

ALL THE NEWS FOR COLLECTORS

Coca-Cola

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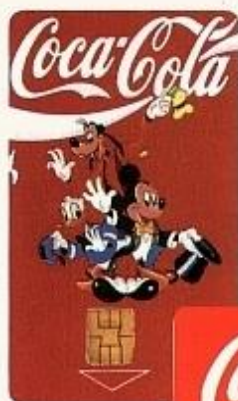
CARD

C O L L E C T O R



International Scene

Collectors will want to take note of these three musical oriented German Coca-Cola *Telefonkarten*. Five hundred of these 3-card sets were ordered from the German Telephone Co. as a giveaway for a Coca-Cola sweepstakes in 1992. An interesting feature is that both sides of the card are full depictions. One side shows the Coca-Cola logo in German along with the stored memory golden chip. The other side portrays a saxophone player; two cards show other musicians also. One musician is drinking a Coke, and there is a Coca-Cola logo in the background. This 3-card set is an interesting example of Americana marketing in the world scene.



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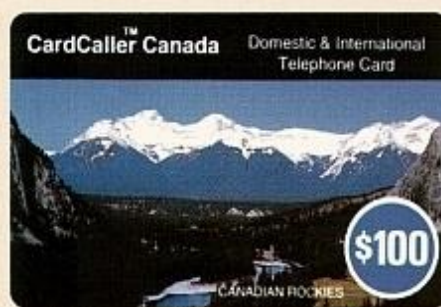
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Cruisin' with Cards

Automotive images have collectors in high gear

By Grant Draper



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

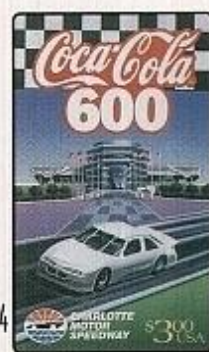
Familiar images and eye-catching designs are fueling North America's growing love affair with telephone cards as items to be used, saved, traded and collected. Collectors concerned about limited financial resources or who question which types of cards should be collected would be wise to choose a theme,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

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

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

related to automotive and transportation themes.

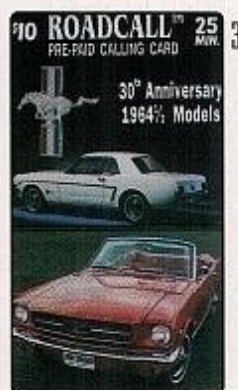
Car collectors who view their cars as objects of art, style, design and performance, tend to look for these same qualities in telephone cards.



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

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

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



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

Cominex is believed to be North America's first issuer to feature classic cars on telephone cards. A total of 3,000 of each of the Cominex classic car telephone cards were produced, with sequential numbering. Collectors can still purchase Cominex's inaugural card series "loaded" or "unloaded"

(with no telephone calling time for half-face value) through their closest

phone card dealer, or by contacting Cominex at 3 Canale Drive, Egg Harbor Township, NJ 08232-5130.

Of even more significance for collectors

are the capabilities of Cominex telephone cards to work from your car, depending on your cellular service

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

Very rare and prized by collectors

worldwide are what are commonly acknowledged as the first cars of any type featured by an American telephone company - Sprint's Porsche promotional four-card series. The set was produced in limited edition (1,375 of each card) and distributed in Europe during late

1992, according to dealer and distributor Bob DeMarco, Superior Telecards. "Today they sell for nearly \$200 apiece, but you can only find

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

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

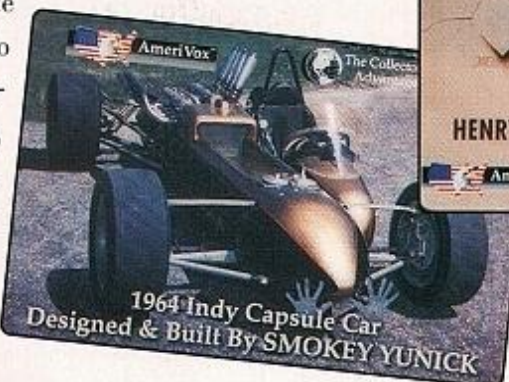
Strong interest in auto racing telephone cards in the United States is due, in large part, to the nature of the sport. Millions of devoted auto racing fans travel hundreds of miles to attend American races. NASCAR Properties President, Bill Battle, indicated that NASCAR is presently considering licensing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

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

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

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

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





Graphically,
some cards
even feature
holograms.

Yello 500
NASCAR Race
\$5 commemorative card
includes the
Coca Cola 600
NASCAR Race

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

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

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

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

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

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

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

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

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

The Sky's The Limit!!!

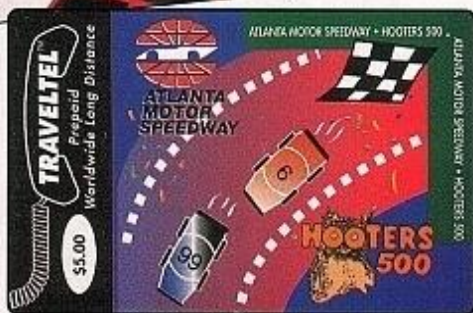
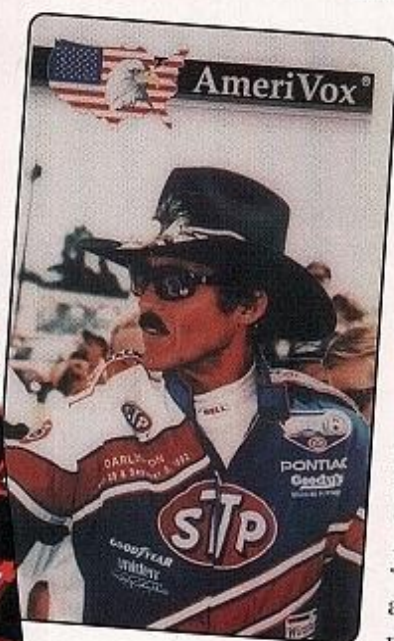
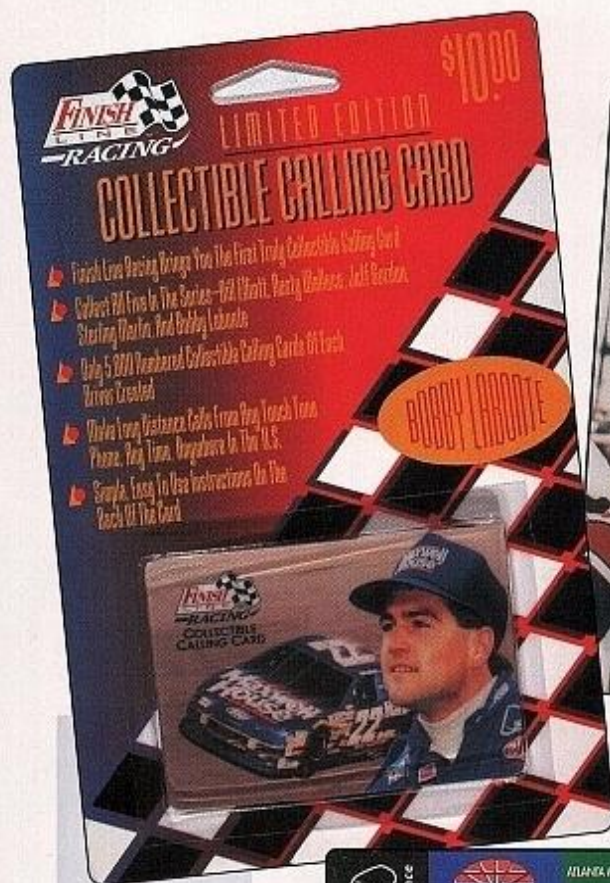
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Luis Vigdor, President



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

turn supports the race car team..

M i k e Fitzsimmons combined his

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

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

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

R e y n o l d s Wallace.

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

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

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

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

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

PROMOTIONAL CARDS GAINING MOMENTUM WITH AUTO-RELATED COMPANIES

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

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

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

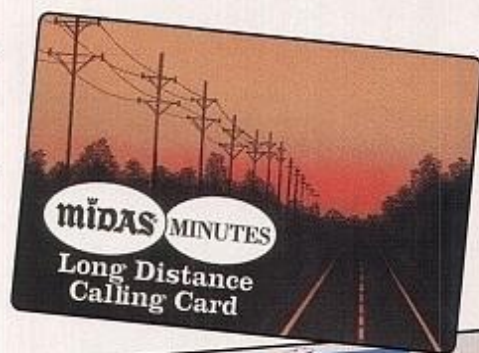
Greyhound plans a full national launch this summer to sell its \$5 and \$10 cards at bus passenger terminals.

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

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

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

Grant Draper



RING...RING...RING

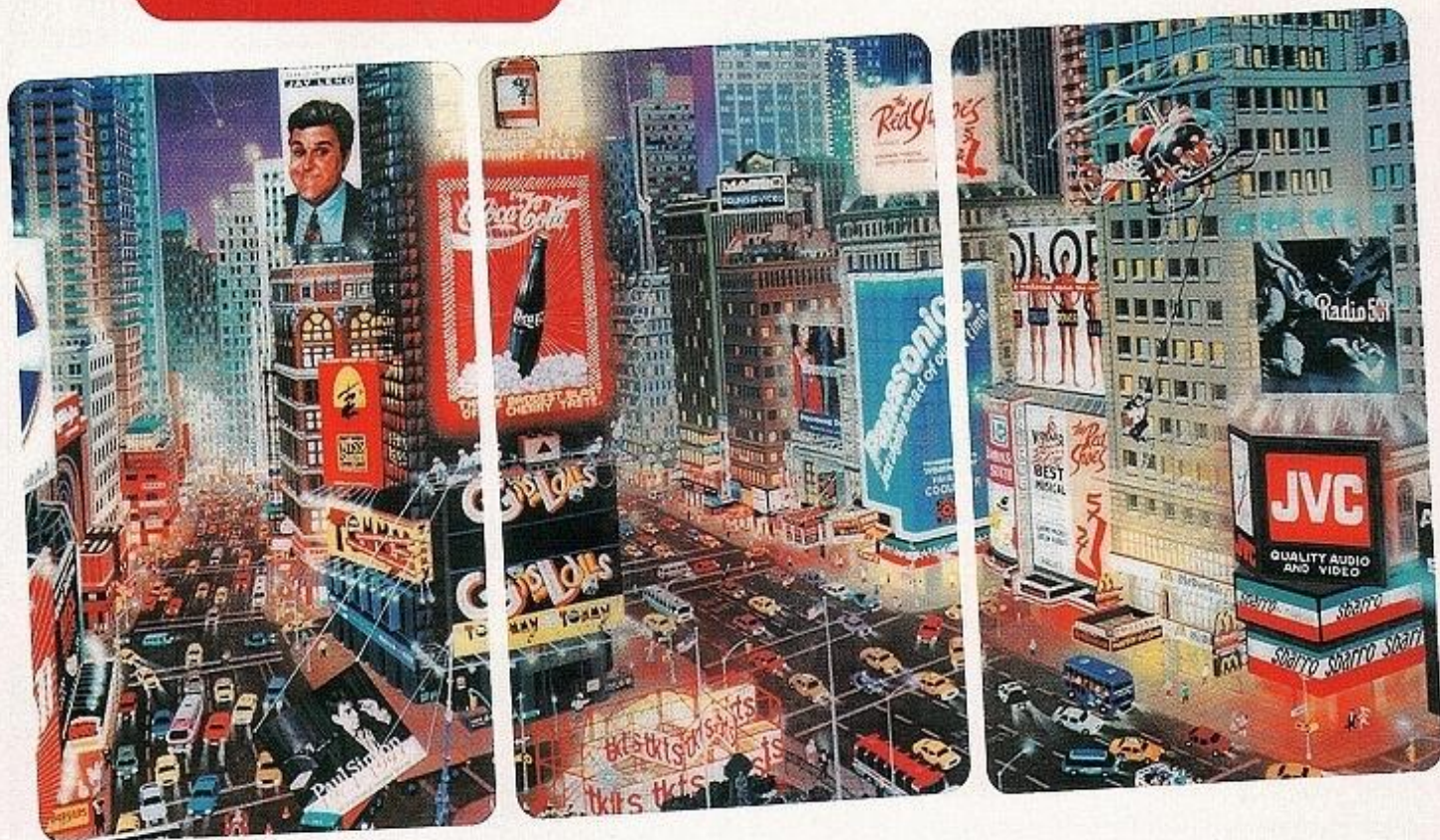
PHONE CARDS...PHONE CARDS...PHONE CARDS

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

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TIMES SQUARE ON TELECARDS Forty-second Street and Broadway – Times Square in New York City! What a place; aggravating and colorful, dazzling and brazen, joyful and lurid, raucous and seductive, tacky and unnerving, yet zany and vital! Millions of people pass through Times Square (above or below ground) each day, surely making it one of the major crossroads of the world. Measured by the square-footage of neon signs and billboards, it must also be judged one of the busiest communication exchanges in the universe.

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

The set was issued to commemorate the Telecard World Conference and Exposition, which took place in New York City during late September. HT Technologies plans to continue the series by issuing additional cards to commemorate the sites of future conferences.

The painter of “An Evening in Times Square” is Alexander Chen, a Chinese-American artist living in the San Francisco Bay area. His original acrylic painting measures 25 1/2 by 36 inches, which means that in reducing it to fit the three-card format, a total of about six inches had to be shaved from its top and bottom.

This loss was unavoidable (the size of the cards, after all, must remain uniform), but it was also most unfortunate. Sacrificed were dramatic parts of the N.Y. skyline at the top of the painting, and the wonderful sweep of traffic at the confluence of Broadway and Seventh Avenue at its bottom. The resulting view is noticeably more constrained, less open and expansive than the original image.

Nonetheless, in most other respects, the transfer of the painting onto the cards has worked quite satisfactorily. The colors are well printed, and they successfully capture the brassy nighttime glare of office lights, neon signs, and traffic. The gigantic signs, billboards, and marquees that are such an important part of the original painting are especially effective in the smaller format, providing large blocks of pure color (i.e., the red in the Coca Cola ad, or the blue in the Panasonic) which serve as a foil for the minute details of Chen’s realistic description. Furthermore, the letters on these signs create abstract shapes interesting in their own right. Note the interplay of figures and letters in the partially visible “United Colors of Benetton” billboard, just beneath the helicopter on the right.

But these letters also form words which boldly and aggressively advertise an array of products, services, and entertainment. In fact, Chen’s painting seems to celebrate Times Square as the epitome of commercial America – a commercialism that is nonetheless benign and even cheery. Indeed, in this artist’s vision of the city, all is well with the world. The evening is clear (a digital weather sign even promises that tomorrow will

also be fair); traffic is moving smoothly; an ad for that upbeat musical, "Guys and Dolls" shines brightly from a central marquee; and Jay Leno (TV's "Mr. Nice Guy") smiles out at us from a billboard high above Broadway. Indeed, to borrow a phrase from an exhibition brochure describing the artist's work, Chen's urban scenes appear "blissfully happy, surrounded by beauty on the optimum day" (or, in this case, night).

Almost lost in the kaleidoscope of colors and lights are two tiny figures suspended above the square. One is a worker in a hard-hat who appears to be rappelling down the side of a building to join his teammates on a cat-walk. The other is a video cameraman dangling from a helicopter above Seventh Avenue, filming the street below him. The surprising discovery of these figures rewards the careful inspector of the cards. In their state of suspension above the Square, the two figures suggest the sense of giddy pleasure one derives from an encounter with a particularly exciting and vital urban environment.

Alexander Chen is a 42-year-old artist born and educated in China, who immigrated to the United States in 1989. While in China he had painted rural life; but upon settling in America he seems to have become fascinated with its urban culture. He has of late been painting a series on the great sites (and sights) of America's cosmopolitan centers, and many of

these works appeared recently in San Francisco at an exhibition entitled "Alexander's World." In addition to his Times Square composition, he showed paintings of Wall Street and Central Park, Sunset Boulevard in Hollywood, the Magnificent Mile of Chicago, and panoramas of San Francisco and San Diego.

Chen's cheerful and idealized city scenes, with their happy colors and wealth of realistic detail, have an unmistakable appeal to a wide audience. For those who can't afford the original paintings (which range in price from just under \$6,000 to \$24,500), many of his images are available as limited edition serigraphs (available through his agent Edward Duniven of Binder Fine Arts), as jigsaw puzzles published in Japan, or as collectors' edition phone cards, such as the ones reviewed here.

Given the artist's popularity, we can hope to see more of Chen's cityscapes appearing on phone cards in the future. Indeed, two additional New York scenes — "Santa Comes to Radio City" and "The Magic of Rockefeller Center" (depicting skaters on the ice rink) recently appeared on two new phone cards issued just before Christmas. If this trend continues, "Alexander's World" will soon be at the fingertips of phone card collectors and users throughout the world.

Dawn Glanz

INTERNATIONAL TELECOM COMMUNICATIONS NETWORK

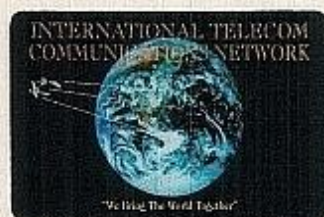
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_____	West of Key West - photography by George Rhodes	20 unit \$10.00	_____	Sales Tax (Florida residents add 6%) _____
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ALWAYS COCA-COLA

COCA-COLA OPENS 'PHONE HOME FREE' PROMO A special holiday promotion sent consumers scrambling for Coca-Cola products in seven midwestern and mountain states. The soft-drink giant kicked off its "Phone Home Free" campaign during mid-November, with free collectible phone cards inside

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specially marked 12-packs of Coke products. Consumers had a one-in-10 chance of finding one of the holiday phone cards inside packs of Coca-Cola Classic, Diet Coke and Sprite.

The promotion was launched through selected grocery chains in the seven-state test market: all Smiths stores throughout Utah, Idaho, Wyoming and Reno, Nev.; all Dillons Food Stores in Kansas; United Supermarkets in Oklahoma; and United Supermarket stores in Northern Texas.

Consumers also had an opportunity to register at each retail outlet for grand prize drawings of 100 hours of free long-distance calling. Four grand prizes were to be awarded — one for each retail chain. Four different phone card designs were used for each of the retail chains, according to Coke officials, ranging from the nostalgic Sundblom Santa to the ever-popular Polar Bear currently seen in Coca-Cola commercials.

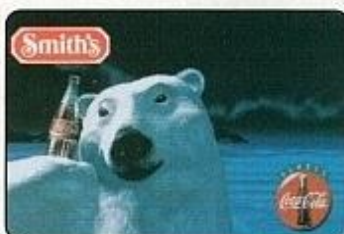
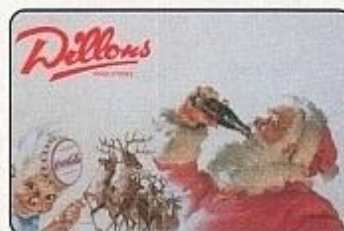
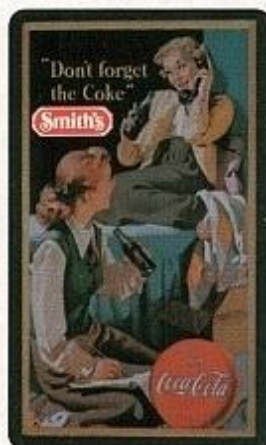
The prepaid phone cards are valid for 3, 10 or 60 minutes of long distance time.

"We wanted to make the cards special, so we used a variety of our best-known designs," explained Coca-Cola regional marketing manager Lori Hall. "It's too easy just to slap your logo on a collectible and ask the public to buy it. Our collectors expect more from us."

Tek-Tel Marketing and Century Telecommunications provide the services for the "Phone Home Free" holiday telecards. Quantities of each card were not revealed by Coca-Cola.

Certain to be a hot commodity simply because of the Coca-Cola name, the cards became even more collectible when the issuer decided that they would not be available to purchase separately.

It looks like most Coca-Cola collectors will just have to wait a few weeks until the "real things" show up in the secondary market.



Coca-Cola (United Supermarkets, Dillons, Smith's); Century Telecommunications; 3-, 10- and 60-minutes; quantity unknown; November 1994.

America's Most Collectible

I made a prediction in last month's column, and it came true! It's called Disney, Disney, Disney. "America's Most Wanted" is dominated by Vista United's 14-card product line this month. Disney's private telephone company for users inside the Disney World property has been on almost every dealer's tongue for the last two months, as customers scurry to obtain the very limited supply of cards.

In strong contention this month the three-card Christmas Angel issue, Vista United's Telecom Magic card, the Disneyana III Convention card, and the three-card Children's Christmas Angel set.

1 VISTA UNITED PREMIERE CAST MEMBER SET

This three-card set and five other Disney cards were represented on several dealers' lists this month. The price for the entire 14-card set has increased some 25 percent from last month, and some issues are nearly unavailable. Perhaps the limited issue of cards was geared to create excitement, or the production figures were chosen for internal company reasons. The price skyrocketed when collectors calculated the demand and compared that to the number produced.

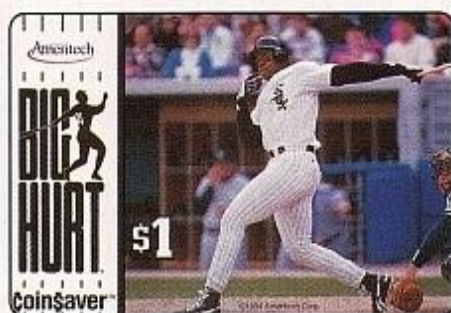
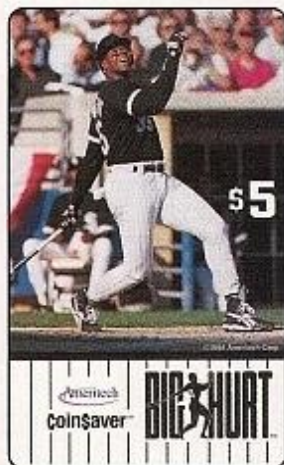
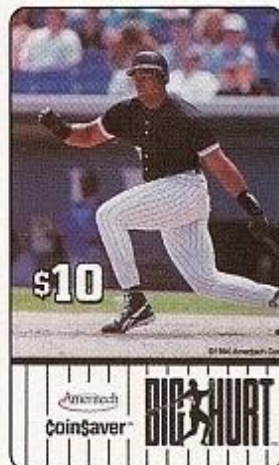
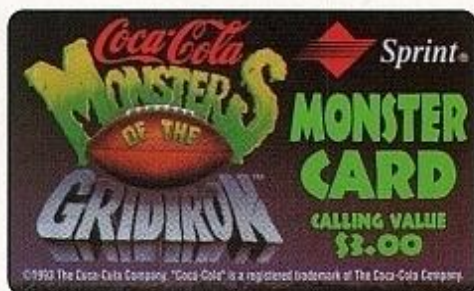
The really scarce issues are not the best sellers, however, as collectors and investors seem to be concentrating on the more obvious first set of three cards — the Premiere Cast Member set and the companion "general issue" set.



2 SPRINT MONSTERS OF THE GRIDIRON

After slumbering since early last year, the Monster has come back alive and kicking. First seen at the Phone Fair in March 1994, it created quite a stir, with cards trading at \$120 wholesale for a few hours. By the end of the show, the price had dropped to around \$40. The rumor of a large available quantity forced prices down to \$25-\$35 wholesale, where they seem to have settled. I don't believe the large quantity ever traded hands in the U.S., and it could have found a new home in Europe.

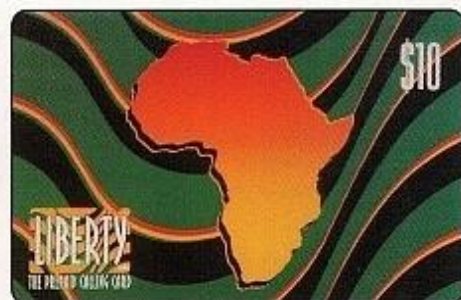
Now the supply is tightening and interest is building again, as it should. This is a Coca-Cola card, which commands the attention of Coke collectors around the world. It has all the indications of being another McDonalds story — many produced and few preserved for collectors. Better get yours before the price breaks \$75, which I believe it will do during 1995.



3 AMERITECH FRANK THOMAS SET

The popularity of the Frank Thomas set is due to the tremendous performance and personality of this baseball superstar. Other players' cards — those perhaps just as talented — can't come close

to the drawing power of this set. Additionally, the extra value of a major Regional Bell, like Ameritech, can't be ignored (players with less visible issuers have a steep hill to climb just to catch up). This set is recommended at or near issue price: supplies are limited and more and more sports card collectors are discovering telephone cards. Some telephone cards are starting to make the sport card price guides, which means increased demand.



4 LIBERTY \$10 AFRICA!

The brightly colored motif attracts the younger crowd; the low per-minute rate (33¢/min.) makes it a thoughtfully designed user card. A low production run of 1,200 has made this card an instant hit, both for the issuer and dealers in the secondary market.

Who Owns What?

Phone Cards a Mecca for Licensed Images

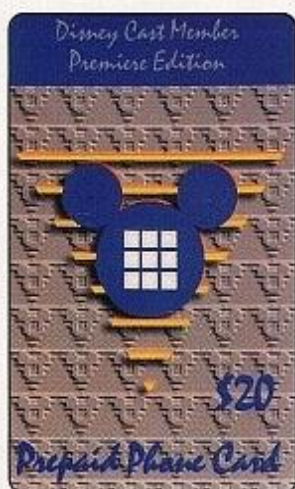
By Nancy Blackburn

Watch two three-year-olds playing with a toy and you'll probably see the concept of ownership illustrated, as they grab for it and shriek, "Mine, mine, mine!" Most adults are vaguely aware of trademark, service mark, copyright, and patent regulations that protect videos, cassette tapes, books, magazines and computer programs.

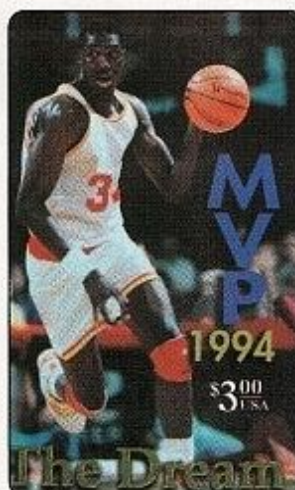
But what about phone and other debit cards? The moneycard world is fraught with areas in which those in the industry — consumer, collector, producer, issuer — must exercise caution. When working with art and graphics, you must also deal with marketing licensing rights — who has the legal permission to reproduce a logo, mark or an image?

Remember that licensing is a legal procedure, and there are firms of attorneys that specialize in the process. This article is designed to outline the various aspects of licensing and show some examples of the different levels on specific cards. For those interested in obtaining licensing agreements, we suggest researching books, newsletters, and organizations, and we strongly recommend obtaining legal guidance, since any such venture has hidden risks to the uninformed or inexperienced.

If licensing seems relatively unimportant, too confusing, or just plain boring to you, consider this: Last year, licensing con-



These Disney cards may look pretty plain, but the rights to the mouse ears have made this one of the most sought-after cards in the U.S.



Licensing can take on several different levels. On this card, the rights have been obtained from the player, Hakeem Olajuwon, but not from the National Basketball Association or team (Houston Rockets). Therefore, no NBA or team logos could be shown on the uniform.

tributed in excess of \$66 billion annually to the retail sales volume of goods and services in the United States. That's \$15 million an hour in sales.

Reflect on the phone card releases in 1994, and you will quickly realize the impact that licensing had and will continue to have on the market. Global Telecommunication Solutions (GTS) of New York appeared to lead the field, with a dozen licensing agreements: Marvel Entertainment (Spider Man, Incredible Hulk, and X-Men), Upper Deck (Mickey Mantle), Major League Baseball, National Hockey League, and the U.S. Postal Service.

Global Telecom Network (GTN) of Florida had us looking cross-eyed at the Magic Eye Series, an art form popular in Japan and Germany. WorldConnect of California signed licensing agreements with Adrian Fernandez of Galles Racing Team and Jimmy Chianis of SCCA Dodge Shelby Pro Series fame. And several celebrity and entertainment personalities came to life on cards: Marilyn Monroe, Elvis Presley, Jerry Lee Lewis, and Patsy Cline.

Sports figures skyrocketed to telecard prominence: GTI's Hall of Fame series, Ameritech's Robin Yount, ACMI's Larry Bird and Green Bay Packer Hall of Famers, Quest/Liberty's Charles Barkley, and SmartTel's Roberto Clemente. And when soccer mania reigned this past summer, Sprint and MasterCard entered a legal battle

over licensing rights to the official World Cup logo. When Sprint was forced to withdraw its original set of soccer cards from the market, collectors scrambled to obtain the few available sets for their private collections, and prices shot up overnight.

The collector market already reflects the wisdom of choosing phone cards based on a good reputation. When collectors ask what telcos have issued cards that have appreciated the most in value, the general answer is the Big Four and the Regional Bell Operating Companies – AT&T, NYNEX, Ameritech/Michigan Bell, etc. So there is valid reason to pay attention to the reputation of the issuing company.

However, in this fledgling industry, today's insignificant company can become the giant of tomorrow. This is where the variable component of licensing comes in, and where the fun and challenge begins. New, smaller telcos are relying on the attraction of licensing agreements with reputable products, services or celebrities to attract prepaid card users. In this new hobby, collectors are in a position to select cards that appeal to their lifestyle, sense of taste, and pocketbook.

