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OCTOBER 1996

VOL. 3 No. 10

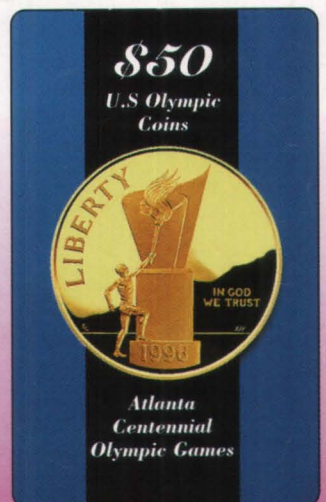
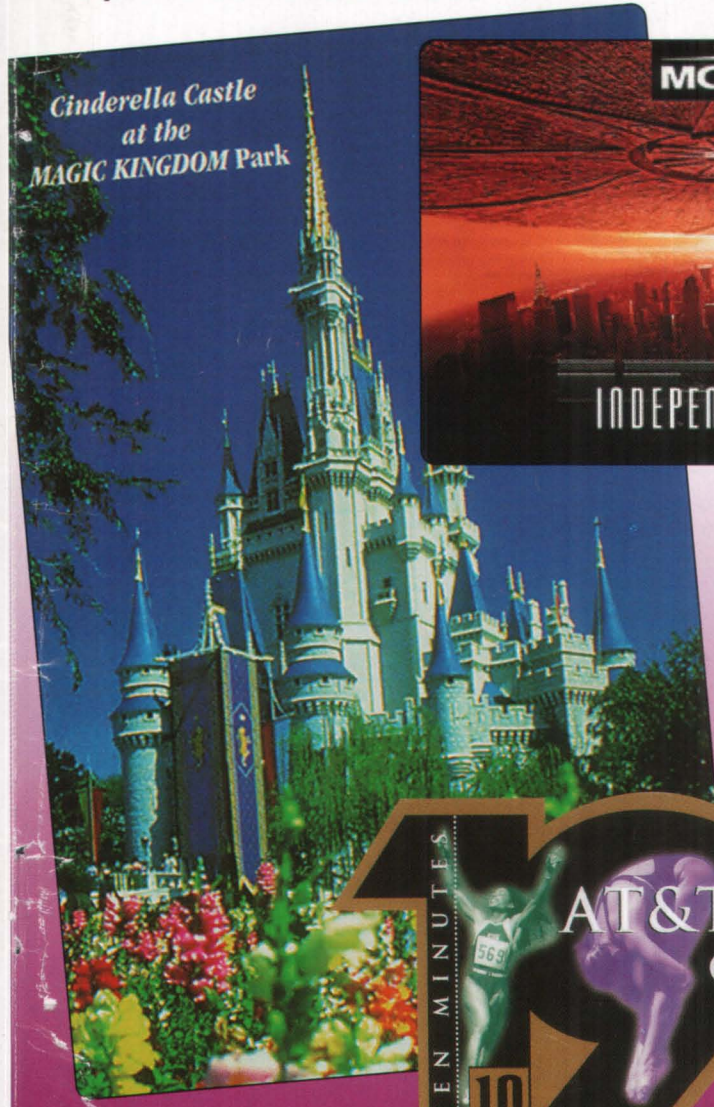
DISPLAY WITH HOBBY PUBLICATIONS

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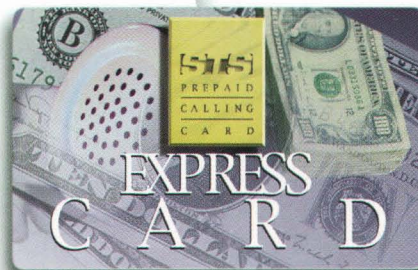
The June 1996 issue of SUCCESS Magazine featured editorial highlighting Strategic Telecom Systems, Inc.

What an accomplishment!

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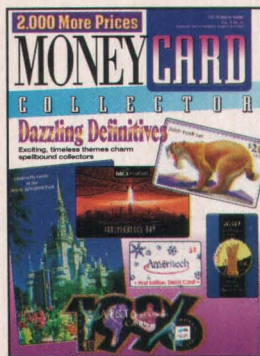
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*Contributing Writers*

## 6 Pedaling Cards

Phonecards haven't been around as long as bicycles, but the combination of cycling images on cards from around the world makes an interesting collecting theme, Dan Gindling writes.



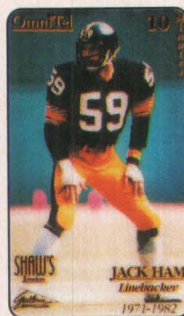
## 14 Enchanted Cards

Disney phonecards issued to U.S. employees and the first public test of cards at Disney World promise to pique the interest of Disneyana collectors, according to Nancy Blackburn.



## 76 First Down

Teamwork between carriers, issuers and the NFL players union should ensure American football fans catch some exciting phonecards this fall. Steve Fritz notes that the future for football-theme phonecards seems as solid as a 300-pound lineman.



## 82 Definitely of Interest

What is the most important phonecard in America? Survey says ... the Ameritech Snowflake card. Ron Ablers explains his survey and the 100 cards that make up the "Definitive Phonecard Collection."

**Baby Bell Notes** 10  
 With many of the RBOCs seemingly in transition, Art Becker takes the opportunity to look at how some Ameritech cards are performing as collectibles.

**Show Stoppers** 12  
 A Coke trade redemption program attracted interest at the 17th Annual National Sports Collectors Convention in Anaheim.

**Oh Canada** 13  
 VISA Cash makes a snazzy debut north of the border, reports columnist Rosemary Warren.

**Cards and Promises** 78  
 A call for phonecards that didn't work turned up refreshingly few complaints, with issuers hastening to correct problems and explain why errors occur.

**America's Most Wanted** 80  
 Color the new Crayola card as No. 1 this month, with the Canada Dry Penguins waddling into second. The Cracker Jack and Dennis the Menace cards slip several notches, but are still hanging in.

**Collector Profile** 86  
 Ohioans David and Jane Cloney started out looking for an investment, but were soon bitten by the collecting bug.

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“**M**oneycard Collector is dedicated to developing and supporting the collector market for telephone and other types of prepaid cards by providing entertainment, news and information for prepaid debit card collectors, dealers, issuers, manufacturers and users.”

For new readers of our magazine, that simple 35-word mission statement is what we're all about. For those who already know us, the words are ones that guide every edition.

One way we try to fulfill our vow to support the collector market is by speaking up when we find something amiss. Please see Page 78, for our update regarding collectible phonecards that don't work, and why. Is that kind of story important? Crucial, we think. Howard Segermark, executive director of the International Telecard Association, perhaps summed it up best: Coin collectors have no interest in acquiring slugs, so why would phonecard collectors want to buy products that don't work?

Another way we seek to inform is our project to develop a comprehensive catalog of U.S. and Canadian moneycards. Moneycard Cataloguer Tori Stone has been burning brain cells for months to develop our first catalog, transforming herself into a walking phonecard encyclopedia in the process. See her update below for more details on this exciting and exhaustive project.

Entertaining and informing moneycard collectors is the key of our success, and this edition offers some gems. Ron Abler's amassing of the "Definitive Phonecard Collection," (Page 82) and Nancy Blackburn's update on Disney offerings (Page 14) are just two examples.

Two collectors who really enjoy their cards are Jane and David Cloney. We found that this enthusiastic collector couple (Page 86) were bitten early by the moneycard bug. They continue to be true hobbyists who also keep an eye on the investment end.

We'll do more collector profiles in the future but need willing readers to step up and volunteer to share their experiences. Don't be shy. Nominate yourself or a fellow collector. If you're a dealer, nominate one of your customers.

Although I am new to the magazine, I confess that my sense of wonder just serves to fuel my excitement about this field. Just put me down as green and growing, like the moneycard-collecting hobby. Enough about me. The cards are the stars, and that's what this magazine is all about. Dive in.

Tom Williams, Editor

## CATALOG COUNTDOWN

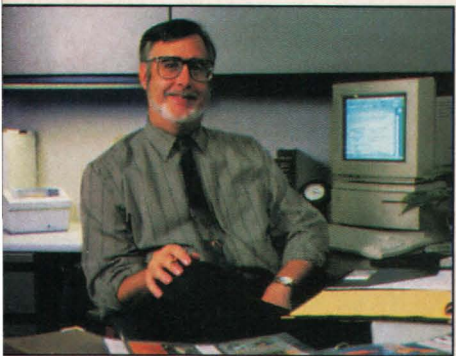
**S**ince we introduced the cataloging system a couple issues ago, we've been working at a fervid pace to introduce 2,000-3,000 new listings per issue in our Price Guide. The cataloging is going well, and as we gain more information, we see our vision of the catalog solidify a little more each day. Check out our newest listings, starting on Page 19.

As our catalog comes together, I have noticed an interesting trend: most issuers of prepaid moneycards have no idea that their cards are collectible.

But consider this: who feels more excitement about this product than a collector? Who knows more about the possibilities of moneycards and their inherent and lasting value? The joy of collecting is something all card issuers should cultivate, for believers are always the best sales people: they tell friends and coworkers about debit cards, they give them as gifts and, of course, purchase cards themselves.

So, collectors, as we work to bring you an efficient numbering system and an accurate reference guide, consider your role as the ambassadors of our industry and this hobby. You, as the believers, may take us further than any advertising campaign could. And issuers, as the suppliers of a product desired by so many, consider your role as those who, with quality products and services, will usher prepaid cards into the wallets, purses and hearts of people everywhere.

Tori Stone, Cataloguer



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# READERS ALWAYS WRITE

## Paying the Right Price

Living in Hawaii I add to my moneycard collection mostly through mail order purchases. I've dealt with several dealers and have encountered a wide spectrum of prices and service – mostly positive. In one case, however, a dealer was asking \$20 for a \$5 AmeriVox card that I wanted for my collection of coins on cards. Similar cards have cost me \$10 in the recent past. While I feel like boycotting over-priced cards, I'd hate to have a small mintage card slip by when it is first issued only to have to buy it in the secondary market for even more. Do you have any advice?

Thanks for producing the hobby's leading periodical.

Jock Goodman, Kapaa, Hawaii

*First, shop around. Perhaps other dealers have the same card and are prepared to sell it for less. Failing that, ask the dealer if he has other cards you are searching for and see if he will offer you an attractive package price. Also, might you have a card or two the dealer wants? Failing all of that, it boils down to swallowing hard, then buying the card or walking away.*

## National's Ups and Downs

I attended the National Sports Collectors Convention in late June and met many nice people.

The best part of the show was talking with the dealers and other collectors I met there. They are some of the nicest, most fun-loving people you can imagine. It became obvious however, that there is a glut of cards on the market, when I encountered person after person trying to trade, sell or dump stacks of cards to dealers or collectors or anyone who would listen.

I met a couple of friends who collect tennis phonecards and we toured the floor, searching for cards. I managed to pick up about a dozen different ones.

The one negative I continued to hear over and over from collectors concerned the National Coke cards and redemption process. I personally was told to turn in winners the first day so I might win better prizes. The punchout card winners were supposed to be scanned through a machine, according to the dealers who pre-sold the boxes of cards, to tell you what you would win. Instead, the cards were taken to a curtained-off area and you never saw anything except what they told you you had won. When I asked about the \$25 McDonald's cards, I was told that their stock had never arrived. They told us this after we were encouraged to turn in winners.

This was the biggest disappointment of this National – a lot of hype that did not go down as described.

I hope that B&B's Anaheim show in August had more redeeming values, since it was being sponsored by the same ones who put out this Coke redemption. I have 90-plus winning cards that I am not even going to turn in. My fault for being taken once. I won't happen again.

Del. D. Daniel, Los Angeles, Calif.

*As of this writing, B&B Fone Cards and Promotions, which sponsored the redemption program, is in serious discussions with The Score Board Inc./Classic regarding this and other matters relating to this card program. For now, we don't have any substantive results to report. Whatever the final outcome, we trust that both parties will keep the interests of collectors in mind.*

## Sunday Phonecard Phunnies

I read in *Moneycard Collector* an article suggesting that readers could find phonecards offered in the Sunday sections of their daily newspaper, but to date I haven't seen anything. Can you please give me some more information on this?

Maurice Scarpetta, San Jacinto, Calif.

*Bruce Harmon, author of Corporate Corner, responds: Generally, if you scan the weekly coupon section in your Sunday newspaper, you will find information on how to receive a promotional phonecard for particular products. Recently, there were ads for Maxwell House, General Foods International coffee and Promise Margarine cards, just to name a few. Usually you have to send in a couple UPCs and the cash register receipt along with the original certificate from the coupon section. You won't find these offers every week, and in some areas of the country it's difficult to find them at all, but they are appearing more and more. Also, we are now seeing more "on-pack" offers. Most collectors learn about these only by scouring supermarket and department store shelves. Good luck!*



## Raw Deal, not Square Deal

I found "One Ringy Dingy Telecards" while browsing the web awhile back. I called the listed number and reached Linda Bartsch, who identified herself as the owner. I ordered cards and sent her a check for \$104, which subsequently was cashed.

I have called numerous times, to no avail. She since has moved and changed her phone number to somewhere in the Pasadena, Calif., area. The number appears to be a Pacific Bell voice mail message center.

This letter is to advise other dealers and collectors of this person's presence. I hope that it is just me of whom she took advantage. I would have written sooner, but I wanted to give her the benefit of the doubt. Now that's been done.

We are in a developing industry, and need to communicate this kind of information. The good news is that I've been collecting for more than a year now, and I've had excellent experiences all along the way, with both large and small dealers and collectors. I find this to be an exciting and useful new collectible, with an excellent future for us all.

I intended my first letter to your magazine to be of a much more positive nature. I have met some of you at shows, and have read your publication religiously for some time now. I think you are doing an excellent job. Keep it up!

Steve Jefferson, Santa Barbara, Calif.

*We tried to contact One Ringy Dingy Telecards, which also owes money to Moneycard Collector, via e-mail and telephone, but did not receive any answer to our queries.*

MC

# Pedaling Cards

Bicycles are more than just cyclical theme

By Dan Gindling

**B**efore the advent of the bicycle there were basically two ways to get around: You could either use your feet or ride a horse. Walking took a long time and a horse needed care and feeding. Then came the bicycle. While bikes have been around for 175 years, and prepaid phonecards for the past 20 years, it was inevitable that both marvelous inventions found each other.

In 1994, the Bicycle Museum of America, located in Chicago, Ill., in conjunction with TCM Associates Inc., issued a set of four phonecards to commemorate the evolution of the bicycle. Each card included a photo of a vintage bike along with an illustration showing someone riding it. The \$20 card pictured an 1880 Ordinary Highwheeler. Back then the Ordinary cost more than \$150 and certainly took a bit of practice to master. Also included in the set is a \$10 card depicting a 1950 Rollfast Hopalong Cassidy. The bike came complete with saddle bags and a holster for "six-shooters." A '50s Schwinn Panther Cruiser \$15 card and a 1960s Schwinn Sting-Ray Crate \$5 card round out the set.

The Museum issued in March 1995 another set of four bicycle phonecards. Although not as attractive as the first series, the second set features photos of four different bicycles: a 1950 Black Phantom, 1952 W.Z. Motor Bike, 1952 RoadMaster and 1972 Orange Crate. Both bicycle sets had a production run of 750 cards and come in attractive folders.

SCOR Productions of Whittier, Calif., an organizer of mass start fun bicycle rides, has issued a couple of \$3 bicycle cards in conjunction with two of their events: the 1994 Solvang Prelude and 1995 Solvang Century. The 500 Prelude cards were sold at the event, while the 4,000 Century cards were given to participants.

Another U.S. card depicting bicycles was produced



*Bicycle Museum of America; Black Phantom; \$10 denomination; 1,000 four-card sets issued; 1994.*

*Collector's Communications; Ski Magazine; \$5 denomination; 350 issued; December 1994.*

for *Ski* magazine by Collector's Communications in 1994. The \$5 card was used as an incentive in a special Christmas-time promotion for renewals of gift subscriptions. The magazine's January 1994 cover, which shows two people with skis draped over their shoulders pedaling mountain bikes on a snow covered road, was reduced and printed on the face of the card. Only 350 were produced, and since the card was never made available to the general public it is hard to find.

Collector's Communications in conjunction with West Sports Marketing, produced 2,500 \$10 bike cards to commemorate the 1994 Tour of America, a series of U.S. bicycle races. Telemax (now defunct), stuck around long enough to issue a 15-card sports set that included a \$5 "Bicycle Racing" card.

In Canada, bicycle phonecards were issued in conjunction with the 15th Commonwealth Games. The quadrennial event, hosted in 1994 by Victoria, British Columbia, attracted more than 3,000 athletes from 66 countries. BC Tel helped to commemorate the Games by producing 5,000 sets of 11 phonecards, a \$100 card and 10 \$10 cards.

Australian bicycle phonecards include a \$5 card produced by Telecom Australia to commemorate the

1992 Barcelona Olympics; another \$5 card for last year's Commonwealth Games (the stylized photograph taken by "Fuji Photographer of the Year," Pat Scanlon); and a 1994 "Year of the Dog" card showing a pooch on a unicycle playing a trumpet.

New Zealand has issued bicycle phonecards as well. The first was produced for the 1990 Commonwealth Games held that year in Auckland. Five cards were issued with the highest value (\$50) being a bicycle card. To date, this is the world's most valuable bicycle phonecard, fetching a price of over \$540 (mint). In addition, a cardboard "specimen" of the \$50 card was also produced, and reportedly has been counterfeited. The second bicycle card by New Zealand, again carrying a \$50 value, was produced as part of a five-card 1992 Summer Sports set. What makes the bicycle card interesting is that the image has been reversed so that the chain and derailleurs are on the left side of the bike, not the traditional right. Wrapping up the Kiwi's bicycle phonecard production was a four-card set, 80,000 produced in April 1995, entitled "Four Seasons of Action." The \$10 cycling card shows a woman pedaling through Hagley Park in Christchurch.

NTT of Japan has produced a couple of striking bicycle phonecards promoting keirin racing. In keirin, six bike racers are paced on a velodrome by a small motorized bicycle creating a slipstream for the riders, helping them go faster. After the "motor" pulls off, the riders — traveling close to highway speeds — sprint to the finish, throwing elbows and hips at competitors. More than \$17 billion was wagered in 1993 at 50 tracks across the country. One NTT phonecard promotes the racing action at the keirin track, while the other uses a Japanese television actress to extol the fun of the races. "Let's go to the keirin races," the card encourages in Japanese.

In addition, two Disney cards depicting bicycles have been issued in Japan. One shows Donald Duck on a bike, the other, Mickey next to a two-wheeler. And a 1990 card produced for a European client in Japan shows a soft focus photo of a girl's bicycle parked amongst a group of trees, a bonnet hanging from the handlebars.

While Japan's bicycle phonecards are attractive, one of the most bland was produced for China's Five Goat Bicycles. The 300-unit card, which carries a photo of the company's MTB 696 mountain bike, proclaims that it is a "top quality bicycle." The bike may be quality, but the card's illustration isn't.

Singapore's bicycle phonecards include a 1994 \$10 card of a black metal sculpture of a girl on a bicycle, her feet off the pedals and out in front as if coasting downhill. A 10-card set, 20,000 issued, released by Konica Film to commemorate the 1993 Southeast Asian Games includes one with a bicycle racer. And a

1990 Christmas phonecard features Santa Claus on a tricycle in front of the Raffles Hotel, a famous landmark in Singapore — 350,000 issued.

In Austria, the O A M T C - L o o k bicycle club issued a 20-unit card to club members. Only 200 of the silver, red-and-black card were produced. In Germany, Deutsche Telekom, issued a "public service" phonecard on bicycle safety. The Czech Republic issued a card, 50,000 produced, for the Cyclocross Cup in Prague on Oct. 28, 1994. Cyclocross is a winter competition where bicycle racers ride and carry bikes through muddy, slippery terrain.

In 1993, Great Britain issued a 20-unit mountain bike card as part of their Youth series, while the only holographic bicycle phonecard was produced by TeleDenmark for a German client in the same year. The 30-krone card was part of a five-card set commemorating the Atlanta Olympics. There were 11,000 sets produced, 10,000 distributed to the German client, and 1,000 for the Collector Service, by Tele Sonderjylland at a price of 150 Danish krone.

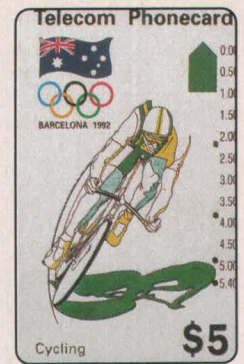
Finland produced a 1993 card showing Tintti, a cartoon bird, as a bicyclist. The winged creature, originally from Great Britain and called Buzzby there, has been featured on 18 cards, face value 10 Finnish marks, produced by Finland's Turun Telelaitos.

Belgium commemorated the Tour de France in 1993 with a 20-unit card showing a stylized drawing of a bicycle racer and the Eifel Tower against the backdrop of a French flag.

While bicycles and phonecards have had only a brief history together, the variety of cards is already impressive. And since the number of bike phonecards issued is relatively small, a good collection can be achieved quickly, and for the most part, inexpensively.



Telecom Australia; Year of the Dog; A\$5 denomination; quantity unavailable; 1994.



Telecom Australia; Barcelona '92; A\$5 denomination; 10,000 six-card sets issued; April 1992.



Collector's Communications; Tour of America; \$10 denomination; 2,500 issued; June 1994.



Bicycle Museum of America; Ordinary Highwheeler; \$20 denomination; 1,000 four-card sets issued; 1994.

MC

**O**ur first stop this month in the Corporate Corner takes us to an amusement park in New Jersey.

Global Link recently issued the first card for Six Flags Great Adventure, an amusement park in New Jersey. Only 880 cards were issued with a \$5 denomination. Originally the cards were offered in their gift shop.

The Crayola Store in Easton, Pa., celebrated its grand opening June 21, 1996. To mark the occasion, TeleNova and KARS Unlimited jointly issued 1,500 commemorative cards.

The cards are individually numbered and have 10 minutes of time provided by Cable & Wireless. The cards are attached to a colorful folder and sport the Cable & Wireless logo on the back. A portion of the cards went to the store while the remainder of the cards were strictly allocated to dealers.

ITS Network continues to be a hit with its promotional card customers – 650 cards, each with 30 minutes of time have been issued for Huggies disposable diapers. The cards were used as a giveaway to promote Huggies through a national sweepstakes. ITS also created 5,000 10-minute phonecards to promote the Tampax Tampons website. Selected high school girls were given the cards to increase awareness for the Tampax Troom, a website that has educational information for teenage girls. Their World Wide Web address is: <http://www.troom.com>.

Pick up a specially marked package of Ore Ida frozen french fries and you'll see information on how to obtain a 20-minute Ore Ida calling card from Sprint. There were 90,000 cards issued.

Want to wash that down with a chocolate shake? Nestlé and SmarTel Communications Inc. have teamed up to offer a tear-away 10-minute paper phonecard used to introduce the new line of Nestlé Sweet Success products.



Global Link; Six Flags; \$5 denomination; 880 issued; 1996.



TeleNova/KARS; Crayola Store; 10 minutes; 1,500 issued; June 1996.



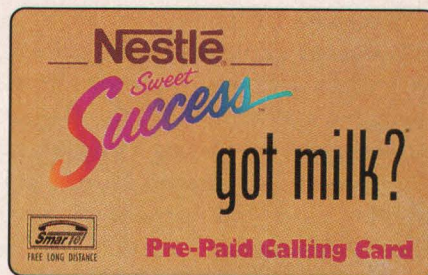
ITS; Tampax Troom; 10 minutes; 5,000 issued; June 1996.



ITS; Huggies; 30 minutes; 650 issued; June 1996.



Sprint; Ore Ida; 20 minutes; 90,000 issued; May 1996.



SmarTel; Nestlé Sweet Success; 10 minutes; 35,000 issued; July 1996.



Sprint; State Farm Agents; 10 minutes; 17,000, plus unknown production quantity; June 1996.

Nationwide distribution of the 35,000 cards began July 1. Customers must send in the UPC bar code from two candy bar

wrappers or one can of the healthy shakes in order to get the card.

If you're carrying insurance through State Farm, you might be able to obtain a free 10-minute card issued by Sprint. Insurance agents across the country received some 17,000 cards with live time and could order cards with their names printed on the bottom. No official production numbers are available, so check with your local State Farm agent to see if he/she has any. Thanks to Jean Bush for the card.

Finally, if you like pizza, you'll love this card! TeleNova just released 1,000 individually numbered cards for Little Caesar's Pizza. Each card has five minutes of AT&T time and the AT&T logo. The cards were issued as an incentive on the East Coast.

That's it for this month. Keep checking that Sunday coupon section in your local paper because you never know when you'll stumble upon a new phonecard offer!



TeleNova; Little Caesar's; 5 minutes; 1,000 issued; June 1996.

**Bruce Harmon**

Bruce Harmon is a dealer in Sunrise, Fla.



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*Michael Jordan PhonePass cards are available at Target Stores.*

# BABY BELL NOTES

**THE SECONDARY MARKET:** With many of the Regional Bell Operating Companies in a state of transition, now's a good time to discuss the topic, "How well are the older Baby Bell phonecards performing in the collector market?" This month, the company featured is Ameritech.

First, a bit of history: Prior to the breakup of AT&T, there were its wholly-owned subsidiaries of Illinois Bell, Indiana Bell, Ohio Bell, Michigan Bell, and Wisconsin Telephone. After the breakup, these companies merged to become Ameritech. In 1987, when the first Ameritech phonecards appeared, they were also identified as Michigan Bell cards.

The first series of cards is still referred to as the Michigan Bell set. They are Landis & Gyr cards, using optical technology to store value on the card itself. They had to be inserted into special payphones on the



*University of Michigan 4mm band; \$5 denomination; 10,000 made; 1987.*

University of Michigan's Ann Arbor campus. As the value was used, a portion of optical stripe was burned off. Used cards seem to be virtually unavailable, while unused, or mint cards are common enough.

An argument could be made that there are five, six, seven, or 10 cards in this set. The reasons for this are that some Michigan Bell cards were not available to the general public, while others are extremely expensive. The expensive cards include the complimentary cards, the 1988 Strategic Directions card, the Landis & Gyr service card, and the Landis & Gyr test card. The 1987 (unnotched) 40c complimentary card was given away, but not generally collected. This is typical of the first phonecards in just about every country. By 1988, there were collectors or dealers who decided to put away a few cards, and many of the 1988 (notched) complimentary 40c cards were saved. However, the cost of this card alone is frequently as much, or more, than the basic five-card set. The Directions cards were made for a private meeting, and only given to the participants. Perhaps 500 cards were made, with 300 of them destroyed.

