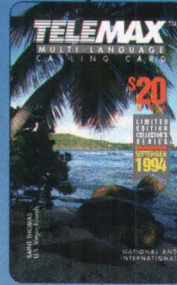
M102 February 1994 \$20



M103 March 1994 \$20



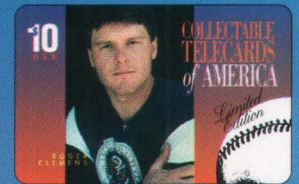
M107 July 1994 \$20



M109 September 1994 \$20



M106 June 1994 \$20



S101 Roger Clemens \$10



CL101 Dodo & the Gang \$5



CL102 Dodo & Tony \$5



CL103 Dodo & Dog \$5



CL104 Dodo \$5



CL105 Tony \$5



AC101 Excalibur \$3



AC103 Studebaker \$3



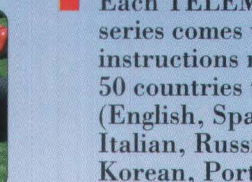
AC104 1929 Lincoln \$3



M100 1st Collectable \$5



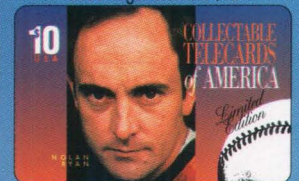
AC102 1937 Jaguar \$3



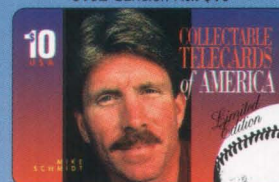
AC105 1923 Ford \$3



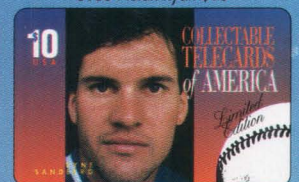
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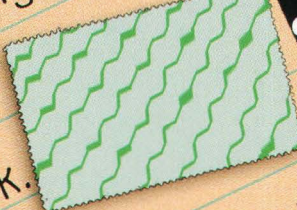


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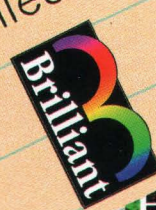


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