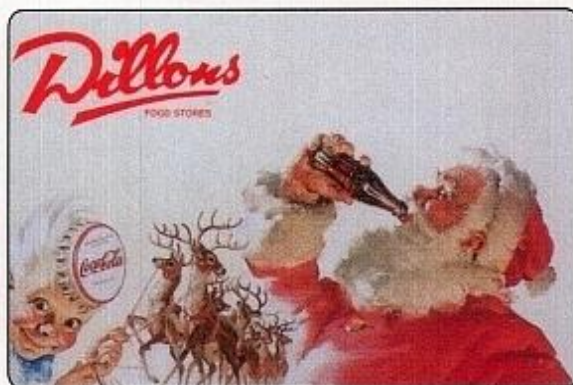
How popular are licensed figures on prepaid phone cards? Mucho, for some. According to James Robinson, vice president of marketing for Scoreboard/Classic, the largest holder of sports licenses in the U.S., his company began to secure licensing rights for phone cards nearly two years ago. In December 1994, Classic became the first company to include a phone card with each pack of trading cards. With five trading cards and a Sprint prepaid Foncard (ranging from one minute to a \$1,000) in each pack, the series sold out in just one week!

How much do licensing rights add to the cost of producing the cards? Sometimes plenty! According to John Guthrie of Laser Radio (Go!Phone), about a year ago there was a frenzy of anticipation in the licensing market, following the release of the AmeriVox Elvis Presley series. Guthrie entered the market, paying a hefty sum for the exclusive rights to 300 photographic images of Marilyn Monroe. But the situation has changed dramatically since that time, and Guthrie's rights may have been jeopardized in the process.

When licensing is well-managed, the licensee purchases three things: the image itself, publicity rights, and the privacy rights of the celebrity. Unanticipated delays in producing the cards may end up costing Laser Radio's rights to use those images, even though they were allegedly legally purchased. One year later, Guthrie's advice: Anticipate what can happen if or



When Sprint obtained World Cup rights last year, they found out too late the licensing did not include usage on card-based payment services. MasterCard had previously locked up those rights, and all Sprint phone cards with the World Cup logo had to be destroyed.



Product logos like Coca-Cola have such a strong following that collectors will literally buy anything that includes the sacred script logo. Obtaining the rights to use the Coca-Cola logo virtually guarantees a successful card.

when the agreement ends, because even though the agreement may be signed for perpetuity, circumstances can change and the licensee can suffer substantial losses.

For a more precise idea of the costs that can be added by royalties, Phil Barrett, director of sales and training at International Telecom

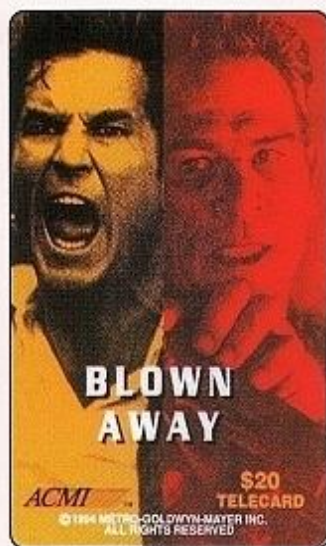


NASA images are considered public domain, so buying the rights to the picture includes all potential applications.

Communications Network (ITCN), indicates a range between 1-10 percent of a \$10 card. For a series of photographs by a local photographer, ITCN paid a rock-bottom one percent per card denomination, which equals five cents on a \$5 card and 10 cents on a \$10 card. However, licensing on the internationally known Magic Eye cards ran as high as \$1 a card.

On the opposite end of the spectrum, Kevin Pirollo, president of ACMI, very frankly states that his company does not pay up-front royalties to obtain licenses. ACMI typically looks at 15 license agreements a week, actually completing about one every month. Pirollo believes that since ACMI is primarily a telecommunications company with a proven ability to sell phone cards, the licensor is the unproven variable. Use of the images on phone cards is long-term free advertising for the licensor because it is advertising that pays for itself.

With MGM's 1994 movie "Blown Away," ACMI became the first telco to coordinate a simultaneous release of a movie with a prepaid phone card. The licensing arrangement obviously proved successful, as future telecard releases will include MGM's "Pebbles and the Penguins," a full-length feature film, that



Obtaining the rights to the movie "Blown Away" set the stage for additional film releases for ACMI. Upcoming movie "Pebbles and the Penguin" is expected to move 15 million items of licensed merchandise through Wal-Mart.



Issuers like GTS have built their reputations around obtaining licensing rights from sports stars, comic book characters, and special events.

anticipates 15 million items of licensed merchandise to be sold through Wal-Mart stores.

United Artists has also joined the roster of ACMI's licensors with plans to release nine telecards centered around "Lord of Illusions" and "Tank Girl."

As a rule, ACMI looks for images that already have mass appeal. Well-known images obviously attract attention and introduce the public to the company's primary business — selling the service of long-distance time.

When collectors snap up licensed phone cards, the story ends for ACMI because the time is rarely used. The money is paid once and that is the end of their profit. The goal of most issuing telcos is to make a single sale that results in continued incoming profit. Figures indicate that usage of phone time on licensed-image cards ranges from a low of 1 percent to a high of 75 percent. When the cards are used, 74 percent are replenished at the average amount of \$20 per month. Translated into dollars and cents, when four \$10 cards are sold to collectors, profits are made on \$40. If the cards receive high usage, there will be profits on up to \$520 a year.

But what does all this mean to the phone card collector? Why should the collector be concerned with licensing agreements? And how can the collector even know if images on the cards are authorized? After all, what is there to prevent an issuer

from infringing trademark or copyright laws and using an unauthorized image?

First, there is the ethical consideration of purchasing illegal goods. Then there is the concept of fair play: if one company pays royalties of 8 to 10 percent to obtain desirable celebrities, and another does not pay for their use, there is definitely an unfair advantage to the violator. And there is always the possibility that the illegal cards can be seized, even if you are unaware of the violation.

There is also the long-range collectibility value of licensed images. In the end, collectors will likely recov-

er any extra fees charged to cover licensing. Since licensing agreements can allow for use of team emblems, logos and uniforms, this can have a direct impact upon the value of collectible moneycards.

"It's simply a matter of what attracts collectors to cards," claims dealer Chris Garibaldi, owner of Americards. "In the U.S., the image is all important. Issuers are using personalities and logos with maximum commercial appeal."

According to John Bridges of Keep The Change, a licensed image adds the element of perceived value to the card. "Collectors are now looking for the licensed images on the cards. Dealers are proudly displaying signs advertising that their cards are licensed. In the long-term, it will add appreciably to the value of the card."

Bob Gourd, owner of Bobby G's, claims that it's getting tough to sell a card without a team or product logo. "There's literally no secondary market right now for that type of card. Collectors want appreciation on their cards, and they feel more confident when there is a recognizable person or product pictured."

Sears Coin & Stamp refuses to carry cards that are unlicensed, no matter what the image or how hot the subject. "It's wrong ethically," explained Stephen Schwartz. "When you sell or even collect unlicensed cards, you acknowledge their existence, which serves to support their cause."

"Licensers are actually renting a reputation," he continued. "Just as musicians and artists are paid for their talent, sports stars have a right to cash in on their name."

"Celebrities, logos and events generally are a plus towards the value of the card," adds Roger Streit, owner of International Phonecard Exchange. "Generally, celebrities are much more interesting on cards than, say, a landmark."

Even though other countries are not as oriented towards personalities as U.S. collectors are, Phil Flanagan (Flanagan's Phonecards) still sells a great number of licensed cards. "It comes down to value for the money. If a subject is important enough to require a license in the first place, chances are good that collectors will continue to want the card in the future."

Flanagan also points out that when you see a card with a registration mark, you're also pretty well assured that the numbers are accurate.

Among the most popular licenses suggested by phone card dealers include sport superstars, Marilyn Monroe, Elvis, John F. Kennedy, and Coca-Cola, McDonalds and Disney logos.

Which do you think will prove most valuable five years from now — Major League Baseball's Most Valuable Player pictured in his team uniform or wearing a suit and tie? Obviously, collectors have a lot to gain by sticking with licensed cards.

Collector Chronicle

ALL THE NEWS FOR COLLECTORS

APRIL 1995

HT Technologies Finds Phone Card Collectors' Treasure!

San Francisco

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

For the Sport of It!

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



Honus Wagner * one of a 4 card set

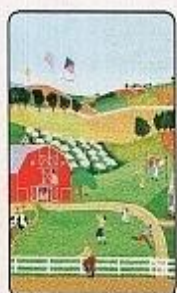
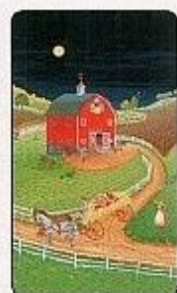
therefore refused to allow his photo to appear on the cigarette cards, which is what this original photo was taken for. So this is a rare photo now available on a telephone card. That's great. Telephone cards have produced such fresh, rare, haunting images and this is one of the best."

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



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

The Marie Fox Collection



Times Square on Telecards



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

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

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

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

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

— Dawn Glanz- *MoneyCard Collector*

Alexander Chen Images - ©1995 Alexander's World

Collectors Eagerly Await New Releases from HT Technologies



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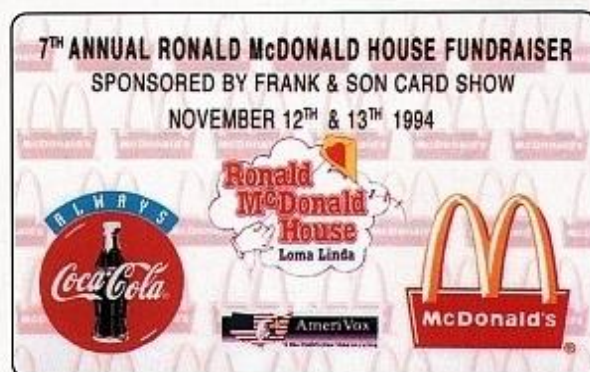
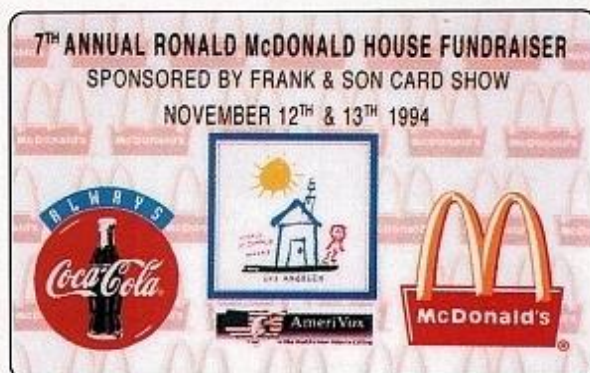
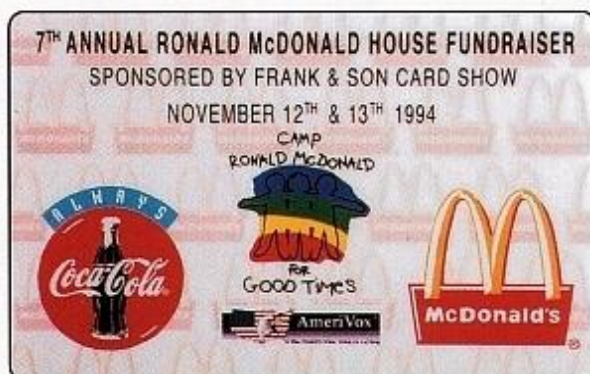
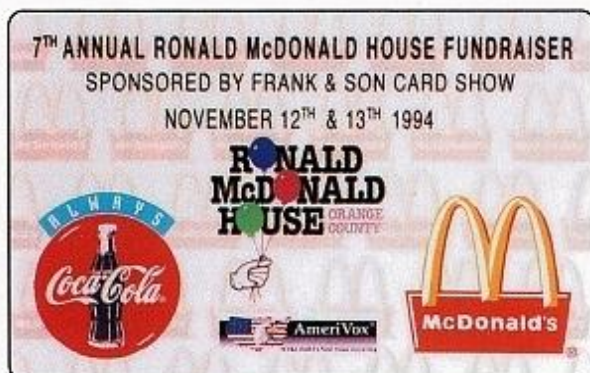
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fax (415) 421-2622

Phone Card Hotline

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HOUSE OF CARDS



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Susan McDonald

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1	Harp Seal - by Nature Photographer Mark J. Thomas	20 unit \$10.00		Phone _____ Fax _____
1	†Harp Seal Greeting Card (blank)	\$2.00		Sub-Total (from previous column) _____
1	West of Key West - photography by George Rhodes	50 unit \$25.00		Sales Tax (Florida residents add 6%) _____
1	Parrot Trio - watercolors by Robert Schott	20 unit \$10.00		S&H (5% domestic/10% International) _____
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RICH AND RARE

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

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

One of the oldest collectible cards in the U.S. is the Intexpo card by Landis & Gyr. Priced at around \$1,250, the card has acquired a "true collector value" since it was released in 1985 as a demonstration card, according to Klaus Degler of Rocky Mountain Coin in Denver.

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

On the other side of the coin are also some flash-in-the-pan "superstars" that may or may not stand the test of time. "Some are pricey because of speculator demand," Degler suggested. "A single dealer can push up the price — not necessarily because of true buyer demand. If a price goes up too rapidly, it's usually speculative. What I tell people is don't try to chase things. There's always something else to buy. You might get lucky and make a quick profit, but that doesn't always happen. The best thing to do is wait and let prices settle."

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

Coke logos to produce a sure winner.

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

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

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

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

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

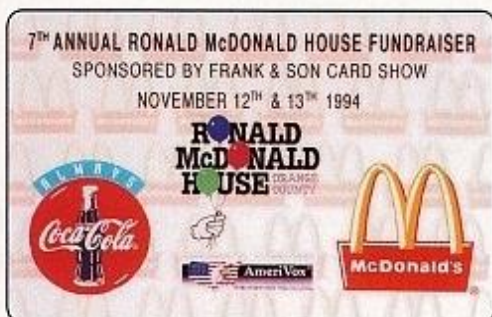
But the Orlando dealer agrees that it's the "historic aspect — the purpose of the card — that makes it much more valuable in the long run."

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

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

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

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



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

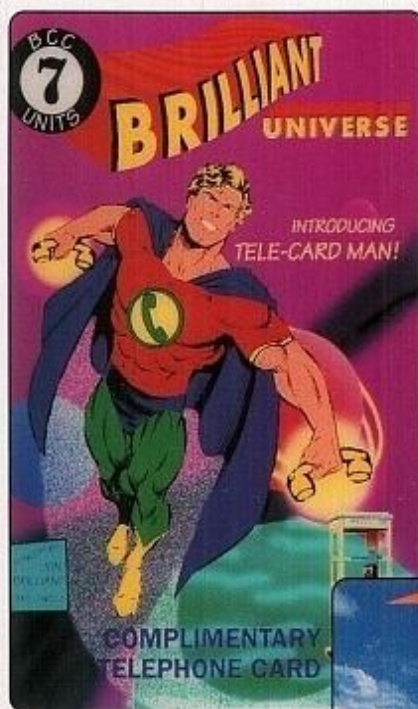
issue telecards. There were 180 cards with convention attendees' names on them and 20 without names. Some cards have a name printed in the lower left-hand corner. Cards without names are worth between \$5,000 and \$6,000. Promotion cards — cards used for expos — all have a story, according to dealer and *Moneycard Collector* contributor Steve Eyer.

- AT&T America's Cup card, issued May 1992. Value: \$2,500. The first card ever produced by AT&T, examples were only handed out to the ships' crew members.
- NYNEX Stromberg Carlson trial card with Waverly Hotel on the reverse. Value: \$2,250. Less than 25 of the \$10 cards are known to exist — possibly as few as 10.
- AmeriVox Elvis Presley 21-card specimen set, issued during 1993. Value: \$1,500.
- AmeriVox Eagle charter membership card, issued February 1992. Value: \$1,250. This card was included in a start-up kit for AmeriVox sales personnel. The cards were hand-cut with a paper cutter, and with scissors used to trim and round the corners. The cards are irregularly sized and were the first remote memory cards in the U.S. Only 1,500 cards were issued.
- Brilliant Jumbo Telecard Man, issued September 1993. Value: approximately \$900. Only 1,000 of them were produced and you had to be at the Richmond convention to get one.
- USACards \$49 Jerry Rice. Value: \$250. Only 127 cards were issued to commemorate the San Francisco 49ers star receiver's NFL record-breaking 127th touchdown catch last year. Most football fans know and love the talented player, and the card has become a hot commodity.

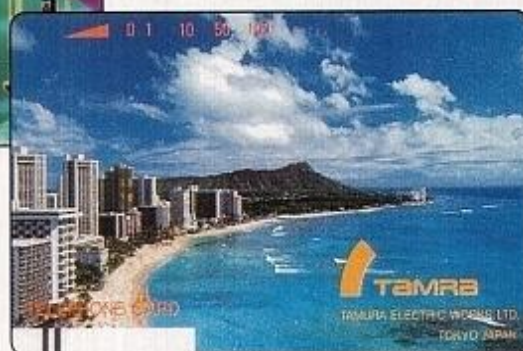
Other Most Valuable

- AT&T — Charles River, Boston (10 units)\$1,800
- GTE-Hawaii Diamond Head original trial card.....\$2,500
- Vista United 14-card set.....\$1,750
- Michigan Bell U of M \$40 card w. 4mm band, unnotched\$1,500
- AT&T Oceans of Opportunity-Waimea Bay card\$1,500
- Hallmark original 47-card set w. greeting cards.\$1,295
- GTE-Hawaii Hanauma Bay, overprinted\$1,200
- GTE-Hawaii 25th Hawaiian Open.....\$1,000
- NYNEX \$1 Democratic Convention card.....\$800
- AT&T 25-unit Republican National Conv. card.....\$650
- GTI Epcot Center card.....\$500

There you have it — a current list of some of the most valuable U.S. cards issued to date. Where's Santa Claus when you really need him?

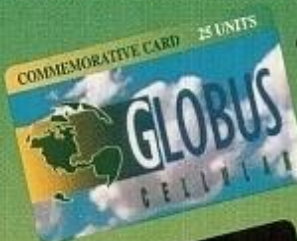


Clockwise, from upper left: Brilliant 7-unit jumbo Telecard Man, \$900; One of Hallmark's original 47-piece Long Distance Greeting Cards, \$1,295(set); GTE-Hawaii Diamond Head trial card, \$2,500.



Unique Canadian/U.S. Corporate Commemorative Set Rare Collector Opportunity

A special pairing of Canadian and U.S. corporate commemorative phone cards is now available in a limited edition of 6000 sets. For just \$19.95 (plus shipping and handling), you receive two full-color cards as shown, each good for 25 units of phone time. Each card is rechargeable and is sure to appreciate in collector value.



Globus Cellular, a Canadian firm, is releasing this card to commemorate the company going public (card can be recharged at \$.25 per unit).



Vision Communications Group, a U.S. firm, is releasing this premier card to introduce the company's Vision 2000 line (card can be recharged at \$.19 per unit when recharging \$100 or more).

You'll want to own this unusual two-card set. It's the first collector offering from two companies poised to break revolutionary new ground in the phone business.

To order, call 417-624-0500 or return coupon below

Please send your two-card corporate commemorative set. For each set, I enclose \$19.95 plus \$2.95 shipping/handling (Missouri residents add \$1.29 sales tax per set).

Total number of sets: _____ Total enclosed (in U.S. dollars): \$ _____

Name _____

Address _____

City _____

State _____

Zip _____

Day Phone (in case there's a question about your order) _____

Send to: Vision Communications Group, 512 Virginia, Joplin, MO 64801

Susan McDonald

COCA-COLA CLASSIC

WELCOME TO COKE'S 'WORLD' The World of Coca-Cola joined the world of telephone cards with the release of the first issue of a licensed Coca-Cola card in the United States. Some 1,200 Coca-Cola memorabilia collectors who attended the "Springtime in Atlanta" convention on April 13-15, 1995, immediately recognized the importance of this new card.

With an issue of only 2,500 cards, savvy collectors immediately purchased their limit of 10 each, and came back again the next day. The first 1,000 sold in two days, with the remainder going the following day. By the end of the convention, the cards were allegedly exchanging hands for between \$20 and \$30.

Scoreboard/Classic teamed with The World of Coca-Cola and Sprint to produce this special collectible \$10 FONCARD. Sequentially numbered to 2,500 and presented in an individually numbered, laminated folder, the card features a stunning full-color night scene of The World of Coca-Cola pavilion in Atlanta, Ga. The top is captioned "The World of Coca-Cola" and "Springtime in Atlanta 1995" across the bottom.

Each card includes 10 minutes of domestic long distance time provided by Sprint. The cards carry an issue date of April 1995, with an expiration date of December 31, 1996. The World of Coca-Cola's registered trademark appears on the back of each card.

According to Mark Grauer, director of The World of Coca-Cola Pavilion, exciting plans are already underway for the second and third cards of the series. "Coca-Cola Red Hot Summer Promotion" will be released during mid-June, with a third card expected to commemorate the International Coca-Cola Collectors' Club Show in Kansas City in July.

The Coca-Cola's Collectors' Club is a separate organization, not affiliated with The World of Coca-Cola.

However, every Easter Week approximately 1,200 Coca-Cola Collectors' Club members make the pilgrimage to Atlanta for the annual springtime meeting. The organization numbers some 7,000 worldwide, and the July 1995 International Club Show should draw around 3,000 to Kansas City. If you are near that location during July, it would make "cents" to pick up some of these highly collectible cards.

Commenting about the immediate popularity of the



Scoreboard/
Classic,
World of
Coca-Cola,
10 minutes
of phone
time, 2,500
issued,
April 1995.

card, Grauer explained, "Coca-Cola is more than just a soft drink company; it is a worldwide symbol of American culture."

With world headquarters in Atlanta, Coca-Cola has carved out a rich 109-year history. The 45,000-square foot Pavilion opened five years ago and has proven to be Atlanta's busiest tourist attraction, with one million people visiting the facility each year.

Even though phone card collectors have seen Coca-Cola cards released in Europe and Japan, this is the first strictly retail, licensed production of these cards in the U.S. Previously, the trademark has been relegated to promotional or premiums cards, like those randomly inserted in 12-packs of Coke in Kansas, Oklahoma, and northern Texas.


Present plans call for limited telephone cards to be available exclusively through The World of Coca-Cola Pavilion in Atlanta. The limited-edition phone cards with the registered trademark will focus on special events and sponsorships.

So, if you want an "out-of-this-world" memento to cap off your summer vacation, plan to swing by The World of Coca-Cola Pavilion in Atlanta. The facility is located at 55 Martin Luther King Jr. Drive, Atlanta, GA 30303; telephone (404)676-5151.

Nancy Blackburn

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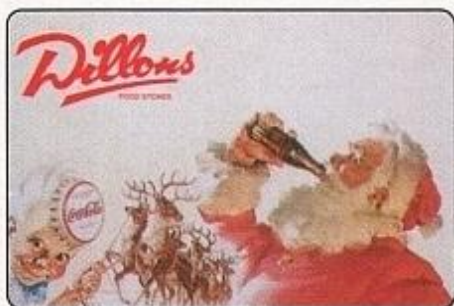
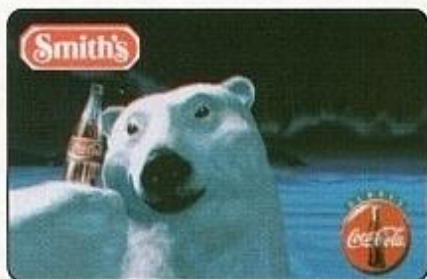
America's Most Collectible

Two noteworthy trends appear on this month's Most Wanted list – the dominance of the major telcos and strong thematics. Just what do we mean by thematics? Ask a stamp collector; they use it every day in their hobby. Germans call it "motiv," the French, "motif," but we'll just think of it as a theme.

Popular phone card collecting topics this month include Coca Cola, McDonald's, Disney, Space, Star Trek, and the newest entry – advertising or promo cards.

Big issuers were very prominent among our dealer respondents this month (including Baby Bells such as Pac Bell, Ameritech, BellSouth, Bell Atlantic, NYNEX, and U.S. West, and non-Bell giants Sprint and GTE), but only Pacific Bell could muster enough strength to gain a place among the top 10.

Conspicuous by their absence are sports cards, probably due to the sheer number of different issues available. Two sports figures that have traded extensively on the wholesale level this month are Jerry Rice and Steve Young. We'll soon see if they were scooped up by the speculators or are offered on retail lists. I know they're both on mine!



1 CENTURY TELECOM COCA-COLA CARDS The Phone Home Free \$3 cards take the top spot this month – especially the ones picturing Santa and his reindeer, and the famous Polar Bear sipping his favorite beverage. The full 65-card collection is very difficult to obtain, due to the very low mintages in the highest face values. There are 16 versions of the \$3 denomination, and these are by far the most common and the most actively traded. Watch for this one to continue on the chart because there are enough of the Dillons, Smith's, and United Supermarket cards to go around for awhile.

2 PACIFIC BELL FIRST EDITION SET The \$5 L.A.

Scene, Numbers, and Olvera Street are back at the bridesmaid position again this month, with the \$20 series also receiving honorable mention. Way down at the bottom of the list was the \$10 series. Two schools of thought seem to prevail: 1) Buy the lowest value type cards, or 2) Buy the low mintage cards and wait for thirsty collectors.

There was a re-release of Christmas cards at TeleCard World West show in March that soured quite a few speculators on the Pac Bell operation. This is the fourth Bell collector disaster that I am aware of; long-time collectors can surely help, if only consulted. But perhaps the Pac Bell disaster will make it easier for collectors to obtain sets reasonably in the future when Pac Bell has its distribution problems worked out with the Public Utilities Commission.



3 VISTA-UNITED MD ANDERSON CANCER CENTER CHRISTMAS CARDS

This lovely two-card set of children's art cards of a Christmas scene (\$5) and a flamingo (\$10) lay dormant for months while other Disney sets rose in value to ridiculous prices. With undistributed supplies now withdrawn and presumably destroyed, the two-card sets have issue quantities of less than 1,000 for each card. As could be expected, the rush to obtain the sets is too late! The price will now probably climb to join the other V-U issues. But there is one hang-up; "Disney" is nowhere to be found on the card. The only tie to Disney is the Vista-United phraseology.



4 PTI NASA \$5 CARDS Especially popular among the PTI series this month is the Apollo II card. Many of the NASA cards have been reported by our Florida respondents as among their top sellers. The tourist market is one that hasn't thoroughly been addressed. Is this a separate market segment; are these users, or are they (momentary) collectors? This might be a worthwhile segment to target for greater sales of phone cards – a market that so far has been addressed by just a few farsighted dealers and issuers.

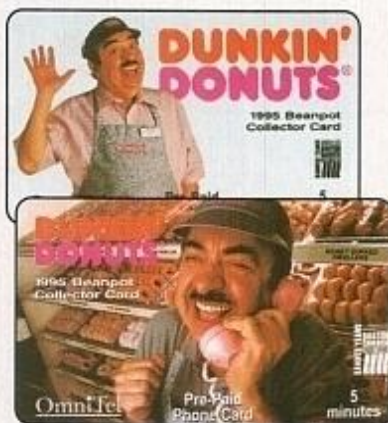


5 AMERIVOX RONALD MCDONALD HOUSE/COCA-COLA SET These popular cards come two ways: in a nice full-sized folder, and in the (obnoxious) envelopes that each and every dealer and collector will grow to hate. Take the cards out of the envelopes. Enjoy the cards. Pitch the paper. I've had it with paper. Speculators would just as vehemently disagree, saying "How do I know it is mint if the envelope is compromised?" What is your opinion? Write a letter to the editor. Let your voice be read!



6 OMNITEL DUNKIN' DONUTS CARDS The two five-minute Dunkin' Donuts promo cards made more than one list this month. This is all strange to me because the only donuts the author is familiar with is the kind the hospital prescribes for a sitz bath for treatment of you-know-what.

Part of the popularity is recognition of the popular donut-man, Fred the Baker, who is pictured on the cards. Another factor is sports fans' sentimental attachment to the famed Boston Gardens, which the cards commemorated. Sixteen-thousand of them were handed out to attendees at the annual Beanpot Shootout – a local hockey tournament held every year at the facility.



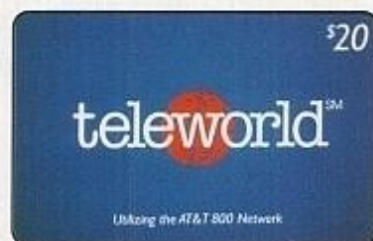
7 FUTURECALL STAR TREK GENERATIONS SET

The 13-card set returns to the 20th century with a real winner. Earlier Star Trek cards were mainly interactive. You had half of a telephone card: you dialed an 800 number but from then on you were locked into their computer, selecting only from a menu of items until your time had expired. Personally, I'd rather talk to my mother-in-law. She's much more entertaining than a computerized voice! Star Trek fans and others continue to purchase the cards, however, which has sent sales into another dimension.



10 U.S. SOUTH 10 UNIT COMPLIMENTARY BLUE CARD

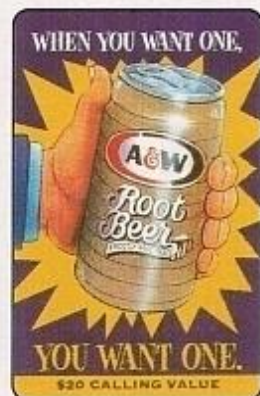
Bringing up the rear but still on the list this month is U.S. South. It is quite difficult to use these chip cards, with so few phones, so comp cards are commonly sold for a few dollars each. It serves to publicize the name, while earning a few dollars to cover operations. This private company has some very pretty designs, along with phones in Birmingham and a few other southern locales, so far. Good luck to them.



8 TELEWORLD \$10/\$20 GENERIC Listed frequently in the past, this user card shows who's giving the best deal on telephone time this month. Anybody else care to step up? Submit proposals to the respondents.