A service card is used to test the internal voltages of a payphone. A test card is virtually the same as an ordinary card. Phone company employees used test cards in payphones instead of live cards, to avoid using time on the live cards.

The Michigan Bell 1988 complimentary card, and the set of five cards, are readily available on the secondary market, in mint condition. They are rarely, if ever, offered to collectors in used condition. The complimentary card is always sold separately, and the five cards are always sold as a set. While technically, the initial cost

of these cards was free for the comp card, and \$77 for the five-card set, most collectors will have purchased them from dealers, and mostly during the past two years. This means that only appreciation during the past two years will be considered in determining any change in valuation.

The five-card set was available two years ago for \$350 from International Phone Card Exchange.

Right now it sells for up to \$450. On the surface, this appears to be about a 25 percent appreciation, over two years. However, the current price for the five-card set is the same as it was a year ago — it hasn't appreciated since then. Does this mean that classic cards are not all that popular? Are the Michigan Bell cards too plain for new collectors, who now expect colorful cards? Or do most collectors balk at paying so much for an older set, when they can get dozens of newer cards for the same price? The answer to all these questions is "yes." This also means that now is a great time to buy this set if you are ever going to get one. These classic cards are of great historical importance, and probably are undervalued.

The current price for a 1988 comp card varies considerably, from as low as \$425 to as much as \$550. Two years ago you might have been able to get one for \$400, though asking prices were often considerably higher. This means you should shop around for the card, and be ready to negotiate the price. Chances are you can get a good price, though a whether a dealer needs the cash more than a relatively rare but slow-moving card will be the determining factor. Dealers must have a cash flow, and cards that don't sell don't generate cash.

As for the other cards in this first series, there is less demand for them, they are available in smaller quantities, and they are expensive. While they are indeed historical, they aren't very attractive. There is usually less of a demand for "back of the book" cards than for those available to the general public. In fact, it isn't even known for certain how many of the cards were manufactured, much less how many are still around. For this reason, no accurate price exists for such cards for long.

Ameritech didn't make any more stored memory cards after this. The rest of their cards are remote memory, meaning you have to dial an 800 number, enter a PIN, and then dial the number you want. While a few cards had magnetic stripes on the reverse, these were



*University of Michigan 3mm unnotched; \$40 denomination; approximately 2,500 made; 1987.*



*University of Michigan 3mm notched; \$20 denomination; approximately 2,500 made; 1987.*

used in special phones to dial the 800 number and automatically enter the PIN.

The first 13 cards were available from Powell and Associates at a group price of about \$140 a couple years ago. These cards included the 1993 to 1994 Snowflake cards, which were produced as internal trial cards, the CoinSaver series of cards with a white background, and four other cards issued for various special purposes. By September 1995, Powell was selling the group for \$184. The current price for these cards, from various other sources, is about \$250.

This is a significant appreciation, and two factors help account for it: First, Ameritech continues to issue cards aggressively. Their cards are attractive and highly collectible. Second, Ameritech announced the destruction figures for the Snowflake cards last year. The key card in this series is the \$20 card, of which 5,000 were produced. However, after the destruction of unsold cards, it was discovered that approximately half of them had been destroyed. This meant that less than 2,500 complete sets of the Snowflake cards were available to collectors, and certainly many of the key cards had been used during the trials themselves. Thus, these historical cards are also in relatively short supply. Even the most conservative guess would have to be based on the estimate that more than 2,500 people actively collect U.S. telephone cards. This is another great set that appears to be undervalued.

While many of the subsequent Ameritech cards haven't shown major gains, one card in particular does stand out. This is the card issued in September 1995 to commemorate the purchase, with Bell Atlantic, of a major stake in Telecom New Zealand. Ameritech produced 1,000 cards, with most being given to VIPs, and very few available to the market. No other phonecard on the market has the logos of all three of these companies. Phonecard collectors in New Zealand are especially keen on obtaining this card, and the price has skyrocketed in that country. This card was essentially only available through dealers. The first U.S. retail price in January was about \$175 and hasn't moved a cent since then. Amazingly, the price for this card in New Zealand, at the same time back in January, was US\$350!

Another hot card is the 1,500-issue, five-unit Yellow Pages promotional card, produced in October 1995. Less than a year later, the card is listed at about \$75. Two cards issued in a smaller quantity than the Yellow Pages sell for considerably less. Both Powell and USA Cards were given 1,100 1995 Holiday cards, with the stipulation that they could only be given away. Since most ended up in the hands of collectors, the price has stayed low, ranging from \$15 to \$25 each. Michelin Tires Baby promo cards were given away at an auto show, and 1,500-issue cards now sell for \$35.

As was discussed in the July 1996 Baby Bell Notes, Ameritech has issued many proof and specimen cards; their prices are too volatile for meaningful discussion.



*University of Michigan 3mm band; \$40 denomination; 10,000 made; 1987.*



*Ameritech Yellow Pages; 5 units; 5,000 issued; January 1995.*



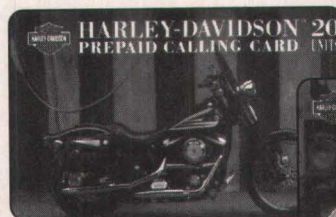
*Telecom New Zealand; 10 units; 1,000 issued; September 1995.*

It's probably not a good idea to delay purchasing any Ameritech cards you want for your collection. Many are underpriced, and several are only available in small quantities. Some of them have significantly appreciated in value. More than likely, any purchases you made from dealers over the past two years have been reasonable, in view of today's prices.

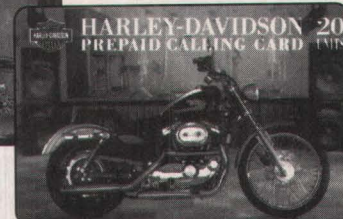
Arthur W. Becker

*The author is an attorney and collector from Washington, D.C.*

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# SHOW STOPPERS

The National Sports Collectors Convention in Anaheim, Calif., in June was a festival of sports memorabilia, games and contests, spiced by some promotions designed for phonecard collectors.

Of special note at the 17th National was the "Phonecard Pavilion," sponsored by ITS, Sportscall and The Furst Group. Sportscall had No. 1 National Football League draft pick Keyshawn Johnson on hand to sign autographs during an evening reception and parts of the show, and issued 5,000 special five-card phonecards set of NFL football stars on phonecards for the show. Getting Johnson to appear at the show was a coup made possible by Sportscall's licensing agreement with Players Inc., the NFL players' association's marketing arm, said Sportscall's Mike Jacobsen. That agreement gives them access to at least 400 NFL players. "That's where the excitement and collectibility lies," he said.

Across the aisle, The ScoreBoard Inc.'s multi-level booth, featuring glass-encased sports memorabilia, was kept busy by hundreds of convention visitors using *Moneycard Collector* fliers to claim free phonecards. A coupon on the flier could be turned in at the nearby *Moneycard Collector* booth for a chance to win hourly prize packages of cards, subscriptions and merchandise.

One such winner was Maria Helm of El Paso, Texas. "I've never won anything in my life!" she said, crediting her good fortune to a ladybug she found in her car that morning. "My husband said, 'Don't kill it, it will bring you luck.'"

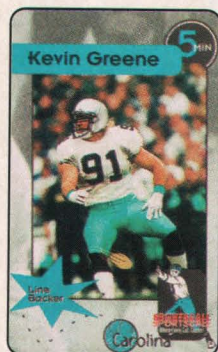
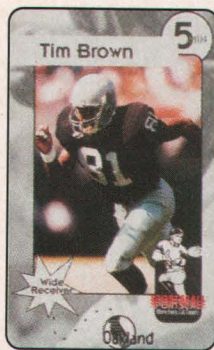
A few aisles away, the Finish Line Racing booth was hopping with contests,

as Art and Lary West and crew touted the company's racing phonecards and drummed up interest in the new Phonepak II series. A centerpiece was a wind chamber in which hourly winners tried to snatch dozens of flying coupons redeemable at other booths.

Convention visitors also could participate in a trade redemption program sponsored by B&B Fone Cards and Promotions and The Score Board Inc. B&B co-owner Betty Houghtaling said the redemption program was an attempt to get sports card dealers and collectors interested in phonecards by offering chances to win sports memorabilia and to use phonecards.

Collectors could buy a wax pack of phonecards and were guaranteed at least \$6 worth of phone time in each pack. A redemption certificate was inserted in about every other pack. A redemption certificate read "proof" on the reverse, and the face otherwise appeared to be a regular \$2 phonecard. There were five kinds of certificates: with one, two, three, four or no holes punched into them; the number of holes indicated the prize level. The redemption cards found in the three-card wax packs - 18 packs per box, with at least nine redemption certificates per box - could be used to claim Coke-related prizes and other memorabilia, including McDonald's and other phonecards and sports equipment autographed by Hank Aaron, Cal Ripken Jr. and Shaquille O'Neal.

A box of the cards sold for about \$80, and guaranteed the collector at least \$144 worth of phone time in addition to the prizes. All the Coke National cards were numbered; 45-card gold and silver phonecard sets - golds being scarcer - in \$2- (25 images), \$5- (10 images) and \$25- (10 images) denominations. **MC**



World Telecom; 17th National Hawaii Jumbo; 3 units; quantity unknown; June 1996.



Finish Line; 17th National Magic; 5 units; 750 issued; June 1996.

Sportscall; 17th National NFL Players; 5 minutes; 5,000 5-card sets issued; June 1996.



Cable & Wireless; 17th National TeleChip and TelePuck; 5 minutes each; 1,500 of each issued; June 1996.

The VISA Cash program, particularly as implemented in the United States, has gained a lot of attention, and now Canada has joined a growing list of countries testing the technology.

VISA Cash is a prepaid stored-value card used to make small value (less than \$10) purchases, without the need for cash. The cards are designed to be user-friendly as well as to speed transactions. Even hygiene is being promoted as a benefit, since the cards are not passed among other people.

VISA Cash was first launched in Canada during December 1995. The Toronto-Dominion Bank chose a design similar to that used in the Australian Gold Coast trial. Participating Toronto retailers include Second Cup coffee shops, United Cigar Stores newsstands, and Mmmuffins. Vancouver cards, issued by the Vancouver City Savings Credit Union, shows the city's monorail running through a building. Fast-food restaurants such as A&W, McDonald's, and Tim Horton's joined Vancouver's card program right away, as did the Science World museum.

The Bank of Nova Scotia followed in February 1996 with its own card. This one reworks the Scotiabank logo into a generic yet interesting design. The card is available in Toronto for use at the same locations as the TD card.

All of the preceding cards were generally restricted issues, limited to bank employees. Quantities of individual cards have not yet been released, but the total as of April stood at 6,000.

The Caisses Populaires Desjardins credit union approached the product trial a little differently. All denominations of these cards were not only offered to employees, but to the general public. Fifteen locations in the Complexe Desjardins shopping center in downtown Montreal now accept VISA Cash — including several fast-



food restaurants, the Hallmark card store, the newsstands, the Provisoir convenience store, and a shoe-repair station.

A total of 20,000 Desjardins cards have been issued featuring a "loonie" (C\$1 coin); again, individual quantities of each card have not yet been released.

All of these cards are transportable across Canada — one can buy a Desjardins card in Montreal and also use it in Toronto and Vancouver. They cannot be used, however, outside Canada because they are denominated in Canadian currency. The cards are not rechargeable, and only the VanCity card overtly suggests that they can be collected. The reverse of that card urges users to dispose of it responsibly or collect it; other cards just carry the disposal message. All of the cards carry expiration dates approximately one year from when they were issued.

Two enhancements to VISA Cash not available at press time are the VISA Viewer, a consumer card reader the size of a matchbook; and a VanCity card for the XI International AIDS conference in Vancouver. There were 5,000 C\$50 denomination and 10,000 C\$20 denomination cards issued for that conference.

Other countries participating in VISA Cash include Australia, Spain, Argentina and Colombia. Hong Kong may also decide to join the trial. Visa plans to have VISA Cash available in all of its operating regions by the end of 1996.

The North American VISA Cash cards will be included in *MoneyCard's* upcoming North American catalog of collectible moneycards. This is certainly a technology to watch!

For more information about VISA Cash, visit the VISA website: <<http://www.visa.com/cgi-bin/vee/sf/cashmain.htm>>



Rosemary Warren

*The author is a computer specialist and telecard collector living in Montreal.*

### Listings Chart for Visa Cash Canada

MCN numbers are set for each issuer. Quantities not yet available.

DESCRIPTION	MCN	ISSUE DATE	C\$	EXP. DATE	CHIP MFG.
<b>Toronto Dominion Bank</b>					
Definitive .....	1	Dec 95	20	oct 31/96	Gemplus
<b>Vancouver City Savings Credit Union</b>					
Definitive .....	1	Dec 95	5	dec 31/96	Giseke & Devrient
Definitive .....	2	Dec 95	20	dec 31/96	Giseke & Devrient
XI AIDS conf. ....	3	July 96	20	n/a	Giseke & Devrient
XI AIDS conf. ....	3	July 96	50	n/a	Giseke & Devrient
<b>Bank of Nova Scotia</b>					
Logo .....	1	Feb 96	20	Dec 31/96	Gemplus
<b>Caisses Populaires Desjardins</b>					
Loonie .....	1	May 96	5	June 30/97	Giseke & Devrient
Loonie .....	2	May 96	20	June 30/97	Giseke & Devrient
Loonie .....	3	May 96	40	June 30/97	Giseke & Devrient

# ENCHANTED CARDS

Disney issues weave magic for collectors

By Nancy Blackburn

**T**he Walt Disney magic that gave birth to California's Disneyland in the '50s and Walt Disney World in Florida in the '70s is made of fantasy, dreams and fairy tales, infused with science and technology.

With the 25th anniversary of Walt Disney World being celebrated this month, it is a magical time for collectors of Disney memorabilia. It is also high time to revisit the topic of Disney phonecards, last spotlighted in the June 1995 *Moneycard Collector* feature "Phone Card Magic."

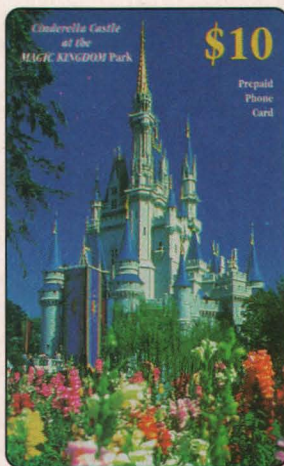
Visitors to Disney World in Florida might be surprised to learn how self-reliant the entertainment complex is, even providing its own phone service. Vista-United Telecommunications was established in 1971 to bring "the Disney standard of excellence to telecommunications." Disney World holds a majority interest in the company, and its minority partner, United Telephone of Florida, is owned by Sprint. Vista-United serves as the telecom for The Walt Disney Company worldwide, and is the independent local exchange carrier that provides dial tone to the 47-square-mile area of the parks themselves, as well as the hotels, stores, residences and the communities of Bay Lake and Lake Buena Vista. Small wonder that Disney has sought to capture some of that magic in tiny packages known as phonecards.

Vista's first phonecard test program was launched in August 1994. According to Frank Ruscio, manager of prepaid telecards, the rationale was simple: phonecards can provide convenient and economical

services for both visitors and cast members. The real test, however, was whether guests would desire this new technology.

Sears Phone Card Department, one of the largest retailers of Vista-United phonecards, is located in Orlando, Fla., a short drive from Disney World. When phonecards began to pop up, Manager Stephen L. Schwartz knew very little about either phonecards or Vista-United. Friends involved with Walt Disney World suggested that these cards might become collectable, and with a background of more than two decades in collectibles, Schwartz recognized the potential value of Disney images on phonecards.

Schwartz learned in March 1994 that Vista was implementing a telecommunications test in progressive steps, with the goal of improving relationships and services for guests, visitors and workers. He eagerly studied his chosen new field, and inquired into being a distributor, but was refused — there would be no distributors and no discount pricing. Only Disney employees,



Above: Vista-United 25th Anniversary card was issued July 1996 to employees and retired employees.

Left: \$10 Cinderella Castle card was issued May 1996 and was available in vending machines at Disney World's Magic Kingdom.



*\$15 Back to School card was issued October 1995 as part of a four-card set.*

who are all called “cast members,” could purchase the cards from vending machines in employee areas or at “Company D” stores.

## Disney tests the lines

Three different colored cards, all featuring the same distinctive Vista-United Mickey Mouse ears logo, were released August 1994, in denominations of \$5, \$10 and \$20. Cast members were permitted to buy a limited number of cards, and since Schwartz’s fiancée’s father is a cast member, this made it easier for Schwartz to specialize in Vista-United releases. He was next to a good place at the right time!

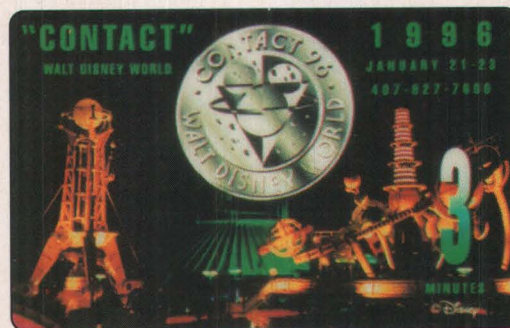
For the remainder of 1994 and throughout 1995, further tests were made, and phonecards, with one exception, were issued in small numbers for specific events and different purposes. The “Premier Cast Member” cards were reissued as a second edition, but without the cast designation band, in November 1994 to restock vending machines. Neither of these issues was accessed by an 800-number, but by two different numbers, one for pay phones within the Walt Disney World resort complex, and the other for the Orlando area.

The next issue was given away in September to those attending the 1994 Disneyana III Convention, held at Disney World’s Contemporary Hotel, in exchange for completing a phonecard awareness survey. This card features four Russian flower dancers from the movie “Fantasia,” and was the first to carry the 800-access number. Later on that month, Disney telco personnel and other employees who attended the Vista-United telecommunications conference in Orlando were given the “Telecom Magic ‘94” card.

The year ended with two sets of Christmas cards – the Christmas Angel set of three, and the private-issue two-card Children’s Christmas Card Project. The Angel set totals 7,000 cards with the same design, but has three denominations, each designated by a different color. Half the cards had a \$15 face value, and some came with a folder and foil-lined envelope. The Children’s Project, reproductions of drawings of a kitten and flamingo drawn by young cancer patients, benefited the M.D. Anderson Cancer Center in Orlando.



*5-minute card Disney Store employee appreciation was issued July 1996.*



*3-minute card issued in May 1995 advertised the Contact 1996 Convention held at Orlando’s New Tomorrow Land.*

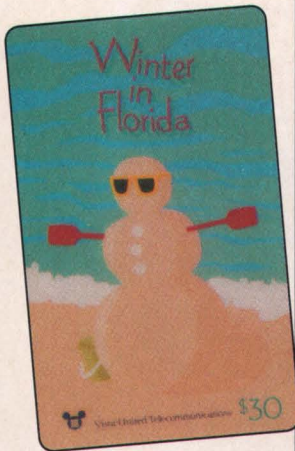
The distinctive Mickey Mouse ears with dialing pad logo was not displayed on the cards, which were available at the hospital and the Vista-United building.

## Disney ‘Rainbow’

The first release in 1995 was the Disney Rainbow, designated a “Stock 1995” phonecard, with almost 20,000 issued. The “Cast Member Voice Award” and “Fanatic for Vista” cards were issued as employee awards. Winners of the Voice Award, given for employees’ cost-saving ideas, received recognition, flowers, a gift certificate and a Voice Award \$10 phonecard. “Fanatic for Vista” phonecards were given to five-star employees who exemplified the Disney standard of excellence. A “Five Star Fanatic” is one that provides exceptional services for Vista customers that exceeds guest expectations.

All Vista-United cards have been manufactured by Brilliant Color Cards. On the “Five Star Fanatic” card, a silk screen method on a styrene surface gave the card’s golden stars an especially luminous appearance.

Vista-United cards materialized only briefly on the west coast. In May 1995, sci-fi enthusiasts at the Science Fiction Convention – the Sci-Fi-Mega Show in Anaheim lined up at the Walt Disney World booth to fill out a two-page questionnaire, in return for the give-away card advertising the future “Contact 1996 Convention.” Those who attended Contact ‘96, which was held Jan. 21 in New Tomorrow Land, Orlando, reported only a few phonecards handed out at the convention itself.



\$30 denomination Beach Snowman was part of a December 1995 three-card set.



Children's Christmas Flamingo, \$10 denomination, was issued December 1994.



\$10 denomination Premiere Cast Member card was one of three issued (\$5 and \$20 were the other denominations) in August 1994.



5-minute card was issued September 1994 for the Disneyana III Convention.

## THE WONDERFUL WORLD OF DISNEY CARDS

COMPANY	ISSUE	DATE	QTY	(SPEC*)	DESCRIP.	CURRENT VALUE	SPECIMEN* VALUE
Vista-United	.....#1	8/94	2,000	(100)	.....\$5. Premiere Cast Member 'Disney' Card (First Issue)	75.00	
Vista-United	.....#2	8/94	2,000	(100)	.....\$10. Premiere Cast Member Disney Card (First Issue)	155.00	
Vista-United	.....#3	8/94	1,000	(100)	.....\$20. Premiere Cast Member Disney Card (First Issue)	270.00	
Vista-United	.....#1-#3	8/94	1,000	(100)	.....'Premiere Cast Member Edition' (Complete Set of 3)	510.00	1,500.00
Vista-United	.....#4	9/94	2,000	(100)	.....5 Minute 1994 Disneyana III Convention	290.00	640.00
Vista-United	.....#5	9/94	600	(40)	.....\$5. Telecom Magic '94	325.00	750.00
Vista-United	.....#5	9/94	300		.....Telecom Magic Conference FOLDER ONLY (Large)	50.00	
Vista-United	.....#6	11/94	500	(50)	.....\$5. Non-Cast Member - Blue Background (2nd Edition)	110.00	
Vista-United	.....#7	11/94	1,000	(50)	.....\$10. Non-Cast Member: Yellow Backgrou (2nd Edition)	45.00	
Vista-United	.....#8	11/94	500	(50)	.....\$20. Non-Cast Member: Grey Background (2nd Edition)	175.00	
Vista-United	.....#6-#8	11/94	500	(50)	.....Non-Cast Member (2nd Edition) Complete Set of 3	310.00	750.00
Vista-United	.....#9	12/94	2,500	(50)	.....\$8. Christmas 1994 Angel Blowing Horn	15.00	
Vista-United	.....#10	12/94	3,500	(50)	.....\$15. Christmas 1994 Angel Blowing Horn	25.00	
Vista-United	.....#11	12/94	1,000	(50)	.....\$30. Christmas 1994 Angel Blowing Horn	105.00	
Vista-United	.....#9-#11	12/94	1,000	(50)	.....\$8, 15, 30 Christmas 1994 Angel Blowing Horn (Set of 3)	135.00	750.00
Vista-United	.....#12	12/94	783	(50)	.....\$5. Children's Christmas Card Project (Cat Drawing)	35.00	
Vista-United	.....#13	12/94	736	(50)	.....\$10. Children's Christmas Card Project (Flamingo)	40.00	
Vista-United	.....#12-#13	12/94	736	(50)	.....Children's Christmas Card Project (Set of 2)	70.00	435.00
Vista-United	.....#14	12/94	3,702	(50)	.....\$10. Promo for Disney Credit Card 'This Call's On Us'	295.00	700.00
•Vista-United	.....#1-#14		500	(40)	.....Complete Set of 14 Different Cards Issued In 1994!	1,950.00	5,250.00
Vista-United	.....#15	3/95	4,500	(50)	.....\$7.50 Stock Card For 1995 (Logo & Yellow Rainbow)	15.00	
Vista-United	.....#16	3/95	8,000	(50)	.....\$15.00 General Stock Card For 1995 (Vista Rainbow)	20.00	
Vista-United	.....#17	3/95	5,000	(50)	.....\$30.00 General Stock Card For 1995 (Vista Rainbow)	35.00	
Vista-United	.....#18	3/95	2,000	(50)	.....\$55.00 General Stock Card For 1995 (Vista Rainbow)	65.00	
Vista-United	.....#15-#18	3/95	2,000+	(50)	.....\$107.50 Face General Stock Cards For 1995 (Set of 4)	130.00	1,100.00
Vista-United	.....#19	5/95	5,000	(55)	.....3 Min. 'Contact 96' Convention	160.00	400.00
Vista-United	.....#20	7/95	700	(50)	.....\$10. Voice Award	110.00	375.00
Vista-United	.....#21	8/95	800	(50)	.....\$7.50 'Fanatic' For Vista	110.00	375.00
Vista-United	.....#22	8/95	900	(50)	.....\$5.00 'Technology Magic' (Conference Promo/Carrier)	125.00	450.00
Vista-United	.....#23	9/95	1,040	(50)	.....\$7.50 Back To School 101 'School 95' Large Pencil	15.00	
Vista-United	.....#23-#26	10/95	1,000	(50)	.....\$7.50, \$15, \$30, \$60. Back To School (4 Card Set)	140.00	1,000.00
Vista-United	.....#27	12/95	2,000	(50)	.....\$7.50 Florida - Christmas 1995 Beach Snowman	15.00	
Vista-United	.....#27-#29	12/95	1,000	(50)	.....\$7.50, \$15, \$30. 3 Card X'mas 1995: Beach Snowman	75.00	
•Vista-United	.....#15-#29		700	(50)	.....Complete Set of 15 Different Cards Issued In 1995!	825.00	4,000.00
Vista-United	.....#30-#32	2/96	3,000	(50)	.....\$52.50 Face 1996 Stock Cards FLA. Palm Trees/Sun (3)	60.00	825.00
Vista-United	.....#33	2/96	600	(50)	.....10u Multi-Media Demonstration Center Grand Opening	100.00	375.00
Vista-United	.....#34	5/96	<10,000	(50)	.....\$10. Cinderella Castle at Magic Kingdom Park (1st Trial)	15.00	
Vista-United	.....#35	5/96	<10,000	(50)	.....\$20. Cinderella Castle at Magic Kingdom Park (1st Trial)	30.00	
Vista-United	.....#34-#35	5/96	<10,000	(50)	.....\$10 & \$20. Cinderella Castle at Magic Kingdom Park (Set/2)	45.00	550.00
Vista-United	.....#36	7/96	15,000	(??)	.....The Disney Store Employee Appreciation Issue	50.00	
Vista-United	.....#37	7/96	700(?)	(40)	.....25th Anniversary of Vista-United Telecommunications	50.00	

\* Specimen cards, being much rarer, are valued at substantially more

A fourth complimentary phonecard was used as an incentive for attendance at "Technology Magic 1995," an educational symposium designed to help Disney employees learn about service systems located throughout the complex. Computer, television and telephone vendors who already worked with Disney were invited to participate. The conference was jointly sponsored by Walt Disney World Information Services Group and Vista-United Telecommunications on Aug. 21, 1995, at the Contemporary Resort in Orlando. Cards were handed out to many of the registrants, but only 900 cards were available to the 1,600 who attended.