9 CDG \$20 A&W ROOT BEER Here is another of those advertising cards, this one issued to promote A&W root beer. The bright, vibrant colors are extremely attractive, and the well-known brand name has a following of its own.

But how do you separate an advertising card (A&W) from a theme (7-Up, or Coca Cola)? I'm not sure, but it might be good to see if the brand in question has a fan club, or a magazine promoting sales of its branded products via mail order sales, or if the company has merchandise stores showing only their own branded sweatshirts, tee shirts, coffee mugs, etc. What do you think? Letters to the editor are valuable in shaping our hobby. The topic subject is so important to stamp folks that they have their own specialty society to handle all the collectors of themes or topics – the American Topical Association.



MAKING THE GRADE

THE FUTURE GRADING SYSTEM OF PHONE CARDS As the U.S. phone card market evolves, collectors are becoming increasingly knowledgeable about which cards to seek. Collectors are relying more and more on price guides like the one in *Moneycard Collector*. They are raising questions about which prices should be included, how prices are established, and how used cards will be valued.

Price guide values are determined by the prices collectors are actually paying for the cards. This is accomplished by surveying a group of dealers to find the most accurate market price.

I believe the U.S. should work toward a two-tier pricing schedule similar to those in place in Europe and Japan. In those established collector communi-

ties, the cards are simply rated "mint" or "used."

Collectors who might see some similarities with trading cards need to remember that some of the factors, most notably to what extent corners are frayed, almost never apply in the case of a phone card that's been reasonably well cared for. Another difference is that many phone cards come with very specific packaging that enhances the value and interest of the card; the brochure that came with the AT&T McDonald's Teleticket, for example.

When we assess a card at our store with a view to buying it from a collector, here are the things we look at:

1) To what extent are there any surface scratches? Solid plastic cards are very scratch-resistant, but laminated ones can often be easily scratched. We usually won't deduct any value, though, if a scratch is just a production flaw.

2) If the card has been presented to us as "mint," is the scratch-off intact or the PIN still concealed? More about this as you read on.

3) And is all of the packaging with the card? I empathize with collectors who are frustrated by many cards that are over-packaged. What we usually do is look to see if the package has been opened with care. If an envelope has been cut with a razor blade and at first glance looks like it has never been opened, we'll usually assess the card at 99.9 percent of its unopened counterpart. So, open the packaging and enjoy your cards, but do it carefully!

One of the great ironies of our market here

in the U.S., as compared with markets in Asia and Europe, is that so far we have no used phone card market. I have been to airports all over the country and it is almost impossible to find used phone cards lying around. I can not afford to wait for two or three years for the "used" market to develop, just so I can add cards to my collection without spending a lot of money (perhaps none at all if I get lucky by finding the cards!). The same applies to trading used U.S. cards for used foreign cards with my many foreign friends.

There seems to be a fallacy spreading throughout the hobby that phone cards are not to be used and are worthless in value as collectibles if the time has been used. I have recently had a few hobbyists come to our store and ask if we actually had any phone cards with time on them. After I explained to one gentleman that was all we sold, he asked why sell the cards if they could not be used.

One of the dealers and/or telcos had told this newcomer that he would ruin the card by using it, thus making it absolutely worthless as a collectible.

I picked up a Sprint World Cup Soccer card in mint condition sitting on display and asked him to tell me if the card had ever been used or not? He could not tell me! When I showed him a Disney card with the scratch-off removed but otherwise in relatively good condition, I asked him if he would still consider buying it if I reduced the price slightly from the one next to it with the scratch-off intact. He smiled and said "Yes, I would love that card if the price was right."

Here's the point. With most cards — especially the low-priced ones — you might as well use the time and get the practical value out of each of them. Then carefully slip the card into a sleeve or store it in your album and watch your investment grow by following the price guides.

Even though I use most of my cards before storing them, I must admit on the really limited, high-value cards (such as a rare Coke or Disney card) I will probably sacrifice the minuscule three minutes of calling time. Whether you use your cards or not, make sure that you keep the cards free of scratches, and if the card comes with an attractive carrier, envelope or display, keep it in a safe spot should a future buyer want it for a premium. Then you can sit back as the market grows and hope you get to "Keep The Change."

Scott du Pont



Packaging can dramatically affect value: the AT&T McDonald's Teleticket with brochure: \$110; without, about \$55.

Collector Chronicle

ALL THE NEWS FOR COLLECTORS

JULY/AUGUST 1995

HT Technologies Announces Fine Art Cards Now Available To Collectors

'Alexander's World' Features San Francisco



©1995 Alexander's World

From first release, collectors have avidly sought the spectacular phone cards featuring the art of Alexander Chen. According to Dawn Glanz of *MoneyCard Collector*, "Given the artist's popularity, we hope to see more of Chen's cityscapes appearing on phone cards in the future." HT Technologies has taken heed and is announcing new Chen releases—this time featuring images of San Francisco. Following a 2-card panorama of SF's

Waterfront comes a 3-card depiction of Union Square, filled with fascinating detail and brilliant color, and capturing the spirit of San Francisco in a way only Alexander Chen can do.

This new part of "Alexander's World" will make a worthy addition to any phone card collection. And for the collector who already has Chen's New York cards, this release will be a necessary part of what may become the industry's most valued series.

Nature Comes To Phone Cards In New Releases



Busacca's Calla Lily

Art collectors have always responded to images of nature and collectors of phone card art are not exceptions. With this in mind, HT Technologies has announced the release of phone cards featuring nature—by artists Larry Taugher and Mark Busacca—elevating phone card art to a new level and leaving others playing "catch-up" once again.

Larry Taugher's work captures the beauty of nature so often overlooked by modern

man, conveying nature's feeling of peace and serenity. The artist's meticulous attention to detail is captured in this 5-card series by HT showing animals in natural environments.

Mark Busacca's contribution, featuring elegant and graceful images of plants, presents the viewer with intricate and evocative works which are beautifully reproduced in this limited edition set featuring the bold colors and visual illusions for which Busacca is famous.

The success of these releases reflects the explosive growth of interest in fine art phone cards. They are a "must-have" for any serious collector.



Larry Taugher's Nature



New Release For Sports Series

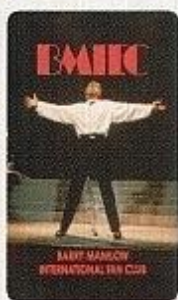
HT Technologies and LDDS WorldCom find another collector's treasure with the issue of a phone card image of the legendary—and infamous—Chicago White Sox great, Shoeless Joe Jackson. The "Calling On History PhonePass™" series from LDDS WorldCom, Champion Sports and Premier Marketing Group continues HT's tradition of offering limited edition, and very rare, images of sports legends to phone card collectors. Given that these cards (such as the previously released Honus Wagner) utilize images which in their original formats have sold for over \$600,000 the cards may represent the collector's only opportunity to possess one of these powerful sports portraits at an affordable price.



Shoeless Joe Jackson

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

contact **Edward Duniven**
phone (415) 421-8980
fax (415) 421-2622



Manilow Fans Call For Info.

HT Technologies pushes the limits of phone card collecting again by issuing the Barry Manilow International Fan Club card with BMIC and Stiletto Entertainment. Fans can receive concert and personal information about Barry Manilow when using the card to make calls. The first card, featuring a picture of Barry Manilow goes to the 2,000 most active club members. Other cards and other clubs will follow.

Phone Card Information Hotline
1-800-820-8980

Shoeless Joe Jackson images ©1995 by Curtis Management Group, Indianapolis, IN 46202

PhonePass is a registered trademark of LDDS WorldCom



QUANTUM DOES HARD (ROCK) TIME Quantum Communications uses the trendy "Hard Rock" logo to create art for a new card promoting the Hard Rock Hotel in Las Vegas. Similar in style to the well-known Hard Rock Cafe logo, the Hard Rock Hotel logo includes the "Save the Planet" slogan across the top.

A total of 2,500 of the \$10 Hard Rock Hotel cards were produced for the promotion. The cards were issued in March 1995.

Quantum is a division of Global Communications Network, Studio City, Calif. Call (818)755-9589 or fax your order to (818)755-9593.

QUEST/LIBERTY SALUTES MOTHERS, FATHERS

You may have missed Mother's Day, but if you're still looking for a unique and affordable Father's Day gift, Quest/Liberty has issued the Official Prepaid Calling Cards of the Mother's Day/Father's Day Council.

The maternal offerings say "Happy Mother's Day," with a bouquet of fresh-cut flowers pictured on the front side. The cards carry \$5 and \$10 worth of telephone time (15 and 30 minutes), at a rate of \$.33 cents per minute. Proceeds will help support children's educational and health organizations.

The Official Liberty Mother's Day/Father's Day cards can be purchased at retail stores or ordered directly from Quest by calling (800)964-0702.



HT HAS SANTA MONICA PIER IN PIECES

Well-known phone card artist Alexander Chen has issued a set of cards to commemorate the Los Angeles phone card show held during March 1995.

Chen's delightful rendition of the picturesque Santa Monica Pier has been produced as a puzzle set. Priced at \$15, the set is comprised of three 10-unit pieces, each of which were produced in quantities of 2,000.

Call HT Technologies at (415)421-8980 to order.

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*Cover

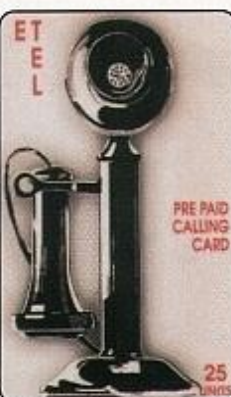


ART CARDS HIT MARKET The works of M.C. Escher, Salvador Dali, John Margulies and Andy Warhol are featured on new art cards from E.T. Tel Communications.

The special edition collector series was introduced during early 1995 and will be limited to just 1,200 of each card. Each edition is printed with sequential group and PIN identification for authenticity.

Included in the art collection are Escher's Hand with Globe, Ascending/Descending, and Day & Night; Dali's Madonna & Child; Margulies' Gas Pump; and Warhol's Telephone. All but the Dali cards are available in 25 and 50-unit denominations, which are priced at \$11 and \$22, respectively. The Madonna & Child carries an 80 unit face value, and is priced at \$32.

Call E.T. Tel at (310)472-8690 to order.



What do I entitle an article about the world's most recognizable, successfully advertised brand name product? Do I try to create a catchy, eye-grabbing headline? Well, maybe, but I know full well the headline will pale in comparison with the many famous phrases the product has inspired. "The Pause That Refreshes," "It's the Real Thing," "Things Go Better With Coke," "Have a Coke and a Smile," "Just for the Taste of It," "Coke is It!" and "Can't Beat the Feeling," are only a handful of Coca-Cola's many renowned slogans. (I am willing to wager you can think of more with a modicum of effort.)



So I decide to bow humbly before this giant and use one of these phrases, verbatim, as a title. It's an easy way out (I know), but using an established slogan (I tell myself) is a great way to show respect for Coca-Cola (I've given up) and Coke's many creative advertising writers, past and present. I settle in, content with this plagiaristic plan, and try to choose just the right slogan. That's when it dawns on me that almost all of Coke's slogans have become so well known, they're virtual cliches. Not that they're trite, it's just that they're so well known any use of them outside

of Coke's control borders on overuse.

This is horrible news for an editor, part of whose job it is to avoid cliches, and great news for Coke. Any business would kill for one slogan that sticks in the minds of consumers all over the world, let alone one, after another, after another, after another, ad infinitum.

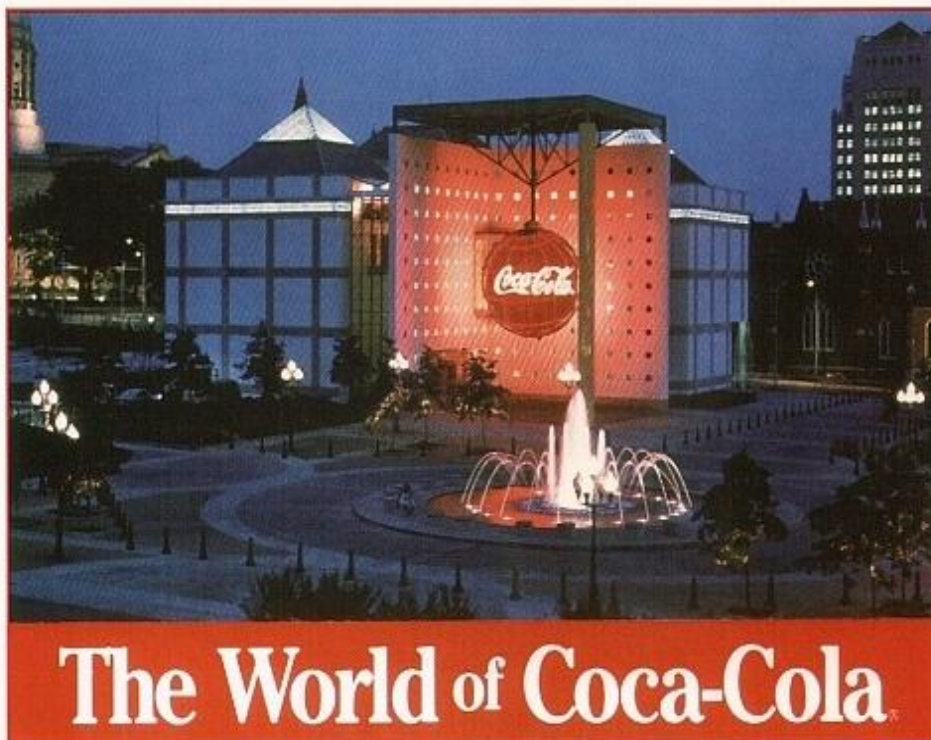
True, as an editor I would kill for a headline that does the same thing, but it would have to be mine. Woe is me.

Defeated, sans title, I proceed to write.

The U.S. telecard industry is dominated by American images. This may be one result of the early desire to establish the phonecard as a viable American venture. American flags, eagles, U.S. stamps, U.S. coins, city skylines, national monuments, NASA, baseball, foot-

ball, basketball, Elvis Presley and Marilyn Monroe all make regular appearances on hot-selling telecards. The idea is to find a uniquely American image recognizable all over the world. To this end, what could be better than the most familiar trademark in the world and the world's best-selling soft drink? Just about any item produced with the Coca-Cola trademark becomes a collector's item instantly. Many different variations of Coca-Cola phonecards are among the best-selling collector cards in the world today, popular with phonecard collectors as well as the thousands of Coca-Cola collectors in the U.S. and around the world.

The latest phonecards featuring the Coca-Cola logo have been released through



The World of Coca-Cola Pavilion in downtown Atlanta, Georgia. The World of Coca-Cola has been the city's most popular indoor attraction since opening in August 1990. Nearly five million visitors from around the world have experienced this one-of-a-kind pavilion, showcasing Coca-Cola. The pavilion contains the world's largest collection of Coca-Cola memorabilia, plus numerous interactive displays, theaters, and of course, a soda fountain that is unmatched anywhere!

The World of Coca-Cola, an operating unit of the Company's marketing department, entered the prepaid telecard market in April 1995. All other Coca-Cola cards previously produced in the United States were created as premiums or for specific promotions and were not available for purchase in the open market. Now the World of Coca-Cola has teamed up with The ScoreBoard, Inc. to produce cards exclusively for the pavilion.

Coca-Cola telecards have been popular within the Company's international system for many years. The first Coca-Cola card was produced in Japan in 1985. Since then, hundreds of cards bearing the familiar Coca-Cola trademark have been produced and have become highly valuable. Most are produced in very limited quantities for promotional use or for customers of the company.

Since The World of Coca-Cola Premier Edition card (2,500 issued) was released in April 1995, second edition (5,000 issued) and third edition (2,500 issued) cards have been introduced. The second and third edition cards were produced for a promotion and an event; this

will also be the focus of The World of Coca-Cola cards in the future. The cards are available at the pavilion, but are not expected to last long. At this time, only 2,500 cards will be produced for future retail editions through the pavilion.

All cards are individually numbered and come in a beautiful, customized package. These cards, and future Coca-Cola phonecards, are

THE WORLD OF COCA-COLA® COLLECTION

SECOND EDITION

COCA-COLA TELEPHONE CARD



"COCA-COLA RED HOT SUMMER... '95"



LIMITED EDITION OF 5000
JUNE 1995

sure to become instant hits in the Coca-Cola and telecard collecting worlds.

The World of Coca-Cola Premier Edition telephone card was produced to commemorate the Coca-Cola Collectors' Club "Springtime in Atlanta" convention, April 13-15, 1995. Each card contains 10 minutes of calling time provided by Sprint, and expires on December 31, 1996.

This card features a full color photo of The World of Coca-Cola pavilion and is presented in a laminated, individually numbered folder. The Premier Edition card, originally priced at \$10, sold out in three days.

The Second Edition telephone card was produced to commemorate the 1995 summer promotion "Coca-Cola Red Hot Summer '95." This



Coca-Cola

THE WORLD OF COCA-COLA COLLECTION

THIRD EDITION

COCA-COLA TELEPHONE CARD

NATIONAL CONVENTION OF SODA JERKS

card, issued in June 1995, features customized artwork from the promotion featuring the Coca-Cola contour bottle, the sun icon with sunglasses drinking a Coke, "The World of Coca-Cola," and "The Hottest Spot in Atlanta." Like the Premier Edition telecard, the Second Edition contains 10 minutes of Sprint phone time. It expires in July 1996.

The World of Coca-Cola Third Edition telephone card was also released in June 1995. It was produced to commemorate America's first National Convention of Soda Jerks, held in Omaha, Nebraska, June 14-18, 1995. This phonecard features "The National Association of Soda Jerks" logo and 10 minutes of phone time provided by Sprint.

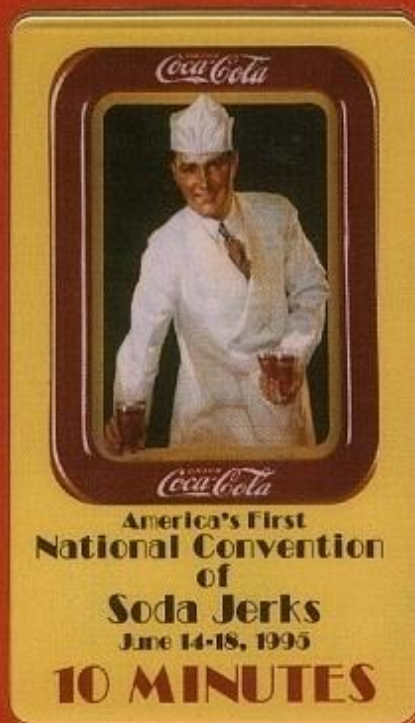
The Second and Third Edition cards are packaged in full-color,

specially designed laminated collector's cases denoting the edition. At the present time, all cards issued by the World of Coca-Cola will only be available through the Pavilion in Atlanta.

All this talk about highly desirable, limited edition Coca-Cola phonecards makes one stop and wonder what would happen if

Coca-Cola were to mass produce a user phone debit card. What if Coca-Cola, The ScoreBoard, Inc., and Sprint teamed up to produce one or two million phonecards for John and Jane Doe? Imagine the impact this would have on the profile of the American phonecard industry. The highly-recognizable Coca-Cola logo is definitely a hot item with collectors, but why not take it one step further? Why not put a Coca-Cola phonecard in the hands of a million people who have never used or heard of phonecards before? This, more than collector fodder, is what the

THE WORLD OF COCA-COLA COLLECTORS' SERIES



LIMITED EDITION OF 2500

phonecard industry needs to become the dominating, recognizable, communications industry it promises to be. *What if?*

Somewhere in the process of reading press releases, talking to big shots, and perusing Coca-Cola company literature, I came across the Coke slogan for the 90's. I'd heard it before, but it hadn't stuck with me yet. It's a play on an early Coke slogan, "It's the Real Thing," but even though the decade is already half over, it isn't overtly recognizable in its own right. I studied it a bit. It says exactly what I've been trying to say. It expresses my fear of trying to outdo some of the world's greatest advertising writers, it gives credit where credit is due, it takes me off the hook, and it subtly admits defeat for me. I have a title (and a victory by default).

Now I'm thirsty.

Can't Beat the Real Thing

by Sean McElhiney

America's Most Collectible

This month's listings and those that didn't make the final list read like a "who's who" in collectible corporate America — McDonald's, Coca-Cola, Dunkin' Donuts, Star Trek, Nike, Red Dog Beer, Kathy Smith (Who?) Exercises, A&W Root Beer, Ford, Disney, Union 76, Hallmark. Whew! What happened to all the classic cards — the old, traditional ones? Well, I suppose the oldsters need a little rest. There sure aren't enough of the classic cards to go around, and the brash upstarts need to take over for awhile to give the oldies a time to rest.

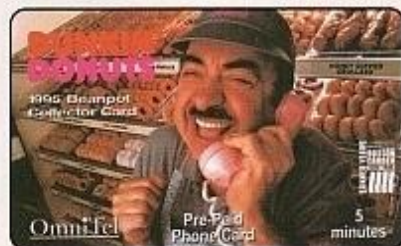
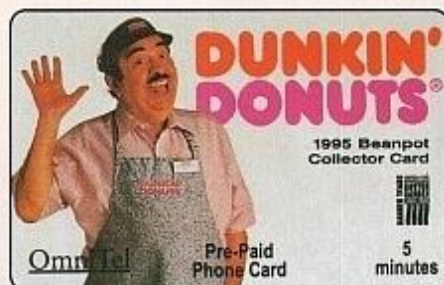
3 NAT HAWAII PACIFIC NATIONAL SPORTS CARD EXPO

North American Telephone (NAT) makes frequent appearances on our list because of its excellent user cards for tourists. They surprised everyone, however, with the 2,500-card issue at this year's Hawaii Pacific National Sports Card Exposition. Featuring Kauai's McDonald's logo on the front, the card completely outsold Sprint's entry for the Expo — a card that merely promised a donation to the Ronald McDonald House without showing the Golden Arches. The image makes all the difference.



4 OMNITEL DUNKIN' DONUTS SET

OmniTel's entry into America's Most Wanted is the unusual 2 x 5-minute 1995 Dunkin' Donuts Boston Gardens Beanpot shootout cards reported by two of our Florida dealers. I suspect a corporate overage, but the cards are quite interesting.

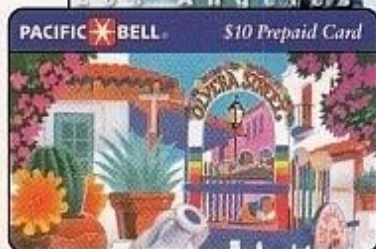


1 SCORE BOARD WORLD OF COCA-COLA "SPRINGTIME IN ATLANTA"

The price has quickly risen beyond the \$100 level on this 10-minute card, and the calls still continue. The problem is that the current international and U.S. markets can absorb 5,000 to 10,000 cards or sets near issue price and only 2,500 were issued. The action was like a classic land grab.

2 PACIFIC BELL INAUGURAL SET OF 3

More orderly was PacBell's set of \$5, \$10, and \$20 issues of late 1994 — Olvera Street, Numbers, and Los Angeles Scenes. This set will endure the test of time since it is from an RBOC. Soon it and future issues will be available by mail order. Telcos seem to forget collectors in their tariff filings and get bombarded with requests they cannot fulfill, both here and in Canada.



5 FUTURE CALL 10-UNIT STARFLEET ACADEMY

A splendid card in support of the recent International Phone Card Expo in San Francisco. This 10-unit Star Trek Starfleet Academy card may have convinced everyone that in order to be classified as a telephone card, it must be capable of making an actual telephone call.

6 HT TECHNOLOGIES AZALEA

FESTIVAL HT and LDDS quietly issued a set of two notable phone cards for the Azalea Festival in Muskogee, Okla. Only 1,000 sets were available with just 600 retained for the collector community.

The 10-unit card is readily available because the mintage is 5,000, but all the five-unit cards ended up in Oklahoma. There are no less than five corporate sponsors' logos printed in color on the back of the card, one of which just happened to be McDonald's. This one should go far.



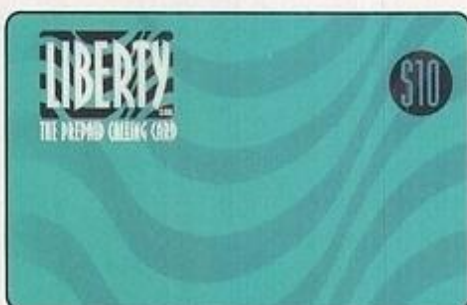
9-10 There's a big traffic jam near the end of the ratings this month, so we'll just list them and let readers sniff at the ones they think don't belong. Attack!

LDDS NIKE HONOLULU MARATHON Many of these 10-unit cards were taken to Japan by the Japanese runners, and ignored by the U.S. runners; so we have an overage and the dealers are quick to spot a good deal for their collectors. I've seen one other Nike card, but only in specimen form, not in issued form. So we may have a first here.



7 LIBERTY/QUEST

\$10 WAVES As customary each month, at least one low-rate-per-minute "use" card makes our Most Wanted list. This month's top seller is Quest's \$10 Waves cards, which show tremendous popularity in the Florida tourist market.



LDDS AMERICA'S CUP Set of 6; 75 units; 1995. This may not be the coffee table bragging set of 1995, but I'll bet that plenty of New Zealanders took them home. A lovely race to watch and a lovely set of cards.



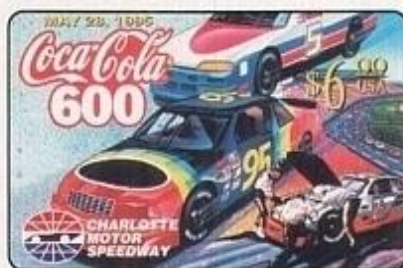
8 SPRINT MCDONALD'S 40TH ANNIVERSARY

SET We are just recovering from the long series of telephone calls requesting the highly controlled Sprint McDonald's two-card set, commemorating the 40th anniversary of the original McDonald's in Illinois. The cards carry 50 minutes of phone time, and only 1,000 were produced. Why, I don't know, unless emus rule the corporate McDonald's roost. Can we say "sand dune," boys and girls? Five thousand to 10,000 cards would have given a lasting McDonald's advertisement. Now, we'll have 1,000 mini-ads carefully locked away in a bank vault, too valuable ever to be seen!



SPRINT/ASSETS ANFERNEE HARDAWAY

These one-minute cards are making big headway in Florida. In case you are a functional illiterate regarding basketball, "Penny" Hardaway is Orlando Magic's outstanding point guard. And yes, I had to ask!



TELECOMM USA \$6 COCA-COLA 600 New from Collector's Advantage and TeleComm USA, this is the latest Winston Cup stock car race card. This year, the Coca-Cola logo grew, but the best one is last year's original, and it is still the company's best card.

Well that's it, and the amazing thing among all the respondents is the lack of overlap between their reports. It is still imperative to receive all the lists and read all the ads to obtain the full complement of cards. Thanks to Acme Telecards (800)405-2263; B&B Collectibles, (909)466-1666; Steve Eyer (217)864-4321; International Phone Card Exchange (201)857-2121; Keep the Change (407) 629-3273; North Americards (206) 641-6057; and Sears Phone Card Department (813) 791-7535.

Steve Eyer

READERS ALWAYS WRITE



The real proof

There has been so much interest in the spectacular set of four Ronald McDonald House (with Coca Cola logo) fund-raiser cards that were released on November 11, 1994 through Frank Zamarripa (Frank & Sons), and I wanted to clarify one question we have been asked.

Originally, there were 3-4 blank-backed proof sets printed on the same 18-mil thickness as the actual 500 sets released in folders. Subsequent to that, 15-20 complete (fewer on some of the four individual cards and a few more of others) blank-backed proof sets were introduced on 29-mil – noticeably thicker – for the purpose of sending to publishers, editors and a few top dealers to publicize the set.

The true “proofs” were those few 18-mil blank-backed ones originally produced in October of 1994. The other 28-mil versions were made primarily for publicity and public relations reasons.

It is wonderful when a phone card can raise about \$27,000 for a most worthy cause, Ronald McDonald House, and generate tremendous interest from collectors around the world at the same time.

David Michael Eastis, Exec. Vice President, AmeriVox

Coke confusion

I would like clarification on the recent article citing the 1995 Atlanta Coca-Cola telecard as the first licensed

American Coca-Cola issue. It's unclear to many collectors how telecards issued by grocery store chains, in packages of Coca-Cola trading cards, or the Monsters of the Gridiron issue don't qualify as licensed products.

Furthermore, if a product is first in the market and authorized by Coca-Cola, why should collectors be concerned about licensing? Unauthorized products are a different matter.

While the Dillons and Monsters of the Gridiron have a second logo, the trading card issue does not. It would be helpful if you could clear up the confusion.

Greg Pelischek, Hutchinson, Kan.

The entire area of licensing is extremely confusing. We stated that the World of Coke "Springtime in Atlanta" card was the first card officially ISSUED by the giant soft drink manufacturer. The earlier promotional cards that you mentioned (Dillons, Smiths, United, and Monsters of the Gridiron) included authorized Coca-Cola logos, but they were issued by other organizations. Far from being unimportant, these cards have repeatedly appeared on our monthly "America's Most Wanted" list of the month's top-selling cards. Collectors value the "first" of just about anything, but when it is officially issued by the company itself, there is an added legitimacy to the collectible. Add to this entire scenario, the worldwide collector appeal of anything with the Coca-Cola logo printed on it, and you have a full-scale phone card feeding frenzy.

More overseas cards

Whilst *Moneycard Collector* is a good read each month and now arrives more promptly here in Europe than previously, we would like more recognition that there are cards out there from more than 170 other countries.

Your feature on prison cards, "Collecting With Conviction", would have been an admirable opportunity to feature a few non-American prison cards, such as those in use in Norway, England and Scotland. We draw your attention to three very photogenic cards normally available only for "insiders." They are available from dealers, like myself, for a low price.



Eric Elias, Philcard International, London, England

Thanks for the input from across the pond. Since the vast majority of our subscribers (so far) reside in the U.S., we have pretty much confined our editorial coverage to American issues. There have been some notable exceptions, however: Alex Rendon's five-part history of phone prepaid cards, Gary Felton's feature on multi-piece cards, and Art Becker's piece on transit cards.

As for our prison card feature, "Collecting With Conviction," our freelance writer consulted with several different dealers for examples of such cards and found only the ones mentioned in the story. We realized that there were probably other examples out there, but we simply couldn't include all of them. Thanks for sharing these with our readers.

What's the value?

I would like to know if the collectible phone cards have a value after you use up the \$5, \$10, etc. value of the card. I understand about the phone cards which have a little black scratch-off area to obtain the authorization number. Do these cards have to be reactivated each time they expire, in order to be collectibles?

Pat Corvetti, Baldwin, N.Y.

Yes, most cards will retain a certain dollar value, even when all of the phone time has been used up or expired. At the present time, collectors are paying a higher price for unused cards, but that could some day level off.

Not all cards are rechargeable, and it is not necessary to add time for it to be collectible. Adding time will not make the card "like new" again, despite what some people believe.

FRANKLY SPEAKING

SECOND FRANK & SONS' MCDONALD HOUSE SET SCORES BIG WITH COLLECTORS "It was probably the most unbelievable thing that I've ever done." That's how Frank Zamarripa, owner of Frank & Sons Trucking in Walnut, Calif., described his phone card efforts – the fabulously successful four-card Ronald McDonald House (RMH)/AmeriVox set, and now its successor produced with Premier Telecom.

The second set of cards marks the 40th anniversary of McDonald's and its partnership with Coca-Cola. Unlike the first set, however, the telephone company involved with the cards is not AmeriVox, but rather Premier Telecom utilizing AT&T services.

In the "Letters" section of this issue, David Michael Eastis of AmeriVox publicly explains the circumstances surrounding the printing of extra proof cards. This incident prompted Zamarripa to look elsewhere for producing the second set.

A total of 1,000 of the second sets were produced. "It was obvious that just 500 would have been unfair, given

the level of demand," Zamarripa said.

Like the first set, each card carries five minutes of domestic phone time and the common logos, the card theme featured in the center and lightly rendered McDonald's logos forming a background pattern.

Variable elements on the cards in the upper left and right corners of the cards are: Ronald McDonald and a child's drawing of three people arm in arm; "Birdie" and the logo for Ronald McDonald House of Orange County; Hamburglar and a child's rendering of RMH in Los Angeles; and Grimace with the logo for Ronald McDonald House in Loma Linda.

The big winner in this second effort, like the first, was Ronald McDonald House. In the space of just three and one-half hours on June 14th, Zamarripa and his staff sold out the sets, generating a net profit for RMH of \$32,000 and adding to the \$350,000 he has raised for RMH over the past 25 years.

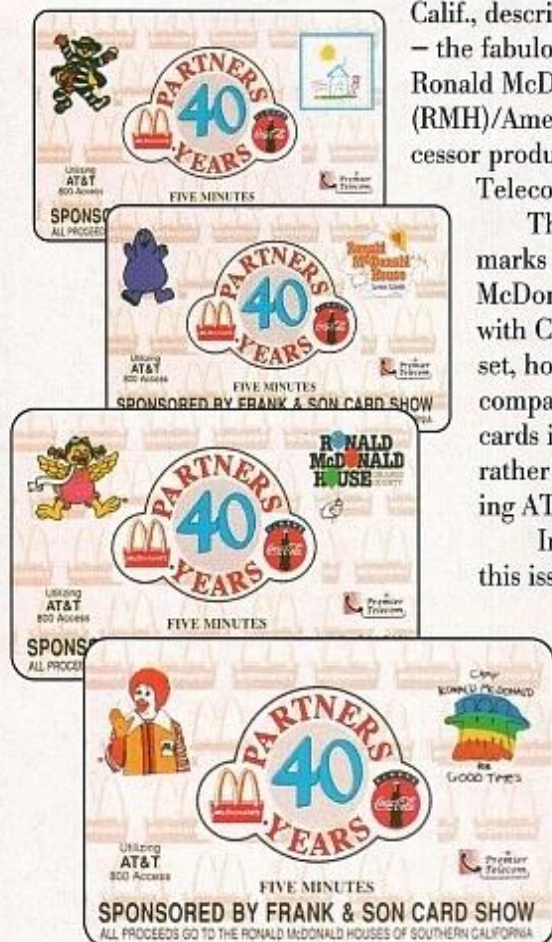
According to Zamarripa, some dealers were paying \$100 on the spot to purchasers of the cards. "That didn't bother me a bit," he confessed. "I feel I made my money for the cause. Sure, I could have sold the sets at \$100 with no problem, but I want my customers to feel they got a good deal so they'll want to come back."

Another aspect of this set that is identical with the first is that Zamarripa also produced 50 sets of 10-minute cards and sold them for \$250 each, one to each dealer. "I did that as a goodwill gesture," he said. So far, it looks like dealers and collectors are holding onto these sets. To date, *Moneycard Collector* has not seen any published prices for this ultra-rare 10-minute set.

In his interview with *Moneycard Collector*, Zamarripa announced plans for his third set of cards to be issued October 21st, but thereafter he may start to limit the issues to one per year.

He concluded with some predictions for the first edition sets. "I'm a collector myself and now we're going to have 1,000 collectors with the second set chasing the 500 sets of the first issue. And this is the fun of collecting."

Murray Church



Premier Telecom, Frank & Sons' Ronald McDonald House four-card set; \$5 denomination/1,000 sets issued; \$10 denomination/50 sets issued, 5/10 minutes of phone time, June 1995 release.

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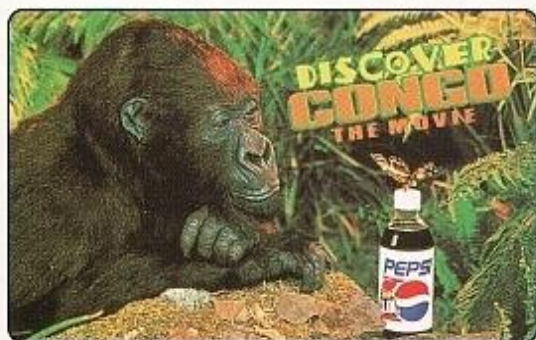
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QUICK TAKES



CONGO COLLECTIBLES LDDS, Pepsi and Paramount Pictures have joined forces to produce the industry's largest promotion - 15 million phone cards - in the Discover Congo Prizes program. Based on the highly publicized summer movie "Congo," the promotion began June 1. LDDS provided the 15 million PhonePass cards, as well as the 800-number service for the promotion.

Special removeable labels were placed on four million Pepsi products nationwide. Winning labels revealed an 800-number and a seven-digit code. In addition to the 15 million PhonePass cards, prizes included trips to Africa, hiking boots and Congo T-shirts.

COCA-COLA DATA RELEASED
Official issue quantities from Coca-Cola's popular Phone Home Free promotion are as follows:



DESCRIPTION	LOGO	MIN.	QUANT.
Polar Bear.....	Smith's.....	3.....	16,879
Don't Forget Coke.....	Smith's.....	3.....	16,879
Santa @ Fridge.....	Smith's.....	10.....	1,350
Polar Bear/Santa.....	Smith's.....	60.....	338
Polar Bear.....	United/TX.....	3.....	1,327
Santa/black backgrd.....	United/TX.....	3.....	1,327
Santa @ Fridge.....	United/TX.....	10.....	108
Polar Bear/Santa.....	United/TX.....	60.....	27
Sprite/Reindeer.....	Dillon's.....	3.....	9,363
Santa w. List.....	Dillon's.....	3.....	9,363
Santa @ Fridge.....	Dillon's.....	10.....	749
Polar Bear/Santa.....	Dillon's.....	60.....	187
Polar Bear.....	United/OK.....	3.....	4,901
Santa/black backgrd.....	United/OK.....	3.....	4,901
Santa @ Fridge.....	United/OK.....	10.....	392
Polar Bear/Santa.....	United/OK.....	60.....	98

CEREAL CALLS It's not a toy they're looking for, but many adult collectors are returning to their childhood days when they search cereal boxes for the prize inside. This time the prize is a new five-minute phone card from Sprint and General Mills. Ten million of the cards have been inserted in specially marked boxes of Basic 4, Raisin Nut Bran, Total Raisin Bran and three kinds of Oatmeal Crisp.

The promotion will be flagged on the front of each cereal box, with the entire back panel dedicated to details about the giveaway. The prepaid cards will be advertised in national television commercials throughout the summer, and consumers will also be informed through coupons inserted in local newspapers during August. The promotion runs through September and is expected to generate more than one hundred million brand impressions from the cereal boxes alone.

With the giant giveaway, Sprint has renamed its prepaid cards "Spree Instant Foncard." Spree will be available for sale in major retail chains throughout the U.S.



OKLAHOMA CITY AID A charity auction held at the American Tele-Card Expo in San Antonio helped raise \$1,500 for the Red Cross in Oklahoma City. Show promoter Laurette Veres, and Acme Telecards' Bruce Harmon received donations of cards from dealers, manufacturers and even collectors.

Among the most notable cards auctioned were a matching numbered "Big Hurt" set from Ameritech; a 10-card Judy Garland set from TeleWorld; a four-card NHL Ray Bourque set from OmniTel; a diamond-studded card of Super Model Linda Sobek (believed to be the first diamond-studded phone card) by Gem International; and a Harley Davidson card from AmeriVox (the only licensed U.S. Harley Davidson card).

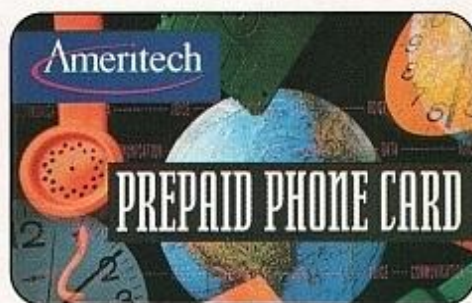
A big thanks goes out to all who donated cards - especially the collectors who felt that this was a great cause to which they wanted to contribute.



AMERITECH CARDS ARRIVE 'UNLOADED' Ameritech's new prepaid phone cards, which were inserted in 500,000 residential phone bills during July (see "Baby Bell Notes" on page 16), should bring some much-needed phone card exposure to the general public in the Midwest.

The trial cards have been mailed, along with educational advertising, to customers in Illinois and Wisconsin. Unlike typical prepaids, customers must "load" the cards by using their MasterCard or VISA. Cards can be charged with between \$10 and \$40 worth of phone time, which is decremented at \$.40 per minute. Like pre-loaded cards, however, each card has its own unique PIN code.

According to Ameritech officials, it is possible that the trial could be expanded to include vending machines in the Midwest. The same designs would be applied to plastic cards for the vending machines.



RED HOT CARDS

COCA-COLA HEATS UP SUMMER CARD COLLECTING. It's difficult to follow up on a blockbuster issue, but it looks like The World of Coca-Cola has some more red hot cards this summer. The popular Coca-Cola attraction recently released the second and third of its limited series of prepaid phone cards — "Coca-Cola Red Hot Summer '95" and "America's First National Convention of Soda Jerks."

Produced to commemorate the 1995 corporate promotion, the Red Hot Summer cards feature the famous contoured bottle and the sunglass-wearing sun icon drinking a Coke. The text includes the line "The Hottest Spot in Atlanta."

A limited edition of 5,000 individually numbered cards were produced, with each card packaged in a special full-color laminated collector's case. Each card includes 10 minutes of Sprint long distance calling time.

The Soda Jerks card was produced to commemorate the national convention held in Omaha, June 14-18. A limited edition of just 2,500 of the cards was issued, with each registered convention member receiving a free card.

Like the Red Hot Summer cards, the Soda Jerks pre-



Score Board/Sprint, The World of Coca-Cola, Red Hot Summer '95, 10 minutes of phone time, 5,000 issued, \$10 retail price, June 1995.

paid include 10 minutes of calling time, carry a July 1, 1996 expiration date, and are packaged in a laminated collector's case.

The front of the convention card features artwork from a 1927 ad showing a Coca-Cola serving tray with a soda jerk image, along with the name and date of the convention.

Priced at \$10, both of the new Coke cards will only be available through The World of Coca-Cola pavilion in Atlanta.

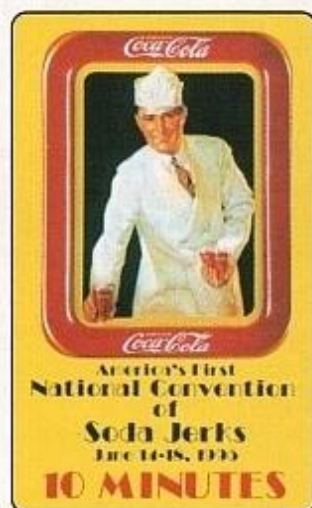
The World of Coca-Cola has been Atlanta's most popular indoor attraction since opening in 1990. Nearly five million visitors have experienced this unique pavilion, which showcases the world's largest collection of Coca-Cola memorabilia, numerous interactive displays, theaters, and a soda fountain unmatched anywhere.

The first international Coca-Cola card was produced in Japan in 1985. Since that time, hundreds of cards have been produced bearing the most recognized trademark in the world.

The first issue from The World of Coca-Cola, "Springtime in Atlanta," was released during April 1995. The card immediately skyrocketed to the top of "America's Most Wanted" list, where it ranks number two this month.

All other Coke cards previously produced in the U.S. were created as premiums or for specific promotions, and were not available for purchase in the open market.

The fourth card from the organization — the Alfa Romeo Owner's Club, "Festa di Atlanta" was scheduled for release on July 21. Details about the card will be included next month. The World of Coke will continue to issue a limited series of cards each year to commemorate various events and sponsorships.



Score Board/Sprint, The World of Coca-Cola, National Convention of Soda Jerks, 10 minutes of phone time, 2,500 issued, \$10 retail price, June 1995.

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- Available only in the five card set, this logo card salutes the oldest and most prestigious luxury automobile manufacturer in the United States.



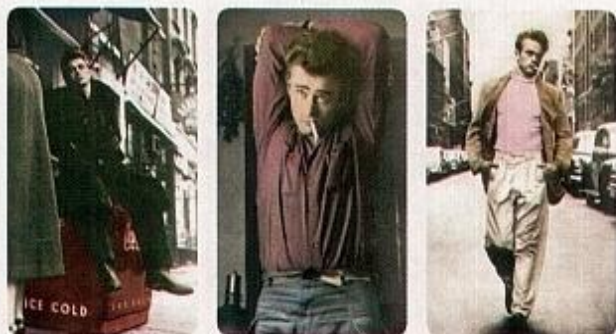
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Collector Chronicle

ALL THE NEWS FOR COLLECTORS

OCTOBER/NOVEMBER 1995

James Dean Sighted at HT Tech. New Series Announced



The James Dean collection

San Francisco

James Dean may have played a "rebel without a cause" but with the upcoming release of HT Technologies' James Dean series he won't be accused of being a rebel without a phone card. This series captures the mysterious aura that surrounded the actor with subtly colored and enhanced photographs of James Dean being himself. There are very few people who have, in such a brief span of time, captured the imagination of Americans as did James Dean. His meteoric

rise in Hollywood, his iconoclastic and aloof persona, and the mystery surrounding his life and death have made James Dean a cult figure for generations of fans. And these images offer a unique opportunity to look into the man and to share the legend.

For the collector the combination of rarity, sensitive and artistic images, and a cult personality is irresistible. There is little doubt that HT's James Dean collection will be one of the most desirable sets of phone cards in history.

More Busacca

Adding to HT Technologies' successful phone card fine art series by Mark Busacca are more of the artist's popular floral designs..

The series now includes "Moveable Forms I & II" which are classic Busacca images.



Birds of Paradise



Sunflowers



Moveable Forms I & II

Fishing for Fine Art in a Sea of Phone Cards

Fine art collectors and phone card collectors once again are finding a common ground with the release of the "Tropics of Conversation" set by HT Technologies. This three card set, depicting a dynamic and diverse community of reef-dwelling sea life, is marked by the lavish use of brilliant color and the beautiful and detailed rendering style that distinguishes the work of artist Larry Taugher. The set is an extension of the artist's much sought after nature series which is a "must-have" part of any complete collection.

The Larry Taugher series joins HT Technologies' well known collection of fine art cards by Alexander Chen, Mark Busacca and other established fine artists.



"Tropics of Conversation"

Gone But Not Forgotten! The Good News & The Bad News

The good news — HT Technologies is pleased to announce that the HT McDonald's Azalea Festival card was named as one of the "America's Most Wanted" cards by Money-Card Collector magazine.

The bad news — If you didn't already get one from HT, it's too late. The release is sold out!

This illustrates once again the importance for collectors to keep abreast of new offerings as the cards are being released rather than waiting. HT Technologies recommends that you call their Phone Card Information hotline (1-800-820-8980) to find out about coming opportunities. It's free, and it can keep you from missing out!



McDonald's Azalea Festival

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

phone (415) 421-8980
fax (415) 421-2622
internet htsales@htti.com
<http://www.htti.com/~telecard>

Phone Card Information Hotline
1-800-820-8980
or 1-800-938-8162

America's Most Collectible

The word is "Sprint, Sprint, Sprint." Our top three — er, make that four positions — are occupied by one group, which has been able to sign the hottest licensing properties around — McDonald's and Coca-Cola. Other cards ran at a distance.

The only problem with the listing this month is that each and every one of the top sellers is a low mintage controlled issue, not available in quantity to the collecting public at issue price. The same thing happened last year with the Vista-United cards. Hopefully, some of that problem has been solved with the issuance of a V-U large mintage card that everyone can own and enjoy.

If you are a collector, I suggest you re-evaluate your priorities: do you want to follow and enrich the speculators, or do you want to collect reasonably priced cards?

I like collecting lots of moderately priced cards so I can really enjoy them. The most fun in the hobby this year was collecting the Gillette Final Four cards, where a high price was maybe \$8. There are hundreds and hundreds of cards that sell for less than \$10, many of them with images far superior to the current fad cards. Some of them are truly scarce, too! I feel better now! Lets go to "America's Most Wanted," which for the first time contains no RBOC cards.

1 SPRINT 40TH ANNIVERSARY MCDONALD'S

SET This is the only set in our respondents' list with significant time — 50 domestic and 50 international minutes on each card. The problem is the low mintage of 1,000. What a way to hide your anniversary from the public!



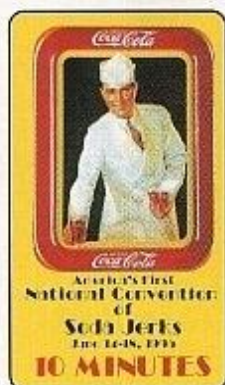
2 SPRINT/SCORE BOARD COCA-COLA "RED HOT SUMMER"

Number two from the series, this 10-minute card has a very low mintage of 5,000 and a bright, vivid design.



3 SPRINT/SCORE BOARD COCA-COLA "SODA JERK"

Here is issue number three at a mintage of 2,500. Not even all of the Soda Jerks convention delegates got one of these.



5 CDG \$10 AT&T ENTERPRISE MESSAGING CARD

Back for a second month is the fairly plain card with the strong AT&T appeal. This hardware software group handed out 2,500 at a trade show, leaving just 500 for the collector market.



6 PHONECARDS HAWAII MCDONALD'S OF ALA-MOANA

Sold out in just two hours, this 1,000 mintage card was issued without fanfare and quickly advanced in price. It is currently priced like the NAT and Sprint McDonald's from the sports card and collectibles show earlier this year.

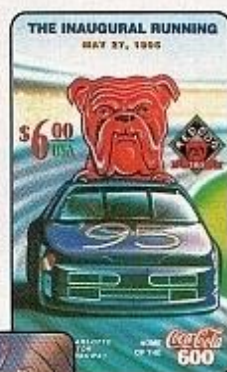
7 TELEWORLD \$5 KIDZ KARD

This is our entry this month for the Florida tourist/user market. It's a cute card and collectible in its own right.



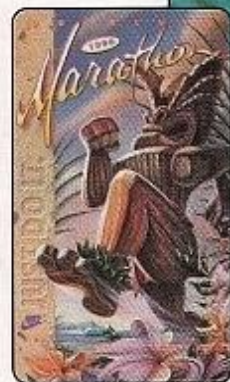
8 COLLECTOR'S ADVANTAGE/ SPEED CALL \$6 RED DOG 300

It's not the Red Dog that brings this entry to the Most Wanted list this month, it's the Coca-Cola logo that does it. There are quite a few Red Dog cards on the market, but this one garners almost 70 percent of the attention. The others are for small local pubs in the Northeast.



9 LDDS NIKE HONOLULU MARATHON

Probably the first Nike card, and it is hard to find. A strange design, but so are their commercials.



It's Coke's World (We Just Collect In It)



On August 3, 1995, The World of Coca-Cola celebrated its fifth anniversary as Atlanta's most popular indoor attraction. To commemorate the passing of this milestone, a Fifth

Edition World of Coca-Cola Collection Coca-Cola Telephone Card Set was issued. Limited to 2,500, this two card release follows on the heels of four prior, extremely successful World of Coca-Cola phonecards.

Once again The World of Coca-Cola has given lovers of phonecards and Coke memorabilia a beautifully packaged and printed collectible. The fifth edition cards are presented in a laminated folder featuring a striking, full-color photo of the pavilion and two phonecards protected in plastic sleeves. The front of one card features customized artwork depicting the pavilion's registered trademark and the dates of the anniversary. The second card features the World of Coca-Cola logo surrounded by

international Coca-Cola bottle caps and a fireworks design.

These ten-minute cards include the issue date of August 3, 1995 and expire on September 1, 1996. The World of Coca-Cola registered trademark appears on the back of each card where you also find the card's serial number and user instructions. The set retails for \$20 and is available only at the pavilion.

A special VIP set of fifth edition cards was also issued for guests at a private breakfast held the morning of the anniversary. This edition of cards was limited to 500 sets, most of which were given to staff members, Coca-Cola executives, and Atlanta city officials.

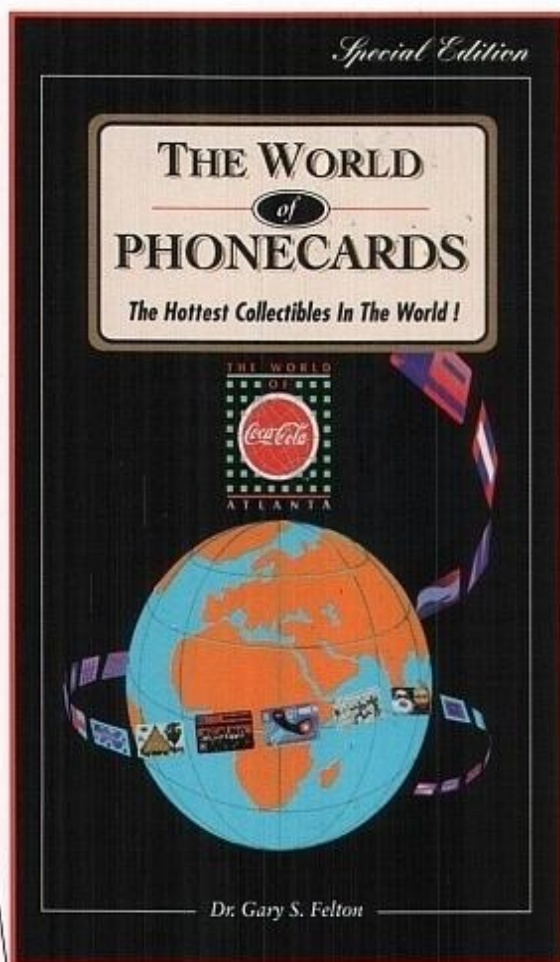
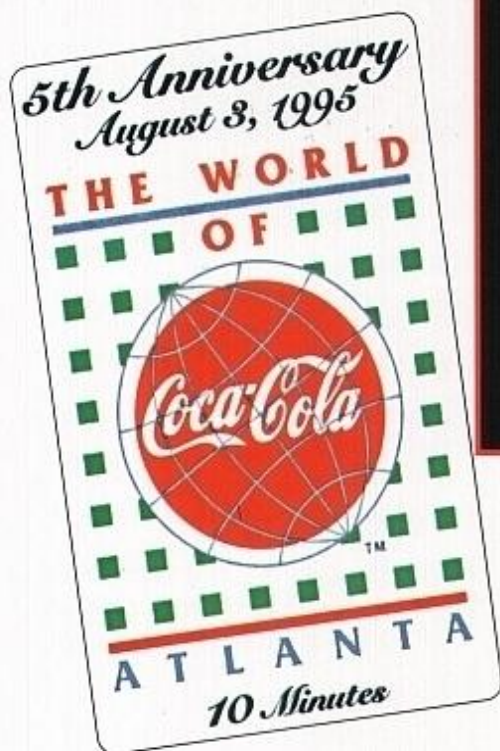
In addition, The World of Coca-Cola enlisted BjE Graphics & Publishing to print a special edition of Dr. Gary Felton's *The World of Phonecards* for the anniversary celebration. The booklets were given out at the anniversary breakfast and are now available to the public at the pavilion. The World of Coca-Cola *World of Phonecards* book offers first time phonecard buyers an excellent education on the phonecard industry and the value of phonecards as collectibles. It also acts as a wonderful complement to any of Coke's handsomely-presented phonecards.

The Fourth Edition World of Coca-Cola Telephone Card was issued on July 21, 1995 and expires on August 1, 1996. This card, limited to 2,500, was produced for the 37th National Convention of the Alfa Romeo Owner's Club. Like the first, second and third editions, these cards sold for \$10 each and offered 10 minutes of phone time. (See *Premier Telecard*, August 1995 for the full story on The World of Coca-Cola's first three phonecards.) The fourth edition is packaged in a slip-case featuring a vintage Alfa Romeo in front of an Italian Coca-Cola cart.



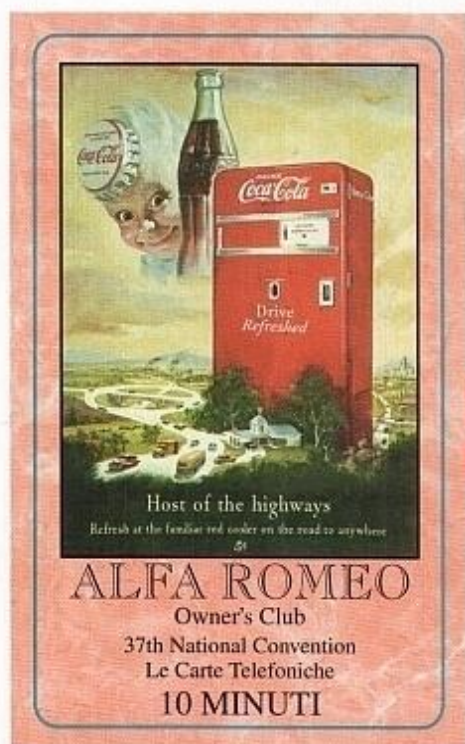
The phonecard features Haddon Sundblom's energetic and refreshing Sprite illustration which was a signature advertisement for Coca-Cola around the world for decades. The throw-back advertisement on the front of the card which encourages the Coke drinker to "Drive Refreshed" was chosen specifically for the Alfa Romeo Owners Club

The World of Coca-Cola



Collection phonecards are produced by Score Board, Inc., the makers of Classic Assets phonecards and trading cards. The calling time on the cards is provided by Sprint. The World of Coca-Cola plans to issue a limited series of phonecards each year to commemorate various events and sponsorships.

Unavailable through phone orders, these cards can be purchased at The World of Coca-Cola pavilion at the time of issue. Sounds like a trip to Atlanta might be in order! For a recorded message dial 800-676-COKE.



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In the Spotlight

Fans finding new ways to worship entertainment idols

By Nancy Blackburn

Everyone has their favorite hero. Whether it's a movie star, sports superstar or rock 'n' roll band member, we all tend to idolize at least a few people in their chosen field of expertise.

There has always been a market for collecting images of sports figures, but only recently have the movie and music industries attempted to create a similar market. Starting with a trickle of country music entertainers on phone cards just a few months back, the pace has now increased to a steady flow of all types of stars.

Here is a brief guide to some of the more recent entertainers on phone cards. Top billing has to go to HT Technologies, which secured rights to reproduce the "Rebel Without a Cause." The first three James Dean cards of the planned 18-card series are black-and-white photos from Roy Schatt of New York.

Licensed through the James Dean Estate, the



cards have been carefully color enhanced and printed by Colorfast, using a digital photo process. There are 5,000 of each of the 10-unit phone cards, which retail for \$6. Plans also call for 500 jumbo cards.

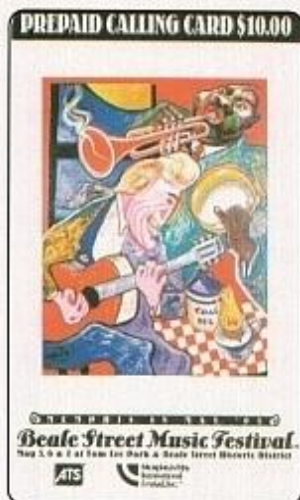
In the first series of cards, the ever-classic Dean is pictured sitting on a Coca-Cola crate; with his arms stretched above his head; and walking Manhattan's sidewalks at 5 a.m. on a brisk fall morning. Call HT at (800)820-8980 for more information.