## Back to School

Cast member parents who wanted phonecards as a convenience for their school-age children were a driving force behind the August/September 1995 issue of "Back to School" phonecards. A beach snowman card was produced for Christmas 1995; 5,500 were issued, again in three denominations.

In 1996, the test continues with very attractive stock cards: three different beach scenes, each in a different denomination. These cards are provided at a discount as a service to cast members and are avail-

able at employee-only Company "D" stores. However, visitors who explore the Magic Kingdom and discover the Vista-United building may go in and purchase the cards at face value.

Another Vista-United gift phonecard was issued in February for the opening of the MultiMedia Center within the complex. This new area displays the latest in telecommunications, including telephone, video and computer integration. Corporate customers invited to tour the center were given 10-minute cards marking the "Multimedia Center Grand Opening." (*Moneycard Collector*, December 1995.) There were 600 cards made, plus 50 test cards with a scratch-off coating.

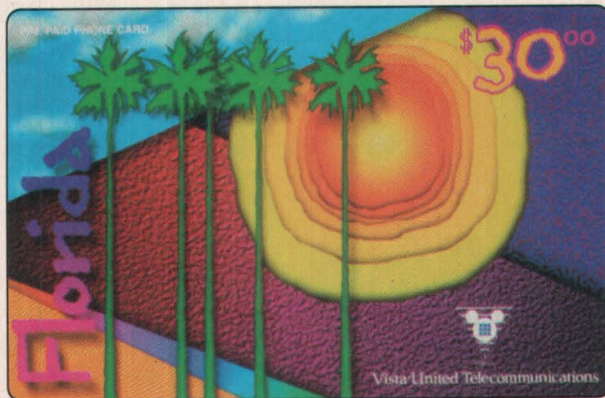
## Vending machine cards

For those collectors who have "made a wish upon a star" to possess a Walt Disney World Vista-United phonecard, there is hope. While visiting the park at the end of May, the "magic happened," and Steve Schwartz found "two vending machines that were stuffed with phonecards that portray Cinderella's Castle at the Magic Kingdom Park." When you first enter the Magic Kingdom, the separate \$10 and \$20 vending machines are near the storage lockers at the train station. The vertical \$10 and \$20 cards are carefully stacked cross-hatch in the dispensers so one comes out vertically, and the next comes out horizontally. Even though the Vista-United logo is not on the cards themselves, the castle is definitely "Disneyana."

These beautifully colored, thin plastic cards are the first United-Vista cards available to the general public. This is considered the first actual internal trial, approved to "test the waters in the park itself." With an eye - and ear - to excellence in guest services, Vista produced 10,000 of each denomination for the six-month trial, which is expected to be far more than enough cards. This convenient availability of cards for guests is expected to accurately reflect actual usage and desirability. The cards expire in December, and so it is anticipated that excess cards will be pulled in October and destroyed at the end of the year.

The 25th anniversary of Vista-United in July and of Disney World in October have been celebrated with commemorative phonecards. Employees and retired employees of Vista-United each received one of the 700 anniversary cards issued July 26.

The Disney Credit Card of the Walt Disney Company announced plans in July to offer a full-faced holographic commemorative phonecard as a premium with their Holographic Walt Disney World 25th Anniversary Commemorative Disney Credit Card. The phonecard is free, but will only be available by signing up for the Commemorative Disney Credit Card. For more information, contact The Disney Credit Card at 1 (800) 654-6139.



\$30 denomination general stock card for 1995 was issued in March 1995.

In August, designated "Disney Credit Card Awareness Month," employees of Disney Store outlets throughout the 48 states received 15,000 phonecards in appreciation for their efforts to promote Disney credit cards.

For two years, Walt Disney World and Vista-United have observed and noted usage patterns of both cast members and guests. Some questions appear to have been answered, since a trial has been

implemented and is under way. However, other remain: Do guests actually use these cards? Will guests consider them a necessary addition to already excellent service? What about Disneyana collectability?

Especially given the popular and beautiful Disney issues overseas, phonecard collectors cannot help but speculate on future phonecard plans for Disney issues in the U.S. They have their own questions: Will cards be issued with Disney characters? Will Californians see phonecards at Disneyland?

Vista-United and The Walt Disney Co. work well together - the magic of excellent service, great technology and proven collectability. Walt Disney himself put it this way: "I think what I want Disneyland to be most of all is a happy place - a place where adults and children can experience together some of the wonders of life, of adventure, and feel better because of it." **MC**

(Thanks to Steve Schwartz at Sears Phone Card for sharing expertise and compiling chart information.)



Christmas Angel cards were issued in December 1994 in \$8, \$15 and \$30 denominations



\$7.50 denomination stock card for 1995 was issued in March 1995.

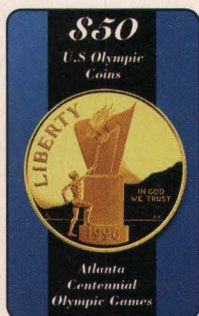
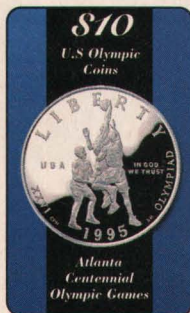
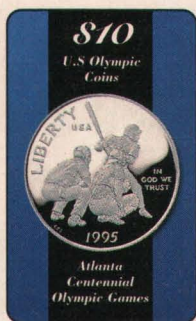
# OLYMPICS REVISITED

The 1996 Summer Olympics in Atlanta might be gone, but two separate phonecard programs should help make it unlikely that they will be forgotten soon.

The U.S. Mint's Olympic Telecoin Phone Pass series is a five-card set that commemorates the Mint's 1996 Atlanta Olympic coins. A portion of the proceeds from the sale of the phonecards supports U.S. Olympic athletes. The first release, in July, was 100,000, followed by a second run of 10,000 each for the basketball, baseball and track and field cards.

J Cubed Inc. of New York is the exclusive distributor of the rechargeable cards, produced by New Media Telecommunications Inc. of La Jolla, Calif. According to John Tucker, president and CEO of J Cubed Inc., the program runs through Dec. 31. Collector interest, especially from overseas, has been overwhelming, he says.

The series includes two \$10 denomination phonecards, one each featuring the Mint's basketball and baseball coins; a \$20 denomination featuring a track and field coin; a \$50 denomination depicting a torchbearer lighting the Olympic cauldron; and a \$100 card featuring the obverse (front) and reverse (back) of the Mint's \$5 gold coin.



U.S. Mint; Olympic Telecoin set; \$10, \$20, \$50 and \$100 denominations; 100,000 issued, plus 10,000 additional each of basketball, baseball and track and field cards; July 1996.



AT&T; 1996 Olympics Jumbo; 10 minutes; quantity unavailable; July 1996.

Tucker says the cards are a cooperative effort between the U.S. Mint, Olympic sponsors AT&T and VISA and the Atlanta Committee for the Olympic Games.

The cards are being distributed through national retail outlets. New Media, (800) 398-9228, or on the Internet at

<[www.nmti.net](http://www.nmti.net)>, will direct collectors to a sales agent nearest them or take orders.

More information has been released about AT&T's U.S. Olympic Team PrePaid Calls, covered in the August issue of *Moneycard Collector*. The program features cards sold in four denominations. All bear the AT&T and U.S. Olympic logos on the front. One penny from every minute of calls helped to support the U.S. Olympic team.

One set features four cards: a 10-unit card featuring cyclist Marty Nothstein; a 15-unit card with gymnast Trent Dimas; a 25-unit card showing swimmer Summer Sanders; and a 50-unit card with hurdler Gail Devers. Until Sept. 30, people who order 50 units (\$22.50 of calling time) will get a collectible 10-minute "1996"-shaped phonecard.

Another set, in 10-, 25- and 50-unit denominations, features artists' renditions of a track and field athlete, gymnast and basketball player, respectively.

A third set, in 15-, 25- and 50-unit denominations, features athletes in native costumes reflecting "the global nature" of the games. It was available only at the games.

Visitors to the AT&T center at the Olympic Village could purchase 15-unit "Personalized PrePaid Calls," featuring a photo of themselves in front of the Olympic torch or the U.S. Olympic flag. Finally, a 20-unit artist's rendition of the AT&T Global Olympic Village was provided free of charge to all Olympic athletes and other VIPs.



AT&T; Olympic Village; 20 units; quantity unavailable; July 1996.



AT&T; Gail Devers; 50 units; quantity unavailable; July 1996.



AT&T; Global Images; 15, 25 and 50 units; quantity unavailable; July 1996.

Tom Williams

# PRICE GUIDE

## NON-SPORTS RELATED CARDS

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>Access Telecom</b>					
1/94	10M	500 u		Access World .....	\$50
3/94	10M	25u		Access World Card .....	\$10
3/94	400	200 u		Access World Card/Portuguese .....	\$155
6/95	N/A	5u		American Petroleum Inst. sample .....	\$14
6/95	2M	5u		American Petroleum Institute.....	\$12
6/94	500	60u		Applied Graphics Promo. Card.....	\$17
6/95	2M	5u		Associated Press Broadcast Services \$17	
2/95	5M	Var		ATI Connects the World-Black .....	\$5
4/94	1M	20u		ATI Stereogram-3D Card.....	\$25
6/95	2M	10u		Bladensburg Vol. Fire Dept.....	\$14
6/95	N/A	10u		Bladensburg Vol. Fire Dept. sample...\$14	
8/94	5M	\$10		Collector's Edge-Forests of Night.....\$10	
8/94	5M	\$10		Collector's Edge-Labyrinth of Night...\$10	
8/94	5M	\$10		Collector's Edge-Vampire.....\$10	
5/94	10M	8 u		Earthline-The Call Me Card.....	\$8
7/94	30M	Var		Earthline Phone & Save Card.....	\$70
8/94	5M	10u		Filene's/Levis Back to School Promo..\$20	
1/94	1M	50 u		First Issue-Aluminum .....	\$50
9/94	10M	10u		God Street Wine-i.....	\$80
6/94	500	10u		Graphic Arts Management-Generic.....\$5	
5/94	500	10u		Graphic Arts Management-Isaac.....\$5	
6/95	1M	10u		Heineken Beer .....	\$23
12/95	21M	10u		Heinken Beer & Buckler Tree Ornament...\$15	
9/94	25M	Var		Hello Card Set/5.....	\$30
8/95	1100	10u		IBN Ivanhoe Broadcast News Promo.....\$12	
8/95	5M	22 u		IDB Israeli Telecom - Discount Bank..\$13	

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
	3/95	100M	Var	IGN Distributor Card .....	\$3
	12/94	1.2M	40u	Jimmy Page & Robert Plant-i.....	\$240
	6/95	5M	5u	Judge Dredd - i.....	\$5
	11/94	5M	\$20	Mail Boxes ETC.....	\$20
	10/94	1M	10u	Medstar USA.....	\$10
	7/95	10M	\$10	MIVA/Catholic Interlink-i.....	\$10
	11/94	2.5M	10u	Nabisco Snacker Cracker .....	\$20
	5/95	6M	10m	NBC Peacock.....	\$30
	1/95	1M	5u	Roller Hockey/interactive .....	\$14
	2/94	5M	Var	Second Issue-Set/5metal Cards.....\$180	
	11/94	60M	Var	TeleSave USA .....	\$22
	12/94	5M	15u	US Electronics-Call Home .....	\$15
	10/94	40M	Var	Veterans Administration Set/5.....\$60	
	7/95	25M	\$20	Walter Mercado Psychic Card-i.....\$20	
	4/95	10M	Var	Worldwide Telecard Set/3 .....	\$85

**ACMI**

Two cards that previously appeared in the ACMI listings, #417 and #447, have moved to Mountain America Technologies, Issuer. ACMI carried the services on these and several other MAT cards.

1	1/93	400	\$5	Flex'Net Anywhere CIN.....	\$110
1a	1/93	4175	\$5	Flex'Net Anywhere Code&CIN .....	\$25
1b	1/93	25	\$5	Flex'Net Anywhere MS code .....	\$260
1c	1/93	400	\$5	Flex'Net Anywhere typed code .....	\$110
2	8/93	1.8M	\$3	Endangered-Panda.....	\$120
2S	8/93	100	\$3	Endangered-Panda spec.....	\$24
3	12/93	1.8M	\$3	Endangered-Harp Seal .....	\$64
4	1/94	5M	\$3	Endangered-Humpback Whale.....\$15	

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
5	3/94	5M	\$3	Endangered-Macaw .....	\$11
5S	3/94	100	\$3	Endangered-Macaw spec .....	\$14
6	5/94	5M	\$3	Endangered-Cheetah .....	\$11
7	8/94	5M	\$3	Endangered-Gray Wolf .....	\$10
8	1/95	5M	\$3	Endangered-Koala .....	\$11
9	7/95	5M	\$3	Endangered-Manatee .....	\$10
10	11/95	5M	\$3	Endangered-Indian Elephant .....	\$7
11	12/95	5M	\$3	Endangered-Zebra.....	\$7
12	1/96	5M	\$3	Endangered-Black Rhino.....	\$7
13	2/96	5M	\$3	Endangered-Tiger.....	\$7
14	3/96	5M	\$3	Endangered-Iguana .....	\$7
15	4/96	5M	\$3	Endangered-Chimpanzee.....	\$7
16	5/96	5M	\$3	Endangered-Cougar .....	\$7
17	6/96	5M	\$3	Endangered-Tarsier .....	\$7
18	7/96	5M	\$3	Endangered-Bald Eagle .....	\$7
19	8/93	1M	\$7	Endangered-Panda .....	\$55
20	12/93	1M	\$7	Endangered-Harp Seal .....	\$69
21	1/94	2.8M	\$7	Endangered-Humpback Whale.....\$16	
22	3/94	2.8M	\$7	Endangered-Macaw.....	\$15
23	5/94	2.8M	\$7	Endangered-Cheetah.....	\$13
24	8/94	2.8M	\$7	Endangered-Gray Wolf.....	\$15
25	1/95	2.8M	\$7	Endangered-Koala .....	\$15
26	7/95	2.8M	\$7	Endangered-Manatee .....	\$18
27	11/95	2.8M	\$7	Endangered-Indian Elephant .....	\$12
28	12/95	2.8M	\$7	Endangered-Zebra .....	\$12
29	1/96	2.8M	\$7	Endangered-Black Rhino.....	\$12
30	2/96	2.8M	\$7	Endangered-Tiger.....	\$12
31	3/96	2.8M	\$7	Endangered-Iguana .....	\$12
32	4/96	2.8M	\$7	Endangered-Chimpanzee.....	\$12
33	5/96	2.8M	\$7	Endangered-Cougar .....	\$12
34	6/96	2.8M	\$7	Endangered-Tarsier .....	\$12
35	7/96	2.8M	\$7	Endangered-Bald Eagle .....	\$12
36	8/93	1.5M	\$20	Endangered-Panda.....	\$65
37	12/93	1.5M	\$20	Endangered-Harp Seal .....	\$60
38	1/94	1.5M	\$20	Endangered-Humpback Whale.....\$32	
39	3/94	1.5M	\$20	Endangered-Macaw.....	\$33
40	5/94	1.5M	\$20	Endangered-Cheetah .....	\$35
41	8/94	1.5M	\$20	Endangered-Gray Wolf.....	\$35
42	1/95	1.5M	\$20	Endangered-Koala .....	\$25
43	7/95	1.5M	\$20	Endangered-Manatee .....	\$35
44	11/95	1.5M	\$20	Endangered-Indian Elephant .....	\$25
45	12/95	1.5M	\$20	Endangered-Zebra .....	\$25
46	1/96	1.5M	\$20	Endangered-Black Rhino.....	\$25

## How to Use The Moneycard Collector Price Guide

Price listings in the Moneycard Collector Price Guide are provided only as a guide and are based on price lists supplied by some 30 dealers around the world and on other market information. Listings without prices will be completed as suitable market information becomes available.

Of course, actual card values must be determined by the buyer and seller, and the Moneycard Collector Price Guide is just that - a guide.

**LEGEND**

- Abbreviations**
- b/w.....Black and White
  - N/A.....not applicable
  - i.....interactive
  - M.....Thousands
  - m.....minutes
  - n/t.....no time or inactivated
  - ovp.....overprinted
  - u.....units
  - UNA.....unavailable information
  - wa#.....wrong access number
  - wp#.....wrong pin number
  - Var.....Various

**NUMBERING SYSTEM**

S (before #) = Sports  
a card depicting an organized, competitive sports related image (comes before numerals, e.g. S125)

Post-numerical descriptor (falls after the numeral)

#-2 = Second Printing  
the second printing of a card; a three, four or greater number can follow to denote the actual print run; occurs often with Canadian cards or unlimited run cards

a-z = error/variety  
a card whose identical front or back differs from the card with the primary listing; includes language variations, but not denominational variations

M = model/prototype  
full-front printed card, may or may not be full-back printed, never issued

E = error  
card with an error that caused its destruction or recall

J = jumbo  
an oversized or jumbo card

P = proof  
artwork on front, blank back

R = replacement  
a card that replaced a defective or recalled card

S (after #) = specimen  
artwork on front, complete back with false or no pin, or word "sample" or "test"

T = trial/test  
live card used specifically for testing a stored value card system

**NEXT MONTH!**

Oh Canada! Check out hundreds of new listings for Canadian prepaids!

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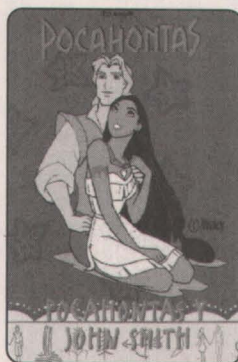
MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>AT &amp; T continued</b>					
5/92	UNA	50u	American Bald Eagle German	.....	\$140
5/92	UNA	50u	Am Bald Eagle German samp	.....	\$150
5/92	UNA	50u	American Bald Eagle Italian	.....	\$225
5/92	UNA	50u	Am Bald Eagle Italian samp	.....	\$160
5/92	UNA	50u	American Bald Eagle Japanese	.....	\$165
5/92	UNA	50u	Am Bald Eagle Japanese samp	.....	\$185
5/92	UNA	50u	American Bald Eagle Korean	.....	\$340
5/92	UNA	50u	Am Bald Eagle Korean samp	.....	\$175
5/92	UNA	50u	American Bald Eagle Portuguese	.....	\$250
5/92	UNA	50u	Am Bald Eagle Portuguese samp	.....	\$185
5/92	UNA	50u	American Bald Eagle Spanish	.....	\$195
5/92	UNA	50u	Am Bald Eagle Spanish samp	.....	\$160
5/92	UNA	50u	American Bald Eagle-wa#	.....	
5/92	UNA	10u	Bridge Connecting Two Worlds	.....	\$24
5/92	UNA	10u	Bridge/English samp	.....	\$95
5/92	UNA	10u	Bridge/Dutch	.....	\$80
5/92	UNA	10u	Bridge/Dutch samp	.....	\$125
5/92	UNA	10u	Bridge/French	.....	\$85
5/92	UNA	10u	Bridge/French samp	.....	\$125
5/92	UNA	10u	Bridge/German	.....	\$24
5/92	UNA	10u	Bridge/German samp	.....	\$125
5/92	UNA	10u	Bridge/Italian	.....	\$85
5/92	UNA	10u	Bridge/Italian samp	.....	\$125
5/92	UNA	10u	Bridge/Japanese	.....	\$50
5/92	UNA	10u	Bridge/Japanese samp	.....	\$135
5/92	UNA	10u	Bridge/Korean	.....	\$150
5/92	UNA	10u	Bridge/samp	.....	\$115
5/92	UNA	10u	Bridge/Portuguese	.....	\$100
5/92	UNA	10u	Bridge/Portuguese samp	.....	\$130
5/92	UNA	10u	Bridge/Spanish	.....	\$75
5/92	UNA	10u	Bridge/Spanish samp	.....	\$115
5/92	UNA	10u	Bridge, Two Worlds-wa#	.....	
5/92	UNA	25u	Bridge Connect Two Worlds/Eng	.....	\$60
5/92	UNA	25u	Bridge/English samp	.....	\$120
5/92	UNA	25u	Bridge/Dutch	.....	\$80
5/92	UNA	25u	Bridge/Dutch samp	.....	\$150

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
5/92	UNA	25u	Bridge/French	.....	\$85
5/92	UNA	25u	Bridge/French samp	.....	\$150
5/92	UNA	25u	Bridge/German	.....	\$24
5/92	UNA	25u	Bridge/German samp	.....	\$150
5/92	UNA	25u	Bridge/Italian	.....	\$85
5/92	UNA	25u	Bridge/Italian samp	.....	\$150
5/92	UNA	25u	Bridge/Japanese	.....	\$50
5/92	UNA	25u	Bridge/Japanese samp	.....	\$160
5/92	UNA	25u	Bridge/Korean	.....	\$150
5/92	UNA	25u	Bridge/samp	.....	\$150
5/92	UNA	25u	Bridge/Portuguese	.....	\$100
5/92	UNA	25u	Bridge/Portuguese samp	.....	\$155
5/92	UNA	25u	Bridge/Spanish	.....	\$75
5/92	UNA	25u	Bridge/Spanish samp	.....	\$150
5/92	UNA	25u	Bridge, Two Worlds-wa#	.....	
5/92	UNA	50u	Bridge Connect Two Worlds/Eng	.....	\$135
5/92	UNA	50u	Bridge/English samp	.....	\$145
5/92	UNA	50u	Bridge/Dutch	.....	\$200
5/92	UNA	50u	Bridge/Dutch samp	.....	\$175
5/92	UNA	50u	Bridge/French	.....	\$225
5/92	UNA	50u	Bridge/French samp	.....	\$175
5/92	UNA	50u	Bridge/German	.....	\$140
5/92	UNA	50u	Bridge/German samp	.....	\$175
5/92	UNA	50u	Bridge/Italian	.....	\$225
5/92	UNA	50u	Bridge/Italian samp	.....	\$175
5/92	UNA	50u	Bridge/Japanese	.....	\$165
5/92	UNA	50u	Bridge/Japanese samp	.....	\$185
5/92	UNA	50u	Bridge/Korean	.....	\$340
5/92	UNA	50u	Bridge/samp	.....	\$175
5/92	UNA	50u	Bridge/Portuguese	.....	\$250
5/92	UNA	50u	Bridge/Portuguese samp	.....	\$180
5/92	UNA	50u	Bridge/Spanish	.....	\$195
5/92	UNA	50u	Bridge/Spanish samp	.....	\$175
5/92	UNA	50u	Bridge, Two Worlds-wa#	.....	
5/92	UNA	10u	Golden Gate Bridge/English	.....	\$24
7/92	UNA	10u	Golden Gate Bridge-no caption	.....	\$500
5/92	UNA	10u	GG Bridge/English samp	.....	\$100

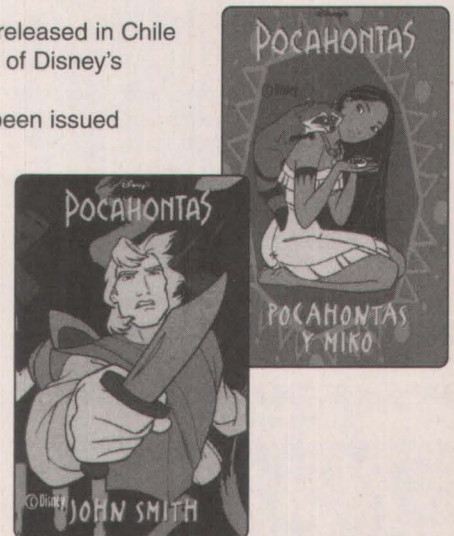
MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
5/92	UNA	10u	GG Bridge/Dutch samp	.....	\$80
5/92	UNA	10u	GG Bridge/Dutch samp	.....	\$120
5/92	UNA	10u	Golden Gate Bridge/French	.....	\$85
5/92	UNA	10u	GG Bridge/French samp	.....	\$110
5/92	UNA	10u	Golden Gate Bridge/German	.....	\$24
5/92	UNA	10u	GG Bridge/German samp	.....	\$110
5/92	UNA	10u	Golden Gate Bridge/Italian	.....	\$85
5/92	UNA	10u	GG Bridge/Italian 9-digit PIN	.....	\$150
5/92	UNA	10u	GG Bridge/Italian samp	.....	\$110
5/92	UNA	10u	GG Bridge/Japanese	.....	\$45
5/92	UNA	10u	GG Bridge/Japanese samp	.....	\$130
5/92	UNA	10u	GG Bridge/Korean	.....	\$150
5/92	UNA	10u	GG Bridge/Korean samp	.....	\$145
5/92	UNA	10u	GG Bridge/Portuguese	.....	\$100
5/92	UNA	10u	GG Bridge/Portuguese samp	.....	\$125
5/92	UNA	10u	GG Bridge/Spanish	.....	\$75
5/92	UNA	10u	GG Bridge/Spanish samp	.....	\$120
5/92	UNA	25u	Golden Gate Bridge/English	.....	\$60
5/92	UNA	25u	Golden Gate Bridge-no caption	.....	
5/92	UNA	25u	GG Bridge/English samp	.....	\$125
5/92	UNA	25u	GG Bridge/Dutch	.....	\$125
5/92	UNA	25u	GG Bridge/Dutch samp	.....	\$125
5/92	UNA	25u	Golden Gate Bridge/French	.....	\$135
5/92	UNA	25u	GG Bridge/French samp	.....	\$135
5/92	UNA	25u	Golden Gate Bridge/German	.....	\$65
5/92	UNA	25u	GG Bridge/German samp	.....	\$135
5/92	UNA	25u	Golden Gate Bridge/Italian	.....	\$135
5/92	UNA	25u	GG Bridge/Italian samp	.....	\$135
5/92	UNA	25u	GG Bridge/Japanese	.....	\$85
5/92	UNA	25u	GG Bridge/Japanese wa#	.....	
5/92	UNA	25u	GG Bridge/Japanese samp	.....	\$155
5/92	UNA	25u	GG Bridge/Korean	.....	\$200
5/92	UNA	25u	GG Bridge/Korean samp	.....	\$145
5/92	UNA	25u	GG Bridge/Portuguese	.....	\$160
5/92	UNA	25u	GG Bridge/Portuguese samp	.....	\$150
5/92	UNA	25u	GG Bridge/Spanish	.....	\$120
5/92	UNA	25u	GG Bridge/Spanish samp	.....	\$145

## FREE DISNEY'S POCAHONTAS 6 PIECE TELEPHONE CARD SET FROM CHILE

with every \$25.00 purchased from Powell Associates. Available to our new and old customers. You may buy any combination of Phoncards from our extensive inventory. This offer is limited to 5 free sets per customer and will end when our allocation has been exhausted.