HT Technologies, James Dean, three-card set, 10 units phone time on each, 5,000 issued, August 1995.



The second set, which was scheduled for release at the TeleCard World New York during late September, will picture scenes from his third and final movie, "Giant," including a shot with Elizabeth Taylor. A third set, to commemorate the 40th memorial of Dean's death on September 30, 1995, will be released later in the year.



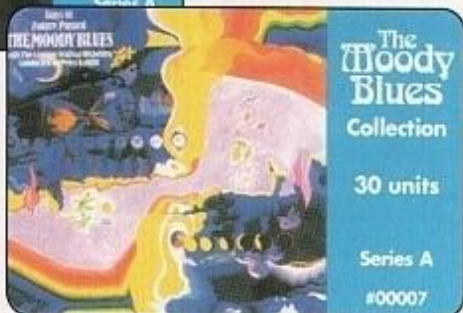
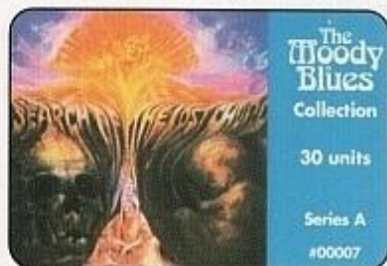
ATS, Beale Street Music Festival, \$10 denomination, 1,000 issued, May 1995.

sequences of self-destruction."

The \$5 "Get on the Bus" card celebrates the "collective feeling shared by Grateful Dead fans," and "Dead in Vegas" (\$10) commemorates five years of annual performances by the Grateful Dead at the Sam Boyd Stadium in Las Vegas.

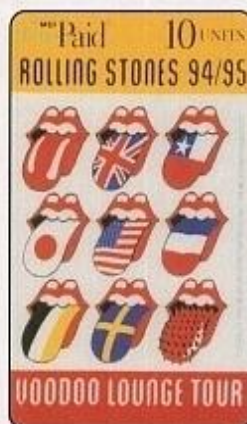
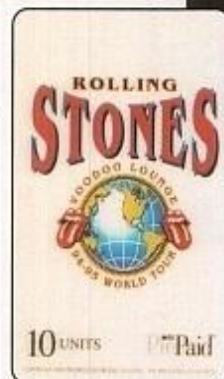
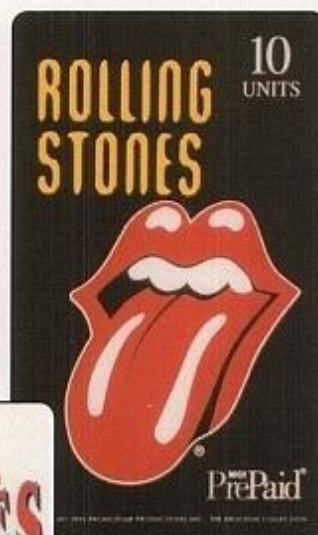
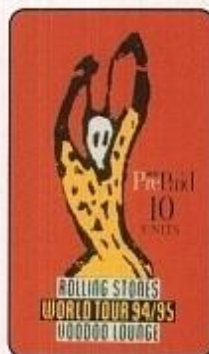
There are 5,000 each of the individually numbered cards. All the cards are rated at \$.40 a minute, and 20 percent of the proceeds from each card will be donated to charity through The Rex Foundation. Enhanced DeadLINK services provide a free voice and fax mailbox, as well as information services that include a Tour and Merchandise Hotline and Ticket Charge by

Integrity Telecom and In Touch Services (ITS) recently released two Grateful Dead cards. The sudden death of Jerry Garcia, the thin, shaky-voiced singer with the silver-toned guitar, has generated even more interest in these cards. News of his death flashed on the Dow Jones tape. Even President Clinton observed that Garcia "had a great gift" and expressed the hope that his death would "serve as a lesson about the consequences of self-destruction."



Creative Communications, Moody Blues, four-card set plus bonus card (Time Traveller), 30 minutes phone time on each, 2,500 issued (800 signed sets), June 1995.

MCI, Rolling Stones Voodoo Lounge Tour, four-card set, 10 units of phone time on each, 5,000 issued, July 1995.



Phone. Call (800)4 ITS-123 for information.

Another set of hot cards from the music industry is MCI's Rolling Stones Voodoo Lounge Tour. Issued during July, the four-card set wasted no time getting some "satisfaction" by vaulting into *Moneycard Collector's* "America's Most Wanted" list.

Three of the 10-unit cards feature the Stones' trademark tongue icon, with the fourth using the "Bunny Man" logo from the group's '94-95 world tour. Five thousand of the sequentially numbered cards were produced, with 500 additional sets marked as "Promotional."

Chris Garibaldi at North Americards (206)641-6057 is the exclusive U.S. distributor of the cards, while Carrier Services, Inc., (CSI) holds the exclusive worldwide license and is an authorized distributor.

Fans of one of the most progressive bands of all time will now have a chance to carry mini versions of the group's album covers. The Moody Blues phone card collection is a four-card set featuring artwork



GTS, Jimi Hendrix, 10 minutes of domestic phone time, 2,000 issued, September 1995.

America's Most Collectible

There's a wider variety of telephone companies this month, but still not a Baby Bell in sight! The only RBOCs (Regional Bell Operating Companies) mentioned at all were Pacific Bell and the new kid on the block, Southwestern Bell, which introduced a Stan Musial card at the Sports Collectors Convention in St. Louis.

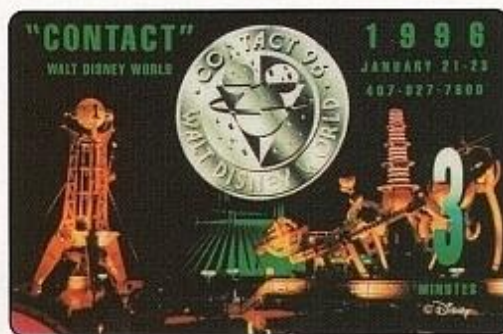
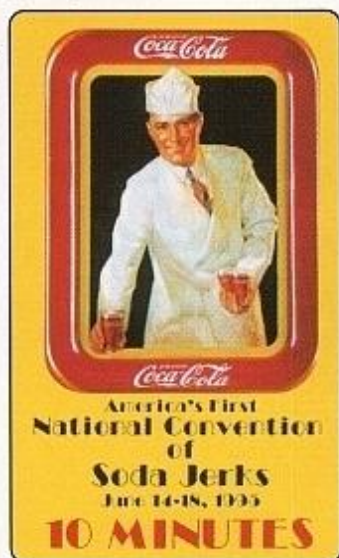
Sprint and Coca-Cola again dominate the chart, with the long distance giant represented three times and the soft drink icon shown on four cards.

With all the attention of the Go-Go crowd fixed on Coca-Cola and McDonald's, smart collectors are finding many a gem by looking past the glitz. One of the most popular is the Crayola Crayons issue, which is ranked number four this month. Hopefully, the success of this card will not spawn 10 or 20 other Crayola designs. Enough is enough.

While everyone seems to be fixated on U.S. corporate cards, consider the many, many foreign cards which display the popular U.S. logos. Prices often begin at just a few dollars. And there is a good selection.

If you expand your horizons, you'll be richer and much less frustrated. Your collections will be much more interesting also. I've seen a leading Coca Cola collection, and it is just plain boring!

1 SPRINT/SCORE BOARD WORLD OF COKE 10-UNIT SODA JERK Issued for the National Soda Jerk Convention, the 2,500 mintage and snappy design based on an old serving tray helped springboard this issue to the top. The card was listed by three of our seven dealers.



2 VISTA-UNITED 5-UNIT

CONTACT '96 The most interesting 1995 card issued so far by Disney, this one was designed to woo Convention attendees to the Orlando '96 Disney convention. The other '95 Disney cards have below average designs, and are unlimited mintage.

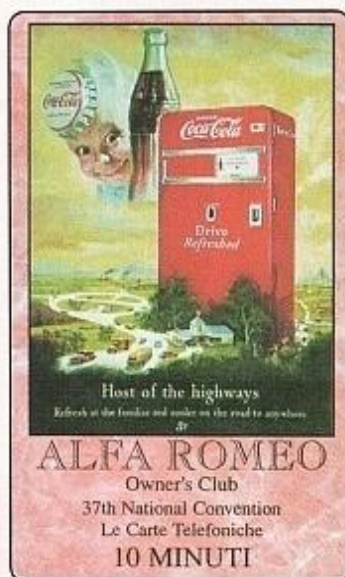


3 CDG 10-MINUTE CRAYOLA CRAYON

With an extremely limited mintage of just 500, this card was a trial run to test acceptance of the prepaid concept within the corporation. Let's hope they like it. The card is really hot!

4 SPRINT/SCORE BOARD WORLD OF COKE 10-UNIT ALFA ROMEO

One of the most popular of the WOC series, thus far, the 2,500 cards sold out almost instantly. The card also is destined for stardom with the overseas topical collectors who collect auto-related phone cards, so it should become even more scarce in the long term.



5 FUTURE CALL 10-UNIT STAR TREK STARFLEET ACADEMY

Issued for the International Phone Card Expo in San Francisco, this is the first Future Call show card. Because of its success, it won't be the last, I'll bet. Reasonably priced and recommended.



6 SPRINT MCDONALD'S CORPORATE CARD SET OF 2

Sometimes known as the Hamburger U. cards, the pair commemorates the 40th anniversary of McDonald's. One card carries 50 minutes of domestic time, with the other carrying 50 minutes of international time. With a mintage of just 1,000, few collectors will ever own a set, which could make this one quickly forgotten.

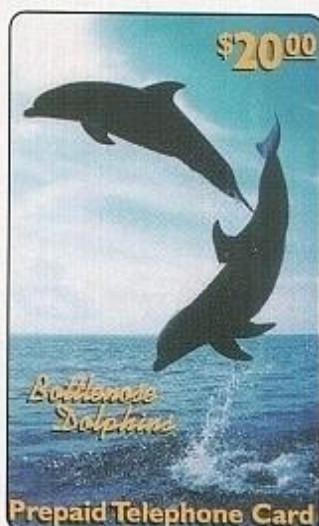


7 LDDS 5-MINUTE DISCOVER CONGO PEPSI CARD

Fifteen million of these cards were produced as prizes for the Discover Congo contest, and the cards include the Pepsi Logo to boot. It will be an issue to rival the Gillette mass produced cards that helped spread the prepaid telecard word to the general population. I really like this one!

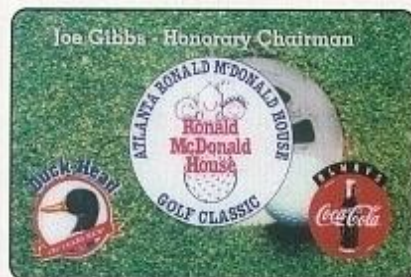
8 NAT \$20 DOLPHINS

Sold as a user card in the Florida tourist market, it is both lovely and has a low per-minute telephone rate.



9 OMNITEL 10-MINUTE SUNKIST/CANADA DRY

A multiple logo card issued for a bottler's convention in Chicago, this one oozes with collectibility. The text welcomes the Coca-Cola Bottling Co. of Chicago. See the "Corporate Corner" in this month's issue for further details.



10 LDDS/HT TECHNOLOGIES 10-UNIT DUCK HEAD CLASSIC

This card combines two popular corporate logos (Duck Head and Coke) with the appeal of the Ronald McDonald House. I believe this is the first Duck Head phone card to be issued. Distribution problems muddled up the first issue of the card, but the next edition should be on the market by now.



So call!

1-800-NYNEX-90.

*Outside the USA, call 603-886-3844.



Even more red hot

Coca-Cola; Red Hot Summer giveaway; \$10 denomination; 16 minutes of phone time; 22,000 issued (20,000 English/2,000 Spanish); June 1995.

Special card printed for radio station giveaways. According to Coke officials, the only way to get one of the cards was through one of the stations or via secondary market. Large percentage of the cards were likely discarded, since most were awarded to non-collectors.



All's Fair...

Empire Cards; California's Mid-State Fair; \$6 denomination; 10,000 issued; June 1995.

Produced for the "Biggest Little Fair in the World," the card was a joint venture with Wendell Hamilton Award Design Medals and Imperial Schrade Cutlery. Fulfillment by INET, with proceeds benefiting local 4-H and FFA programs.

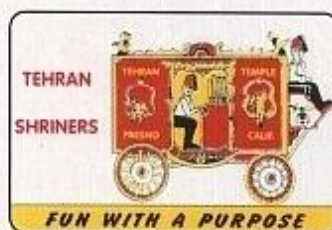


Money, money, money...

USACard; 14th Mid-American Coin Convention; \$10 denomination; 20 minutes of phone time; 500 issued; June 1995; contact (303) 777-3034.

USACard; 19th Int'l Paper Money Show; \$10 denomination; 20 minutes of phone time; 2,100 issued; June 1995; contact (303) 777-3034.

Both cards printed by Colorfast.



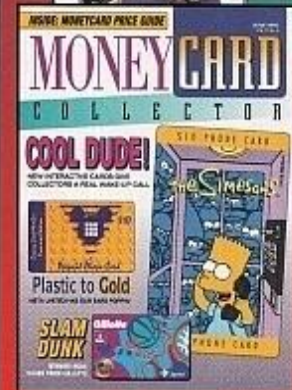
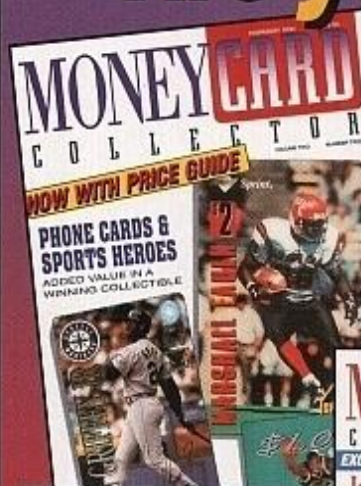
BGT 'Shrines' on

BGT Enterprises; Tehran Shrine Temple; \$10 denomination; 10 minutes of phone time; 500 issued; August 1995; contact (800) 344-7262 or (209) 732-2784.

Ultra-low mintage with one of first Shrine card themes. Produced as fund-raiser to benefit crippled children. Cards can be recharged at \$.40 per minute. Network services by AT&T. Each card numbered and dated.

Are you missing something from your collection?

Back issues of Moneycard Collector are available so you can complete your collection. All copies are \$3.25 each, which includes postage and handling.



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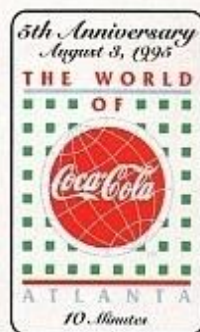
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World of Coke celebrates 5th

Score Board/Classic; The World of Coca-Cola 5th Anniversary; 2-card set; 10 minutes of phone time on each card; 2,500 sets; August 1995; contact (800)676-COKE.

Issued to commemorate the 5th Anniversary of the Coca-Cola museum. Fifth in a series from Coca-Cola corporate. Comes mounted on beautiful carrier board. Nearly sold out at press time.



OmniTel paints Boston

OmniTel; Boston; four-card set; 10/25/50/100 units; 5,000/4,000/3,000/2,000 issued; June 1995; contact (800)505-NOVA.

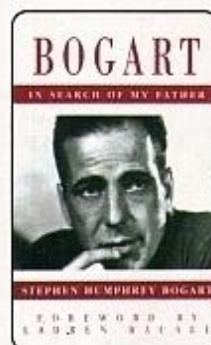
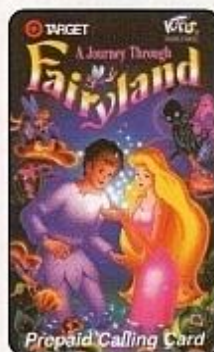
Four-card set from paintings of the city of Boston by world renowned Impressionist John Terelak. Cards are: 10 unit/Boston Common; 25 unit/Church at Copley; 50 unit/Solar and Stream; 100 unit/Public Gardens. All were printed by Plastic Graphics.



InComm rolls video

InComm; Kids Home Video (Captain of the Forest/A Journey through Fairyland"; 5 minutes of phone time on each card; 40,000 issued; July 1995; purchase at Target stores.

Issued by Prime Time Video as promotional gifts packaged with the two animated features. The videos were marketed through Target discount stores across the country. An order form enclosed with video allows customer to order additional cards.



Here's looking at you...

Global Phone Talk; "Bogart: In Search of my Father"; 5 minutes of phone time; 500 issued; July 1995; contact (407)393-1177.

One component of an overall advertising campaign by the issuer, Dutton. Cards were sent to key accounts and sales reps in July. A very limited amount of the numbered cards were made available to the collector market in September.



Helping Hand

ACMI; Comec Aid; \$6 denomination; 10 minutes of phone time; 1,000 cards issued;

July 1995; contact (901)363-2100.

Made with Commission On Missing and Exploited Children to help promote programs to prevent child kidnappings, abuse and neglect. Each card features a missing child, along with vital descriptive information and where they were last seen. Printed by Brilliant Color Cards.

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AmeriVox salutes Arts Festival

AmeriVox; "Oh say can you see...what"; \$10 denomination, 600 issued; \$20 denomination, 100 issued; August 1995; contact (908)985-7207; fax (908)985-8060.

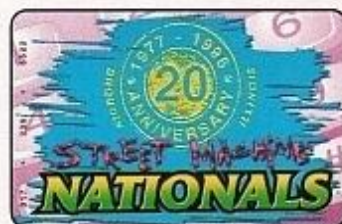
Issued for the 8th Annual New Jersey African American Arts & Heritage Cultural Festival. Conceived by AmeriVox representative Sharlyne Galloway-Washington, the card illustrates a mother and child sitting before Ol' Glory," with the inscription "Oh say can you see...what", the title given to the work by artist Clayborne E. Chavers in 1973. Galloway-Washington believes this is the first phone card ever produced depicting a non-celebrity black female.



Vastar has mean machines

Vastar; Street Machine Nationals; 10 minutes of phone time; 4,200 issued; June 1995; contact (800)243-9885 or (317)236-6515.

Commemorates 20th anniversary of Street Machine Nationals show. Distributed to attendees at '95 show and pre-registrants to next year's event. Cards are individually numbered. Artwork by Jay Bruce, with network services by Planet Telecom & Technologies.



Red Hot Wings

The squawk over Duck Head cards

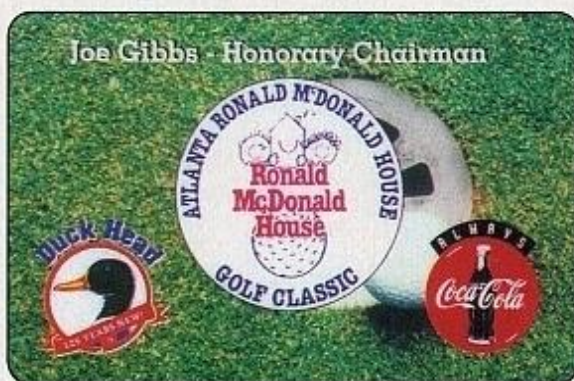
By Nancy Blackburn

In June 1995, HT Technologies issued cards to mark the Ronald McDonald House - Duck Head Golf Classic in Atlanta. A number of difficulties were encountered in producing the Duckhead Golf Classic card, and as a result, five different cards have been identified to date.

Identifying the different cards, how collectors can distinguish them, and how each came to be created, has kept the industry abuzz for a number of weeks now.

The cards were issued by HT to help benefit the Atlanta Ronald McDonald House. The following are the known cards and their distinguishing features:

- **Card 1** (back not pictured) – 5-unit event cards, mintage 1,000, which were provided to event organizers.
- **Card 2** – 10-unit cards, mintage 2,000, which were split between the event and phone card collectors. The cards carry a four-digit batch number at the lower left corner on the back of the card, followed by the serial number, issue quantity, date and the printer designation (e.g. 2002.1825.2000.6.95.BCC). Both Card 1 and 2 carry a June 1995 (6.95) issue date.



HT Technologies; Duck Head Golf Classic; 10 units; 2,000 Event cards/4,000 Collectors Edition cards issued; June August 1995/ August 1995.

- **Card 3** – 10-unit cards, mintage 4,000, designated on the back as a "Collectors Edition." The cards are numbered on the back with a four-digit batch code, followed by the serial number, mintage, date and the printer designation (e.g. 2003.0001.4000.8.95.BCC). These numbers appear at the lower right corner and carry an August 1995 (8.95) date. Includes HT Technologies logo and black band in lower left corner.

- **Card 3 Variety 1** – 10-unit card identical to Card 3, but with numbers positioned in lower left. Mintage designation says 2,000, with a July 1995 (7.95) issue date. Serial numbers are 2000 and lower. Both Card 3 - Varieties 1 and 2 are pre-production iterations of Card 3. At this time, the total number of these cards is unknown, but we believe it to be quite small.

- **Card 3 Variety 2** – 10-unit card identical to Card 3, but with numbers in lower right corner, mintage designation of 4,000 and no black band in lower left. All serial numbers are 2001 and higher.

In light of the sequence of events and the different cards that have resulted, several dealers and collectors are unhappy with the situation. They feel that intentionally or otherwise, the issue was misrepresented to

Atlanta Ronald McDonald House

1. Dial **1-800-231-4091**
 2. Enter card number when prompted
0000-000-000

3. Follow automated voice prompts
You will hear a tone one minute before time expires
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 5. To renew or purchase additional long distance minutes press * and have your Visa or MasterCard ready. Each time you recharge your card, Atlanta Ronald McDonald House will receive proceeds.
 Customer Service 1-800-938-4949
 To order private label cards or for more information on Debit Cards call: Celebrity Debit Cards 1-800-578-2273
 Technical support provided by HT technologies

Expires: 12 Mos.
2002.1825.2000.6.95.BCC

10 UNITS

Card 2

them. They further contend that had they known in advance what was to occur, they would have purchased fewer cards or none at all.

Suggestions have been made that the 4,000-issue "Collector's Edition" was in reality an unplanned second edition conceived after the 2,000 event cards were oversold by HT. The separate numbering and "Collector's Edition" designation is believed by some to indicate an addendum to the original event run.

The dealers claim they were advised over the phone that only 500 five-unit and 2,000 10-unit cards would be issued, for a total mintage of 2,500, and that no "Collectors Edition" was initially disclosed.

One dealer reportedly wanted to order all 2,000 of the available 10-unit cards, but was limited by HT to 1,000. He received a fax on May 31 from HT confirming that there would be "2,500 Coke/Ronald McDonald House cards and that 500 will be going to the tournament."

Nearly five weeks later, on July 3, a memo was sent from HT to all customers in order to "clarify any confusion regarding the Ronald McDonald House - Duck Head Golf Classic card. The edition breakdown is as follows: 1000 - 5 unit cards / Donated by HT to this event; 2000 - 10-unit cards / produced to be sold at event. A separate edition marked 'Collector's Edition' was produced for HT distributors to sell to the public. Collector's Edition - 4,000 - 10 unit cards. Total edition - 7,000 cards.

"Due to the overwhelming response, we delivered a portion of the event 10-unit cards to some of you. The collector's edition will be available within 12 days and the balance of your order will be shipped ASAP."

Dealers apparently became frustrated when they compared notes and discovered that more than the originally stated maximum of 2,000 10-unit cards had been pre-sold. During the month of June, some report that they were asked by HT personnel to accept less cards than pre-ordered, even though they had already paid for their original complete order of cards. Others became concerned when they heard that some orders had been filled and others had not received any cards at all.

The dealers were quite adamant that HT's July

announcement of a 4,000-card collector's edition was a complete surprise to them. According to the dealers, coin and stamp dealers address unintentional oversells by: 1) distributing the available merchandise in a proportionate manner; 2) writing customers an explanatory letter, perhaps including other free product as a token of good will; or 3) going back to the market and making every effort to buy back product to meet the orders, even if it means taking a loss.

HT's version of the events is quite different. According to HT's Peter Heitmann, his company issued 1,000 five-unit cards that were donated and handed out at the event.

According to Heitmann, the original licensing agreement provided for a collector's edition, but the exact figure was not decided until all parties and their attorneys had reached final agreement.

The figure of 4,000 was reached the same day that solicitation began for the collector's edition, Heitmann said. Before the day was over, the entire issue was sold out, however.

Heitmann denies that the cards were oversold, and

HT INSTRUCTIONS COLLECTORS EDITION

1. Dial **1-800-231-4091**
 2. Enter your Global QuickCall number: [REDACTED]
 3. Domestic Calls: Dial 1 + Area Code + Telephone Number.
 4. International Calls: Dial 011 + Country Code + Telephone Number.
 5. Additional Calls: Press [REDACTED], wait for the message, dial 1 + Area Code + Telephone Number.

To renew or purchase additional time press [REDACTED] and have your VISA, MasterCard or Discover card ready.

For additional assistance, call Customer Service at: **1-800-938-4949**

Network services provided by LDDS Communications

Units: 10
2003.0403.4000.8.95.BCC

Card 3
 Marked
 "Collectors
 Edition";
 Numbers at
 lower right;
 4,000 mintage;
 August 1995
 issue date;
 black band in
 left corner.

Card 3
 Variety 1
 Numbers at
 lower left;
 2,000
 mintage; July
 1995 issue
 date; serial
 numbers 2,000
 and lower.

HT INSTRUCTIONS COLLECTORS EDITION

1. Dial **1-800-231-4091**
 2. Enter your Global QuickCall number: [REDACTED]
 3. Domestic Calls: Dial 1 + Area Code + Telephone Number.
 4. International Calls: Dial 011 + Country Code + Telephone Number.
 5. Additional Calls: Press [REDACTED], wait for the message, dial 1 + Area Code + Telephone Number.

To renew or purchase additional time press [REDACTED] and have your VISA, MasterCard or Discover card ready.

For additional assistance, call Customer Service at: **1-800-938-4949**

Network services provided by LDDS Communications

Units: 10
2003.0563.2000.7.95.BCC

Card 3
 Variety 2
 Numbers at
 lower right;
 4,000 mintage;
 August 1995
 issue date; no
 black band;
 serial numbers
 2001 - 4,000.

HT INSTRUCTIONS COLLECTORS EDITION

1. Dial **1-800-231-4091**
 2. Enter your Global QuickCall number: [REDACTED]
 3. Domestic Calls: Dial 1 + Area Code + Telephone Number.
 4. International Calls: Dial 011 + Country Code + Telephone Number.
 5. Additional Calls: Press [REDACTED], wait for the message, dial 1 + Area Code + Telephone Number.

To renew or purchase additional time press [REDACTED] and have your VISA, MasterCard or Discover card ready.

For additional assistance, call Customer Service at: **1-800-938-4949**

Network services provided by LDDS Communications

Units: 10
2005.2002.4000.8.95.BCC

attributes the problem to disappointed dealers who expected to receive the remainder of the original event cards and had pre-sold or promised these particular cards to collectors at a double or triple markup.

In retrospect, Heitmann states categorically that HT will never again issue a collector's edition of an original event fund-raiser card. What HT saw as a solution to satisfy the collector's market has caused confusion, he says, and the organization does not care to repeat the experience.

At any rate, the situation has caused quite a stir in the collector community, including non-stop discussions on the CompuServe and America On Line networks for the better part of two months now. Were any laws actually broken, or was it simply a lack of communication between issuer and dealers?

One question is whether state or federal consumer protection laws that govern the production of sport memorabilia, coins, or collectibles would apply to phone cards that are advertised as collectibles.

California, for instance, has some very strict laws pertaining to limited edition collectibles and destruction of plates to ensure precise production runs. That

law was made necessary by the abuse of the word "Limited Edition" by the sports collectibles industry. No determination has been made, thus far, whether the law applies as such to phone cards issued, sold, or used within California.

Another obvious problem is how to satisfy the collector's market while retaining the integrity of a fundraiser. Perhaps the question of greatest importance to collectors is whether a "Collector's Edition" will have the same value as the general event issue.

At this time, most dealers are retailing the original 10-unit event card between \$35 and \$50, with the "Collector's Edition" going for less than \$10.

The lesson to be learned from this sequence of events is that issuers must communicate all the details of their programs with dealers and distributors, and that once the cards are announced, they must proceed exactly as explained. If a supplementary issue is even contemplated, that information must be revealed from the outset. At stake is the collector community's confidence in the issuer, the market performance of its past, and future issues.

Season's Greetings & Happy New Year from AmeriVox



If you would like to purchase any of AmeriVox's spectacular cards, call your local AmeriVox director or contact Chris Hardcastle at the Corporate Office at 415.694.4977 for a referral.



Join America's First Teleco Phonecard Club

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Collector Chronicle

ALL THE NEWS FOR SERIOUS COLLECTORS

DECEMBER 1995 / JANUARY 1996

Fleet Week Sails Onto Phonecards



Golden Gate Diamond

Fleet Week is San Francisco's annual celebration of the city's long association with the U.S. Navy. The celebration traces its roots to 1908 when Teddy Roosevelt's Great White Fleet sailed to San Francisco. Fleet Week became an official celebration in September 1919 when 36 Navy ships from the

Pacific battleship fleet steamed into the bay. This year, Fleet Week 1995 took place from October 4 through 11. The parade of ships was led by the aircraft carrier Carl Vinson which launched and recovered jet aircraft in the shadow of the Golden Gate Bridge — within a few hundred yards of 300,000 cheering spectators. The Fleet Week air show featured some of the world's best aerobatic pilots and was climaxed by a stunning per-

formance by the U.S. Navy flight demonstration team, the Blue Angels.