- A 6 piece Telephone Card Set released in Chile in conjunction with the opening of Disney's Pocahontas Movie.
- A total of 105,000 cards have been issued (17,500 per design).
- These Disney cards are no longer active and are still packaged individually in their original sealed and numbered envelopes.
- These are the First Disney Telephone Cards in Latin America.
- Issued by Chile's Premier Telco - CHILESAT.
- CHILESAT has allocated 1,000 sets to Powell for this promotion.



**POWELL ASSOCIATES** 

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MCN DATE QTY DENOM DESCRIPTION OF CARD RETAIL PRICE

Score Board Inc. continued

Table with 5 columns: MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Lists various Coca-Cola items like 'Coke I: The pause that refreshes', 'Coke II Truck: Six-Box Easy 1920s', etc.

MCN DATE QTY DENOM DESCRIPTION OF CARD RETAIL PRICE

Table with 5 columns: MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Lists various Coca-Cola items like 'Coke II Truck: At Home, Play 1945', 'Coke Nat'l Gold: He's Home', etc.



Finish Line Mega Phone

Promo 4 card sets only
250 produced .....\$175.00
Phone Cards 4 card sets .....\$149.00

Starter Kits - 19 Cards, Sleeves, Binder & More only \$45

Phone Packs (3 card packs) still available .....\$7.00
Complete 40 card sets \$2 common (pictured below) .....\$90.00
Silver Series 40 card set .....\$120.00
Also available \$5, \$10, \$50, \$100 and \$1,000. Call for price!

Yankee Stadium 1923 Opening Day Card only 1923 produced .....\$20.00
Mark Martin promo card.....\$5.00

Atlanta Telecard World 96 show cards... 10 to choose from starting at \$10.00

Any order over \$50 FREE phone card and special bonus!

Individual cards
Innovative Telecom (ITC) Promise
Margarine card 10 minutes, in folder .....\$15.00
AT&T International Coffee 10 min. ....\$8.00
Apollo 13 card from GTS .....\$13.00
Multi Brand Wheat Check cards from SmarTel.....\$20.00
Maxwell House Flavored Coffees ...\$9.00
Marilyn in Singapore .....\$22.00
1st Time Buyers Only Grabbag (10 cards) .....\$19.95

All orders add \$3.50 S&H
Visa and Mastercard accepted.

Phone Cards Unlimited

P.O. Box 40660
Detroit, MI 48240
Phone: (313) 541-4249
Fax: (313) 281-0967





MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>SmarTel continued</b>					
4/94	1M	10m	Picture.....		
4/94	UNA	10m	Times Mirror.....		
5/94	UNA	5m	Abraham & Strauss.....		
5/94	UNA	10m	American College of Surgeons.....		
5/94	1.5M	10m	Busnell.....		
5/94	UNA	10m	Dick Clark 29 Acad Country Music.....	\$14	
5/94	1M	10m	IM Journal/Medical Eco. Pubs.....		
5/94	UNA	5m	JoJo White Growth League.....		
5/94	100M	10m	JoJo White Growth League.....		
5/94	UNA	10m	Julia Paige Slater.....		
5/94	10M	10m	Montgomery Ward/Electric Avenue.....	\$20	
5/94	UNA	10m	Motivation Show.....		
5/94	UNA	30m	Motorola.....		
5/94	UNA	10m	VIRTIS.....		
5/94	2.5M	10m	Wash Hosital Center.....		
6/94	5M	5m	Abraham & Strauss/Mother's Day.....	\$14	
6/94	UNA	10m	Active International.....		
6/94	UNA	10m	American Cancer Society.....		
6/94	UNA	250m	American Cancer Society.....		
6/94	UNA	10m	Dexter Crew Sales Meeting.....		
6/94	UNA	100m	Dexter Crew Sales Meeting.....		
6/94	UNA	10m	Dick Clark/American Bandstand.....		
6/94	25M	5m	Ground Round Restur/Fathers Day.....		
6/94	UNA	5m	Industrial Medicine Assoc. PC.....		
6/94	UNA	10m	MPS Society.....		
6/94	UNA	250m	MPS Society.....		
7/94	4M	10m	Digital Equipment Corp.....	\$9	
7/94	10M	10m	Forbes Field.....	\$12	
7/94	5M	5m	Jordan Marsh/Mother's Day.....		
7/94	UNA	10m	McBee Systems.....		
7/94	UNA	30m	Murray Mowers.....		
8/94	UNA	15m	3M.....		
8/94	UNA	30m	3M.....		
8/94	5M	5m	Abraham & Strauss/Father's Day.....	\$14	
8/94	UNA	10m	Arthritis Foundation.....		
8/94	UNA	250m	Arthritis Foundation.....		

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
8/94	UNA	30m	Beacon Hill Athletic Club.....		
8/94	UNA	10m	Big Brother Association.....		
8/94	UNA	250m	Big Brother Association.....		
8/94	UNA	10m	Cam Neely Celebrity Classic.....	\$15	
8/94	1M	10m	Capital Records-The Devlins.....		
8/94	UNA	10m	CELLULAR 2001.....	\$11	
8/94	UNA	30m	CELLULAR 2001.....	\$23	
8/94	UNA	10m	Dexter USA.....		
8/94	1M	10m	First Bank/Free Speach.....		
8/94	UNA	10m	Greenwood Trust.....		
8/94	UNA	30m	Harvard Community Health.....		
8/94	6M	10m	IBM.....	\$20	
8/94	UNA	10m	Jordan Marsh.....		
8/94	2.5M	5m	Jordan Marsh/College Fest.....		
8/94	5M	5m	Jordan Marsh/Father's Day.....		
8/94	2.7M	10m	MADICO.....		
8/94	1M	5m	NORELCO.....		
8/94	1M	15m	Sony/Lechmere.....		
9/94	UNA	10m	ACME Lesure Spas.....		
9/94	UNA	10m	AG Communications.....		
9/94	UNA	10m	CA Farm Equipment Show.....		
9/94	UNA	10m	Cox Sheet Metal.....		
9/94	UNA	10m	CTX Storage.....		
9/94	UNA	10m	Dana Farber.....		
9/94	UNA	250m	Dana Farber.....		
9/94	1.5M	10m	Dexter Boscov.....	\$13	
9/94	1.2M	10m	Dexter USA.....		
9/94	UNA	5m	Doctor's Donation.....		
9/94	UNA	5m	Filenes.....		
9/94	2M	30m	First Bank/Free Speach.....		
9/94	UNA	30m	Homes Savings of America.....		
9/94	UNA	10m	Marcus Advertising.....		
9/94	UNA	10m	National Kidney Foundation.....		
9/94	UNA	250m	National Kidney Foundation.....		
9/94	9.250	10m	NORELCO.....	\$8	
9/94	UNA	50m	NORELCO.....		
9/94	UNA	10m	Olsten Kimberly Quality Care.....		

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
9/94	UNA	10m	Physicians Health Services.....		
9/94	UNA	30m	Pitney Bowes/United Way.....		
9/94	UNA	10m	Satus Quo Limousine.....		
9/94	UNA	10m	Starlight Foundation.....		
9/94	UNA	250m	Starlight Foundation.....		
9/94	1M	10m	Telecard World '94.....		
9/94	150	10m	Telecard World '94 Collector's Ed.....	\$125	
9/94	UNA	10m	Texas Shootout.....		
9/94	UNA	100m	Texas Shootout.....		
9/94	UNA	200m	Texas Shootout.....		
9/94	UNA	1000m	Texas Shootout.....		
9/94	2.5M	5m	Uncle Daves Kitchen.....		
9/94	UNA	10m	Vista Group.....		
9/94	UNA	10m	Wireless Way/Andre Tippett.....		
9/94	UNA	10m	Wirless Way.....		
9/94	UNA	30m	World Trade.....		
9/94	UNA	60m	World Trade.....		
9/94	UNA	90m	World Trade.....		
9/94	UNA	10m	Zeeb Commercial Real Estate.....		
10/94	UNA	5m	American Funding Source.....		
10/94	1M	5m	AmTelEx Houston.....	\$12	
10/94	15M	10m	Andre Tippett Day.....	\$8	
10/94	UNA	560m	Andre Tippett Day.....		
10/94	UNA	15m	Beltone.....		
10/94	10mM	15m	Black & Decker Tools.....		
10/94	10mM	10m	BMG Dist./RCA/Arista Records.....		
10/94	UNA	10m	Chin Chin Restuarant Chinois.....	\$15	
10/94	UNA	5m	Concord Coal/Tsongas&Rudman.....	\$15	
10/94	UNA	25m	Dexter Boscov.....		
10/94	UNA	50m	Dexter Boscov.....		
10/94	UNA	100m	Dexter Boscov.....		
10/94	UNA	10m	Dr. Robert Rameson, M.D.....		
10/94	UNA	20m	Federated Investors.....		
10/94	UNA	10m	HMO.....		
10/94	UNA	10m	Home Savings of America.....		
10/94	1M	5m	JC Penny.....		
10/94	UNA	10m	Juvenile Diabetes Foundation.....		

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## First Union Corporation Visa Cash Cards

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 •includes Employee only Card (sold out by Bank)  
 Currency & Technology Series....(7,000 sets)...\$255  
 •includes Employee only Card (sold out by Bank)  
 American Athletes I Series.....(15,000 sets)...\$207  
 Modern Swiss Series.....(5,000 sets)...\$217  
 Universal Studios Set.....(10,000 sets)..CALL  
 Botanical Prints Set.....(5,000 sets)...\$217  
 Women Athletes Set.....(15,000 sets)...\$207

## NationsBank Visa CashCards

Norfolk/Atlanta \$5 Trial Card...(1,000).....\$350  
 Norfolk/Atlanta \$20 Trial Card...(20,000).....\$45  
 Ribbons Of Color Series.....(5,000 sets)....\$95  
 Gold Medal US Olympians Series.(25,000 sets)...\$217  
 US Olympians In Action Series...(20,000 sets)...\$217  
 Izzy In Action Series.....\$114  
 Izzy In Action Series/Ltd Edition (500) Folder..\$140  
 MARTA Card.....(70,000).....\$28  
 ••Regular Issue Sets with ALL Matching #s••...CALL

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 Just back from the Show...  
 ...still sorting them out!!  
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Salute To Atlanta Set.....(15,000 sets).....\$190  
 •in Collector's Folder.....(1,500 #d sets) ...\$199  
 •with Baton (Employee) Card.....\$225  
 Danish Olympic Team Set.....(2,000 sets).....\$55  
 Retail Conference Promo Card.(1,500).....\$145

**NFL Jacksonville Jaguar 8 Card Puzzle Sets now available in Mint (Activated) or Specimen (Unactivated) Condition**

\$20 Denomination Sets (2,500 produced/\$160 face value) Mint \$55, Specimen \$75. \$50 Denomination Sets (2,000 produced/\$400 face value) Mint \$75, Specimen \$100.  
 \$100 Denomination Sets (500 produced/\$800 face value) Mint \$100, Specimen •RARE• \$250. Custom Plexiglas Holders @\$24.95. Autographed Cat Face Card \$25.

# Phonecards!, Phonecards!, Phonecards!

Marilyn in Deutschland.....\$15  
 Marilyn in Hong Kong.....\$12  
 NYNEX 1996 Peace.....\$8  
 McDonald's Bell Canada.....\$15  
 Iran Coca-Cola Olympic.....\$15

Hong Kong 1st Disney Set.....\$140  
 Elle Magazine (Bell Canada).....\$10  
 US West CardTech/SecureTech ..\$30  
 NZ Event Masters Disney Sets ..CALL  
 Cable & Wireless LA Expo.....\$15

Amerivox Australia Elvis.....\$15  
 Toy Story (Hong Kong).....\$45  
 NYNEX Geneva Card.....\$8  
 AT&T International Coffee..\$10  
 Alaska Aurora Set/Folder ..\$52

USA Pink Panther Series..@\$12  
 Space Shuttle Lenticular ...\$35  
 'Trink' Coca-Cola/6 cards..\$85  
 Bell Canada BCE.....\$10  
 Hard Rock Hotel.....\$40



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MCN DATE QTY DENOM DESCRIPTION OF CARD RETAIL PRICE

SmarTel continued

Table with 5 columns: MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Contains 200 rows of data for SmarTel cards.

MCN DATE QTY DENOM DESCRIPTION OF CARD RETAIL PRICE

Table with 5 columns: MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Contains 200 rows of data for various cards.

MCN DATE QTY DENOM DESCRIPTION OF CARD RETAIL PRICE

Table with 5 columns: MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Contains 200 rows of data for various cards.

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>SmarTel continued</b>					
7/95	UNA	10m		OMNI Hearing Devices	
7/95	UNA	25m		PACE \$25	
7/95	UNA	10m		Pagano, Schenck & Kay (PSK)	
7/95	UNA	5m		Phelan	
7/95	UNA	10m		PHS - Physicians Health Services	
7/95	UNA	10m		Ray's Brite Spot (Luncheonette)	
7/95	UNA	10m		Rose Express	
7/95	1M	5m		Simmons Market Research Bureau	
7/95	UNA	10m		Smith, Ingles & French	
7/95	UNA	20m		Sorg Products	
7/95	UNA	10m		Spry - Chapels/Memorial Gardens	
7/95	1M	5m		Stiles Corp.	
7/95	UNA	10m		Sunlight Communications	
7/95	UNA	10m		Sweezy's	
7/95	UNA	10m		Virtis	
7/95	1.6M	5m		Wilmac Corporation	
8/95	1.5M	10m		3M/UMS:Celebrate 85 years	
8/95	UNA	5m		Accord Contracting & Management	
8/95	UNA	5m		Allied Signal - Bendix Telesales	
8/95	UNA	15m		American National Savings Bank	
8/95	UNA	10m		Answercomm	
8/95	UNA	10m		Atech	
8/95	UNA	10m		Bayview Telecom/Telecard Pro	
8/95	UNA	10m		Bonds & Company	
8/95	UNA	5m		Burr Travel Bureau - Retail \$5	
8/95	UNA	10m		Canton Centre	
8/95	UNA	5m		Canton Centre	
8/95	UNA	60m		Capital One - Visa	
8/95	UNA	90m		Capital One - Visa	
8/95	UNA	OPEN		Capital One Credit Card/Phone Card	
8/95	UNA	5m		Cellular Headquarters	
8/95	UNA	5m		Cigna	
8/95	UNA	5m		Cigna - Excess Casualty	
8/95	UNA	50m		Community Group	
8/95	UNA	100m		Community Group	
8/95	UNA	15m		Council of New York-Housing Conf.	

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
8/95	1.3M	20m		Covenant Bank - Calling Card	\$13
8/95	UNA	10m		Details Magazine (Conde Nast)	
8/95	2.7M	10m		Dexter Boscov (4 Different Audios)	
8/95	UNA	10m		Dexter Joslins	
8/95	UNA	10m		Dexter/The Jones Store Co.	
8/95	UNA	10m		Eastern Phone Card	
8/95	1.1M	20m		Equitable Gas-Energy	
8/95	UNA	20m		First Delta Gas Promo (Canada)	
8/95	UNA	10m		First Delta Gas Promo (USA)	
8/95	UNA	10m		First Federal Savings	
8/95	UNA	20m		First Federal Savings	
8/95	UNA	30m		First Federal Savings	
8/95	1.9M	10m		George Mason Bank	
8/95	UNA	25m		Global Debit Earth/Prepaid Phone	
8/95	UNA	15m		Grabber (Construction Products)	
8/95	UNA	10m		Harvard Community Health	
8/95	UNA	10m		Independence Court of Quaker	
8/95	UNA	5m		Integgricom	
8/95	UNA	10m		Jeffrey Scott Walker/Birth Announ.	
8/95	UNA	15m		Jones&Brown/Wholesale Distrib.	
8/95	UNA	10m		Keenan Oil	
8/95	1.1M	5m		Lachapelle Design	
8/95	UNA	10m		Management Services Group	
8/95	UNA	10m		Marv Comstock Fundraiser	
8/95	UNA	5m		Megabyte Express-Computer Supp.	
8/95	UNA	10m		Metro Dental	
8/95	UNA	15m		Mobile Gas-Appreciates Your Busin.	
8/95	UNA	10m		Mount Sinai Park/Members	
8/95	UNA	10m		Mount Sinai Park/Thank you	
8/95	UNA	5m		NBC Comm/Northeastern Baptist	
8/95	UNA	10m		Omni Hearing Devices	
8/95	2.6M	10m		One Source One Call/Pharmaceut.	
8/95	3.5M	10m		PC Magazine	
8/95	1.1M	10m		Phone Plus '95 Show Card	
8/95	UNA	30m		Pitney Bowes-Spirit Of America	
8/95	UNA	10m		Prestige Business Products	
8/95	8M	10m		Primal Rage Boutique/Time Warner	\$15

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
8/95	UNA	5m		Promotional Products Assoc Int'l	
8/95	UNA	10m		Promotional Products Assoc Int'l	
8/95	UNA	5m		Roban Enterprises	
8/95	UNA	10m		Roni Lynn Deutch	
8/95	UNA	5m		RSA Tele./All Your Tele. Needs	
8/95	UNA	15m		San Diego America's Finest City	
8/95	UNA	30m		San Diego America's Finest City	
8/95	10m50	5m		Spectrum Home Mortgage	
8/95	5M	10m		Tasters Choice	
8/95	5M	30m		Tasters Choice	
8/95	UNA	5m		Tentina Window Fashions, Inc.	
8/95	UNA	5m		Unadilla Laminated Products	
8/95	UNA	5m		US Air Force Academy	\$5
8/95	UNA	10m		US Air Force Academy	\$10
8/95	UNA	25m		US Air Force Academy	\$15
8/95	UNA	10m		US Comnet	
8/95	UNA	60m		US Comnet	
8/95	UNA	90m		US Comnet	
8/95	UNA	30m		US Comnet	
8/95	UNA	10m		Uvest Investment Services	
8/95	UNA	30m		VisionTwo	
9/95	UNA	10m		Advanced Business Machines, Inc.	
9/95	UNA	10m		AG Trimble Co. Adver (Thank You)	
9/95	1.5M	20m		Am South Bank-Relationship People	
9/95	UNA	5m		American Mechanical-Heating/Air	
9/95	UNA	10m		Arnoff Center Commemorative Issue	
9/95	UNA	10m		CEC Vibration Products	
9/95	UNA	5m		Central Valley Mortgage/Gold	
9/95	1.2M	10m		CFC-Grt Cleveland Federa Camp	
9/95	UNA	5m		Champion Awards & Advertising	
9/95	UNA	10m		CitiBank (Paper)	
9/95	UNA	5m		Classic Pizza	
9/95	UNA	10m		CompuPharm Services	
9/95	UNA	10m		Conquest Communications, Inc.	
9/95	UNA	10m		Dexter USA	
9/95	UNA	10m		Dexter USA/Famous Barr	
9/95	UNA	10m		Dexter USA/L.S. Ayres	



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M/CN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>SmarTel continued</b>					
11/95	UNA	10m		Walt Disney World - Dolphin Hotel .....	
11/95	25M	30m		Wells Fargo Bank-bill payment.....	
11/95	UNA	5m		Your Name Here/Trade Show Promo .....	
12/95	UNA	5m		A & A Phone Cards .....	
12/95	1M	5m		Amsouth Invest. Services/Mutual F .....	
12/95	UNA	10m		Arthritis Foundation/Racing .....	
12/95	UNA	100m		Bartermax .....	
12/95	1M	30m		Bell Automotive (Showroom).....	
12/95	UNA	20m		Belmont Pest Control, Inc .....	
12/95	UNA	5m		Berlitz Retail .....	
12/95	UNA	10m		Berlitz Retail .....	
12/95	UNA	10m		Central Mortgage Asset Manag.....	
12/95	UNA	20m		Comptroller Of The Currency .....	
12/95	1.8M	10m		Computer Shopper/Readers Advis .....	
12/95	UNA	10m		Conomos-Indust. Painting Spec.....	
12/95	UNA	5m		Consumers Oil Company, Inc.....	
12/95	UNA	30m		Continental Cablevision .....	
12/95	UNA	10m		CSO/CSI .....	
12/95	25M	10m		DC Comics-Catwoman .....	\$18
12/95	12.5M	5m		DC Comics-Superboy/Flash/G Lat .....	\$16
12/95	12.5M	5m		DC Comics-Superman/WW/Batman .....	\$16
12/95	50	5m		Dick Clark's American Bandstand .....	\$75
12/95	UNA	10m		Dirt Devil - Royal .....	
12/95	UNA	10m		Discovery Business Systems, Inc .....	
12/95	UNA	10m		Elias Marketing, Inc .....	
12/95	UNA	15m		Equitable Gas Speakers Bureau .....	
12/95	UNA	10m		Erickson Oil Company .....	
12/95	UNA	10m		FHP Health Care Senior Plan .....	
12/95	1M	15m		Forest Fair Mall - Phone Home .....	
12/95	UNA	10m		Four By Five Photography .....	
12/95	UNA	10m		Goodwin Enterprises .....	
12/95	UNA	5m		HCC-Health Info Management Serv .....	
12/95	UNA	10m		Hess Advertising .....	
12/95	UNA	10m		Homevest Mortgage Corp.....	
12/95	UNA	10m		Homevest Mortgage Corp.....	
12/95	UNA	20m		Homevest Mortgage Corp.....	
12/95	UNA	10m		Horizon Air .....	
12/95	UNA	10m		Horizons Unlimited Travel Group .....	
12/95	UNA	10m		Hoyer USA, Inc./Int'l Bulk Transport .....	
12/95	UNA	30m		IBM - Thanks For Your Contribution .....	
12/95	UNA	10m		Ideas Unlimited/Calendar .....	
12/95	1,450	5m		Impact Advertising .....	\$7
12/95	UNA	60m		J. J. Haines & Co. & W.F. Taylor .....	
12/95	UNA	100m		Kafka & Kaufman Law Offices.....	
12/95	UNA	10m		Kamin & Associates, Inc./Calendar .....	
12/95	UNA	15m		Key Human resources Manag. Inc .....	
12/95	UNA	20m		Kodak Royal Premier Dealer .....	\$22
12/95	UNA	10m		Lan Tech.....	
12/95	UNA	10m		Lasting Impressions Promo Prod .....	
12/95	UNA	5m		Lasting Impressions Promo Prod .....	
12/95	1.9M	10m		MacUser-Reader's Advisory Panel .....	
12/95	1.8M	10m		MacWeek-Reader's Advisory Panel .....	
12/95	UNA	25m		MADD .....	
12/95	UNA	10m		Management Consultants.....	
12/95	UNA	5m		Manor Healthcare .....	
12/95	UNA	100m		MCB Communications .....	
12/95	UNA	10m		Media Advantage.....	
12/95	UNA	20m		Media Advantage.....	
12/95	UNA	30m		Media Advantage.....	
12/95	UNA	60m		Media Advantage.....	
12/95	UNA	5m		Metrociti Mortgage Corp.....	
12/95	UNA	10m		Motorola - Time Well Spent .....	
12/95	1,150	5m		Music Maestro Please Inc/Calendar .....	\$8
12/95	UNA	5m		NYHQ - The New York Hospital .....	
12/95	UNA	10m		Ontario Telephone Company .....	
12/95	UNA	30m		Ortho Biotech.....	
12/95	1M	10m		Pace University School of Law .....	
12/95	UNA	5m		Pacific Pride - Deiter Bros. Fuel Co .....	
12/95	UNA	10m		Pacific Pride - Deiter Bros. Fuel Co .....	
12/95	UNA	30m		Pagenet - Blue Man running .....	
12/95	UNA	30m		Pagenet - National Distributorships .....	
12/95	UNA	60m		Pagenet - National Distributorships .....	
12/95	UNA	10m		Paine Webber/Seasons Greetings .....	
12/95	1,550	10m		PC Computing Readers Advis Panel .....	\$9
12/95	2.7M	10m		PC Magaz Readers Advisory Panel .....	
12/95	1,825	10m		PC Week Reader's Advisory Panel .....	\$9

M/CN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
12/95	UNA	10m		PSG - Thanks for Efforts In Safety.....	
12/95	1.3M	5m		QORPAK - The Right Container .....	\$5
12/95	UNA	10m		Quaker Special Risks/Seas. Greet .....	
12/95	UNA	10m		Quaker Special Risks/Thank You .....	
12/95	UNA	10m		Raelyn - Graphics, Printing, Adv .....	
12/95	UNA	10m		Regan Communications .....	
12/95	UNA	5m		Reva Levin - Happy Holidays .....	
12/95	UNA	5m		S. Roberts Specialty Co .....	
12/95	UNA	10m		S. Roberts Specialty Co .....	
12/95	UNA	10m		SLR&Assoc Busiess Promo Pads .....	
12/95	1M	10m		SmarTel/Earth/Stan .....	
12/95	UNA	30m		SmarTel-Happy Holidays-New Year .....	
12/95	UNA	60m		Smith + Thompson .....	
12/95	UNA	10m		Specialty Gloves & Dental Supply .....	
12/95	UNA	10m		State Farm-Vote fo Confidence .....	
12/95	UNA	10m		State Farm - Sam Carrello, Agent .....	
12/95	UNA	30m		Target Rehabilitation Co .....	
12/95	UNA	5m		Tennant Family .....	
12/95	UNA10m	Mex		Wells Fargo/Spanish Back .....	
12/95	1.6M	10m		Windows Sources/Reader's Panel .....	
1/96	UNA	10m		Alcon .....	
1/96	UNA	30m		Arkansas Democrat Gazette .....	
1/96	UNA	10m		Awards Unlimited .....	
1/96	UNA	5m		Blooming Mondays .....	
1/96	1M	10m		Calsonic .....	
1/96	UNA	315m		Celebrants - Jon Sternkowski's .....	
1/96	UNA	10m		Celebrate! Gary & Lee .....	
1/96	25M+	10m		Chex Multi-Bran Cereal .....	\$5
1/96	UNA	10m		Colonial Life Insurance .....	
1/96	UNA	10m		Congratulations - Ava & Leon .....	
1/96	UNA	30m		Continental Cablevision-Bring Tech .....	
1/96	UNA	100m		Dexter USA/ Golf Rep.....	
1/96	UNA	5m		Dick Clark's American Bandstand .....	
1/96	UNA	30m		EDCO Echelon .....	
1/96	500	10m		ESP/Thank You .....	\$12
1/96	1M	10m		FHP Health Care Senior Plan .....	
1/96	UNA	10m		Floyd's Youth Hostel Retail \$10 .....	

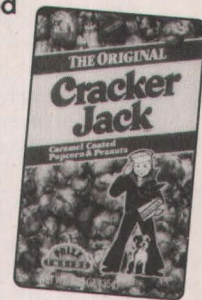
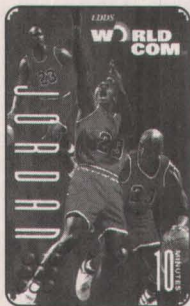
M/CN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
1/96	UNA	25m		Floyd's Youth Hostel Retail \$25 .....	
1/96	UNA	5m		Floyd's Youth Hostel Retail \$5 .....	
1/96	UNA	30m		Foxboro-Flow Expert Sizing Prog .....	
1/96	1M	10m		Gallagher Sullivan, Inc .....	
1/96	2.5M	5m		Genovese Pharmacy .....	
1/96	UNA	5m		Hal IS 50 .....	
1/96	2.5M	10m		Hewlett Packard-DesignJet Series .....	
1/96	UNA	10m		Hi Call Me - D. Rick Gipson .....	
1/96	UNA	10m		Hi Call Me - Roger D. Church .....	
1/96	UNA	10m		Hi Call Me - Subash J. Joshi, MD .....	
1/96	7M	10m		Hughes Electronics .....	
1/96	4.5M	15m		Image Works .....	
1/96	UNA	5m		Kemp/Promotional Enterprises .....	
1/96	UNA	10m		Kuzon Family .....	
1/96	UNA	15m		Mark Greenberg Real Estate Co .....	
1/96	UNA	10m		Mercer County/Royal Mortgage .....	
1/96	UNA	10m		Micki&Ben Bronston & Lindsey .....	
1/96	1.3M	10m		Mid-American Apartment Commun. ....	
1/96	UNA	10m		Mt Siani Memor Park-Fred Ellsberg .....	
1/96	UNA	10m		Mt Siani Memor Park-Jerry Gold .....	
1/96	UNA	10m		Mt Siani Memor Park-Frank Tessel .....	
1/96	UNA	10m		Mt Siani Mem Park-Marvin Betrnan .....	
1/96	UNA	45m		OAG - Official Ailrine Guides .....	
1/96	UNA	20m		Optical lab, Inc. & Varliux Comfort .....	
1/96	UNA	20m		Paine Webber-Lawrence McDonald .....	
1/96	UNA	10m		Pinacle Promotions .....	
1/96	1M	10m		Pioneer Military Loans-Need Cash? .....	
1/96	UNA	5m		PNC Brokerage .....	
1/96	UNA	5m		Rehabilitation Specialists .....	
1/96	UNA	10m		Robert I. Orenstein, D.M.D. ....	
1/96	UNA	10m		Royalab - Bill Greathouse .....	
1/96	UNA	5m		Sea River - First in Safety .....	
1/96	UNA	10m		Sea River - First in Safety .....	
1/96	UNA	7m		Sea River - First in Safety .....	
1/96	2M	5m		Simmons Market Research .....	
1/96	UNA	5m		Simon Holdings, Inc .....	
1/96	1M	5m		SmarTel - We Get People Talking .....	

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- NEW Abbott & Costello .....\$15.00
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- Michael Jordan.....\$10.00 & up
- JFK & Jackie .....\$10.00 & up
- Elvis & Marilyn .....\$8.00 & up
- Flintstones & Peanuts.....\$8.00 & up

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- \$5 — 10 card acetate
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- \$2 - 48 Card Set
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- \$5 - 5 Card Acetate
- \$10 - 10 Card Microline Truck Set
- \$25 - 5 Card Puzzle Set
- \$10 - 3 Card Aluminum Can Set
- \$10 - 3 Card Aluminum Tray Set
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Table with columns MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Section: First Union Corporation continued. Items include American Athletes II, Women Athletes, Women Athletes Set/4.

Section: GAFT. Item: Australian Car Racing.

Section: Gem International. Item: Randy White-Cowboys.

Section: Global Key. Items: New Jersey Nets Set/20, Lipton Tea Tennis Championship.

Section: Globalcom 2000. Item: World Peace Thru Soccer.

Section: GTE. Multiple rows of items including AFC players (Barry Foster, Carl Pickens, Dan Marino, Drew Bledsoe, Gary Brown, Jim Kelly, John Elway, Junior Seau, Marcus Allen, Marshall Faulk, Rick Mirer, Ronnie Lott, Tim Brown, Vinny Testaverde), NFL players (Curtis Conway, Andre Rison, Barry Sanders, Gary Clark, Hardy Nickerson, Heath Shuler, Jerome Bettis, Jerry Rice, Micheal Haynes, Micheal Irvin, Randall Cunningham, Rodney Hampton, Sterling Sharpe, Warren Moon), NFL Helmets-Collage, NFL Players AFC-Set/15, NFL Players NFC-Set/15, SF/San Diego Helmet, Shell Superbowl Set/6, Super Bowl XXX, Super Bowl XXX & Cushion, Superbowl XXIX Helmet, Superbowl XXIX Hi Mom!, Superbowl XXIX Pigskin.

Section: GTE - Hawaii. Items include Aloha Bowl, Coors Surfing Set/3, Hawaiian Open-25th, Hawaiian Open-28th, Hawaiian Open-29th, Hawaiian Open-29th (TEL on rev.), Hawaiian Open-30th, Hula Bowl - 48th Ann. HulaGirl, Kenwood Cup 94.

Table with columns MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Items include Koi, Sumo Wrestler, Sumo Wrestler ERROR, Water Sports Set/5, Windsurfer, Windsurfer USED.

Section: GTI Telecom. Items include Baseball Legends Set/3, Feller, Aparicclo & Yazstremski Set/3, Soccer Ball - USA, Soccer Ball - USA, Worldcup Soccer - USA '94, Worldcup Soccer - USA '94 Set/25.

Section: GTS. Multiple rows of items including 1969 Mets Meineke Set/32, Baseball Fan Fest '95, Basketball Centennial, Basketball Hall of Fame Set/5, Mets - Al Weis, Mets - Art Shamsky, Mets - Bobby Pfeil, Mets - Bobby Pfeil, Mets - Bud Harrelson, Mets - Cal Coonce, Mets - Cal Coonce, Mets - Cleon Jones, Mets - Don Cardwell, Mets - Don Cardwell, Mets - Don Clendenon, Mets - Don Clendenon, Mets - Don Clendenon Sample, Mets - Duffy Dyer, Mets - Ed Charles, Mets - Ed Charles, Mets - Ed Yost, Mets - Ed Yost, Mets - Gary Gentry, Mets - Gary Gentry, Mets - Gil Hodges, Mets - J.C. Martin, Mets - J.C. Martin, Mets - Jack DiLauro, Mets - Jerry Grote, Mets - Jim McAndrew, Mets - Jim McAndrew, Mets - Joe Pignatano, Mets - Joe Pignatano, Mets - Ken Boswell, Mets - Ken Boswell, Mets - Rod Gasper, Mets - Ron Swoboda, Mets - Ron Taylor, Mets - Ron Taylor, Mets - Rube Walker, Mets - Rube Walker, Mets - Tommie Agee, Mets - Tug McGraw, Mets - Wayne Garrett, Mets World Champions Team Photo, MLB - Tampa Bay Devil Rays, MLB - Baltimore Orioles, MLB - Boston Red Socks, MLB - California Angels, MLB - Chicago White Sox, MLB - Cleveland Indians, MLB - Detroit Tigers, MLB - Kansas City Royals, MLB - Milwaukee Brewers, MLB - Minnesota Twins, MLB - New York Yankees, MLB - Oakland Athletics.

Table with columns MCN, DATE, QTY, DENOM, DESCRIPTION OF CARD, RETAIL PRICE. Items include MLB - Seattle Mariners, MLB - Set/15, MLB - Texas Rangers, MLB - Toronto Blue Jays, MLB - Atlanta Braves, MLB - Chicago Cubs, MLB - Cincinnati Reds, MLB - Colorado Rockies, MLB - Florida Marlins, MLB - Houston Astros, MLB - Montreal Expos, MLB - New York Mets, MLB - Philadelphia Phillies, MLB - Pittsburgh Pirates, MLB - San Diego Padres, MLB - San Francisco Giants, MLB - Set/14, MLB - St. Louis Cardinals, MLB - Ser-1-C. Fielder, MLB - Ser-1-McGriff, MLB - Ser-1-F. Thomas, MLB - Ser-1-K. Griffey Jr., MLB - Ser-1-T. Gwynn, MLB - Ser-2-B. Bonds, MLB - Ser-2-C. Ripken Jr., MLB - Ser-2-D. Justice, MLB - Ser-2-D. Mattingly, MLB - Ser-2-R. Clemens, MLB - Ser-3-G. Sheffield, MLB - Ser-3-J. Bagwell, MLB - Ser-3-K. Puckett, MLB - Ser-3-O. Smith, MLB - Ser-3-R. Alomar, MLB - UDeck Fanfest - Red Stockings, MLB - Arizona Diamondbacks, MLB 69 Mets Set/32, MLB 69 Mets Team Picture, MLB Complete Set/29, MLB M. Mantle Complete Set, MLB M. Mantle Series 1 Set/5, MLB M. Mantle Series 2 Set/5, NHL - All Star Game Card, NHL E. Conf. - Boston Bruins, NHL E. Conf. - Buffalo Sabres, NHL E. Conf. - Florida Panthers, NHL E. Conf. - Hartford Whalers, NHL E. Conf. - Montreal Canadiens, NHL E. Conf. - NJ Devils, NHL E. Conf. - NY Rangers, NHL E. Conf. - Ottawa Senators, NHL E. Conf. - Philadelphia Flyers, NHL E. Conf. - Pittsburgh Penguins, NHL E. Conf. - Quebec Nordiques, NHL E. Conf. - Tampa Bay Lightning, NHL E. Conf. - Washington Caps, NHL East. Conf. - Set/13, NHL Team Logo Cards/Set-27, NHL W. Conf. - Calgary Flames, NHL W. Conf. - Chicago Blackhawks, NHL W. Conf. - Dallas Stars, NHL W. Conf. - Detroit Red Wings, NHL W. Conf. - Edmonton Oilers, NHL W. Conf. - LA Kings, NHL W. Conf. - Mighty Ducks, NHL W. Conf. - San Jose Sharks, NHL W. Conf. - St. Louis Blues, NHL W. Conf. - Toronto Maple Leafs, NHL W. Conf. - Vancouver Canucks, NHL W. Conf. - Winnipeg Jets, NHL West. Conf. Set/13, Olympics 80 - Miracle on Ice Set/5, Winston Cup-Set/3.

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>Hall of Fame</b>					
2/95	N/A	5 m		Dan Marino Proof Card.....	\$300
2/95	2M	5 m		Dan Marino Reg.....	\$25
2/95	50	5 m		Dan Marino Signed w/Cert.....	\$350
2/95	N/A	5 m		Dan Marino Test Card.....	\$100
<b>High Tech Image</b>					
N/A	1M	N/A		1st 3D-Baseball-Women's Locker Rm\$25	
N/A	500	N/A		2nd 3D-1994 Grand Prix Of Dallas.....	\$20
<b>HT Technologies</b>					
N/A	N/A	20 u		1994 World Series.....	\$20
N/A	2M	10 u		Duckhead Golf Classic.....	\$20
N/A	N/A	10 u		Duckhead Golf Classic-Col Ed.....	\$8
<b>IDB Worldcomm</b>					
1/94	5M	\$25		Wayne Gretzky.....	\$43
<b>IEM</b>					
N/A	N/A	\$10		American Bowl Set/4.....	\$65
8/93	5M	\$10		Deion Sanders.....	\$25
8/93	5M	\$10		Emmitt Smith.....	\$125
9/93	10M	\$3		Michael Irvin Promo.....	\$28
8/93	5M	\$10		NFL Players Assn. Set/10.....	\$190
<b>InstaCall</b>					
N/A	2M	\$25		NFL - Tony Dorsett #33.....	\$15
<b>InterNet</b>					
4/95	4 M	\$6		Coca-Cola 600 & Lug Nut (2 cards)....	\$40
N/A	1.5M	\$5		Coca-Cola 600 Racing under..lights...	\$75
10/94	3M	\$3		Mellow Yellow 500.....	\$15
1/95	10M	\$10		Orange Bowl.....	\$15
3/95	250	\$6		Purolater 500 test.....	\$75
2/95	500	35 m		Tom Glavine Autographed Set/2.....	\$50
2/95	N/A	N/A		Tom Glavine Set/2.....	\$25
5/94	2M	\$3		Coca-Cola 600.....	\$53
<b>ISNSI</b>					
N/A	N/A	N/A		NASCAR Set/13.....	\$99
<b>Kroger</b>					
N/A	25M	\$8		Jack Nicklaus Set/4.....	\$33

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>LDOS WorldCom</b>					
1/94	UNA	\$10		Downhill Snow Skiing.....	\$12
1/94	UNA	\$10		Nierman Soccer Match.....	\$12
1/94	50?	50u		Nierman Soccer Match Error.....	\$60
2/94	10.5M	3u		Miami Heat.....	\$32
3/94	50	10u		Special Olympics.....	\$50
9/94	69.9M	10u		Pennzoil Indy Car.....	\$15
9/94	600	20u		Pennzoil Indy Car.....	\$40
9/94	149.9M	10u		Pennzoil NASCAR.....	\$15
9/94	600	20u		Pennzoil NASCAR.....	\$40
10/94	450	3u		Brilliant All-Star Basketball.....	\$9
11/94	75M	7m		Champs Sports.....	\$15
1/95	1.5M	50u		America's Cup Gold Edition.....	\$50
1/95	2M	15u		America's Cup Logo Ltd Ed.....	\$40
1/95	3M	10u		America's Cup: Battle Flag.....	\$8
1/95	3M	10u		America's Cup: Crew on Bow.....	\$8
1/95	3M	10u		America's Cup: Ship on Horizon.....	\$8
1/95	3M	10u		America's Cup: Ship's Wheel.....	\$8
1/95	3M	40u		America's Cup Set/4.....	\$45
1/95	5M	10u		Nike Rose Bowl.....	\$50
1/95	20M	10u		LDOS Kickoff Classic.....	\$10
1/95	1.5M	10u		LDOS Kickoff Classic/Emp.....	\$14
2/95	5M	10u		Babe Ruth 100th Anniv-Top.....	\$7
2/95	5M	10u		Babe Ruth 100th Anniv-Mid.....	\$7
2/95	5M	10u		Babe Ruth 100th Anniv-Bottom.....	\$7
2/95	5M	30u		Babe Ruth 100th Anniv Set/3.....	\$25
4/95	25M	5u		Texaco/Havoline Ford Tbird.....	\$13
4/95	15M	10u		Union 76: Kareem Abdul-Jabbar.....	\$9
4/95	15M	10u		Union 76: Oscar De La Hoya.....	\$9
4/95	10u	10u		Union 76: Raul Modesi.....	\$9
4/95	5M	10u		Union 76: Raul Modesi/Logo.....	\$15
4/95	15M	10u		Union 76: Ronnie Lott.....	\$9
4/95	10u	10u		Union 76: Steve Young.....	\$9
4/95	10u	50u		Union 76 Orange 10u Set/5.....	\$60
4/95	3M	30u		Union 76: Kareem Abdul-Jabbar.....	\$12

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
4/95	2M	30u		Union 76: Oscar De La Hoya.....	\$12
4/95	1.5M	30u		Union 76: Raul Modesi.....	\$12
4/95	\$500	30u		Union 76: Raul Modesi/Logo.....	\$15
4/95	2M	30u		Union 76: Ronnie Lott.....	\$12
4/95	2M	30u		Union 76: Steve Young.....	\$12
4/95	1.5M	150u		Union 76 Purple 30u Set/5.....	\$75
4/95	2M	UNA		Dinkle Acker.....	\$20
12/95	36.5M	10u		Michael Jordan/Hanes.....	\$7
12/95	10u	10u		Michael Jordan/Red Jersey.....	\$7
12/95	1M	50u		Michael Jordan Red Jumbo.....	\$275
12/95	UNA	\$10		Michael Jordan/Black Jersey.....	\$12
12/95	UNA	\$20		Michael Jordan/Black Jersey.....	\$22
12/95	UNA	\$30		Michael Jordan/Black Jersey.....	\$32
12/95	UNA	\$60		Michael Jordan/Black Jersey.....	\$63
12/95	UNA	\$100		Michael Jordan/Black Jersey.....	\$105
4/96	UNA	30u		Michael Jordan/Black Jersey.....	\$12
5/96	3M	0u		English Turn.....	\$7
12/95	15M	15u		Michael Jordan/Hanes.....	\$10
12/95	10M	20u		Michael Jordan/Hanes.....	\$12
4/96	20M	5u		San Jose Sharks.....	\$13
<b>Laser Radio</b>					
9/94	500	\$25		U of W-Women's Soccer Team.....	\$35
<b>LiveSaver Comm</b>					
6/95	2M	\$5		Detroit Grand Prix.....	\$9
6/95	2M	Var.		Detroit Grand Prix Set/2.....	\$18
6/95	500	\$10		Edina Realty LPGA Classic (Golf).....	\$10
6/95	500	Var.		Edina Realty LPGA Classic Golf Set/2.....	\$25
6/95	1.5M	N/A		Grand Prix Detroit, Dallas, & Cleveland Set/3.....	\$25
7/95	1.5M	\$5		Grand Prix of Dallas.....	\$10
<b>Main Street Marketing</b>					
N/A	1M	7 m		Monday Night Football-Promo.....	\$15
<b>MCI</b>					
5/95	3750	\$2		AutoPhonex: Bobby Taylor.....	\$3
5/95	3750	\$2		AutoPhonex: Brent Moss.....	\$3
5/95	3750	\$2		AutoPhonex: Christian Fauria.....	\$7

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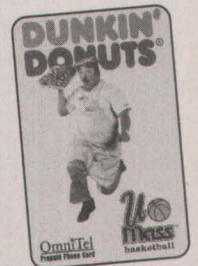
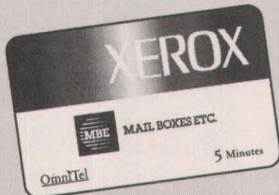
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MCN DATE QTY DENOM DESCRIPTION OF CARD RETAIL PRICE

MCN	DATE	QTY	DENOM	DESCRIPTION OF CARD	RETAIL PRICE
<b>Germany Sprint</b>					
	3/95	1.5M	\$135	Stories Told/Set 6 in folder	\$300
<b>Ireland</b>					
	N/A	N/A	N/A	Pocahontas	\$8
<b>Japan PTT</b>					
	N/A	N/A	N/A	101 Dalmations in folder	\$35
	N/A	N/A	N/A	Arabian Mickey & Minnie	\$35
	N/A	N/A	N/A	Babe Ruth	\$50
	N/A	N/A	N/A	Beauty and the Beast in folder	\$35
	N/A	N/A	N/A	Castle with Characters	\$35
	N/A	N/A	N/A	Holiday Reed Mickey & Minnie	\$35
	N/A	N/A	N/A	Merry Christmas Mickey & Goofy	\$35
	N/A	N/A	N/A	Mickey & Minnie Holding Hands	\$35
	N/A	N/A	N/A	Mickey Alone	\$35
	N/A	N/A	N/A	Mickey and Castle	\$35
	8/95	2M	50 u	Mickey Mouse Collection/Set 6	\$225
	N/A	N/A	N/A	Mickey waving/Merry Christmas	\$35
	N/A	N/A	N/A	Mickey with M&M Letters	\$35
	N/A	N/A	N/A	Mickey, Minnie, Donald & Globe	\$35
	N/A	N/A	N/A	Mickey's Christmas Carol	\$35
	N/A	N/A	N/A	Minnie Singing	\$35
	N/A	N/A	N/A	Minnie with Youngsters	\$35
	N/A	N/A	N/A	Pluto & Mickey in Sleigh in Sky	\$35
	N/A	N/A	N/A	Santa with Mickey & Minnie	\$35
	N/A	N/A	N/A	Season Greetings	\$35
	N/A	N/A	50 u	Tokyo Disney Captain Eo	\$5
<b>New Zealand Telecom</b>					
	N/A	N/A	\$5	Donald Duck Set/3	\$30
	N/A	N/A	\$5	Pocahontas	\$12
<b>New Zealand/Event Masters</b>					
	N/A	4M	N/A	Lion King w/ CD Soundtrack	\$100
	N/A	1M	\$125	Mickey Mouse Story Part I/Set 4	\$700
	8/95	1.5M	\$5	Mickey Mouse Story Part II/Set 4	\$400
	5/95	3M	\$5	Pinochio	\$63
	6/95	3M	\$5	Pocahontas w/ CD	\$60
	2/95	3M	\$5	Snow White	\$90
	9/94	4M	\$5	The Lion King	\$100
<b>Singapore PTT</b>					
	5/95	3M	5 y	Mickey & Minnie/ Set 4 in folder	\$125
<b>Singapore Telecom</b>					
	N/A	N/A	2	Kodak/Alice In Wonderland	\$15
	N/A	N/A	2	Kodak/Cinderella	\$15
	6/95	5M	\$2	Kodak/Disney Collector/Set 5	\$100
	N/A	N/A	2	Kodak/Pinochio	\$15
	N/A	N/A	2	Kodak/Sleeping Beauty	\$15
	N/A	N/A	2	Kodak/Snow White	\$15
<b>Tele Asia</b>					
	N/A	10M	30 u	Lion King Set 4	\$47
<b>Telephone Organization of Thailand</b>					
	12/95	5M50 Baht		Kodak Mickey, Minny&Goofy Set/2	\$200
<b>MCDONALD'S</b>					
<b>British Telecom</b>					
	N/A	6M	10u	McDonald's Breakfast Set/4	\$120
	9/95	2M	5 u	Spaceship McDonald's	\$35
<b>Denmark Danmont</b>					
	9/90	250	100kr	McDonald's Danmont Trial	\$520
<b>Finland PTT</b>					
	N/A	N/A	N/A	McDonald's Card	\$21
<b>German Telekom</b>					
	10/93	6M	6 DM	Ronald McDonald Haus-Deutschland	\$24
<b>Hungary Telefon</b>					
	11/94	2.5M	N/A	McDonald's Puzzle Set	\$80
<b>Netherlands PTT</b>					
	N/A	1.5M	F\$2.50	Cardex '95 McDonald's Puzzle Set	\$80
<b>New Zealand Telecom</b>					
	N/A	N/A	\$20	McD's Sports Series Set/4	\$30

# MONEYCARD COLLECTOR

# CALENDAR

## Sept. 6-29

**Los Angeles County Fair Collectibles**  
North Area of Building 8 in Fair Grounds  
Los Angeles, CA  
Fairplex  
(909) 623-3111

## Sept. 19-22

**Long Beach Coin & Collectible Expo**  
Long Beach Convention Center  
Long Beach, Calif.  
Ron Gillio  
(918)832-8986

## Sept. 20-22

**Tri-Star Collector Show**  
Market Hall  
Dallas, TX  
Hillary Hoffman  
(713)840-7827

## Sept. 25-28

**TeleCard World™ '96 East**  
Jacob K. Javits Convention Center  
New York, NY  
Karen Syzdek  
(713)974-5252

## Oct. 5

**Nordic Card Fair**  
Arhus, Denmark  
Oluf/Nicolaj B. Kristensen  
86-15-01-40

## Oct. 9-10 and Oct. 11-13

**Cardex Conference & Exhibition**  
Maastricht Exhibition & Congress Centre  
Maastricht, Netherlands  
Cardex Organization Office  
44-1-206-791734

## Oct. 18-20

**Tri-Star Collector Show**  
Overland Park Int'l Trade Center  
Overland Park, Kansas City, KS  
Hillary Hoffman  
(713)840-7827

## Oct. 23-26

**Long Island Coin Exposition - Includes Phone Cards**  
Best Western Hotel/Conference Center  
Uniondale, NY  
(800)732-7099

## Oct. 26-27

**1st Euro-Telecard**  
Duesseldorf Congress Center  
Duesseldorf, Germany  
Congress Secretariat  
Deutsche Telekom, AG  
900341 Nuernberg, Germany  
49-911-4-32-0

## Nov. 3

**Collectorsfest**  
NY State Fairgrounds, Horticulture Bldg.  
Syracuse, NY  
Lyn Lake  
(607)753-8580

## Nov. 18-20

**TeleCard World™ '96 Toronto**  
Sheraton Centre  
Toronto, Ontario  
Karen Syzdek  
(713)974-5252

## Nov. 22-23

**MATAV (Hungarian Telecommunications Company Limited) 5th Phone Card Exhibition and Show**  
Hungarian Ethnography Museum, Budapest  
Zsuzsanna Levai, MATAV, H-1541,  
Budapest, Hungary  
36-1-457-4195

## Nov. 22-24

**Tri-Star Collector Show**  
Fairplex in Pomona  
Southern California  
Hillary Hoffman  
(713)840-7827

## Jan. 17-19, 1997

**11th Tri-Star Collectors Show**  
George R. Brown Convention Center  
Houston, TX  
Hillary Hoffman  
(713)840-7827

## Jan. 25-26, 1997

**8th Annual Florida Extravaganza (FX97)**  
Orlando Expo Center  
Orlando, FL  
Bruce Zalkin  
(813) 971-8686

# DEALER DIRECTORY

COMPANY	PHONE/FAX	SPECIALTIES
<b>ARIZONA</b>		
<b>Promotional Phone Cards</b> 2620 W. Baseline Road Mesa, AZ 85202	Ph. (602) 897-6666	We carry sport phonecards, Sprint, Assets, Disney, Coke, PacBell, GTE Hawaii, AmeriVox. See our ad on pages 56 & 57.
<b>CALIFORNIA</b>		
<b>A&amp;K Telecards</b> P.O. Box 2802 Livermore, CA 94551	Ph. (510) 447-8236 Fax: (510) 443-7647	Specializing in McDonald's, Coca-Cola, used Japanese phonecards and other assorted cards. See our ad on page 23.
<b>American National Phone Card</b> 5959 Tampa Avenue Tarzana, CA 91356	Ph. (818) 609-7666 Fax: (818) 609-9725	Specializing in unique, innovative & low mintage phonecards. See our ads on page 73.
<b>Asia Telecard</b> P.O. Box 938 San Jacinto, CA 92581	Fax: (909) 925-8399	Specializing in Japanese phonecards, wholesale and retail. See our ad on page 26.
<b>B &amp; B Fone Collector Cards &amp; Promotions</b> 8780 19th St. #222 Alta Loma, CA 91701	Ph/Fax (909) 466-1666 (800) 777-7610	"The Best in the West." Specializing in Disney, Coca-Cola, McDonald themes, rare editions and show promotions. See our ads on page 51.
<b>Buffalo Bill Telecard Gallery</b> 2026 Cliff Drive, Suite 130 Santa Barbara, CA 93109	Ph. (805) 965-1454 Fax: (805) 965-1454	We specialize in rare low mintage U.S. cards. Speciality in investment quality cards with the best appreciation potential. Extensive inventory of Coke & McDonalds. See our ad on page 35.
<b>Sports Cards Etc...</b> PO Box 878 Mountain View, CA 94042	Ph. (415) 917-1919 Fax: (415) 917-8780	We carry a nice array of phonecards; Ask us how to save on your long-distance telephone calls. See our ad on page 49.
<b>The World of Calling Cards</b> 44 Lucille Street Arcadia, CA 91006	Ph/Fax: (818) 446-0590	We carry the hottest cards on the market from Coke to McDonalds. See our ad on page 29.
<b>COLORADO</b>		
<b>USACards</b> 560 S. Broadway Denver, CO 80209	Ph: (303) 777-3034 Fax: (303) 733-4946	Wholesale distributor representing the major U.S. telecoms.
<b>FLORIDA</b>		
<b>Acme Telecards, Inc.</b> P.O. Box 450957 Sunrise, FL 33345	Ph. (800) 405-2263 Fax: (954) 742-9172	Largest selection of corporate promotional plus: RBOC's, Disney, Visa Stored Cash Cards and much more at great prices! See our ad on page 67.
<b>KARS Unlimited</b> P. O. Box 4066 Ormond Beach, FL 32175-4066	Ph. (800) 750-3506 Ph. (904) 441-1101 Fax: (904) 441-7016	"Your global connection to quality. Specializing in quality phonecards and moneycards from around the world. Major telecoms, RBOCs, topicals, sports, mint and used." See our ad on page 43.
<b>Sears Phone Card Dept.</b> 3111 E. Colonial Dr. Orlando, FL 32894	Ph. (407) 898-7778 Fax: (407) 898-7779	Over 2800 different phonecards in stock and for sale. Comprehensive price list free upon request. See our ad on page 27.
<b>ILLINOIS</b>		
<b>Steve Eyer, Inc.</b> P.O. Box 321-MDD Mount Zion, IL 62549	Ph: (217) 864-4321 Fax: (217) 864-3021	We have the country's most extensive price list. If you need it, we'll have it. See our ads on pages 30 & 39.
<b>KANSAS</b>		
<b>T.W. Phonecards</b> P.O. Box 551 Augusta, KS 67010	Ph. (316) 775-3060 Fax: (316) 775-7885	We specialize in helping you build a "quality" U.S. collection you can be proud of. Fast, friendly & affordable. See our ad on page 65.
<b>MARYLAND</b>		
<b>Golden Eagle Coin Exchange</b> 8730-14 Cherry Lane Laurel, MD 20707	Ph. (301) 206-9222 Fax: (301) 206-9278	We specialize in gold and silver coins, numismatics, phone cards and collectibles. See our ad on page 21.