This year, for the first time, HT Technologies and Pier 39 capture the fun and the spectacle of this one-of-a-kind event in The Fleet Week 1995 Collector Card Series. Share and preserve the experience with these fabulous limited edition phonecards.

The Fleet Week phonecard series includes images of Fleet Week participants including the

Blue Angels and ships of all kinds from around the world. The set carries logos of sponsors Coca-Cola, Swatch, Kodak, Citibank, United Airlines and others.



O'Brian's Angels

Contact HT Technologies or our distributors for information on the Fleet Week Series.

The John Mason Collection New Worlds Discovered



For most of his 35 years John Mason has brought beauty to life in his music, painting and computer animation and now with the release of the John Mason series by HT Technologies, on phonecards. In viewing the stunning images in this series it is difficult to believe that the strikingly beautiful and realistic universe depicted on these cards is solely the product of John Mason's fertile mind. One simply cannot look at these scenes and not feel that these are real places.



new places to the world of phonecards and a new dimension to art. A few fortunate collectors will enter this amazing fantasy universe with the John Mason series phonecards.



These unique and beautiful cards give this Carmel California artist a new medium for his vision. John Mason has brought

The Automobile Turns 100

Celebrate the 100th anniversary of the automobile industry with the ongoing series of automobile phonecards from HT Technologies, the National Automotive Historical Collection

and the American Automobile Centennial Commission. The

first issues will depict a Dodge Viper (shown), a vintage LaSalle and a 1917 Buick and will be followed by additional cards during the centennial year. Interested collectors should order now so as not to miss any of these beautiful cards.



Contact HT's Distributors for Info. USA:

Promotional Phone Cards — (800) 722-8993

Powell Associates — (800) 528-8819

Europe:

Sirius — 011 49 611 95 2880

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

phone (415) 421-8980

fax (415) 421-2622

internet htsales@htti.com

http://www.htti.com/~telecard

Phone Card Information Hotline

1-800-820-8980

or 1-800-938-8162

America's Most Collectible

This month's Most Wanted is gaining a little more sanity after a steady diet of nothing but Coca-Cola and McDonald's. We finally have over half the list devoted to other cards.

It's hard to believe so many collectors can want just a few phone card types. No wonder the prices are driven to short-term unrealistic heights.

If you are a beginner, be careful of newly issued cards selling at extremely high prices. You just might get bitten. It's much better to go slowly and select a less speculative subject. Study mintage, price and demand (long-term demand) and make your own judgments about purchasing.

One of the most interesting developments is the entry of some of the major telcos into the 800 business. Seems like their dedicated telephones and stored memory cards do not provide all they had hoped for.

The majors are beginning to line up with 800 cards - NYNEX, GTE-Hawaii, and foreign stalwarts such as Deutsche Telekom of Germany, and British Telecom.

One U.S. 800 card is represented here among our best sellers: the lovely GTE-Hawaii Lahaina card - the issuer's first 800 product.



1 PHONECARD MANAGEMENT, MCDONALD'S "BACK TO SCHOOL"

Only 2,000 of the 10-minute cards were issued in Florida and they are reasonably priced, for a change. Recommended at under \$25.

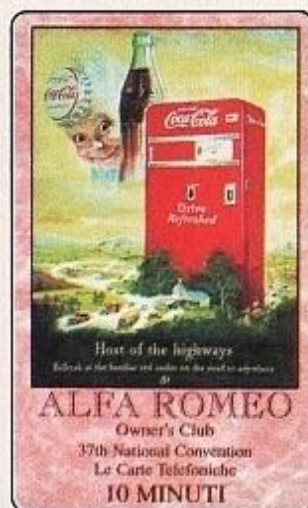
3 ACCESS TELECOM NBC NEWS PEACOCK

This 10-minute promotional card spreads its wings this month as third most requested. Six thousand cards were minted, but they're already priced too high for me!



4 OMNITEL SUNKIST/CANADA DRY

An unusual combination of logos created by a bottler to welcome a new member to the family - Coca-Cola Bottling of Chicago. Hot drinks make for a hot card.

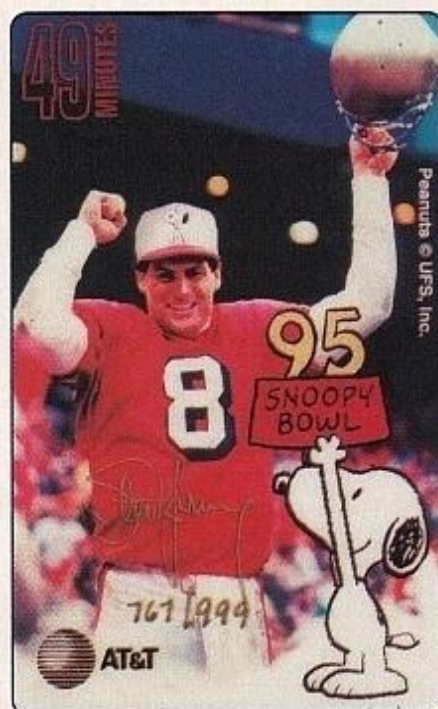


5 SPRINT/SCORE BOARD, ALFA ROMEO

Created for a national convention of Alpha owners by The World of Coca-Cola... but at a huge price. With 2,500 issued, this is a better buy than the 5th Anniversary set shown in #2.

6 AT&T/WINSTON TAYLOR, AUTOGRAPHED

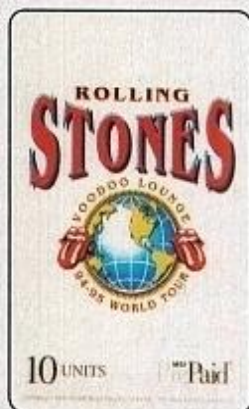
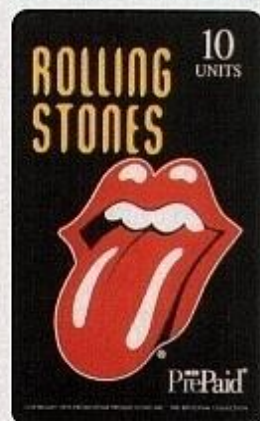
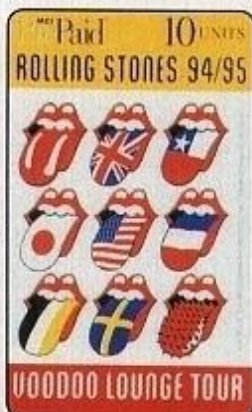
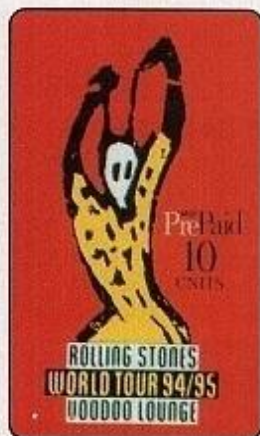
STEVE YOUNG A new-comer to the list, this card has a lot going for it (Steve Young, Snoopy, and AT&T), whether signed or unsigned. The only problem seems to be the high mintage. Sports experts will say that Steve Young is not controversial enough to get the fans excited, but excellence alone should make the 49-minute card popular. Special packaging, unique to the autograph junkie, adds to the appeal.



2 SPRINT/SCORE BOARD, WORLD OF COCA-COLA 5TH ANNIVERSARY



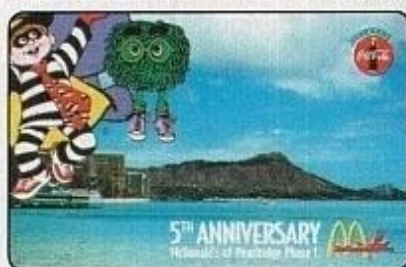
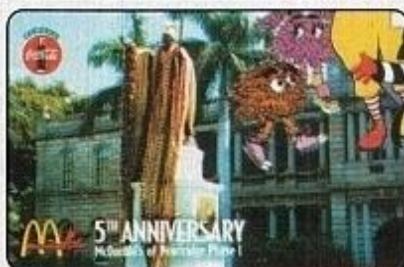
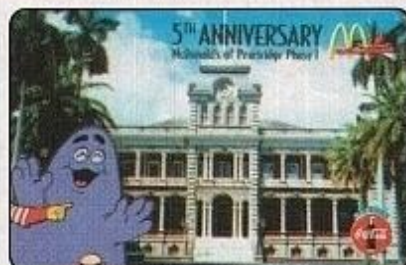
Two-card set with 10 minutes of time on each card was issued for the 5th Anniversary of the popular Atlanta tourist attraction. The set comes in a nice folder, but has already reached scary prices.



7 MCI ROLLING STONES SET The 10-unit limited edition "Complimentary Set" was created for Rolling Stones internal use (indigestion anyone?), media, and complimentary giveaways. The roll-out of the First Edition was scheduled for this summer, with the bright and bold cards to be sold on the group's Voodoo Lounge World Tour.



8 HT TECHNOLOGIES/LDDS 5-UNIT AZALEA FESTIVAL There are two cards to this set. The 10-unit card was widely distributed at about \$12, but only 1,000 of the 5-unit cards were produced and 700 were "captured" for collectors at the Muskogee, Okla. Festival. A rare colored logo (McDonald's) graces the back side of this card.

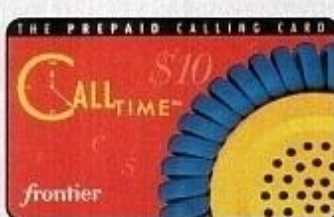


9 SPRINT PEARLRIDGE (HAWAII), MCDONALD'S 5TH ANNIVERSARY SET The four-card set makes a puzzle. This one started out very expensive and is getting worse. Very limited mintage of 1,500 sets of the three-unit cards was issued and released with special "Meal Deal" coupons during September.

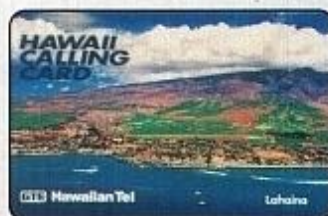
10 The final spot always seems to get bogged down with candidates. I'll just list them all, and if you need details, call me.



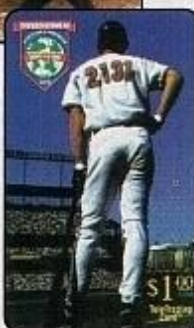
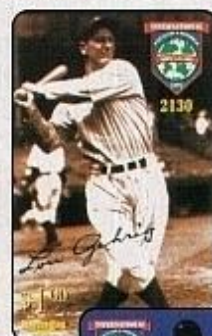
PTI \$5 NASA cards.



Frontier \$10 Call Time.



GTE-Hawaii 20-unit Lahaina remote access card (their first).



TeleTrading/Planet Telecom Lou Gehrig Tribute set.



Amerivox \$5 AIDS Quilt card.



AtCall 3-unit Ala Moana McDonald's card (specially marked "Employee Issue")



Phase Four Telecom Oklahoma Disaster Education Fund, (autographed by Walter Payton)

READERS ALWAYS WRITE

Thanks, USACard

I would like to publicly thank USACard Corporation of Denver and applaud them for how they have handled the situation they were put in by HT Technology's failure to deliver the Atlanta Ronald McDonald House Duckhead 10-unit original event (2,000 issue) cards.

Back in May, I purchased 50 of these cards from USACard, part of the 1,000 which had been sold to them by HT. In July, I learned from USACard that only 100 of the 1000 had been delivered to them by HT.

In August I was informed that the balance of the cards were available but that HT had delivered instead part of the new production of 4000 "collector's edition" cards. I was asked if I would accept these cards, but I declined. Tripling the mintage of the image and then giving me the higher mintage version was not what I ordered and took market risk for back in May.

Recently, in October I have received from USACard - free of charge - five of the original event cards. The accompanying letter explained that they (USACard) had been trying but unable to resolve the non-delivery and excess mintage issues with HT. As a goodwill gesture to their customers, USACard divided up proportionally among their customers the 100 cards that had been received.

While the five free cards are not quite the same as receiving and (gladly) paying for all 50 originals, it demonstrates that USACard is doing everything possible to take care of their customers while their attorneys deal with HT. They may lose money with this giveaway, but they have this customer for life.

Ron Contrado, President, Homisco, Melrose, Mass.

Season's Greetings

Season's greetings from all of us at HT Technologies. Thanks for the great job you are doing to help build the collectible phone card market. We have experienced tremendous growth this year thanks to our collector customers, our dealer network, our suppliers and the industry press. Our wish for 1996 is that everyone will do all they can to educate the world about the potential of the collectible market.

During the second half of 1995 HT had some blockbuster issues - from the James Dean series to a new Alexander Chen puzzle set. Another highlight was the sponsor-studded (Coca Cola) Fleet Week commemorative set put together with Pier 39 in San Francisco. We promise to continue the effort in '96 - with many hot new promo issues and exciting artwork on phone cards.

The "Red Hot Wings" article pertaining to the Duck Head cards may make them one of the most valuable collector editions in phone card history. Upon reading it, many of our dealers and distributors called to confirm, that in their experience, the price differential between the editions has been negligible. All of the 40 editions of promotional and collectible phone cards we have issued since August 1995 have been clearly defined prior to issue. HT is committed to providing the highest quality product, and we appreciate your support.

Have a great holiday season. We look forward to another year of growth for us all.

Peter Heitmann, Sr. VP, Sales & Marketing, HT Technologies

Thanks for sharing your perspective with us. The prices and differentials quoted in the story accurately reflected the values provided to us at the time by several prominent phone card dealers.



Number correction

Thank you for the coverage of the Blue Jays "HELLO! Phone Pass" in the November issue of *Moneycard Collector*. However, the phone number mentioned was incorrect. The correct number for collectors to call is (604)654-7555. While these cards are no longer available from Bell, collectors who call this number can obtain the names of the dealers who are handling them in the secondary market.

Stacey Schultz, Product Mgr., Bell Canada

Thanks for the updated information.

For Dealer Inquiries:

ACMI

5425 East Raines Road, Suite 1 • Memphis, TN 38115

Fax (901) 363-9707

Not everything is 'Ducky'

Regarding your December story on the HT Technologies "Duckhead" phone cards, we were one of the dealers who were sold these cards directly by HT. It was the most distasteful experience we have ever had since being in the business.

The controversy is not merely a misunderstanding between the issuer and the dealers. The time line of events is evidence otherwise. Let the readers draw their own conclusions:

May 26 - While on the phone with HT buying other products, we were solicited to purchase "Duckhead" 10-unit phone cards. We were told that the mintage would be 500 five-unit cards for the tournament and 2,000 ten-unit cards for the collector market. Also, we were told that we were the first to be offered them. We offered to buy all 2,000 of the cards. After their internal discussions, they agreed to sell us 1,000 of the 2000 (ten-unit cards). They faxed a contract later that day confirming that we were purchasing 1,000 cards then "in production" and that they would be available "in the next 3 to 4 weeks". We signed and returned the contract.

May 27-29 - Colleagues reported that they too had just purchased cards and were also told the mintage would be 2,000. Adding quantities suggested that slightly more than 2,000 cards may have been sold.

May 31 - After several requests, HT finally faxed us a memo stating 2,500 was the total mintage, of which 500 (five-unit) cards were going to the tournament. (leaving 2,000 ten-unit cards).

June 6 - In response to HT's request by phone for a "guarantee" of our card purchase, we faxed HT confirming the "total mintage being 2,500, with 500 going to the tournament". We authorized our VISA account to be debited upon shipment, exactly as was done on an earlier transaction.

June 11-12 - The Atlanta Ronald McDonald House Duckhead Gold Classic Tournament was held.

June 13 - HT called to inform us that our (confirmed) order of 1,000 event ten-unit cards would be cut back to 800. They acknowledged that they had made internal mistakes and had oversold the cards. We declined any cut-back of our order because we had already confirmed nearly all (1,000 cards) to our dealer customers. They said they would "see what they could do" and get back to us.

June 14 - Another dealer called us, irate that HT tried to cut back his quantity.

June 15 - HT called to say they had "good news". They would indeed be able to sell us the original 1,000 cards ordered, but that they would need immediate advance payment. We comply by bank wire in full the following morning.

June 30 - We received 100 cards only. We telephoned to express our concerns but were informed, among other things, that the additional 900 due would come from a new mintage of 4000 cards. Further, we were told that the cards would be distinguished by the words "collector's edition."

July 3 - We received by fax (as did other dealers) the HT memo as noted in your story. The memo admits, among other changes, that 7000, not 2500 cards were being produced. It also promised delivery of balances within 12 days.

July 3 to July 11 - We engaged in several phone conversations with HT, trying to educate them as to the problems they created, and to encourage honesty and cooperation in making amends to the dealers and collectors affected by the so-called "confusion".

Late July -

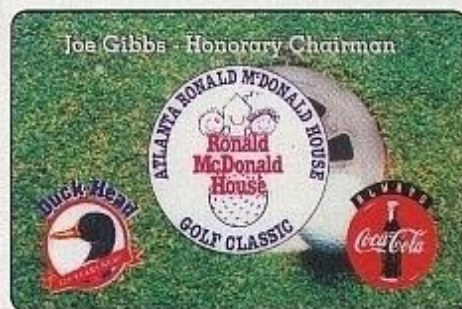
Unable to resolve the matter by direct communication with the HT staff, we turned the matter over to our attorney.

August 11 - We

received 891 "collector's edition" cards from HT which, after discussions with our customers, we returned to HT as "non-conforming."

To this date, HT has neither delivered conforming cards, nor returned our payment. Our attorney interprets their stance as to take the position that there is no difference between original event and "collector's edition" Duckhead cards.

Event organizers have told us that despite HT's July 3 memo, no 10-unit event cards appeared at the tournament, nor have any proceeds been given to benefit the Ronald McDonald House. We were also advised that written evidence exists that HT requested permission to make additional 10-unit cards after the event.



Klaus Degler, President, USACard, Denver, Colo.

Wanted: more information

I enjoy very much reading the "American Most Wanted" section. It is always exciting to find out about the hot cards on the market. However, I would like to see more information than just the rankings. For example, it would be very helpful if you can include the number of cards being sold for each issue. The rankings only tell the readers that number one sells better than number two, but does not tell how well the overall market is. There is a huge difference between 10 cards and 1,000 cards being sold.

I would also like to see the average selling prices of each of the cards. I remember that a few months back the NYNEX Peace card was ranked as number one. I was wondering how much these cards sold for as they were available (and still are) at face values of \$5 from the NYNEX 800 order line. I cannot understand why people would buy from dealers and pay higher than the face values. The "Price Guide" does not necessarily reflect the actual market. It prices the Peace card at \$9, but you can still get it for \$5 today!

T. J. Fan

We expect our full-time cataloguer to be joining our staff shortly. When that happens, we will start to gather more information, such as actual sales, to make "America's Most Wanted" an even better tool. It is doubtful, however, that prices will be included in this section, since that is the function of our newly expanded Price Guide.

Regarding your comment on why a price in the Price Guide can be higher when the card is still available from the issuer, this is typical in any collectibles market. When it comes to new cards, every collector should first think of checking with the issuer to see if any product is available at issue price. Unless an issuer gives a dealer a very significant discount for a volume purchase, it is virtually impossible for a dealer to sell at the issuer's price. The Moneycard Price Guide price of \$9 for the NYNEX Peace card is based on actual dealer price lists and is a valid price in the dealer market. It simply reflects what collectors are paying dealers for the card.

Announcing The Premier Edition of *Coca-Cola* - Sprint Phone Cards / Cels

The Bear Fact Is, One Phone Card Is
GUARANTEED In Every Pack



We are proud to be the bearers of good news: The Premier Edition of "Coca-Cola" - Sprint Phone Cards/Cels is now available at your local Hobby Dealer. There is one "Coca-Cola" - Sprint Prepaid FÖNCARD™, with a minimum value of \$2, GUARANTEED in every pack. "Coca-Cola" - Sprint Phone Cards/Cels bears gifts, namely the \$5, \$10, and \$25 phone cards that feature both utility and collectibility.

The phone cards are just some of the bear necessities in "Coca-Cola" - Sprint Phone Cards/Cels. The set contains 48 cels featuring commemorative "Coke" memorabilia, such as international images, the Sprite Boy, the "Coca-Cola" Santa, old advertisements, and the "Coca-Cola" Polar Bears. Also included are HOT BOXES, which contain all insert cards, including two phone cards per pack.

"Coca-Cola" - Sprint Phone Cards/Cels: Always Collectible. And that's the bear truth.

AVAILABLE DECEMBER 1995
AT A HOBBY STORE NEAR YOU



Marketed by



The Score Board, Inc. P.O. Box 1250 Cherry Hill, NJ 08034 • Direct Dealer Inquiries (609)428-3354 • Made in U.S.A. • Item #25790

Odds of receiving a pack containing a: Coca Cel 4:1; Printer's Proof 1:20; Red Hot Cel 1:200; \$2 FÖNCARD™ 1:10; \$5 FÖNCARD™ 1:10; \$5 Cel FÖNCARD™ 1:54; \$10 Die-Cut FÖNCARD™ 1:54; \$25 FÖNCARD™ 1:70; 1 Hot Box per 4 Cases
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Coca-Cola 52

Out of this World

ACMI project 'canned' by Coke

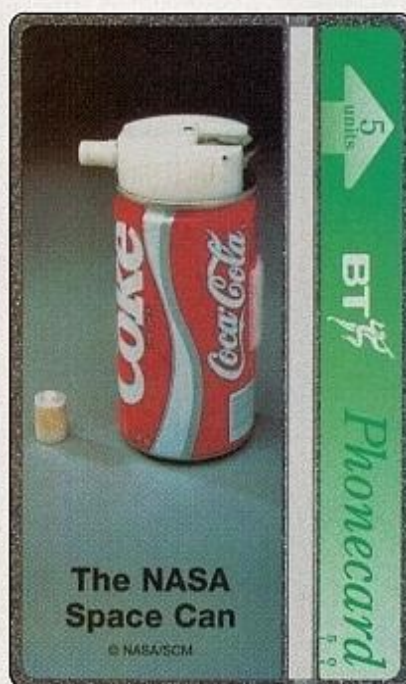
By Murray Church

For us, the issue was never the money – it boiled down to customer relations and our reputation as a totally above-board communications company and issuer of licensed image cards.”

With these words, the president of Memphis-based ACMI, Kevin Pirolo, summed up how he viewed a decision by Coca-Cola headquarters in Atlanta, which prevented ACMI from producing what would have been one of its most notable card images – the NASA Space Can. It was a decision which left in its wake a number of frustrated U.S. phone card dealers and collectors.

The idea to produce the card was first suggested to Pirolo by well-known dealer, Jeremy Baher of First Phone Card in London, England. Baher had seen a similar image on a British Telecom (BT) issue and knew it would have exceptional appeal in the U.S. market. One thousand of these five-unit BT cards had been produced and released for sale in November 1994.

Intrigued with the idea, ACMI looked into the matter further and ended up in touch with the man behind the issue, Stephen Brayden of Slingshot Promotions in Scotland. Brayden had begun work on the BT cards during late 1994 by contacting Coca-Cola



British Telecom, NASA Space Can, 5 units, 1,000 issued, November 1994.

Great Britain/Ireland for permission to use the image.

To his surprise, Coca-Cola's written response was negative, but not for the reason that he expected. A letter addressed to him on November 3, 1994 read in part "...in this instance, we are unable to give our permission... It is our understanding that the rights to this particular can are vested with NASA and we are, therefore, not in a position to approve its use."

Subsequent contact with NASA's agent for licensing images in the UK, the Science and Society Picture Library (S&SPL), resulted in obtaining the necessary authority and the cards were produced. Coca-Cola in Atlanta was silent, and to this day has not objected to the

BT phone cards.

Given the success of the BT issue, Brayden and Pirolo saw an excellent opportunity to collaborate on a U.S. issue using the same subject. Brayden was to secure authorization from the S&SPL for use of the Coke can image again – this time on a U.S. card – and ACMI would produce and market the cards.

In response to Brayden's request for U.S. rights, the S&SPL wrote to him on May 17, 1995, granting permission to use the image: "This is to confirm that permission is given to reproduce the image of the pro-

totype coca-cola (sic) can on telephone cards with a print run up to 5,000 for U.S.A. only."

"At this juncture we were very certain that we could produce the card," Pirolo said, "and like many of the cards we produce we began to pre-sell it."

With a \$6 face value and retail price, sales were brisk. The issue was sold out within a week.

Given the flurry of pre-sales activity, it was not a surprise to ACMI that Coca-Cola Atlanta heard about the card. What *did* surprise them was Coke's request not to produce it.

"We were stunned by this development," said Pirolo, "and were on the horns of a real dilemma. We were certain we had the authority and the cards had already been pre-sold. Coke Atlanta was contradicting its UK subsidiary, but our reputation was on the line."

ACMI appealed to Coke officials to reconsider its decision, but to no avail. Coke's position was that ACMI did not have the rights and that it was not prepared to enter into a licensing agreement with ACMI.

"We really had no alternatives at that point," the ACMI executive explained. "We were certain that we were right. But the bottom line was that the cost of a court fight might have seriously damaged ACMI and that was something I just wasn't prepared to do."

Thus, in late July, ACMI informed Coke that the agreement with Slingshot had been voided and that they would be refunding all of the money received from card pre-sales.

Brayden, however, was not prepared to let the matter drop. "He had been counting on this card being produced for the U.S. market, and believed he had the full authority to do so," Pirolo noted. "Stephen told us that he intended to use his own channels to market the card and that he wanted to buy the PINs from ACMI."

Pirolo could have refused Brayden's order for the PINs. "We have worked ourselves silly to promote ACMI and the industry," he explained. "Brayden had the clear rights to issue a card in his own name and was going to acquire U.S. PINs, regardless of what we did. Coke Atlanta had never requested that Brayden not do a card and had not intervened in any way with his BT issue. So, we decided to sell him the PINs."

Pirolo took great pains with *Moneycard Collector* to insist that this was not an "end-around" move by ACMI to circumvent the desires of Coke Atlanta.

"We didn't use Stephen Brayden to do an end-around Coke in Atlanta. We took the blame and the wrath of all of our customers when we canceled their orders. We refunded their money. But we totally resisted the temptation of telling them that Brayden



Slingshot Promotions, NASA Space Can, \$6 denomination, 5,000 issued, August 1995.



ACMI; NASA Space Can; \$6 denomination; prototype card (never issued); May 1995.

would be doing similar cards. To act in good faith with Coca-Cola, that is what we had to do."

When asked how he felt now that the cards have been marketed by Brayden rather than ACMI, Pirolo sighed: "Well, we're not neophytes when it comes to licensed images on cards. An ACMI Coke card would have been great for us, and for Coke, too, I think. I don't agree with Coca-Cola's interpretation of the facts; nor do I agree with how they handled it. But I do understand it."

"In the end, we compromised. But I think we did so in a way that was right under the circumstances and in a way which protected our reputation as a responsible issuer of licensed image cards."

Brayden's view is that Coke has been "quite unreasonable" about it. "They had wanted the p.r. in connection with Challenger mission 51B in the late '80s, and that's why the can was produced in the first place." Ironically, mission 51B was aborted, as was Coke's exclusive on having the only pop can in space. NASA re-thought giving Coke an exclusive on the can and subsequently gave Pepsi the OK to produce a similar item.

And what of the Brayden NASA Space Can card? Brayden stated that since its launch in mid-August, approximately 3,000 of the 5,000 cards produced have been sold, mostly outside the U.S. Brayden claims that he has no plans to produce additional Coke cards.

TREASURY NOTES

MINT DIRECTOR SUGGESTS MONEY CARDS AS FUTURE CURRENCY The U.S. Mint appears to be leaning towards stored value cards as a potential substitute for coins and currency. In testifying before a congressional subcommittee on "The Future of Money", Mint Director Philip N. Diehl stated that "as the use of stored-value cards evolves, many consumers might be expected to replace coinage and currency transactions with 'e-cash' transactions, thus creating a new form of currency.

"As electronic forms of payment become more commonplace, reducing the demand for coinage and currency...the Federal government must be prepared to address the policy concerns that will arise," Diehl said.

The idea of a Treasury-issued, universal stored-value card presents the potential for recouping the lost seigniorage revenue from a lower demand for coinage, especially considering the high dollar value that could be stored on such a card. Seigniorage is the difference between the cost of producing a coin and its face value.

"Issuance of 'legal tender' stored value card would allow the Federal Treasury to retain seigniorage profits that would otherwise be reduced by a decline in the demand for coinage,

thus avoiding the need for additional tax revenue or additional borrowing," Diehl said.

In an October 12 telephone interview with *Coin World*, the Mint Director claimed that the Treasury Department should take the lead in the evolutionary cycle of monetary policy, including whether to enter the stored-value card market.

According to Diehl, the Treasury needs to examine the long-term implications and get out in front of the technology, not lag behind it. Diehl pointed to smart card products from major financial service providers, such as Westminster Bank's innovative Mondex card. The card allows for electronic transfers of value from one person directly to another person or business using an off-line system, without the intermediation of a financial institution.

Also testifying before the subcommittee was Alan S. Blinder, vice chairman of the Federal Reserve Board of Governors, who expressed the view that the U.S. government should proceed "cautiously" in developing an official government stored-value card. The government should not, however, hinder private development of several different electronic currencies, Blinder said.

Randy Moser

Acknowledgments: *Coin World*, October 30, 1995.

MONEYCARD COLLECTOR SAYS THANK YOU

A big "Thank You" goes to all of our subscribers who responded to the Moneycard Collector/NYNEX reader survey. Listed below are the winners of NYNEX prizes!

FIRST PRIZE

NYNEX Landis & Gyr
Public Payphone
Anthony Avolio, OH



SECOND PRIZE

Set of NYNEX Test Cards
Including Maintenance Card
Brenda Worden, NE



THIRD PRIZE

\$1 Complimentary
NYNEX Phone Cards (25 winners)

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George Samuelian, IL
Lee Kleinhans, WI
Harvey Streisfeld, NY
Matthew Garibaldi, WA
Robert Nielsen, WI
Miles Frederickson, IA
Debbie Trublood, CA
Jim Bragiel, IL
Donna Engle, MI
Ralph Ruggieri, RI
Jerry Parsons, CA
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Neil Taylor, NJ
Peter Novick, VA
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Allen Chrisman, IN
P. A. Menard, MS
Edward Westburgh, NY
Cynthia Hernandez, CA
Del Deligianis, MD
Herbert Hall, MD
David Cecil, AL
Brian Helmuth, CO

Watch for survey results in an upcoming issue of Moneycard Collector!

America's Most Collectible

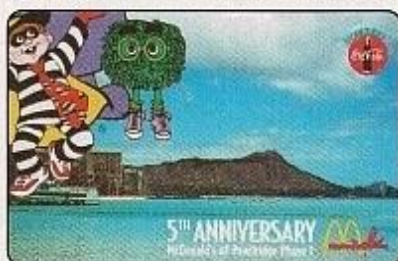
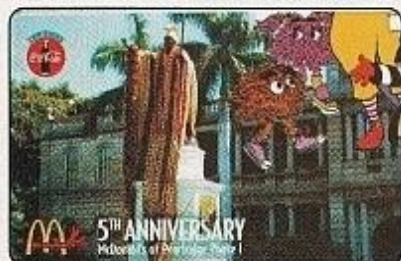
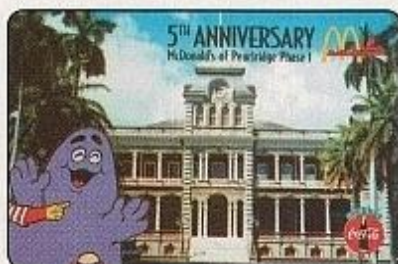
Finally! A breath of fresh... cards! Just when I was resigned to write bright and witty things month after month on the same cards, collectors woke up and got tired of paying inflated prices for Coca-Cola, McDonald's, and Vista-United cards.

I believe that a Coca-Cola card priced at \$50 to \$100 each is way too much for a card only months old that originally retailed for \$10. And \$200 is too high for a McDonald's set that sold for \$50 a year ago. I get more pleasure in collecting a Coca-Cola card for less than 15 dollars that has a clever background and commemorates some significant event.

An outstanding example is the Summerfest Festival in Arkansas, which displays the Coca-Cola logo and a bunch of smiley faces, or the Tulalake Festival card with the neat animal caricatures and the big Pepsi logo.

There are many truly classic old cards from the late '80s and early '90s available for less money than the high-flying speculative issues, and fabulous new cards are being designed and sold today that are available for just a few dollars. Ask your dealer about some of the undervalued cards on the market today.

Steve Eyer



1 SPRINT PEARLRIDGE HAWAII PUZZLE SET With a mintage of 1,500, and an original issue price of \$36.64 (including the mandatory Big Macs), the set shows scenes of old Hawaii, with an overlay of McDonald's characters that form the puzzle for the four-card set. The going price on the set has now skyrocketed up to multiples of face value. Six thousand Big Macs were consumed for these 1,500 cards and the lines were long. The cards sold out within minutes into the few hands who arranged the lines.

2 ACCESS TELECOM NBC NEWS

First shown as a popular "brand" card in last month's Corporate Corner column. Issued during April 1995 (6,000 mintage), the price of the peacock logo is beginning to soar.



3 CABLE & WIRELESS/PCMA MCDONALD'S BACK TO SCHOOL

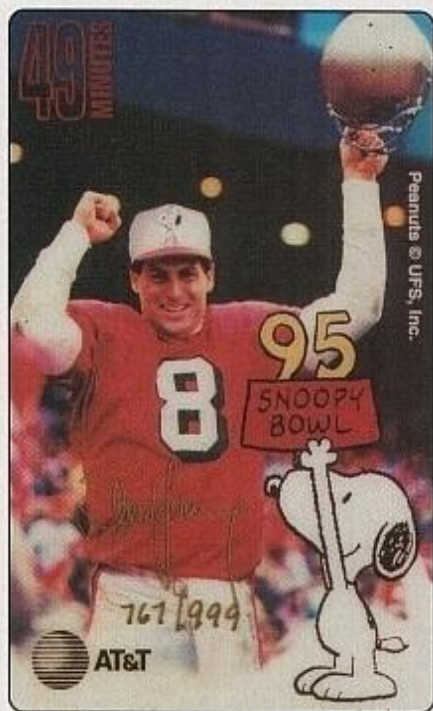
Here is an example of a card (10 Minutes, 2,000 mintage) that was not manipulated, was issued at an affordable price, and is still reasonably priced — even though it is now sold out. Congratulations to Phone Card Management of America for doing things right.



4 FRONTIER CALL TIME \$20 Our best-selling user card from Frontier, which, due to acquisitions, is one of the largest private long distance companies around. I'm sure you'll hear more from them soon.



5 VISTA-UNITED VOICE AWARD Issued as a reward for employee suggestion award winners at Disney World in June 1995. Low mintage (700) often makes a valuable, but not necessarily a beautiful card. Disney must be saving its nicer designs for its first licensee. If you look at the Japanese Disney cards, you'll see just what must be waiting in the wings for the first (well heeled) licensee.



6 AT&T STEVE YOUNG AUTOGRAPHED JUMBO

With only 999 of these cards issued, the autographed version is bound to be treasured by some football fans. However, I haven't seen a signed card yet that I didn't feel was defaced. Let your opinions be heard in a letter to the editor. Do you like or dislike hand-autographed cards?

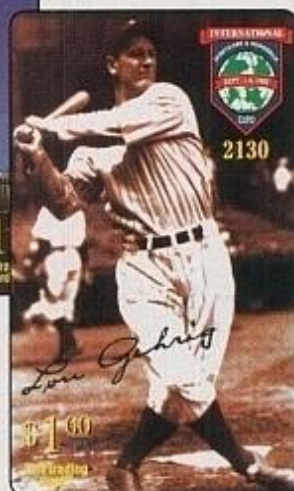
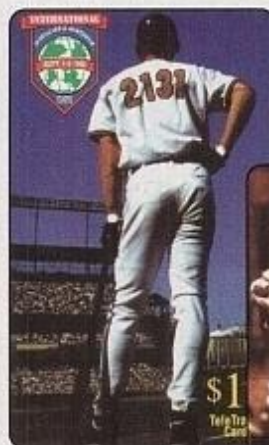


7 MCI/GAFT FRITO LAY SUMMER CIRCUS - FLORIDA

Another example of a "brand" card, this one features Frito Lay's Chester Cheetah. "Brand" collecting can be fun and inexpensive. Many of the cards are quite spectacular, and often commemorate significant events. The fun began in 1993 with AT&T's McDonald's 3-unit card, but actual "brand" collecting really started much later, with more recent cards like Fred the Baker (Dunkin' Donuts), Red Dog Beer, and the Gillette series. (My friends have enough razors to shave a medium-sized nation). The Summer Circus card has a fun image, a reasonable price and a low mintage.

8 TELETRADING LOU GEHRIG

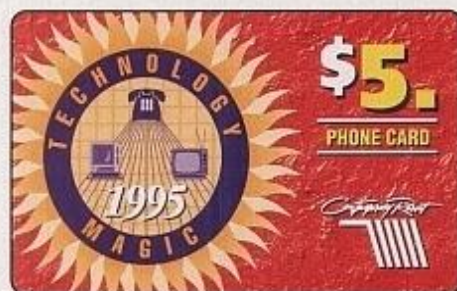
TRIBUTE SET This pair of \$1 cards, issued in September for the International Sportscard Expo in Anaheim, commemorates 1995's great moment in sports when Cal Ripkin broke Lou Gehrig's 56-year old record of 2,131 consecutive games played. 213 jumbo sets also were also produced.



9 HT/LDDS/CELEBRITY DEBIT DUCKHEAD CLASSIC The card that has caused so much controversy (see story in December issue), is nonetheless a nice card, complete with the magic Coca-Cola and McDonald's logos. A healthy mintage (4,000) of the Collector's Edition keeps the price reasonable, but I'd recommend the first edition (10-unit event card), dated 6/95 with a mintage at 2000, or the very elusive five-unit card, also dated 6/95 with a mintage of 1,000. Given away at the celebrity golf tournament, they are without the words "Collector's Edition" on the back.

10 VISTA-UNITED \$5 TECHNOLOGY MAGIC

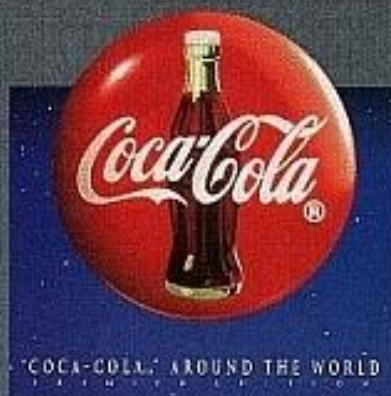
Another of the low mintage (600) cards from Vista-United, this 1994 issue is hard to obtain, as most cards are still held by Disney employees who attended the communications conference in Orlando.



"America's Most Wanted" is compiled monthly by dealer Steve Eyer of Mt. Zion, Ill. This month's results are courtesy of Acme Telecards (305)742-9954; B&B Collectibles (909)466-1666; Steve Eyer, Inc. (217)864-4321; International Phonocard Exchange (201)857-2121; Keep The Change (407)629-2273; Pat Michiels (808)923-1018; and Sears Phone Card Department (813)791-7535. The opinions expressed are those of the writer.

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Coca-Cola 58

MONSTER ALERT

LOOKING FOR A BARGAIN? Collectors and dealers recently watched in astonishment as Coca-Cola's classic NFL Monsters of the Gridiron cards were dumped on the market and prices began to plummet. An important card that was solidly entrenched in the \$40 to \$50 range suddenly dropped down to a single-digit value.

Collectors take heed: Don't just stand there with your mouths open! This is a rare opportunity to purchase as many of these cards as you can while prices are low. To quote directly from the back of the Monster

card, "Remember, with Coca-Cola Classic, you are always in the game."

According to Lori Porreca of Univox, "To maintain a strong market, cards must be in the hands of strong distributors. If a 'weak' or uninformed dealer does not realize what he/she has and rushes to sell at a below-mar-

ket price, the card will quickly lose value. However, when dealing with a 'blue chip' card like Monsters of the Gridiron, the market will stabilize and rebound."

What is it that makes these cards a classic and thus so desirable? First, the Monster cards were one of the earliest promotional prepaids to carry the highly desirable Coca-Cola logo.


Initially handed out in Atlanta at NFL games in 1993, many of the cards were discarded by football patrons. However, Coke memorabilia collectors quickly recognized the value of the cards, and even though there were 60,000 issued, that's still not a large number in the international world of collectibles. For example, two \$1 NYNEX complimentary phone cards with issues over 70,000 have held steady at just under \$50.

So, for those who feel they missed out on all the "bargains" of the early days, this may be the opportunity you've been seeking. Porreca's advice: "These are solid cards, and the market has no way to go but up!"

Nancy Blackburn



Sprint Monsters of the Gridiron; \$3 denomination; 60,000 issued, July 1993.




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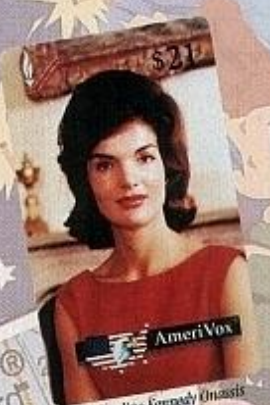
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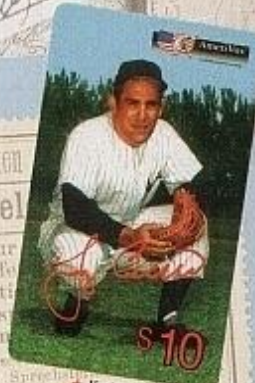
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International Flavor

Certain foreign cards are hot sellers

By Betty Houghtaling

With an increasing awareness of the popularity among American collectors of certain international cards with Americana themes, *Moneycard Collector* will begin to cover the most notable of these issues.

Coca-Cola

Most important of the Coke issues has been the two Sprint sets from Germany. The first — *Stories Told* — is a six-card set in a folder depicting old-time Coke images, with a mintage of 1,500, released in March 1995. The set originally sold in Europe for \$135 (U.S.) and now retails for \$300. Though never offered to U.S. buyers, dealers purchased them through Germans.

The second issue from Sprint Germany is the five-card set, entitled *Jukebox* (2,000 issued). The set is absolutely beautiful in the specially designed jukebox folder. The cards inside are from Sprint and can be used by both U.S. and international calling (as above).

It is our understanding that approximately 1,500 sets remained in Germany for a contest. These sets are now selling in the U.S. for \$200 each. They were released in July for \$125.

From Australia Telecom, the first Coke series was a two-folder series — *Polar Bear* and *Santa* — released at Christmas, with an issue of 10,000.



British Telecom; Coca-Cola Bottles; £2 denomination; 1,000 issued; September 1995.

The two-folder sets now sells for \$60 U.S. The second series features *Red Hot* and *Cool Down*, with a \$2 complimentary card. There was also a 10,000-card issue in June 1995, which now sells for \$55.

Other international cards of note in this category were the Hungarian two-card Coke and Lite Coke, quantity unknown, selling

for \$30 per set; the Coke Belacom at \$30 per card; and the Shanghai Coke card at \$50. While these are the cards Coke collectors request, others are available at various prices from Britain, Japan, Singapore, Thailand, Europe, and Africa.

McDonald's

Though most of these cards originate in the U.S., issues from Hungary and British Telecom command high dollars, due to their scarcity in the U.S.

The Hungarian McDonald's puzzle set is little known, but highly sought after and commands big bucks. The British Telecom McDonald's Breakfast four-card set is often ignored (mainly due to the optical band on the front of the card, which is often seen as a negative by U.S. buyers), but sells for high dollars.

Disney

Disney's failure to produce its own phone cards (other than cast member and convention cards) has forced collectors to seek foreign issues for their Disney fix. Most popular are the Pacific Rim cards. Of note, Event Masters/New Zealand Telecom have been producing high quality, low-mintage collector sets for the past year.

The first Disney issue, *Mickey - The Early Years - Part I*, was a private issue of 1,000 cards. The set never sold in the U.S., but made it here later in very low



Sprint/Germany; Jukebox; five-card set; 10 units each; 2,000 sets issued; July 1995.



numbers. These sets sold in New Zealand originally for \$125 (U.S.), and are now commanding \$650 and higher.

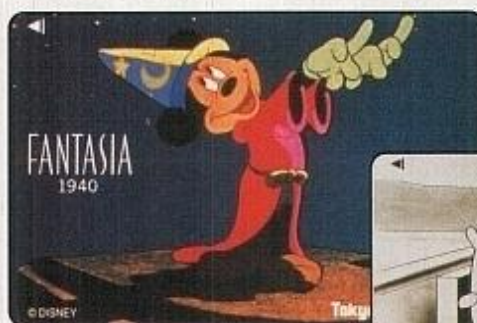
Mickey Part II, which was sold out prior to issue, caused a near panic in New Zealand. Officials there stated that on the day of its release, 3,000 calls came in for the 1,500 sets.

Originally, 300 sets were to be allocated to the U.S. and 300 to Australia, but the allocations were cut by more than one-half. Initially priced at \$125, with in days the sets jumped to \$300 and, if they can still be found, probably will cost more. Event Masters is attempting to buy back some sets to meet its customers' demands in that country.

Event Masters has also produced three extremely attractive and low-mintage Disney movie collector sets:

- *The Lion King*, issued Sept. 1994, mintage 4,000;
- *Snow White*, issued February 1995, mintage 3,000;
- *Pinocchio*, issued May 1995, with mintage of 3,000.

Most recently released were the *Pocahontas* cards from Chile, with a mintage of 3,000. Despite their low profile in the U.S., these cards have sold very well here. Also extremely popular in the U.S. are the German Disney series, most notably the various puzzle sets issued over the past few



NTT/Tokyo Disneyland (Japan); Mickey Mouse Collection; six-card set; 2,000 issued; August 1995.

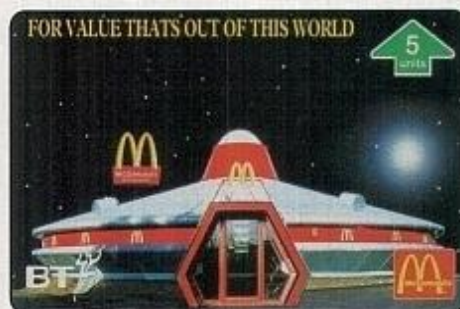
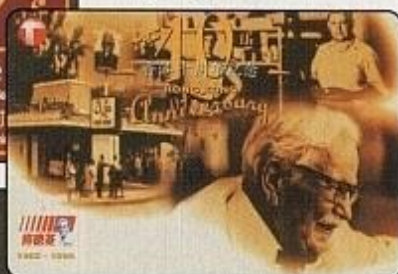
years. Only one German dealer had access to these cards, which created a high-dollar price tag. The sets include *Beauty and the Beast*, *Mickey's 65th Birthday*, *Jungle Book*, *Lion King* and *Mickey's World Tour*.

The first issue from Kodak Singapore was a four-card *Mickey and Minnie* set, packaged in an attractive folder. Issued during early 1995, mintage was high for single cards but only 5,000 folders were produced. The sets now sell for \$125.

The next Singapore issue was a five-card movie set consisting of *Cinderella*, *Snow White*, *Sleeping Beauty*, *Pinocchio*, and *Alice in Wonderland*. Like the first set, mintage was high for single cards, with only 5,000 folders produced. These sets are priced at approximately \$75 in the U.S.



Hong Kong Telecom (Singapore); KFC/Coke; two-card set 20,000 mintage; September 1995.



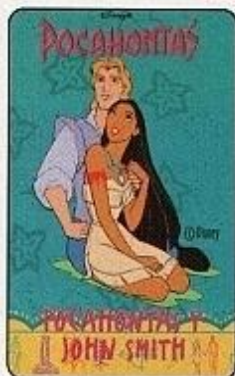
British Telecom; Spaceship McDonald's; 5 units; 2,000 issued; September 1995.



Telefon Kartya (Hungarian); McDonald's puzzle set; 2,500 issued; November 1994.



CHILESAT;
Pocahontas; six-
card set; 3,000 sets
issued; August 1995.



Australia Telecom has also produced some popular Disney series. The first *Disney Down Under* was a two-card folder set featuring Mickey and Donald water-skiing. Ten thousand cards were issued – the usual quantity produced by Australia Telecom – with the current retail price about \$55. The second series is the *Mickey Party* single in folder with poster and is presently selling for \$35.

Though Coca-Cola, McDonald's and Disney are all pictured on Japanese cards, finding these cards is both difficult and frustrating. Many dealers are forced to buy only what is made available to them, rather than the cards they may wish to purchase. In addition, these cards sell for high dollars in Japan, and dealers there often refuse to sell to outsiders.

Cards from the European market,



Singapore Telecom;
Kodak/Disney Collection; five-card set; \$2 denomination on each; 5,000 foldered sets; 1995.

such as the BT Aladdin and Pinocchio series, are sometimes overlooked, as they are not as attractive as the Pacific Rim cards. Optical bands on the front are slightly distracting, but should not deter potential buyers, as the cards do show a healthy investment potential for serious collectors.

Phone card dealers look for those cards that are not only low mintage, but also have a collectible image. Therefore, more and more American dealers are starting to recognize the sales appeal of certain international issues.

Just as the foreign market is steadily increasing their purchases of U.S. issues, the U.S. market should look to foreign shores for some good buys.

The author is co-owner of B&B Phone Cards, Alta Loma, Calif.

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NEW ISSUES



Pac Bell has new holiday designs

Pacific Bell; Holiday Series; three-card set; \$5 - 40,000 of each design; \$10 - 40,000; \$20 - 20,000; November 1995; call (800)600-0094.

Each image is available in all denominations. All cards are bilingual. Packaged in "opened" holiday greeting card with plain white envelope for mailing. Total of 300,000 cards produced.

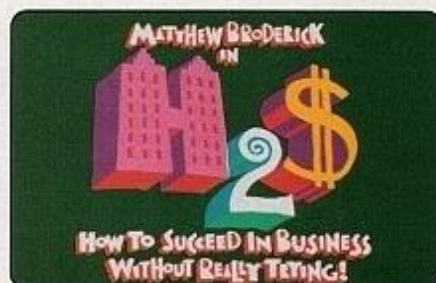


Santa a 'Classic' on cards

Classic; Coca-Cola Santa series; five-card set; 5/10/15/30/60-minute denominations; 2,500 of each denomination; December 1995; contact (609)427-3527 for information.



Second series of Coca-Cola cards from Classic/Score Board. Suggested retail price for set is \$110. To order, contact a Score Board master distributor: Univox (800)227-3506; Sports Talk (212)336-5121; Powell Assoc. (800)528-8819; World of Coca-Cola (404)676-5151; or Logofon (800)280-1166.



SmarTel 'succeeds' with Broderick

SmarTel; How to Succeed in Business Without Really Trying; 15,000 issued; August 1995; contact (618)338-6000.

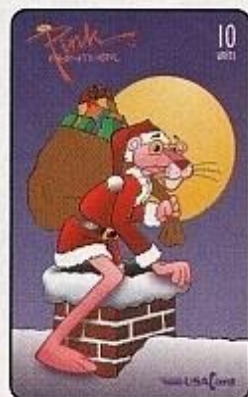
Celebrates Broadway re-make of popular 1961 play. Cards were passed out to travel industry professionals. Actor Matthew Broderick's voice is used on card's interactive audio features, which include options of listening to cast members, or a direct link to a ticket sales office.



See the USA...

ATS; 1957 Corvette/1955 Bel Air; 10 minutes on each card; 5,000 issued Corvette/2,500 issued Bel Air; September 1995; contact (800)968-1287.

Issued by Chevrolet Motor Division to thank Chevy dealers. Corporate message on card has theme song, "See the USA in Your Chevrolet." Printing by Continental Plastic Card Company.



USACard wraps up Pink Panther

USACard; Pink Panther Christmas; 10 units; 2,000 issued; November 1995; contact (303)777-3034 for nearest dealer.

Second in a series of Pink Panther holiday cards. Cards available through selected phone card dealers.

Tele-Tagz hails soccer team

Premier Telecom/Tele-Tagz; McDevil; 500 cards issued; September 1995; call (818)447-4174 or fax (818)447-0428 for information.

Commissioned by McDonald's of Germany, acknowledging one of the hottest soccer teams in the country. "Very limited quantity" printed and numbered. Price: \$18 each.



This one's 'Clueless'

Fabulous Fonecards/LDDS; Clueless; 10 minutes; 2,500 issued; August 1995; contact (310)475-0520 or fax (310)475-9032.

Limited edition card promoting the popular Paramount movie of the same name. Cards depict movie character Alicia with her ever-present cellular phone in hand. Card retails for \$10 and comes with a dictionary of colloquial terms from the movie.



Millenium promotes SPECIES

Millenium TelCard/CommCard; "SPECIES"; five-card set; 10 minutes on each card; 5,000 individual and 5,000 sets issued; September 1995; contact (703)968-0108.

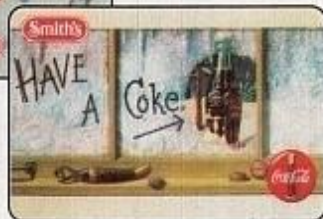
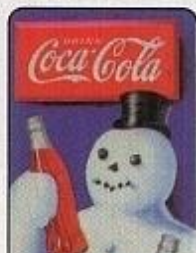
Officially-licensed, limited-edition cards from MGM/UA film, "SPECIES." Five-card sets are mounted within a four-color portfolio. Retail price for the set is \$40.



Deltacom shoots for 'Moon'

Deltacom; Moon Pies; four-card set; \$2 (5 minutes), \$5 (12 min.), \$8 (20 min.)/\$12 (30 min.); 2,500 sets issued; August 1995; contact (800)240-4100.

Designed to help Chattanooga Baking Co. commemorate the 75th Anniversary of that famous southern tradition - Moon Pies. Four-card set comes with attractive folder.



Coke collectors phone home free

Century Telecommunications/TekTel Mktg.; Smith's/Coca-Cola; four-card set; 3 minutes; quantity unavailable; November 1995.

Part of Coca-Cola's Phone Home Free promotion, which runs Nov. 15-Jan. 31. Cards are available only inside specially marked 12-packs of Coca-Cola products at Smith's stores in Utah, Idaho, Wyoming and Nevada. Promotion offers one-in-eight chance of winning one of the four cards, which picture winter scenes from Coca-Cola archives. Inside carton promotion from Moneycard Collector provides hobby information, as well as a free magazine offer.



Red Dog in Pour House

Omnitel; Red Dog Pour House; 5 minutes; 2,000 issued; September 1995; contact (800)505-NOVA for details.

This promotional card, designed for a popular Boston restaurant/bar, is part of an ongoing promotion which will culminate in round trip air fare for two for the lucky winner.



Phase Four salutes Rosa Parks

Phase Four; Rosa Parks; 15 minutes; 25,000 issued; September 1995; contact (800)405-2263.

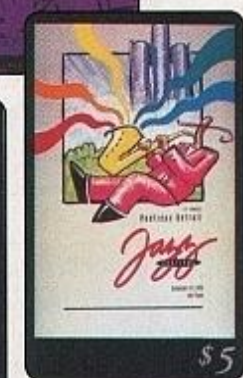
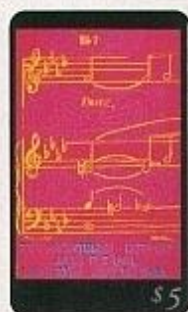
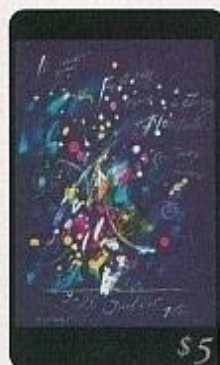
The card marks the 40th Anniversary of the Montgomery Bus Boycott, with the image of the woman who has been dubbed "The Mother of the Modern Day Civil Rights Movement." Callers are greeted with quotes from Mrs. Parks from her book, *Quiet Strength*. A portion of the sale of each card and recharge will support youth activities.



Argo City taps L.B. Cole art

Argo City/HT Technologies; L.B. Cole Art; four-card set; 10 units each; 1,000 sets issued; September 1995; call (800)345-9155.

Artwork from well-known comic artist is comprised of "Mask Comics #2"; "Suspense Comics #8"; "After Dark"; and "Conversation in Green." First two pieces are from 1945 actual comic covers; latter two pieces are unseen artwork. Regular sets are numbered, with special Artist Edition of 100 hand-signed sets. Regular edition retails for \$10, with Artist Edition priced at \$15. Long distance service provided by LDDS; printing by Brilliant.



ATCALL features 'jazzy' art

ATCALL; Montreux Detroit Jazz Festival; Festival card plus six-card poster collection; \$5 denomination on each card; 2,000 Festival cards, 2,500 Poster Sets issued; August 1995; contact (800) 709-4445.

Single card features art from official 1995 souvenir poster. Six-card set commemorates past event posters from such artists as Andy Warhol, Keith Haring and Jean Tinguely. Poster art series retails for \$30.

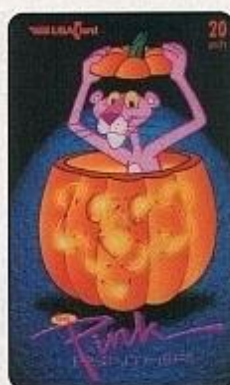
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USACard scares up Pink Panther

USACard; Pink Panther Halloween; 20 units; 2,000 issued; October 1995; contact (303) 777-3034 for nearest dealer.

First card in new series of licensed Pink Panther special occasion prepaids to be issued over the next two years.



Ameritech, Bell Atlantic co-issue commemorative

Ameritech/Bell Atlantic; Telecom New Zealand 5th Anniversary; 10 minutes; 1,000 issued; September 1995; call Powell Associates at (800) 528-8819 or

USACard at (303) 777-3034.

First jointly issued card between two RBOCs; commemorates the joint purchase of Telecom Corp. of New Zealand, and its 5th anniversary. Remote memory card allows callers to select either LDOS or MCI long distance service.



Tune in with Timothy Leary

Quantum Communications/Global Communications Network; Timothy Leary; \$10 (33 minutes); 1,000 cards issued; October 1995; contact (800) 530-3333.

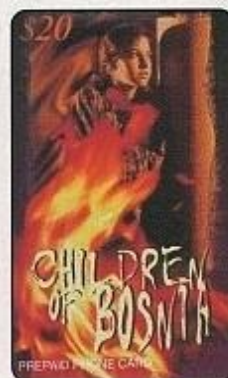
Limited edition, sequentially numbered psychedelic-looking cards; pictures one of the most celebrated leaders of the '60s movement. Author of "Flashback", "The Game of Life" and "Chaos & Cyber Culture", Leary was probably best known for his quote, "Tune in, turn on, fine tune."



First Coke stand-alones available

Classic/Score Board; Coca-Cola Around the World; three-card set; 10 minutes on each card; 2,500 sets issued; November 1995.

First in the long-awaited monthly series of Coke cards from Classic/Score Board. Cards feature Coke images from Japan, Germany and the U.S. Suggested retail price for the set is \$39.95. To order, contact a Score Board master distributor: Univox (800) 227-3506; Sports Talk (212) 336-5121; Powell Assoc. (800) 528-8819; World of Coca-Cola (404) 676-5151; or Logofon (800) 280-1166.