COMPANY	PHONE/FAX	SPECIALTIES
<b>MASSACHUSETTS</b>		
<b>Freedman Collectibles, Inc.</b> P.O. Box 125 Newtonville, MA 02160	Ph. (617) 965-7635 Fax: (617) 332-8361	We carry all major and minor U.S. telecards. See our ads on page 55.
<b>MICHIGAN</b>		
<b>Phone Cards Unlimited</b> P.O. Box 40660 Detroit, MI 48240	Ph: (313) 541-4249 Fax: (313) 281-0967	We carry a large variety of cards. Send \$3.50 (shipping & handling) for free phonecard and price list. See our ad on page 41.
<b>NEW JERSEY</b>		
<b>Blue Ribbon</b> 79 West High Street Somerville, NJ 08876	Ph. (908) 725-4645 Fax (908) 534-2239	Only the best selection & pricing for our customers. Special offer & unbeatable prices on boxes. Extensive inventory. Low mintage phone cards. See our ad on page 63.
<b>International Phone Card Exchange</b> 41 Watchung, Suite 383 Montclair, NJ 07042	Ph. (201) 857-2121 Fax: (201) 857-4743	From Amerivox to Worldlink, we've got the cards you want! Request a free price list or visit us at www.ipce.com. See our ad on page 45.
<b>NEW YORK</b>		
<b>Carson City King</b> PO Box 360-122 Brooklyn, NY 11236-0122	Ph. (718) 531-0490	Specializing in show cards for coin shows. We buy & sell all AmeriVox cards. See our ad on page 71.
<b>Club International</b> P. O. Box 347 Constantia, NY 13044	Ph. (800) 810-9737 in NY (315) 623-9737 Fax: (315) 623-9680	Central NY's largest dealer of new cards from AmeriVox, ACMI, GTS, GTI, GTE, PTI, Laser Radio, Liberty (Quest) and more!!! See our ads on page 59.
<b>Copley Phone Cards</b> 1992 Commerce St., Ste.218 Yorktown Heights, NY 10598	Ph. (914) 243-0621	Contact us for all your promo, sports and show card needs...Are you on our mailing list? See our ad on page 53.
<b>Global Telecard Company</b> 1133 Dobbs Ferry Rd White Plains, NY 10607	Ph. (914) 674-0408 Fax: (914) 674-0408	Specializing in Baby Bells, AmeriVox, & show cards. We carry Coke, Disney, McDonalds and limited issues. We also do consulting. See our ad on page 42.
<b>Powell Associates</b> 1270 Ave of the Americas Suite 212 New York, NY 10020	Ph. (800) 528-8819 Fax: (212) 332-8107	The largest selection of recent cards from Ameritech, AT&T, AmeriVox, Bell Atlantic, Bell Canada, GTE, GTI, NYNEX, Sprint, and U S WEST. See our ad on page 25.
<b>Univox</b> 500 Fifth Ave. Ste. 424 New York, NY 10110	Ph. (212) 398-CARD Fax: (212) 398-1408	Specializing in AT&T, Coke, McDonald's, Disney, rare phonecards, Press sheets, Test cards. See our ads on pages 37 & 47.
<b>SOUTH CAROLINA</b>		
<b>JR's Telecards</b> 206 Cooper Drive Aiken, SC 29803	Ph. (803) 652-7485 Fax: (803) 652-7485	Specializing in McDonald's, Coke, show cards, Jumbos, low mintage show cards and many other cards. See our ad on page 33.
<b>VERMONT</b>		
<b>Telenova</b> SunsetFarm Woodstock, VT 05901	Ph: (800) 505-NOVA Ph: (802) 457-9000 Fax: (802) 457-9100	North America's Phonecard Warehouse. Worldwide Distributor of Omnitel & Canada Telecom Network CTN. Specializing in corporate AT&T and Cable & Wireless. See our ads on page 61.
<b>WISCONSIN</b>		
<b>J &amp; G Telecards</b> 6892 Donnybill Road Deforest, WI 53532	Ph. (608) 846-3473 Fax: (608) 846-3473	Specializing in Ameritech, Pac Bell, Sports, Coca-Cola Sheets, test promo and sample cards. See our ad on page 31.
<b>United America Cards, Etc.</b> P. O. Box 966 Menomonee Falls, WI 53052	Ph: (414) 353-3024 Fax: (414) 358-9303	We carry a wide variety of phonecards including Coke, Disney, McDonalds, Sports, Corporate, Promos plus many other sought after topics at reasonable prices. See our ad on page 22.

# CLASSIFIED

## CARDS FOR SALE - USA

Per 1 Per 3 Per 10  
 Rochlin, Settlement Law w/Camden Yards  
 by AmeriVox - 5 min. H&G #P480 .....\$15 .....\$35 .....\$100  
**Vintage Telepost I Set of 3 \$5 cards**  
 by Dobres Phone Cards H&B Gs P3-5.....\$30 .....\$80 .....\$225  
**\$10 Pope's Visit To Balto '95 - Pope & Camden Yards**  
 by Atcall PCM #33.....\$10 .....\$25 .....\$75  
**Orlando Postcard Show Sample**  
 by Dobres Phone Cards PCM #S014.....\$6 .....\$15 .....\$40  
**Santa only from Vintage II (Set Above)..\$7 .....\$20 .....\$65**

Payment with order - please. All cards in original mint condition. All orders postpaid U.S. Foreign orders add \$5 registered mail plus \$1 per 3 cards for Air Postage.

**S. Dobres Phone Cards**  
 P.O. Box 1855 Baltimore, MD 21203  
 (800) 342-5983

**#1 COLLECTIBLE ICON - Coca-Cola phone cards** by Collect-A-Card, Dillons, World of Coke, McDonalds. Also, Star Trek. Buy/Sell all. Call Mike (313)434-5474.

**#1 WORLD'S LARGEST stock of AMERIVOX.** Plus 2,000 other cards, US and foreign. Join leading collectors, request our price list today. Steve Eyer, PO Box 321-MC, Mt. Zion, IL 62549. (217)864-4321.

**#2 COLLECTABLES.** Coke, McDonald's, World of Coke, Hall of Fame, Corporate, Assets. Call Steve, (909)594-1304. Fax (909)595-9941. Visa, MasterCard.

**AAALOHA! TELEPHONE Cards** from Hawaii, other USA and worldwide appear on our list. Telecards Hawaii, Box 240200, Honolulu, HI 96824.

**ATTENTION FOREIGN Dealers - Free Sample Card.** We want to put you on our mailing list. For your free sample card, please mail or FAX your name, company name, address, FAX and phone number to: Eagle Telephone, 230 Pepe's Farm Road, Unit C, Milford, CT 06460. FAX: (203) 878-5207.

**ATTRACTIVE PRICES!** Hot Investments. All topics including Disney, Coke, McDonald's. 20 years experience. LM Collectibles, 1670 Lyman Place, Los Angeles, CA 90027. (213)664-6422

**BE A PHONECARD DEALER.** New issues, inventory, supplies. 20-25% profit. \$300.00 investment to start. Call or fax (507) 375-4755, Ed Mays.

**BETTY BOOP, BARBIE,** Upper Deck Joe Montana 3 card set as well as many other great sports and non-sports prepaid collectible phonecards available. For price list and quotes, call, write, or fax BOBBY G's, 11634 Nature Trail, Port Richey, FL 34668. PH (813)862-8999, Fax (813)868-BOBG.

**COCA-COLA PHONE cards** insert set and singles by Collect-A-Card and Classic Assets. Call Manny, (206)859-5817.

**Coke, McDonalds, Marilyn, all topics**  
**Baby Bells, AmeriVox, ACMI, etc.**  
 Best Prices for U.S. Phone Cards

**The Stamp Fan**

P.O. Box 8577, Rowland Heights, CA 91748-8577  
 Ph/Fax (818) 810-1564 tjfan001@aol.com

**COMPREHENSIVE PRICELIST** free upon request. Over 2,000 phonecards listed and in stock. Specializing in USA. Sears Phone Card Department, 3111 East Colonial Drive, Orlando, FL 32894. Phone: (407)898-7778, Fax: (407)898-7779.

**CRACKER JACKS \$8.50!** That's what we originally sold these for! For what's new call TW Phonecards, (316)775-3060.

**FREE EXTENSIVE price list.** Many different U.S. phonecards. Write or call J.R.'s Telecards, 206 Cooper Drive, Aiken, SC 29803. Phone (803)652-7485.

**LIMITED EDITION phonecards.** AmeriVox, Classic, Main Street Marketing, GTS, and more. Classic Assets Cal Ripken Jr. \$1000 for \$4,500.00 (maybe five made). For price list: Marsh TeleCard Trading, PO Box 59, Hammondsville, OH 43930.

**NYNEX DAY Skyline \$30** (per 25), Skyline night I \$10 (per 25), AT&T Democratic Convention 10/25 unit and Republican 10 unit \$100 per 10, GTE Hawaii Compli/Whale 1500 Qt. \$28/set. Fax: 01149308556788.

**TELEPHONE CARDS:** Mint U.S. Cards, Sports, Coca Cola, and others. SASE for list. Robillard, P. O. Box 160-M, Sheldonville, MA 02070-0160.

**WRESTLING SUPERSTARS** phone cards. 1995 limited edition 5 card set. Only 500 minted with serial number. For information and free card: ASI, 3587 Hwy. 9, Suite 213, Freehold, NJ 07728. (800)896-8709.

## CARDS FOR SALE - FOREIGN

**KOREAN PHONECARDS.** Unique culture, beautiful designs. Current set of 4 cards mint, in sealed glassine envelopes. \$35. Don Grim, PSC 303 Box 49, Suslak 165, APO AP 96204.

**KUWAIT, MIDDLE East,** world phonecards. Sell, exchange, buy. Free lists. Write/fax Stanikowski, Box 47204, 64023 Fahaheel, Kuwait. Fax (+965)3727491

**THAILAND PHONECARDS-** You've seen the incomplete 2-card sets advertised, we have the complete 4-card Kodak/Disney set! \$44.95 each, S&H FREE. Check/money order only. T & T Collectibles, tel/fax: (502)737-2954.

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**Maryland State Numismatic Association**  
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EDITION



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Redondo Beach, CA 90278

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Fax: 310/323-5315 Mon.-Fri.

## CARDS FOR SALE - FOREIGN

"MIDDLE EAST" super selection of phonecards from Egyptian Sphinx to the Dance of the Arabian Nights. Competitive prices for this exotic assortment. Free illustrated pricelist. Write Midesco, 48 Monticello Dr., Branford, CT 06405.

## CARDS WANTED - USA

BUYING OVERRUNS. Calling cards, cartoons, toons. The SEEKER, (713)869-0676 day or nite.

## CARDS WANTED - FOREIGN

BUYING MIKE Tyson (Boxer) Japanese issue phonecards. Send information: Michael Fromme, 10132 La Rosa Drive, Temple City, CA 91780-3303. (818)444-8373.

## MIXED CARDS FOR SALE

FLANAGAN'S FONECARDS offers free list of U.S. & foreign phone cards. Buy-Sell-Trade. P.O. Box 1288, Coupeville, WA 98239. (360)678-0224, FAX (360)678-3326.

## CARDS - EXCHANGE/TRADE

EXCHANGE BANKCARDS. Quan, 31-103 Loudongxincun, Taicang, Jiangsu, 215400, CHINA.

LITHUANIA, EX Republic of USSR. World telephone cards. Exchange, sell. Fax 3702-227109. B. Jonas, 4031 Nemencine, Vilnius Rajon, P.O. Box 3, Lithuania Republic.

## SUPPLIES & ACCESSORIES FOR SALE

SUPPLIES: ALBUMS, refill pages, card sleeves and more. Call 800-645-7456 to order or to get more information. *Moneycard Collector*.

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7,000+ PHONECARD Market Price Listings Monthly!! PCM Report has built a reputation as the world leader for U.S. card pricing. Each month you get over 7,000 card values, ground breaking news and articles from all over the world. 12 issues a year, \$19.95. For FREE Sample, call 908-441-1833, fax 908-441-0511, write, PCM Report, 152 Morristown Rd., Suite 1, Matawan, NJ 07747.

CAN'T WAIT for the next issue of *Moneycard*? Subscribe to "The Telebiz Niche." A bi-monthly newsletter dedicated to the phonecard business and hobby. Send a \$25 M.O. to: Palm Coast Productions, Box 351796, Palm Coast, FL 32135-1796 and carve your niche today! Fax questions to (904)445-4802.

FREE SUBSCRIPTION: Receive an introductory copy of The Telecard Times along with a Free Subscription Order Form. Send to The Telecard Times, POB 503, Hyde Park, NY 12538.

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"Marilyn Monroe," The World's Largest Phone Card and two Cool OJ Cards are our way of introducing you to our unique Collectible Phone Card creations.

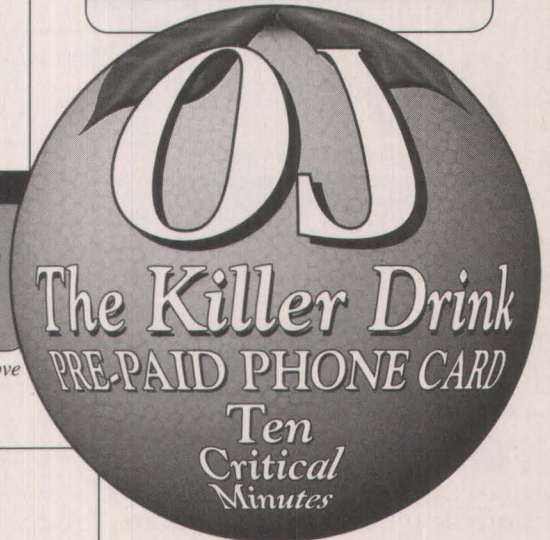
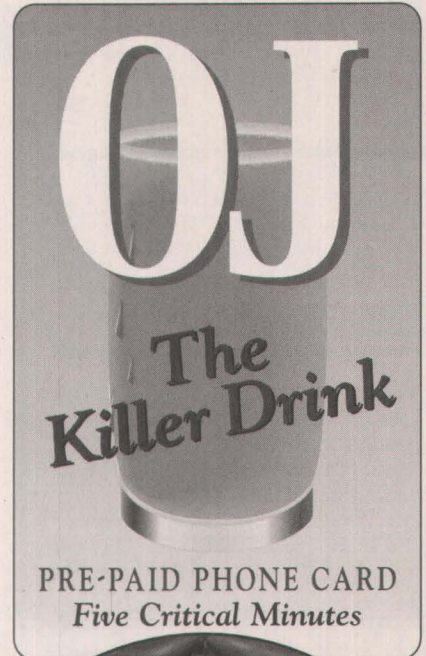
Our "Super Jumbo" Marilyn Card is the same size (8" x 10") as a Motion Picture Studio Publicity Photo and is officially licensed by the Estate of Marilyn Monroe. Only 1,000 Serial Numbered Cards have been produced, they come complete with a display frame, and while they last the price is \$49.50.

The 5 Minute OJ Card (1,000 only issued) is almost sold out, so if you want one you had better hurry. The price is \$7.50 each. The new 10 Minute OJ (1,000 issued - each serial numbered) is \$9.50 or 10 for \$89.

Please add \$2.50 per order for postage. If you order from this ad we will also send information about all the unique and unusual cards from ANPC - including our famous "Betty Boop on Tour" Cards. *They're Cool Too!*



Marilyn Monroe Phone Card above is 50% of actual size, (8" x 10"). Both OJ cards are actual size.



## PLASTIC MORE VALUABLE THAN GOLD???

### READ COLLECTOR'S OPPORTUNITY — ISSUE NUMBER 11

"They say inflation is dead - but don't believe it!" Rampant inflation will definitely come back into our lives - but this time it will be even more destructive than it was during the Carter years.

This isn't just our idea - but the beliefs of very knowledgeable, well-informed experts. The news is not all bad - but it is important that you know about it and prepare for it. Some will even profit greatly from the coming inflationary period.

You won't read about this in any of the general circulation telecard publications - but you can read all about it in the new issue of Collector's Opportunity - the highly opinionated In-house publication of American National Phone Card.

If you're already an ANPC client, you'll receive this most important issue. If you are not yet one of our preferred clients, and wish to receive Issue 11 of Collector's Opportunity, send \$5 and we will not only send you this dynamite Issue - but also several of our back issues *plus* a collectible phone card with a value of from \$7 to \$10. How's that for a deal? But be sure to ask for the "Number 11 Special."



American National Phone Card  
a division of The Money Company

5959 Tampa Avenue / Tarzana, CA 91356  
Phone: (818) 609-7666 Fax: (818) 609-9725

## BOOKS & LITERATURE FOR SALE

'95-'96 H & G Standard Catalogue of USA Telephone Cards, including Canada, by Dr. Hiscocks & Mr. Garibaldi. Authors are founders of the U.S. industry, and the most respected authors in the field today. This telecard 'bible' covers the cards of over 350 US and Canadian issuers—color pictures, classification numbers, brief histories, market values and more! \$36.00 + \$4.50 S&H. Call 908-441-0102. Fax 908-441-0511 or Write: TPI, 152 Morristown Road, Suite 2, Matawan, NJ 07747.

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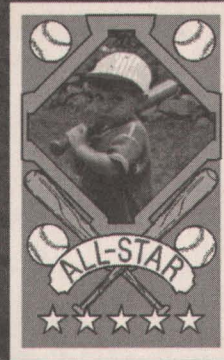
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	240	240
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	140	140

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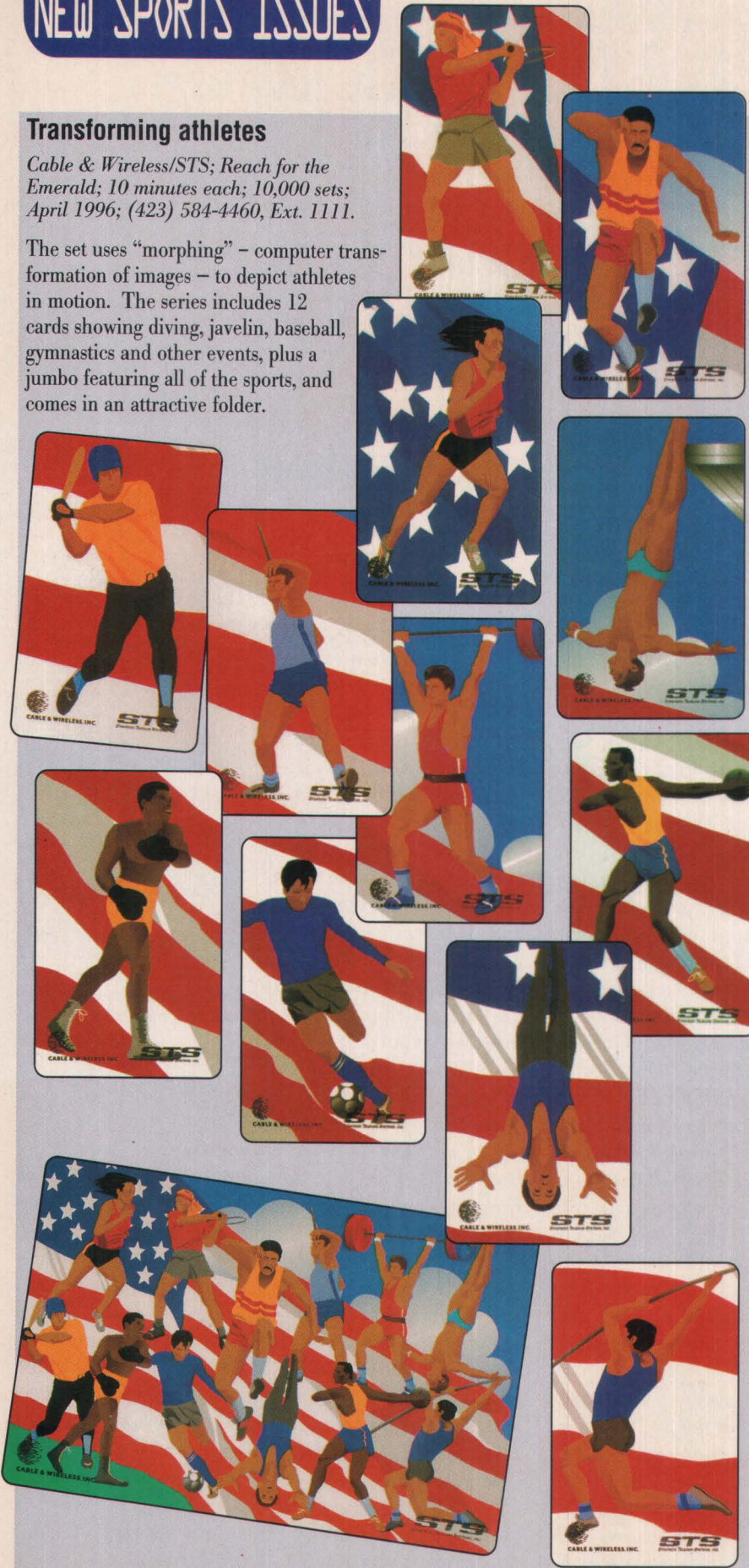
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DEC 96	OCT 1	NOV 1

# NEW SPORTS ISSUES

## Transforming athletes

Cable & Wireless/STS; Reach for the Emerald; 10 minutes each; 10,000 sets; April 1996; (423) 584-4460, Ext. 1111.

The set uses "morphing" - computer transformation of images - to depict athletes in motion. The series includes 12 cards showing diving, javelin, baseball, gymnastics and other events, plus a jumbo featuring all of the sports, and comes in an attractive folder.



## Cards are gifts at All-Star gala

MCI PrePaid; All Star Gala Gift Card; 10 minutes; 4,000 issued; July 1996.

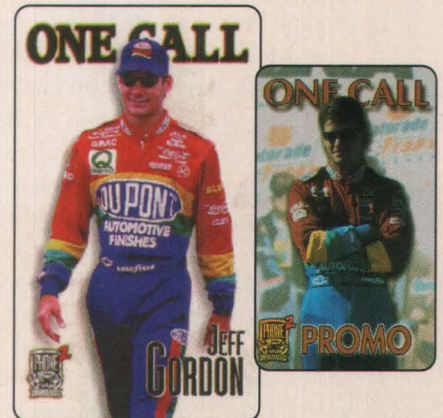
Card was given to those attending Major League Baseball's All-Star Gala and banquet, held July 8 in Philadelphia.



## Baseball fans get MCI cards

MCI PrePaid; All Star Game Fan Card; 5 minutes; 62,000 issued; July 1996.

Card was given to fans attending this year's 67th annual All-Star Game, held July 9 in Philadelphia.



## 'One Call' touts new series

Finish Line; One Call; 5 minutes; 39-card series, 6,677 of each issued; June 1996; (800) 676-3226.

Cards feature driver Jeff Gordon, above, and 38 other owners and drivers. A promo version, 1,000 issued, was distributed at 17th National Sports Collectors Convention to promote Finish Line's new 103-card PhonePak II series.



# FIRST DOWN

NFL-related cards  
poised to take off

By Steve Fritz

**B**eginning this fall, collectors of NFL phonecards are going to see some fresh new material and increased marketing and promotion efforts aimed at scoring more points with collectors.

When pro football-theme phonecards were first produced, the main long-distance carrier was GTE and the major licensees were Upper Deck and IEM Telecom. Now the players include The Score Board Inc. and the Furst Group, which owns SportsCall. The NFL has licensed Sprint as its official telecommunications provider. The NFL Players Association granted a similar license to MCI. Collectors also have seen small, one-athlete issues such as OmniTel's Drew Bledsoe, USACard's Jerry Rice and Hall of Famer Jack Ham.

Now, a new program by Sprint promises to be as exciting as a game-winning touchdown drive. On Sept. 1, Sprint launched a new \$10 and \$20 phonecard series, 30 cards each, with the logos of all 30 NFL teams. The \$10 cards will feature team helmets and will be die-cut along the top to accommodate the shape of the helmets. The \$20 cards will be football-shaped, says Tim McDonough, marketing manager for Sprint.

While specific teams' cards will be sold in the 30 NFL markets, collectors don't have to go on a pigskin safari to get them all: McDonough said 5,000 complete 30-card sets of both the \$10 and \$20 cards will be

offered as individually numbered collectors' sets.

Other signs also point to a bright future for collectors. There's been a lot of hard work on the line of scrimmage, and the parties involved stand bloodied, but unbowed.

Score Board announced a September release for its Pro Line II Intense trading and phonecard series. The new series features \$3 and \$5 Sprint phonecards — 20 players on the \$5 cards, inserted at an average of one per box, and a 50-card \$3 series, inserted at an average of two per box, according to Tom Geideman, Score Board's director of card marketing.

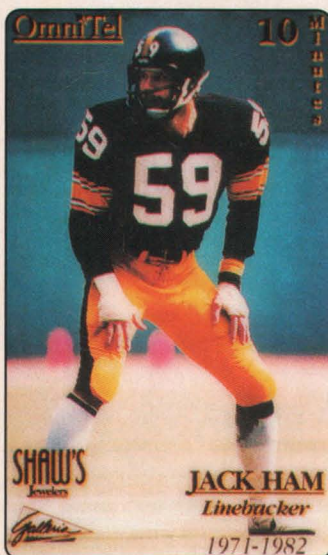
"Last year, our Assets line did OK," says Score Board Vice President James Robinson. "I think we frankly produced too much. This year we will do roughly a third of what we did last year."

"I see the phonecard industry as still in its early stages," says Clay Walker, assistant vice president of Players Inc., the licensing arm of the NFLPA. "While we don't expect the industry to make tremendous gains for the next year or so, we do expect that, in the long term, phonecards will be a good growth industry. That may sound gloomy, but, in football, forward momentum's the key. Robinson believes Sprint deserves a lot of credit.

"The big thing about having Sprint on board is you'll see a lot more effort put into promoting phonecards," he notes. "I think Sprint has a very



SportsCall; Keyshawn Johnson; 5 minutes; 5,000 issued; June 1996.



OmniTel; Jack Ham; 10 minutes; 1,500 issued; November 1995.

aggressive plan to get the most dollars out of their investment in the NFL.”

Walker says the Communications Act of 1995, which sought to promote competition and reduce regulation, changed the whole playing field.

“What it’s done is force the Big Three (AT&T, MCI and Sprint) to get off their duffs and start competing with all the other phone companies that will be offering long distance. They’re all scrambling now, both for long distance and local market shares, cell phones, you name it. I think this will end up being the biggest thing since the break-up of the old AT&T. The rules and regulations have been relaxed. Once they realize that phonecards will help them compete and make money in the new market, you’ll see the whole thing grow.”

Sportscall’s Mike Jacobsen sees the advantage of an agreement with Players Inc. Having access to a minimum of 400 players’ images is what makes the excitement and collectibility grow, he says. That makes it easier to produce images like No. 1 draft pick Keyshawn Johnson, who also is part of The Score Board’s new series.

“Players aren’t really the message, but they’re really effective messengers,” Walker says. “We’re already seeing the phone companies coming to us to see about getting football players to be part of their programs.” To get more than six NFL players in a program, you have to deal with Players Inc., he notes. He sees the growth of phonecards as premium giveaways as another sign that NFL telecards will eventually make it big.

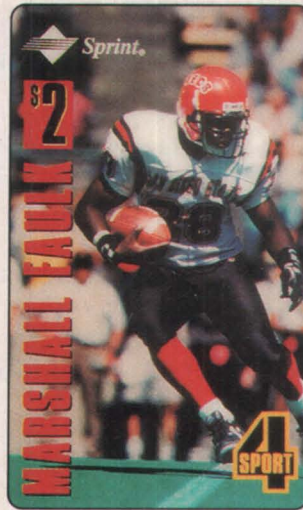
“They make great premiums,” says Walker. “What I find really encouraging is you are finally seeing the Big Three getting wind that these cards are great premiums. They are starting to talk to the other big companies like American Express, Coca-Cola and Pepsi about setting up deals ... There are all kinds of things happening in the near future, and we just have to push the ball along.”

“Right now it’s a little bit here and a little bit there, but, sooner or later, one of them will approach us to be a full-time business partner, much like the deals we have with a number of other companies. Sooner or later, they are going to see using our athletes on phonecards as a way to make money.”

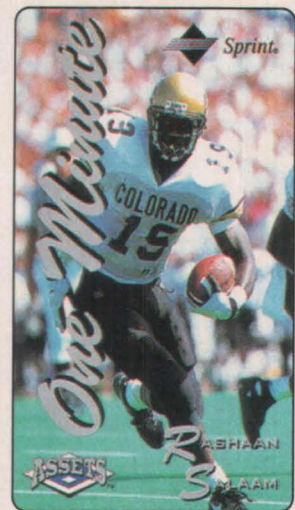
“We’re thinking of doing purely phonecard packs. It will cost something like \$6 and you will find two or three different phonecards in a pack. We always have around 50-100, but right now it’s far more because we just had the NFL draft and we signed all first- and second-round draft choices.” That includes potential stars like wide receiver Keyshawn Johnson, he noted. “You’ll see a lot of phonecards of those guys.”

Score Board also is considering a program similar to the 7-Eleven baseball program that’s taken the radio and television airwaves by storm.

“The fact is, the baseball program has been a success and we want to replicate it,” says Robinson.



The Score Board Inc.; Marshall Faulk; \$2 denomination; 3,845 issued; November 1994.



The Score Board Inc.; Rashaan Salaam; 1 minute; 472, 264 issued; March 1995.

So, if the progress of NFL-related telecards seems slow, collectors shouldn’t lose patience – just remember, teams such as the New York Giants and the Chicago Bears won Super Bowls with the three-yards-and-a-cloud-of-dust philosophy. Great new images, rising football stars and quality phone time will keep collectors and users “running back” for more.

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A prepaid phonecard's access number connects to a Kansas cosmetics dealer instead of linking to phone time. Other cards give users such messages as "Invalid PIN number" and "Your call cannot be connected."

A July story in *The Wall Street Journal* takes a critical look at card issuers who leave customers stranded at the phone.

Does the prepaid phonecard industry, both collectible and utility cards, have an image problem? Why don't some cards work, and what are issuers doing about it?

Luis Vigdor, president of New York-based Powell Associates, says guaranteeing phone time and issuing "pieces of plastic" — phonecards that don't work — are separate issues with a common solution: full disclosure when companies beset with such problems and strong self-regulation within the prepaid phonecard industry.

In the July issue of *Moneycard Collector*, we chronicled problems encountered with some HT Technologies cards ("Uncertain Utility," Page 10). HT officers vigorously defended their company in a letter that appeared in the September issue. In both the original article and the letters column, we asked readers to cite other examples of cards that didn't work.

In what could be considered an positive sign — a more optimistic interpretation than blaming apathy — few came forward.

Cosmetics dealer Kimberly Chilcott of Larned, Kansas, did not come forward — she was at the receiving end of a call from *Moneycard Collector*. We used a Valuline card provided by Phone Cards Plus dealer Chris English of Oklahoma City, Okla.

"I've gotten thousands of calls," Chilcott complained after *Moneycard* used the \$10 Bald Eagle card's 800 number and ended up on the other end of her home-based business phone line. She said that Valuline was "very uncooperative" about her plight, which began in August 1995. Taking the advice of an anonymous caller, she switched carriers to preserve her 800 number.

Tracking down Valuline for an explanation proved elusive. Valuline's Amarillo and Lubbock, Texas, offices are now owned by TCA Long Distance,

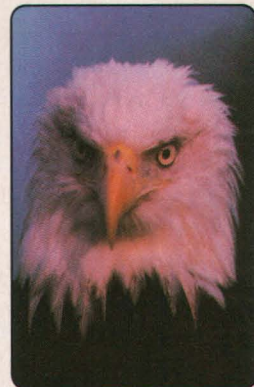
and a spokeswoman there said the card in question was issued by a separate company, Valuline of Albuquerque, N.M. A spokesman at the New Mexico Valuline denied that the 5,000-issue card was theirs, pointing instead to Valuline in Kansas, and referring us to the 800 customer service number on the back of the troubled card. That 800 number connected callers back to TCA Long Distance in Texas. A Valuline spokeswoman in Wichita, Kansas, said her company does not issue prepaid phonecards.

Peter Heitman, senior vice president of HT Technologies, responded to *Moneycard's* call for cards with the \$2 TeleCard World '95 EAST card featuring an obverse of a fleet of yellow taxis. Callers repeatedly received the message "Your call cannot be placed at this time, please try again later."

Cable & Wireless Inc., providers of the time on the 2,500 Brilliant Color cards, took immediate steps to correct the problem. Sheila Blackwell, senior public relations director for C&W, said that an administrative error between the expiration date printed on the cards and that entered in the computer was the culprit. Within 24 hours of being alerted to the problem, Cable & Wireless had the cards up and running. "In light of the article you wrote on HT, we are very concerned about this," Blackwell said. "We want to make sure we are providing customer service."

"PIN number invalid," a \$6 Speed Call phonecard provided by dealer Ray Bittle of Bittle Telecards in Clayton, Calif., informed callers. Steve Lowenstein of Collector's Advantage/Mercury Marketing said that the problem with the UAW-GM Quality 500 card occurred when some — he couldn't say how many — PIN numbers were lost after Internet Communications in Rochester, N.Y., went out of business and the PINs were transferred to Interactive Telephone Co., in Hackensack, N.J. Lowenstein said, and Bittle confirmed, that all 125 of the dealer's Speed Call cards were replaced with other cards. "I'll do whatever I have to do to satisfy the customer," Lowenstein said.

Betty Houghtaling, co-owner of B&B Fone Cards and Promotions of Alta Loma, Calif.,



This Valuline Bald Eagle card's 800 access number connected callers to a Kansas cosmetics dealer.



This SpeedCall UAW-GM Quality 500 card stalled after PIN's were lost when the cards were transferred to a new service provider.

reported that she returned 207 silver and 107 gold \$25 McDonald's phonecards because of incorrect 800 access numbers. The cards, produced by The Score Board Inc. were to be used as prizes in B&B's Coke trade redemption program at the National Sports Collectors Convention in June (Please see "Show Stoppers," Page 12). "It was the first issue of McDonald's from Classic," Houghtaling said. "I wanted it to be right."

Brian S. Cahill, public relations director at Score Board, said that the faulty 800 number "was not a problem with all the cards," but said he didn't now how many cards were affected.

"I'd rather not go into what the problem was," he said, adding that the situation was "being looked into" and should be resolved by the time this issue of *Moneycard* reaches customers. Cahill said if callers are still experiencing problems, they should call Score Board customer service at (609) 428-3354.

Whatever the problem encountered with phonecards, the customer is the bottom line, Vigdor says, and the industry must regulate itself. "Big and small companies should all work together for the sake of the consumer," he says. "I feel very strongly about the fact that cards are being issued on the basis of telephone time sold by long-distance carriers to resellers. Once they are sold to the consumer, there should be no way that a carrier is allowed to disconnect. The consumer has to be protected in such a transaction."

Making carriers responsible for the time might cause time sellers to be more responsible, he says. Selling cards that don't work is a different topic, and if companies want to do that, they should clearly label the product, perhaps as a "plastic collectible," Vigdor says. "If it is sold as a phonecard, it better contain time."

Ilene Kaminsky, public relations director at ITS, says that her company "will never turn off a card for nonpayment." That policy is "safe, honest and is good business — we'll never leave a customer in the lurch."

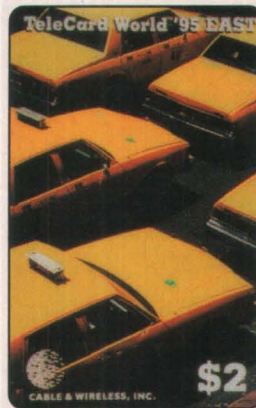
Howard Segermark, executive director of the International Telecard Association, weighed in with this response to the July 16 *Wall Street Journal* article which was widely viewed in the

industry as a one-sided piece: "The *Journal* was right to draw attention to legitimate concerns the public might have concerning prepaid phonecards and the companies that issue them. But bad phonecards turn up only a little more often than Tylenol tablets tainted with cyanide."

The limited response to *Moneycard's* request for non-working cards would seem to bear out that sentiment, but doesn't mean that the industry can relax.

"People need to be vigilant," dealer Bittle says.

Tom Williams



Callers trying to use this TeleCard World '95 EAST card were stymied by a difference in expiration dates printed on the card and entered into the computer. Cable & Wireless fixed the problem after being alerted by Moneycard Collector.



An incorrect 800 access number was found on some of the silver and gold \$25 McDonald's cards issued by The Score Board Inc. for B&B Fonecard's redemption program at the 17th National Sports Collectors Convention.

# NEW! Phone Mate

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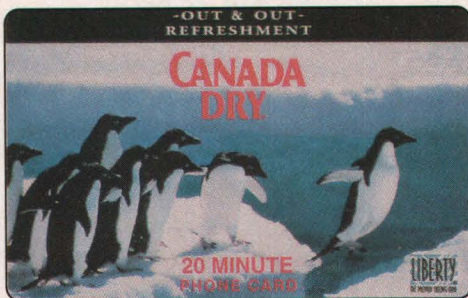
# AMERICA'S MOST WANTED

This month's America's Most Wanted is significant in that no Coca Cola issues or McDonald's issues are present. What does this prove? Maybe that the image is the important thing. It also may show American collectors want well-designed telecards, made for users, and priced right, with per-minute costs at 50 cents or less.



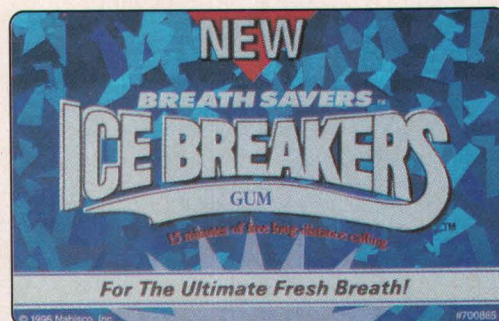
**1** CABLE & WIRELESS' 1,500-ISSUE CRAYOLA STORE GRAND OPENING, 10 MINUTES. Leading off this month is a nice Crayola card, let's call it Crayola II. Dealers TeleNova and KARS Unlimited coupled to create the card, which celebrates the Grand Opening of the Crayola Store in Easton, Pa. The design is nice, and perhaps will follow in the footsteps of Crayola I, now worth more than \$50.

**2** LIBERTY/QUEST 1,500-ISSUE CANADA DRY PENGUINS, 20 UNITS. A snappy corporate card is number two. *Moneycard Collector* has heard



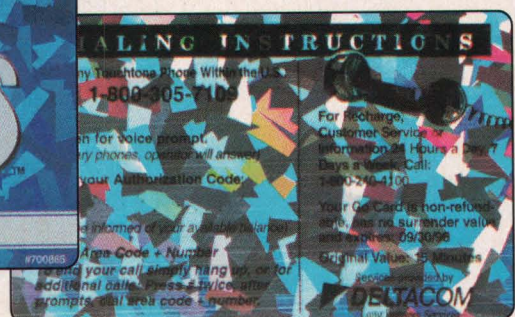
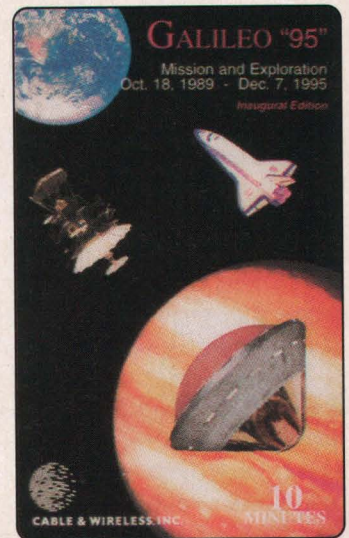
rumblings about the potential popularity of this card since its issue late last year. This card was a shoe-in; most penguin cards are quick sellers.

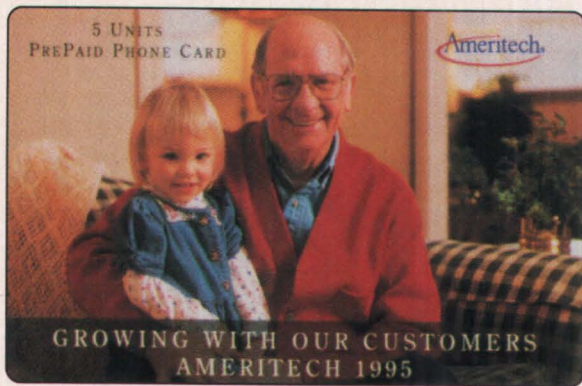
**3** DELTA COM ICE BREAKERS GUM, 15 MINUTES. There are 2,500 of these Nabisco-brand gum cards – plenty to go around. The card is neat because both the front and back sparkle when held in the light, just like the pack of gum.



**4** USACARD'S 1996-ISSUE OLYMPIC PINK PANTHER, 10, 12 OR 15 UNITS. What's interesting about this card is the extra scratch-off that reveals the number of units on the card ("gold," "silver," or "bronze"). Of a total mintage of 1996, 1,500 cards have 10 units, 400 have 12 units, and 96 have 15 units. Of course, you must scratch off the back to determine what the denomination is, but the card is no longer mint. What a dilemma for a collector!

**5** CAPITAL COMMUNICATIONS GROUP/CABLE & WIRELESS' 1,000-ISSUE NASA GALILEO, 10 MINUTES. As more collectors learned of this card, its popularity has pushed right onto America's Most Wanted. Space themes are highly collectible, and have enjoyed a resurgence in the last few months.





**6** AMERITECH'S 2,500-ISSUE SHAREHOLDERS MEETING, 5 UNITS. The second telecard made for the Shareholders of Ameritech Annual Meeting depicts two generations enjoying the wonders of telecommunications; an attractive, pleasant card.



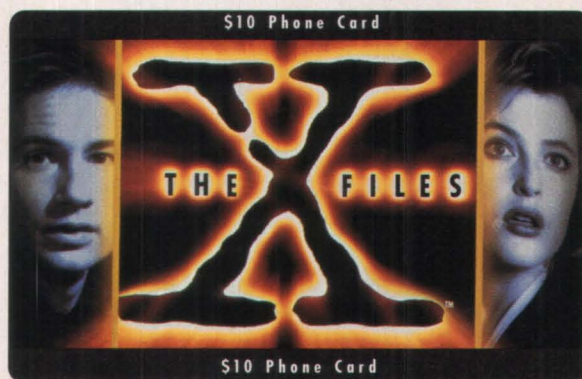
**7** USACARD CRACKER JACK, 10 UNITS. Cracker Jack is still here! The variable-unit scratch-off card is very popular with collectors. I'm not sure if it's the outstanding design on the front or the scratch off on the reverse that hides the value of the card: 10, 12 or 15 units. I think it's the former, with collectors noting the success of cards with striking front images.



**8** AT&T DENNIS THE MENACE AND DAIRY QUEEN, 5 MINTUES. Dennis the Menace is back again! The card is so popular that the low mintage of 750 cards hasn't really satisfied collector demand, and it is truly, in all senses of the phrase, one of America's Most Wanted cards. It's pleasant design and the Dairy Queen sponsorship makes it a nice addition to a corporate-themed collection.

**9** PHONECARD EXPRESS BLOCKBUSTER & POWER RANGERS, 10 MINUTES.

Blockbuster Video used this card to promote the Power Rangers home video release in the South. The 5,000-issue card features the Power Rangers and has the Blockbuster and the 20th Century Fox logos.



**10** FRONTIER X-FILES. A frequent visitor to America's Most Wanted, the X-Files card is a steady seller. It's doing a wonderful job promoting the telecard industry, since most are used as give-aways to X-Files fans. Many of the X-Files phonecard recipients have no notion of what a phone card is, and the X-Files card is an ideal teacher. More new collectors!

*America's Most Wanted is compiled monthly by Moneycard Collector and written by dealer Steve Eyer of Mount Zion, Ill. All dealers are welcome to participate by faxing a list of their company's top 10 best-selling cards for the month. Please fax before the 20th of each month.*

This month's rankings courtesy of: ACME Telecards, Inc.; Blue Ribbon; Global Telecard Company; J&G Telecards; JR's Telecards; KARS; Kolomon Enterprises; Powell Associates; Sears Phone Card Department; Steve Eyer, Inc.; TeleNova; TW Phonecards and USA Card.

**MC**

# Definitely of Interest



## “Definitive Phonocard Collection” says Ameritech Snowflake is coolest

By Ron Abler

**M**oneycard Collector readers had a chance to help define the most important phonocard in America by filling out a ballot in the May 1996 issue. So what ended up on top? As Richard Dawson used to announce on the old “Family Feud” television show, “Survey says ... Ameritech’s Snowflake Set!”

What? Who says? What about the NYNEX Democratic Convention card? Why not the AT&T America’s Cup card?

Good questions, deserving of good answers, and therein lies a story....

In November 1995, I sent Art Becker, phonocard collector extraordinaire and one of *Moneycard Collector*’s original contributing writers, an E-mail message asking him a question that kept occurring to me as I surveyed the phonocard-collecting world. I’d been collecting for about three years and, try as I might, I could not keep up with the explosion of so-called “collectible” cards entering the marketplace. It seemed obvious that not all of these cards could possibly become important or retain sufficient collector interest to support their “collectibility” over the long haul. It was beginning to resemble the silver craze that reduced the value of most collectible silver ingots to mere bullion, or the proliferation of U.S. commemorative stamps that decimated the ranks of stamp collectors. Nevertheless, in the midst of the chaos, I remained convinced that important and meaningful phonocards, destined to be prized future rarities, were available and more affordable than they might ever be again. But which ones?

The question I first asked Art was simple and straightforward (or so I thought). “In 10 years, which phonocards are we going to look back on and wish we had bought today?” His answer quickly told me that I

had asked the wrong question. He gave me a well-considered and quite insightful list of cards that he thought were bargains at current prices and would do very well over the next decade. I still have that list (and have invested in quite a few of the cards on it), but I realized that he correctly had answered a wrongly worded question. Art and I then began a discussion that soon went public in the Phone and Money Cards Section in the Collectibles Forum on CompuServe, where one of the best-informed groups of savvy collectors hangs out.

To get my point across, I found myself rephrasing my question in many ways:

- “Ten years from now, which cards will be considered ‘key’ to phonocard collecting?”
- “Given 20-20 hindsight, which cards will be seen to have been ‘important’ in the development of the U.S. phonocard industry between 1985 and 1995?”
- “What cards would a ‘definitive’ phonocard collection have in it?”

## Categorical importance

Eventually, I refined my search for “The Definitive Phonocard Collection” to include a maximum of 100 cards that best define the phonocard industry in three categories of importance:

**1. Technology.** This refers to cards that define the technological evolution of phonocards, particularly the methods of access (i.e. the modes by which the prepaid telephone service is delivered to the caller). This is where the definitive “type set” will most likely reside: chips, optical stripes, magnetic stripes, remote access, interactive, hybrids, etc.

**2. Business.** This refers to cards that were important in defining the commercial marketplace for

phonecards (i.e. the business aspects of successfully bringing prepaid phonecard service to the consumer). These cards are the first editions and other milestones of companies that introduced, popularized, and made the phonecard industry the commercial success it has become.

**3. Collecting.** These cards have contributed significantly to the hobby of collecting phonecards. In addition to the technical innovations of the first category and the corporate milestones of the second, this category embraces less the history and more the intrinsic but hard-to-define attraction of phonecards to collectors. Two factors come into play here that are not considered in the first two categories: aesthetics and popularity. It is difficult to define these qualities and impossible to predict them with any certainty. The DPC, however, includes some cards that fit into no other category, simply because they so well exemplify what cannot be precisely defined — beautiful cards that for perhaps no other reason are in demand.

Readers will notice that the words “cost,” “price,” or “value” do not appear in the criteria for The DPC. These terms apply to supply and demand in the collecting marketplace — they are the results of importance, not the cause of it. Important phonecards will always have value; expensive phonecards may or may not be important. The mere price of a card never makes it valuable and no card is any more important than its contribution to the industry.

## Flurry of messages

Having defined The DPC, it became necessary to populate it with the cards that would best exemplify the three categories. Thus followed a flurry of over 200 pages of e-mail messages nominating a wide range of candidates vying for inclusion in The DPC. Now, how to decide from among the 151 cards nominated? I opted to pass the buck to the real experts and put the whole DPC to a vote. That announcement generated another wide-ranging electronic discussion about how to conduct the election and who should do the voting. Ever the diplomat (or chicken, depending on your point of view), I incorporated almost everybody’s suggestions into a process designed to give everyone a say with enough flexibility to permit each voter a wide range of personal expression.

Separate “Veterans’ Vote” and “Collectors’ Choice” elections were held. The Veterans’ Vote was by invitation only among dealers, authors, publishers, issuers, and veteran collectors. The Collectors’ Choice was open to all collectors, including *Moneycard Collector* readers, and other interested members of the industry. Both elections were conducted simultaneously using identical procedures. The initial returns were kept separate for future analysis. Then they were averaged and finally added together to obtain final results.

Altogether, 434 participants cast votes, 21 by invi-

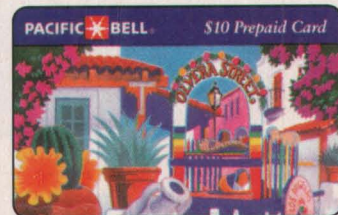
tation in the Veterans’ Vote and 413 in the Collectors’ Choice. Ballots from *Moneycard Collector* readers made up about 60 percent of the latter category. Each voter could assign up to 100 points total to a maximum of 40 cards with a maximum of 10 points per card. Some voters assigned 10 points to 10 cards; others scattered fewer points over a larger number of cards; some even voted for only one or two cards and submitted ballots with considerably fewer than their allowed maximum. Moreover, voters were permitted to write in up to three nominations as part of their limit of 40 cards, in case their favorite cards were not included in the original nomination list. As a result, there were 123 write-ins, for a total of 274 cards nominated overall. Altogether, there were 28,409 points cast in what turned out to be an outstanding overall response.

A study of the final rankings is instructive. As I mentioned at the beginning, the Ameritech Snowflake set was voted number one, followed closely by the AT&T America’s Cup and the first Sprint Gillette set. Not surprisingly, The Top 10 contains eight first editions, and six of those are from AT&T and Baby Bells. All 10 are well-known, popular cards. In the next 10 cards, the trend changes slightly with only four first editions (including ACMI’s first private edition), but two of them are Baby Bells. In fact, the first editions of all seven Baby Bells and AT&T (Ma Bell) made it into the DPC Top 20. Interestingly, neither MCI’s nor Sprint’s first editions make an appearance until No. 87 and No. 89, respectively; though Sprint scores with six of its later issues higher up in the Top 100. Counting the seven Baby Bells, Ma Bell, Sprint, MCI, and 21 other issuers whose first editions were selected, the Top 100 includes 31 first editions. Obviously, one simple rule of thumb for collectors is to concentrate on first editions, especially those of the Bell family.

Equally instructive is to take a look at the distribution of the Top 100 cards among the issuers of the cards. Who scored the most cards and who had the highest-scoring cards? There are only 40 phonecard companies represented in the Top 100, because 15 of them accounted for more than one card. The hands-down winner overall was Sprint, which had 11 cards in the Top 100, for a combined total of 3,216 points, tops in both categories. Three other companies shared



DPC 2, AT&T's America's Cup.



DPC 8, Pacific Bell's Olvera Street.



DPC 10, GTE's Diamond Head.



Top to bottom: DPC Nos. 9, Democratic Convention; 7, N.Y. skyline; 3, Gillette set; 6, Indian artifacts; 5, Intellexpo; and 4, University of Michigan



### THE DEFINITIVE PHONECARD COLLECTION

Rank	Description	Issuer	Pts.	Rank	Description	Issuer	Pts.
1	Snowflake Set	AmeriTech	987	51	Money Card	C & W	172
2	America's Cup	AT&T	965	52	Big Hurt	Ameritech	167
3	Gillette Set	Sprint	950	53	NBC Peacock	Access	161
4	Univ. of Michigan Set	Michigan Bell	857	54	ET (non-Pow-Wow)	AT&T	159
5	Intellexpo '85	Landis & Gyr	828	55	NY Skyline	AmeriVox	155
6	Indian Artifacts	U.S. West	754	56	Lifesavers	Innovative Tele	152
7	NY Skyline	NYNEX	748	57	Nyson I Eagle	AmeriVox	142
8	Olvera Street/Surfer	Pacific Bell	737	58	Manning Prison	Landis & Gyr	139
9	Democratic Convention	NYNEX	706	59	Tamura Cards	NYNEX	135
10	Diamond Hd & Han. Bay	GTE Hawaii	632	60	Harley-Davidson	AmeriVx	134
11	TeleTicket	AT&T	604	61	7-Up	LDSS	130
12	McDonald's Big Mac	AT&T	603	62	NZ TC, Bell Atl., AmeriTech	Ameritech	129
13	Stylized Phone	Bell Atlantic	579	63	Hawaiian Set	Phoneline USA	128
14	World / Coke Series 1-5	Sprint	536	64	Dunkin' Donuts	Omnitel	126
15	Belmont Campus	Bell South	517	65	Charter Member Eagle	AmeriVox	125
16	Ryder Truck	ACI/ACMI	441	66	Disney Non-cast Stndrd.	Vista-United	122
17	Democratic Natl Conv.	AT&T	438	67	Telecom Magic	Vista-United	121
18	YooHoo Cards	GTS	422	68	Marvel	GTS	120
19	Polaroid Hologram	GTI	406	69	Peace Card	NYNEX	119
20	Disney Premiere Cast	Vista-United	394	70	Disneyana III Conv.	Vista-United	116
21	NBC TV Set	Sprint	386	71	Husky Card	Int'l Telecom	115
22	Coke, Monsters of Grid.	Sprint	377	72	World Cup USA '94	Sprint	114
23	Frank & Sons McD's Set	AmeriVox	363	73	Puzzle Card	ACI/ACMI	108
24	Endangered Species Set	ACI/ACMI	346	74	CompuServe Go Telecard	ACMI	107
25	1st Am. Credit & TC Conv.	AmeriVox	335	75	ET "Pow-Wow"	AT&T	106
26	Crayola	CDG	321	76	Internal Trial Card	SNET	105
27	Smith's Polar Bear Coke	Century Comm	300	77	Putterman Set	AT&T	104
28	Hallmark 1993 Xmas Trial	Sprint	295	78	NFL Series	AmCall	102
29	Red Stockings 3 Minutes	Upper Deck	265	79	Coinsaver Set	Ameritech	98
30	Coca Cola	Plessey	264	80	Sarah at 20 Months	AmeriVox	97
31	Collect-a-Card Coke Set	Sprint	262	81	1st Chip/Mag-Stripe Card	BellSouth	96
32	Pepsi Phonepass	LDSS	258	82	Times Square Set	LDSS	95
33	N.Y. Mets 32-card Set	GTS	235	83	Hallmrk 93 Xmas Test Crds	Sprint	94
34	Hologram Globe	AmeriVox	234	84	Beetle Bailey	AmeriVox	92
35	Marvel Comics Set	GTS	228	85	Get Out of Jail Free	Quest	91
36	State Flag	Alaska Int'l	226	86	Republican Natl Conv.	AT&T	90
37	"The Spirit of Service"	NYNEX	214	87	Phonecash	MCI	89
38	Holiday Series	Pacific Bell	211	88	Path Series	C & W	83
39	Budget Gourmet	Interactive Tel.	210	89	Sister Cities	Sprint	79
40	SF USTA Lucy	AT&T	205	90	AMEX/USPS Lovebirds	Amex	76
41	NYNEX Trial Card	Landis & Gyr	200	91	Racing Under the Lights	ACI/ACMI	73
42	Sears Card	Conquest	199	92	New York by Night	GTS	72
43	Telecard Man Jumbo	Brilliant Color	198	93	Tokai University	GTE Hawaii	71
44	Mickey Mantle	GTS	193	94	Snapple Card	InComm	70
45	Phone Card (paper)	Western Union	191	95	Sprint/France/Germany	Sprint	64
46	Star Trek Future Generat.	Future Call	188	96	Boy Scouts	Global Key	60
47	King Kong Puzzle	NYNEX	183	97	Airfone 10th Anniversary	Sprint/GTE	59
48	Strategic Directions	Michigan Bell	179	98	\$10 Spectrum Card	SW Bell	58
49	First Collector Card	AmeriVox	178	99	Daddy's Girl	Hall of Fame	57
50	Playtex	Interactive Tel.	173	100	\$14 Gold Contact	COMSAT	56

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mixed honors. In the total cards category, AmeriVox was second with 10 cards; AT&T third with eight; and NYNEX fourth with six. In the total points category, AT&T came in second with 3,169 points; NYNEX third with 2,105; and AmeriVox fourth with 1,855.

Another way to look at the Top 100 is to make your own decisions as to which point levels are meaningful to you. It is easy to talk about the Top 100, the Top 10, and other convenient number groups, but I know one veteran collector, Fred King, who would cut The DPC completely at 500 points. In his opinion, no card that managed to get less than 500 points out of more than 28,000 points cast deserves recognition. By this criterion, The list would consist only of 15 cards.

The point spread between DPC No. 15 (the Bell South Belmont Campus) and DPC No. 16 (the ACMI Ryder Truck) is 76, which is quite a lot and may seem statistically significant. However, the spread between DPC No. 3 (the Sprint Gillette set) and DPC No. 4 (the Michigan Bell University of Michigan set) is 93 points, the largest gap in the entire Top 100! Does that mean

only The Top Three are really meaningful? They are certainly important. As a matter of curiosity, the 74-point gap between DPC No. 5 (the Landis & Gyr Intellexpo '85) and DPC No. 6 (the U.S. West Indian Artifacts) and the 73-point spread between DPC No. 9 (the NYNEX Democratic Convention) and DPC No. 10 (the GTE Hawaii Diamond Head) could argue equally well for the Top Five and the Top Nine. All of the point spreads higher than 30 occur in the Top 15. Furthermore, the Top 15 together polled more points than the next 44 cards combined, indicating that the Top 15 constitutes an important collection representative of the first 10 years of phonecards in America.

As with any election or survey, the results are nothing more nor less than a cross-section of voters' opinions. By the same token, the DPC does represent more than 400 phonecard collectors, dealers, issuers, authors, and publishers. If I were a dealer, I'd listen. If I were an issuer, I'd learn. If I were a publisher, I'd observe the DPC's performance. And, as a collector, I have a goal - to get 'em all!



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|---|--|--|
| <input type="checkbox"/> Sports personalities     | <input type="checkbox"/> Special event cards | <input type="checkbox"/> Banking/Financial (VISA Cash) |
| <input type="checkbox"/> Non-sports personalities | <input type="checkbox"/> Comic cards         | <input type="checkbox"/> Card sets                     |
| <input type="checkbox"/> Promotional cards        | <input type="checkbox"/> Racing cards        | <input type="checkbox"/> Other _____                   |
| <input type="checkbox"/> Transit                  |  |  |

3. How would you describe yourself:

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regularly in contact with other collectors
- Serious collector** - always looking for a card, in contact with other collectors,  
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|---|--|-------------------------------------|
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|------------------------------|------------------------------|---------------------------------------|
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## JANE AND DAVID CLONEY Investment opportunity becomes addiction

**T**his month, a new feature gives readers a chance to find out more about their fellow collectors. In the spotlight are David and Jane Cloney. David is a surgeon and his wife, Jane, a full-time homemaker (and collector!). They reside in Sidney, Ohio.

For future profiles, readers are invited to step up and volunteer to share their experiences. Contact Editor Tom Williams and nominate yourself or a fellow collector.



**MC: How did you begin your phonecard collection?**

**Jane:** Initially I wasn't all that interested in it, but later on we thought about it some more. David and my brother-in-law both thought the cards would

be a good investment and talked me into buying the Quest/Liberty Charles Barkley set. I really didn't want to get those, but he said that Barkley might retire soon and the cards could become valuable.

**MC: So you're really the collector?**

**Jane:** Oh, yes, I'm afraid so! In grade school I started collecting coins – buffalo nickels and Jefferson nickels. But being so young I ended up spending them. I've always had an interest in collecting things. I also collect Hummel figurines, Fenton art glass, porcelain dolls ...

**David:** You don't know what you started!

**Jane:** ... and I can't wait until we build a larger house so we can put on display some of the things we have and can't display.

**MC: Is your collecting driven by the investment potential?**

**Jane:** Initially, yes. But as we got into it, that changed. I started to appreciate the cards themselves a lot more and I began to focus more on the issues that were a limited edition. The JFK set from AmeriVox was an easy decision. I've always been a fan of his and I have a personal album of JFK memorabilia from my childhood. Next I got into the puzzle sets and especially enjoyed the Alexander Chen sets from HT and LDDS.

**David:** We've always looked for low-mintage cards and prefer issues of less than 1,000 pieces. But if the piece appeals to us like the New Zealand Disney cards or anything Olympic or Christmas we'll go for that.

**MC: What cards do you value the most?**

**Jane:** Cards we value the most dear are the Kennedy cards which I think we'll never sell. Also we love our Michigan Bell cards because they are so rare and so hard to come by. We've always taken a lot of enjoyment in chasing cards that come with products – out of cereal boxes, or cartons of Coke, that's always a lot of fun. I also like the jumbo cards and will try to get some more of them. I have the Perillo Indian cards and wanted the Snoopy, but it went up too fast. I have the Steve Young also and will be adding a Betty Boop or two.

**MC: Are there any pet peeves you have about issuers?**

**Jane:** I really don't like issuers taking orders and your cash and then taking forever to deliver the cards. Pre-selling is something I don't like. Even when they don't cash your check you still have to keep checking back and that's frustrating, costly and time consuming.

**MC: Would it surprise you to know that as a percentage of total collectors there are more women collecting these cards than collecting coins or stamps?**

**Jane:** Yes, it would surprise me. I wouldn't have thought women would collect these things. But I sure do!

**MC: What's the attraction of the cards?**

**Jane:** Originally it was an investment opportunity and then I got addicted to it. My brother-in-law also collects now and he loves to get cards for Christmas. For example, we suggested to his wife to get the Ameritech Snowflake series because it's rare and has a good chance of going up in value. He and his wife are from New England so they like the SNET cards also.

**David:** It's always exciting when one of our card orders arrives and then we think about the ones we're missing and the heavy-duty damage being done to our credit cards! I can't tell you what anything is worth; that's really only important when you buy, because (that's when) you need to know what something is worth.

**MC**

# QUICK TAKES

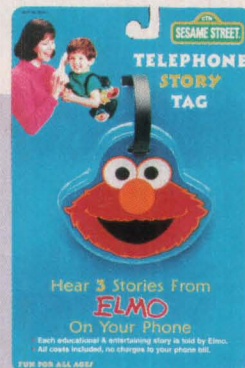
**MICRO CARD TO SUPPLY BANK TEST**  
Micro Card Technologies has been selected by the Bank of Montreal and the Toronto-Dominion Bank to supply smart cards for use in their Exact card program, scheduled to begin a year-long pilot test later this year by the two banks in Kingston, Ontario. Micro Card Technologies is the marketing arm in North and South America of Bull CP8, a leading supplier of smart cards and related equipment. The card will carry the Proton banking system logo, says Bill Bradley, director of public relations for Bull.

The Exact card is a reloadable electronic cash card intended for use as an alternative to cash for the purchase of goods and services, such as fast food, video rentals, gasoline, vending machine items and pay phone calls, and is strictly intended as a stored-value cash card, Bradley says. It will, however, bear the customer's name. Micro Card will supply approximately 20,000 Bull CP8 CC60 cash cards to the banks. Almost 12 million CC60 cash cards will be in use worldwide by year's end, including programs in Belgium, Switzerland, Netherlands, Australia, Brazil and now Canada.

**TAG ON SESAME STREET** Global Telecommunications Solutions, Inc. has created the Sesame Street Loops Telephone Story Tag.

The new Elmo Telephone Story Tag includes a free 800 number and pin code on the back that offers the child three separate calls to hear Elmo's stories. There is also room on each tag to write a name or initials that can be attached to backpacks, belts or lunch boxes.

GTS is conducting a pilot program and will offer the Sesame Street Telephone Story Tag at select TOYS R' US stores throughout the country and all Von's Supermarket locations on the West Coast. The tags, which will retail for about \$5, can also be ordered by calling (800) 929-4301. A full line, including additional Sesame Street characters, is expected this fall.



**HISCOCKS PENS NEW HANDBOOK** Phonecard expert S.E.R. Hiscocks has written "Telephone Cards - A Collector's Handbook." Hiscocks, a world-renowned collector and consultant, describes the new book as a "mini-encyclopedia," mentioning various kinds of cards used around the world and how to collect them. Telephone or fax 011 44 1483 723559. (Cost is \$15, plus \$4.50 shipping and handling.) **MC**

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November 1994  
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# NEW ISSUES



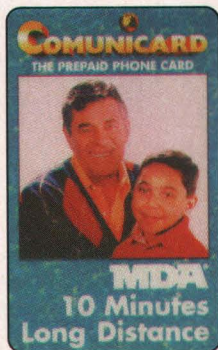
## Cathy comes to phonecards

USACard; Cathy; 10 units each; quantity undetermined; June 1996; (310) 323-4567.

The quartet of images stemming from the popular comic strip by award-winning cartoonist Cathy Guisewite, a phonecard owner, was created specifically for these phonecards. Guisewite's strip appears in more than 1,300 U.S. and Canadian newspapers. The cards carry the "Race for the Cure" logo supporting breast cancer research, and part of the proceeds from sales and recharges will benefit the Susan G. Komen Breast & Cancer Foundation in Washington, D.C., where the national race is held every year. Regional races are run through the year in various cities. Later this year, a five-unit set will be issued with a fixed mintage for collectors.

## MDA Telethon says 'thanks' to donors

Voice Telephone Co; Jerry Lewis MDA; 10 minutes each; copper, gray, teal and blue, 5,000 each; August 1996; (702) 255-8800.



Cards in four colors feature Jerry Lewis and Muscular Dystrophy Association goodwill ambassador Benjamin Cumbo. Contributors of \$25 or more to MDA through a Val-Pak envelope, delivered to 39 million homes in July and August, will receive a card as a "thank you."

## Hard Rock marks 25th

Quantum Communications; Hard Rock Cafe's 25th Anniversary; \$10 denomination; 15,000 issued; June 1996; (818) 755-9589.



Cards available at Hard Rock Cafe locations in Los Angeles, San Francisco, Chicago, Honolulu, Maui, San Diego, Las Vegas, Newport Beach, New Orleans, Phoenix and Universal City (Los Angeles).



## Color between the (phone) lines

Telenova PCC Inc./KARS; Crayola Crayons; 10 minutes; 1,500 issued; June 1996; (800) 505-NOVA or (800) 750-3506.

Individually numbered cards were issued for the opening of the Crayola Store in Easton, Pa.



## ID4 cards are a blast

MCI PrePaid; Independence Day; \$10, \$20 denominations; 5,000 each; July 1996; (800) 830-9444.

Cards depict scenes from the movie in which the White House (\$10 card) and the Empire State Building (\$20 card) were destroyed.



## Freaking out with cards

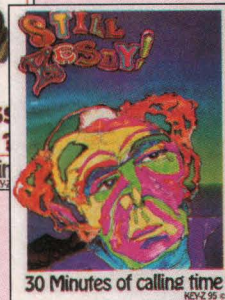
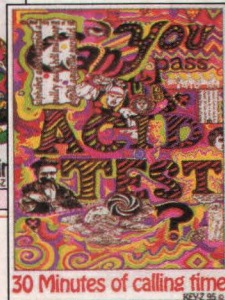
Celebrity Debit Card; Freaknik Festival '96; \$5 and \$10 denominations; 2,500 issued of each; April 1996; (217) 864-4321.

Cards were issued for Atlanta alternative to annual Florida spring break trips.

## Spirited lady hits cards

Argo City; Phantom Lady; 10 units; 1,000 issued; June 1996; (800) 345-9155.

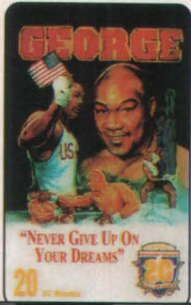
Image reprises a 1948 Fox Feature Syndicate comic book cover.



## Taking a trip with jumbo telecards

AllWorld Communications; Psychedelic series; 30 minutes each; 999 issued; (360) 699-2082

The jumbo cards, which include 25 matched sets, feature author Ken Kesey, Uncle Sam, The Acid Test and On the Bus to Neverever Land. They are being sold at 31 "Further Festival" concerts this summer, featuring Bruce Hornsby and members of The Grateful Dead.



## ACMI's Hall of Fame

ACMI; Hall of Fame series; 20, 60 and 120 minutes; quantity unavailable; April 1996; (901) 363-2100, (708) 345-4165.

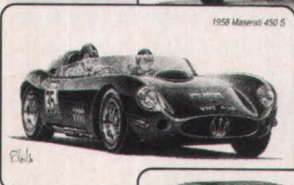
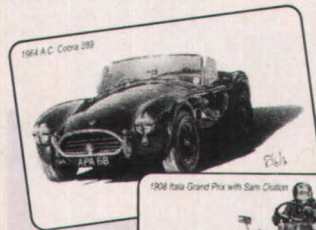
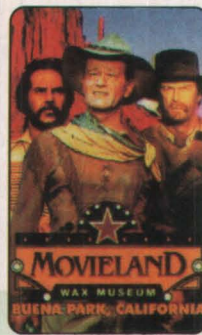
Series of 17 cards, with more planned, features great entertainers, athletes and events of the 20th century, including George Foreman, Marilyn Monroe and Frank Sinatra, and includes audio from famous games, bios of celebrities and concert information.



## Wax on, wax off

HT Technologies; The Wax Museum Series; 10 units each; 1,750 sets; July 1996; (800) 820-8980.

Cards feature Movieland Wax Museum, the Wax Museum of Fisherman's Wharf, and Ripley's Believe It or Not Museum.



## Getting down to nuts and bolts

Collect & Save, Associates; Manx Classic Series; 30 minutes; 5,000 issued; June 1996; (717) 722-1818.

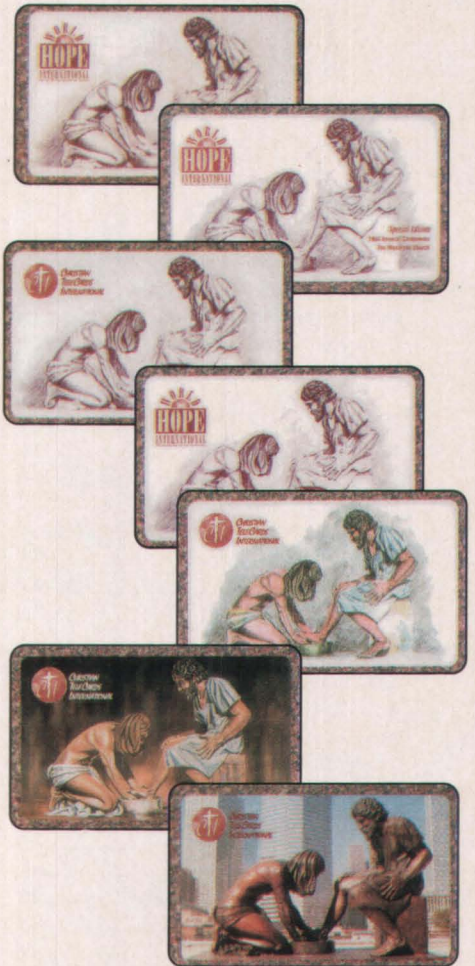
British automotive artist David Nicholas Sykes drew the "nut-and-bolt" detail cards, a 1964 A.C. Cobra, a 1908 Itala Grand Prix, a 1958 Maserati 450S and a 1933 Rolls Royce 20/25. They are the first four of a 37-card set.



## Making pre-history

U.S. Postal Service/American Express; Prehistoric Animal Series; \$5 Mastodon, \$10 Eohippus card, \$20 Saber-tooth Cat; undeclared quantity; June 1996; (800) 297-POST (7678).

Cards, available at select post offices across U.S., bear images of collectible postage stamp art.



## Divine Servant series

Christian TeleCards International; Divine Servant series; 5-, 25-, 50- and 100-minutes, plus 5-minute jumbo (World Hope International), and 25-, 50- and 100-minutes, plus 25-minute jumbo (Christian TeleCards International); varying quantities; July 1996; (800) 227-3755.

Artist Max Geiner Jr.'s drawing will be released in a series including a watercolor, an oil painting and a picture of the sculpture against the Houston skyline.



## Flashy fowl makes splash

6 Pak; Corona Jet Ski Parrot; 10 minutes; 25,000 issued; July 1996; (602) 371-3710.

First in a planned series to feature the Corona parrot in a variety of activities. There were 50,000 cards produced; 25,000 are being reserved for future use.



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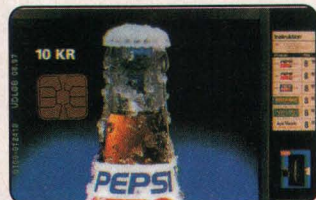
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North American callers, with the exception of calls to Canada, must dial 011 before any of the numbers listed.



### Pepsi with Danish

DANMONT; Pepsi; 10/100 DKK; 2,500 issued each; May 1996; 45-43-44-99-99.

The three images form a vertical image of an icy-cold Pepsi bottle; the top image is 10 DKK, the middle and bottom, each 100 DKK.



### On the rat track

Norfolk Island Phonecard Bureau; Chinese Year of the Rat; \$10 denomination; 5,000 issued; May 1996; fax: 6723-23636.

Norfolk Island has both economic and tourism ties to Asia.

### Bringing home the gold

Telstra; Olympic PhoneAway; \$150 denomination; 2,000 issued; June 1996; 61-3-9203-2493.

Specially designed card was presented to each member of the Australian Olympic team.



### Aussies' Olympic spirit

Telstra; Telstra Olympic Phonecard Series; \$5, \$10 and \$20 denominations; 4,000 sets; June 1996; 61-3-9203-2493.

Three of Australia's most successful sporting events – swimming, weight lifting and women's hockey are featured in the series.



### Fighting juvenile diabetes

Bezeq Israel/JDF International; Star of Hope; 10 units each; 10,000 numbered series; 972-3-5462717 or fax 972-3-5463830.

Four cards designed by artist Ya'acov Agam come in a holder also designed by the artist.



### PayTel takes the train

PayTel Australia Pty. Ltd.; Countrylink Series; Theatre Goer, Sydney Sightseeing, Gold Coast Magic; various denominations; 1,500 sets issued; May 1996; 61-3-39877-0222 or fax 61-3-39877-9499.

Cards celebrate Australia's tourism via Countrylink rail system.

# There's a world class company behind ITS prepaid calling card programs and we can prove it.

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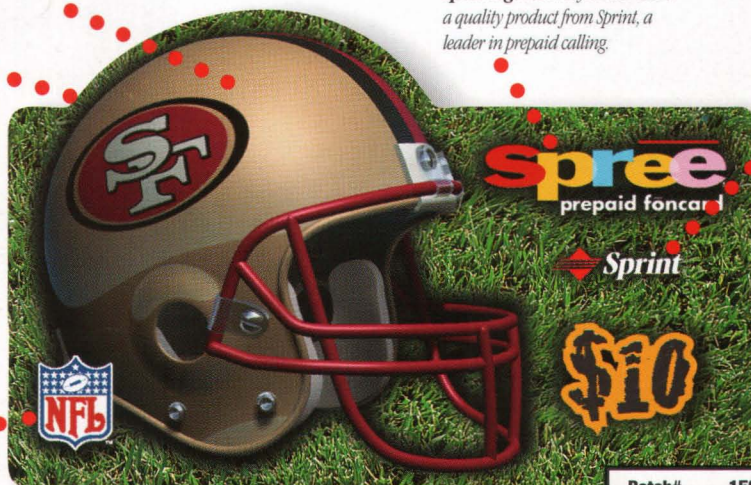
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**Helmet.** Authentic NFL team helmets, unlike pro football player phone cards which remove all official NFL team identification. Plus, you get the first ever Baltimore Raven (and perhaps the final Houston Oilers) card!

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**NFL logo** underscores the set's authenticity. This NFL Spree collection marks the first prepaid phone card package of its kind, with all 30 NFL teams represented.



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**Sprint logo** verifies this is part of an historic relationship between the League and Sprint.

**Look for these important numbers:** Matched Series Numbers prove this is a limited-edition collection. These sets cannot be duplicated by buying cards one at a time. Batch number indicates this is the official collector's edition.

Batch# 1533820 - 1533879  
Series# 0000 - 5000

## Don't Miss The Spree<sup>SM</sup> NFL Phone Card Collection. Here's Why.

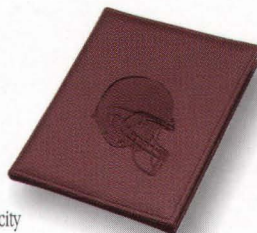
Act fast. Nothing is as powerful for a collector as a first edition. Here's a new one. Sprint proudly announces the first-edition Spree NFL Collection of prepaid phone cards, featuring all 30 teams.

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The \$20-card set. (30 cards total) \$369\*

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