Lifesaver cards benefit children of Bosnia

Lifesaver Communications; Children of Bosnia; \$10/\$20/\$50 denominations; 1,000 of each issued; August 1995; contact (703) 522-1076 for information.

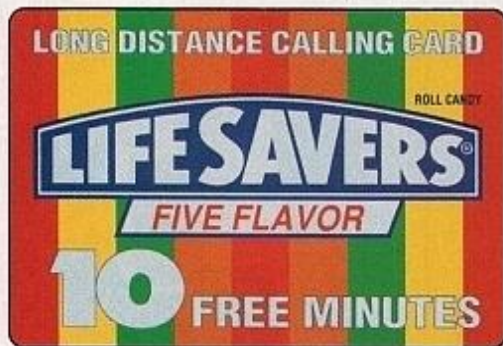
Collectors set available in three denominations. Sold in conjunction with CD and video by the artist called "Hisham." Proceeds (25 percent) benefit the children of Bosnia.

America's Most Collectible

This month marks a major change in the manner that we determine the most popular cards in the market today. This month's listing is based on actual retail information submitted on a confidential basis by 15 of the most active and prominent U.S. dealers.

The top 10 sales lists from dealers remain quite diverse, which makes it tough for collectors. You'll probably need to acquire several price lists and spread your business among the dealers, since no one business is likely to have all the cards listed here.

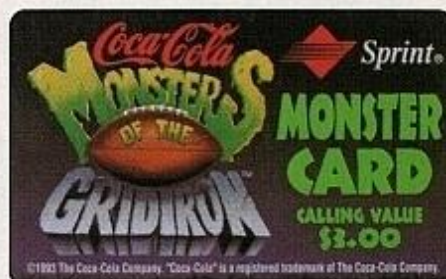
So let your fingers do the walking and call to request a price list from dealers listed in this month's Dealer Directory on page 38.



1 INNOVATIVE TELECOM LIFESAVER SET This brightly colored two-card set has the same appeal as last month's NBC Peacock card — a veritable kaleidoscope of colors at your fingertips. The two cards make a strong case for adding some corporate/promotional cards to your collection.

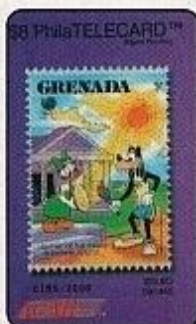
3 SPRINT MONSTERS OF THE GRIDIRON

After a long absence, the Monsters have popped back up on our list. Why now? Because a large stash of the cards recently changed hands, which created a healthy supply situation. The card is a good buy at levels under \$10, and will become fairly scarce again in a year or two after this supply is dispersed around the world.



4 PREMIER TELECOM FRANK & SONS THIRD EDITION

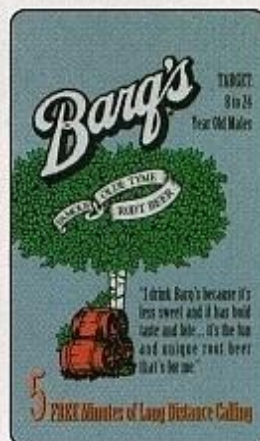
Limited to one per customer at the 8th Annual Ronald McDonald fundraiser during October, the price is now hovering just under \$100, or twice the issue price. The mintage was 1,500 this time and the graphics are the best of the three sets. A salute to Frank Zamarripa and all the other donors who've raised more than half a million dollars for Ronald and his projects.

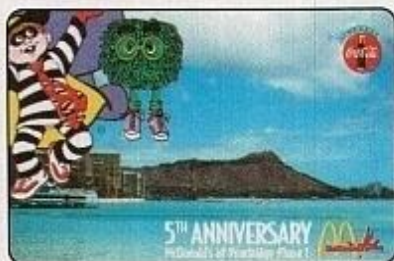
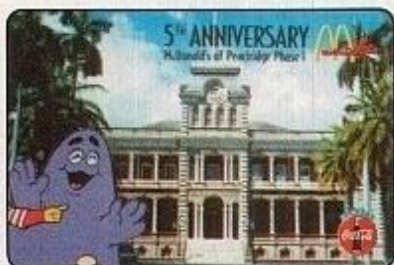
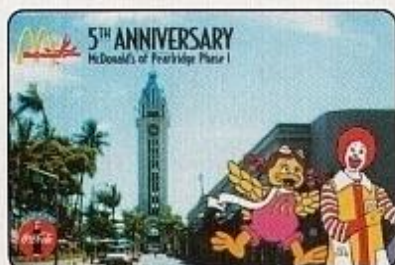


2 ACMI GRENADA DISNEY PHILA TELECARD SET With the Grenadian stamps embedded into the actual telecards, this is an innovative way to collect Disney. Up until now, the only extensive series of Disney cards was from Japan. Perhaps these cards will finally force Disney to unlock its bulging library of animated images to the voracious community of Disney collectors.

5 CDG BARQ'S ROOT BEER

A nice promotional card from one of the leading root beer producers. A reasonably priced starter card for soft drink card collectors. If you limit yourself to one of each flavor/brand of soda, you won't go broke on the Coca-Cola "Machine," which could take all of your spare change.



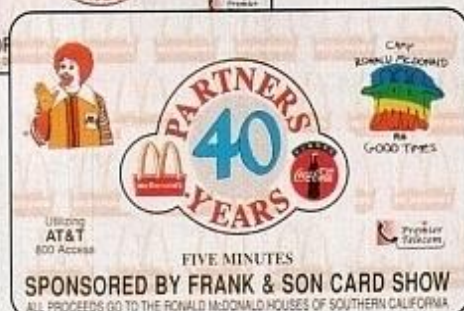
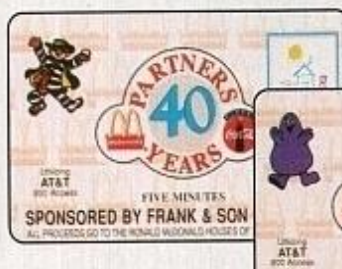


9 GTN EAGLE A solid favorite this month among "users," this GTN card features the patriotic image of the Bald Eagle and the American flag.

6 SPRINT PEARLRIDGE HAWAII MCDONALD'S SET Now with a mainland-produced folder, the set has made a mini comeback. The holdered sets usually come with matched serial numbers. The attractive four-card puzzle set was created to commemorate the fifth anniversary of the local McDonald's restaurant and includes the ever-popular Coca-Cola logo on each card.



7 PHONE CARDS HAWAII MCDONALD'S ALA MOANA Though a desirable card to many, the supply was too short and the distribution was just a bit too secretive for collectors to participate. Nonetheless, the graphics are good and several mainland dealers have started selling them. Just be wary of the price that you pay.



8 SPRINT/SCORE BOARD

HOLIDAY SET This beautifully produced five-card set features vignettes of old time Coca-Cola holiday ads dusted off from the Atlanta archives. The only disadvantage to the cards is the hefty retail price of \$110 for the set, which averages out to \$.91 per minute of long distance time. The mintage is 2,500 sets.



10 PREMIER TELECOM FRANK & SONS SECOND EDITION

Issued for the June 1995 fund-raiser show for the Southern California Ronald McDonald Charities, the set was an early sellout. Also limited to one per customer at \$50, Frank Zamarripa's second set features small images of the McDonald's characters in the upper left corners. The current \$175 retail takes most of the investment hopes out of the set, but it is a must-have for McDonald's collectors.

COCA-COLA CHASE

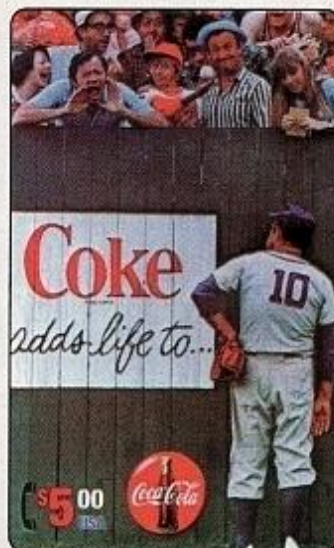
EARLY COLLECT-A-CARD SERIES IS STILL ELUSIVE Many of the collectors now chasing after the popular World of Coca-Cola phone cards have been a bit surprised to discover that they may not have found the "first" U.S. licensed Coca-Cola set of prepaids.

The now-elusive first Coke issues were distributed by Collect-A-Card, Greenville, S.C. According to Mike DeBoer, distributor for the company, it took over five years to work out the licensing necessary to produce the four different 100-image trading card sets, special limited print inserts, and phone cards.

The popular non-sports trading card series features nostalgic images from the Coca-Cola archives in Atlanta. And, as might

be expected, the cross-over distribution of chase and insert phone cards portraying the ever-popular Coke icon was immediately targeted by collectors.

It was the fourth and final series, released during early 1995, that included the \$3 phone cards.



"Home Run";
\$5 case card;
4,500 issued.

Collect-A-Card produced 15,000 each of four different Coke calling cards. Phone time was provided by Sprint.

The first card in the series is a "Haddon Sundblom Santa." Memorabilia collectors know Sundblom as the artist who painted an extensive series of Coca-Cola Santas over many years. The second portrays Norman Rockwell's "Boy gone Fishin" painting, while the third shows the famous "Big Red Coke Machine," and the last is the "Sprite Boy."

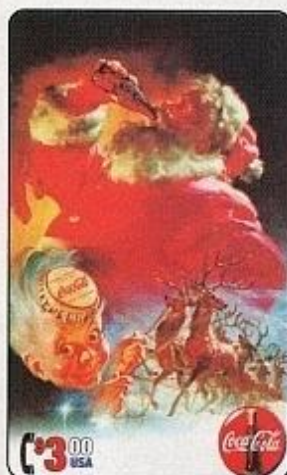
For those unfamiliar with these trading cards, they came sealed in individual packages with eight cards in each pack. Each box contained 36 packs, with 20 boxes per case. The insertion ratio was one phone card per 60 packs of cards.

The term "chase" refers to the fact that since there is a relatively small number of these highly desirable prizes available, collectors must "chase after" them to find even one, much less obtain a complete set.

Even more scarce is the \$5 "insert" phone card which was packed in each complete case of 20 boxes. The card pictures a 1977 Coke ad of a visiting team baseball player watching a home run fly over his head. There were 4,500 of these cards produced.

The cards could not be purchased directly from Collect-A-Card. Some dealers have recently advertised that they carry these cards, and the December Moneycard Price Guide indicates a value of approximately \$30 apiece. You can also call Mike DeBoer at (313)434-5474 for more information.

And so, collectors, the Coca-Cola chase is on...again!



Haddon Sundblom
"Santa"

Sprint; Collect-A-Card;
Coca-Cola four-card set;
\$3 denominations; five
minutes of domestic
phone time on
each card; 15,000
sets of four;
January 1995;
contact (313)
434-5474.



Rockwell's "Boy gone
Fishin"



"Sprite Boy"



"Big Red Coke Machine,"

Nancy Blackburn

America's Most Collectible

I'm happy to see the list this month containing some nicely designed user cards — ones that sell for \$5-\$10. That's what our hobby should be about — inexpensive, nicely designed cards that can be used, and are used, by the majority of buyers.

1 USACARD 10-UNIT PINK

PANTHER CHRISTMAS

A delightful design of the naughty troublemaker, and the second card of a holiday-related series. An affordable specialized topic from a good user-card company. Other issuers should make a note of this success: it's just as easy to make a truly interesting user card as it is to make a dull one. Use your art departments for art, not just drafting.



2 USACARD 5-MINUTE MERRY CHRISTMAS/HAPPY NEW YEAR SET

Last year's successful Olde Tyme Santa card prompted the circa 1900s Santa on this set of nearly identical cards. The image is the same, but two different greetings grace the two five-minute cards. The sets introduced first-time buyers to phone cards in stores, where many were used as Christmas gifts for friends and employees. Sure beats another Christmas ham.



3 ITS 3-MINUTE, MCDONALD'S WARRIOR/HULA

DANCER SET The two-card set was issued in a standard size format, as well as limited-edition jumbos. Interestingly, the only reference to McDonald's on the three-minute cards is a logo in the upper left corner.



4 GTN EAGLE Every month seems to bring in at least one generic design card as one of the top sellers. Most often, the "use" cards are purchased from dealers in southern areas of the country. Making its second consecutive appearance on our Most Wanted list is GTN's 40-unit Eagle card. The card has a nice patriotic design and a low per-minute rate, which makes it very popular with tourists.

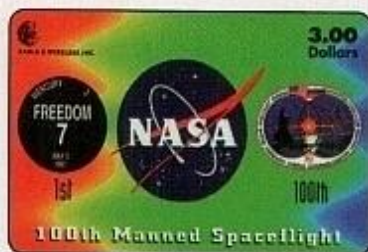
5 HT TECHNOLOGIES 10-UNIT SOUTH CAROLINA STATE FAIR

A pleasant design with one of the largest centrifuges I've ever seen. The card includes the obligatory Coca-Cola "bulls eye" logo that has gained HT so many sales, but it also comes with a twist — a Marlboro logo. The card is both affordable and collectible. A collection of 5-10 cards from HT, LDDS, Celebrity and others could be started with the Coke "bulls eye" logo as the theme. Most of the cards are colorful, varied and interesting.



6 CABLE & WIRELESS 5-MINUTE, GROUNDED BY WOODPECKERS

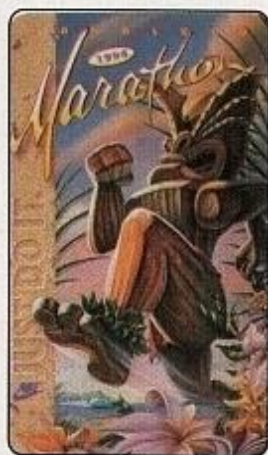
NASA's resident birds, which scuttled Flight STS 70 with a fuel tank attack, inspired a low-mintage telecard showing the Mission arm patch with a larger-than-life woodpecker. Designed by one of the shuttle crew members, the five-minute card would be an interesting addition to any phone card collection.



7 CABLE & WIRELESS \$3 NASA 100TH MANNED FLIGHT An historically significant card, this \$3 prepaid was issued in both standard and jumbo size. It's a pity that only 300 cards were created – most of them going to NASA personnel. A must for space theme collectors.



8 SPRINT \$3 NASA 100TH MANNED FLIGHT This isn't a typo or an echo, it's another phone card commemorating this truly monumental achievement. Though this issue adds another 1,000 cards for collectors to enjoy, it is still not enough for the demand. Where are you, Western Union?



9 LDDS 10-MINUTE NIKE HONOLULU MARATHON This June 1994 issue of 1,000 is a very striking design and has appeared before on the best-seller listings of our dealer respondents. It never has gotten to the finish line as a complete sell-out, but maybe this spurt will finally put it into collectors' hands.

10 TELECOM NEW ZEALAND \$5 POCAHONTAS The first foreign-issued card to grace our best-seller list is a privately commissioned card, and one that sells for well over face value. The limited-edition version is included in a custom folder with a special CD. Collectors need to judge whether the package is worth the premium price.



ASCOT 5-MINUTE DOMINO'S PIZZA/COCA-COLA Issued as a test market card for some Minnesota Domino's stores, there were 2,500 of these "deep dish delights" produced and distributed – some of them to collectors and dealers.



PHASE FOUR 15-MINUTE ROSA PARKS

Another historically significant card, this one noting a significant event in America's civil rights movement (see page 57 of January *Moneycard Collector*). Cards commemorating history-changing events should be valuable for years to come.



Who Is Provident Worldwide Communications, Inc.?

Provident is a full service Phone Card manufacturer, providing:

- In-house graphics & design
- State-of-the-Art card printing technology
- Retail & Display packaging
- Highest quality SS-7 network services
- Interactive Survey & Data Base programs
- Complete Rep. support & training



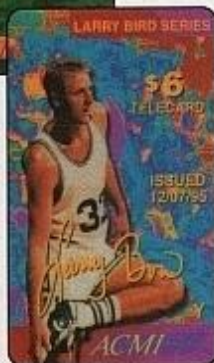
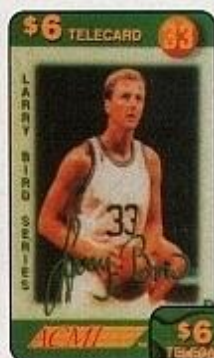
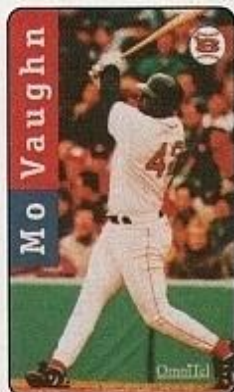
Call Provident Worldwide Communications, Inc. today for a free consultation and confidential pricing **1-800-867-8931**

NEW SPORTS ISSUES

'Mo'st valuable player card

OmniTel; Mo Vaughn; \$8 denomination; 5,000 issued; October 1995; call (800)680-6664.

The card features Boston Red Sox slugger and winner of the American League's Most Valuable Player award.



Final five Bird cards issued

ACMI; Larry Bird Telecard Series (final five cards); \$6 (5,000 cards issued), \$10 (4,000), \$20 (800), \$50 (200); December 1995; call (901)363-2100.

Cards Y-D from series which spells out "LARRYBIRD." Four different denominations and rechargeable at \$.60 per minute.



Aussie racing cards available in U.S.

Promocard Int'l/GAF Telecoms; Australian Touring Car Racing; two-card set; \$5/\$10 denominations; 1,000/500 cards issued; August 1995; available through Int'l Phonecard Exchange, (201)857-2121.

First set designed to introduce U.S. cards to Australian collectors and American tourists. Pictured are popular Australian Touring Cars, which are similar to U.S. NASCAR racers.

Pivotal strikes the pose

Pivotal Communications/TelTrust; Heisman Memorial Trophy; 60 minutes; 5,000 cards issued; December 1995; call (800)849-2272 or (770)399-3050.

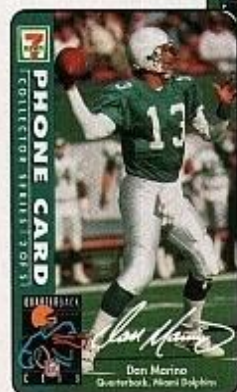
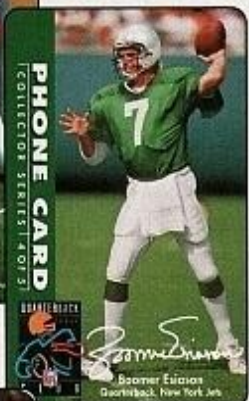
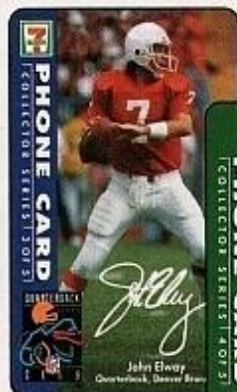


Limited edition collector's card commemorates 60th anniversary of the most prestigious award in college football. Each card is individually numbered. Retail price is \$25 each.

PTi issues Olympic salute

Prepaid Telecommunications; 100 Years of Olympic Games; \$1.50 denomination; 1,000 cards issued; November 1995; call (305) 670-0393..

Manufactured for International Collections Ltd. of Hong Kong, the card features seven Olympic runners in front of ancient Roman columns.



7-Eleven calls on QB Club

7-Eleven; NFL Quarterback Club Collector Series; five-card set; 15 minutes phone time; 4,800 sets issued; October 1995; call (800)952-1970.

Limited Edition series from the nation's largest retailer of prepaid phone cards includes a replicated autograph and recorded voice message from the featured player. Images include John Elway, Steve Young, Dan Marino, Boomer Esiason and Michael Irvin. Only 100 cards provided to each of the 5,100 U.S. 7-Eleven stores. Suggested retail price is \$5.99 each.



Fan Club releases 49ers prepaid

CDG; 49ers Fan Club; \$5 denomination; 5 minutes; 1,250 cards issued; December 1995; call (203)353-8881 for information.

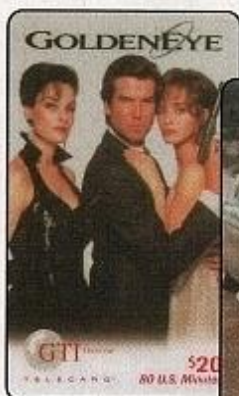
Front shows members of the 1995 Super Bowl champion team. The team licensed card is available only through the Forty Niners Fan Club.



South Florida 'breaks' with Ronald

PhoneCard Management of America; McDonald's "After the Holidays"; two-card set; 12/25 minutes; 2,500 sets; December 1995; call (800)405-2263.

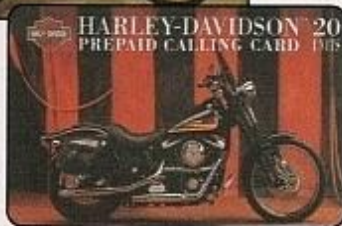
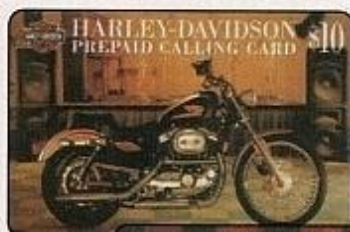
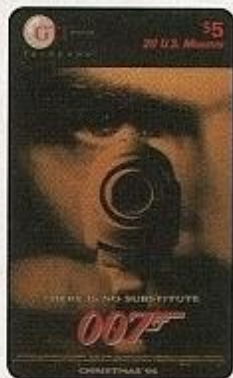
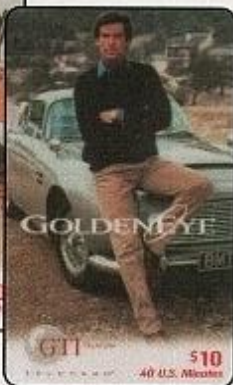
Matching number sets feature the McDonald's and Coca-Cola logos and come complete in a folder. The 12 and 25-minute denominations correspond with the 12/25 issue date. A portion of the proceeds benefit Ronald McDonald's children's charities of South Florida. The cards are exclusively distributed by Acme Telecards.



GTI 'Bonds' with movie collectors

GTI; 007 GoldenEye; seven-card set; \$5/\$10/\$20 denominations; quantity ongoing; December 1995; call 800-364-9292.

Set includes promotional and poster images from the latest James Bond flick. The rate per minute is \$.25.



MCI revs up with Harley cards

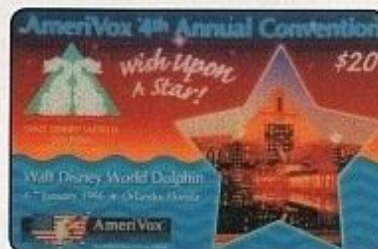
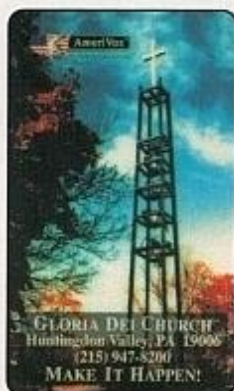
MCI/Celebrity Debit Cards; Harley-Davidson; 20-unit and \$10 cards; quantity unavailable; December 1995; available at local H-D dealerships or by calling (800)578-7553 or faxing (770)745-7553.

Cards feature 1996 Sportster XL 1200 Custom and the FXSTSB Bad Boy motorcycles. Each set contains a 20-unit and a \$10 card. Users can access Harley product information, events, promotions and trivia, and have access to MCI's Traveler's Assist. The cards are priced at \$9 retail, plus s/h.

Local church issues card

AmeriVox, Gloria Dei; \$10 denomination; 30 minutes; 100 cards issued; September 1995; call PhilaComm Inc. at (215)646-2860 for information.

Card pictures bell tower from suburban Philadelphia Lutheran church. Retail priced at \$20.



AmeriVox reps wish upon a convention

AmeriVox; Wish Upon A Star; \$20 denomination; 2,777 cards issued; January 1996; (415)694-4977.

Produced for the annual AmeriVox Convention, which was held January 4-7 at Walt Disney World.



Two more Endangered Species cards available

ACMI; Endangered Species Series; Indian Elephant / Zebra; \$3 (5,000 issued), \$7 (2,800), \$20 (1,500), \$50 (500), \$100 (200); December 1995; (901)363-2100.

The ninth ("E") and tenth ("D") cards in the popular ACMI series. Printed by Brilliant Color Cards and rechargeable at \$.25 per minute.



Dobres pictures Pope

S. Dobres/Life Saver Communications; Pope John Paul Visit; \$10 denomination (20 minutes); 3,000 issued; October 1995; (800)342-5983.

Image shows a view of Baltimore's Camden Yards, where the Pope spoke, along with an insert photo of the Pontiff. Users can call more than 60 countries, and the cards are rechargeable at \$.50 per minute. Sequentially numbered cards retail for \$15 each. Service by ATCALL.



Score Board unveils Premier Edition Cels

Sprint/Score Board; Coca-Cola Phone Cards/Cels; \$2/\$5/\$10/\$25 denominations; quantities unavailable; December 1995; (609)428-3354.

Each pack of the new Coca-Cola cards features vintage Coke images on numbered cels, along with a Sprint prepaid FONCARD. There are 10 special die-cut \$10 phone cards. Each is sequentially numbered to 1,250. There are also three different \$10 die-cut phone cards in the shape of a Coke bottle and bottle cap, with each numbered to 895.

Provident paints Renoir

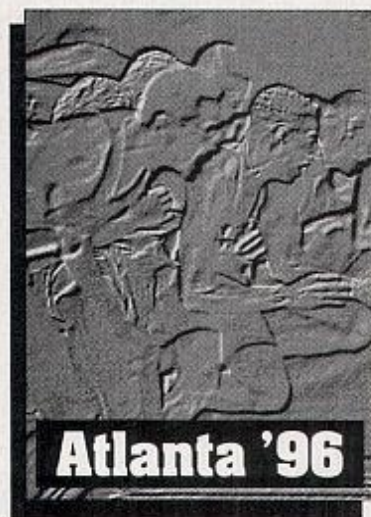
Provident Worldwide; Renoir; three-card set; \$10 denominations; 20 minutes per card; 2,500 sets; November 1995; call (800)867-8931 or fax (612)782-8956.

Images taken from works of the great artist, Auguste Renoir. Paintings include "A Girl with a Watering Can," "The Dancer" and "Pont Neuf, Paris." Cards are serially numbered and rechargeable at \$.25 per minute.



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Warning!

I'm writing this letter to warn all the (phone card) dealers about a person named Paolo Rizzi, located at 2245 Biscayne Bay Drive, North Miami, FL 33181. It is my opinion that Mr. Rizzi conducted a serious mail fraud.

On November 1995, Mr. Rizzi contacted me. He told me that he read my ad in *Moneycard Collector* and would like to place an order. He made two orders (\$680 and \$580) and promised to wire transfer the total amount, \$1,260 to my account at Bank of America. The next day he faxed me a "Funds Transfer Request" form from the First Union Bank of Florida as a proof of payment. The form was signed by him and "approved" by a bank operator. I sent out the two packages. It turns out that the "Funds Transfer Request" form was a forgery. I contacted the First Union Bank of Florida and was told that the fund transfer was never initiated.

On January 1996, Mr. Rizzi disconnected his phone and could not be reached. I reported the incident to the First Union Bank and filed a complaint to the Postmaster at North Miami, Fla. Paolo Rizzi has a strong European accent.

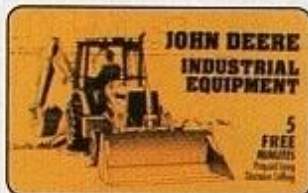
T.J. Fan, The Stamp Fan, West Covina, Calif.

A certified letter sent by Moneycard Collector to Mr. Rizzi produced no response. If any of our readers have any additional information on this person, please contact us and we'll pass it on to T.J. Fan.

Identification, please

I have some cards in my collection that I have not been able to find any information on. One has a John Deere Industrial Track Backhoe pictured, and was given to customers who purchased and financed new industrial equipment. The other card is a 3D Polaroid with a camera and telephone.

We appreciate your magazine here in West Texas. Keep up the good work.



Barbara Ezell, Midland, Texas

The John Deere cards that you refer to were issued by CDG. The three cards include five minutes of time each, and only 350 sets were issued in August 1995. The Polaroid hologram cards were premiums available after purchasing packs of film. Five-minute, 20-minute and 60-minute cards were sent by mail, depending on the number of rolls purchased. GTI provided the phone time.

Australian amplification

Included in the November issue of your impressive magazine was an article about Australian phone cards. Author Phil Flanagan made mention of PayTel in the story. Informative as it is, I am concerned about some inaccuracies that I feel do not fairly represent our activities. We are not merely "providing phone service on the ferry..." For example, we have put a considerable amount of energy into the design of our world-first satellite payphones, which governments for most Australian states are installing on their passenger train services.

Due to contractual arrangements with our state governments, the majority of our 1996 issues will be trains or train-related.

Stuart Rooke, Sales Manager, PayTel Australia

Thanks for getting us on the right "track." Readers will note some of the PayTel cards being offered in our "New International Issues" section on page 58.

Hawaiian Eye

I received the January *Moneycard Collector* and looked over the price list for the GTE Hawaii cards. In my opinion, the listings are a total mess and are nowhere near what the prices should be. You need some kind of input from collectors, as well as dealers who know what they are talking about. If you want my help, I will be glad to supply input or you can keep on publishing information that is not even close to reality. I and my friends who also read and collect *Moneycard Collector* are totally disgusted at how you are listing these prices.

Don Whitmore, Plainview, NY

We appreciate your concern about the GTE-Hawaii card prices. Traditionally they have been some of the most volatile prices on the telecard market. We rely totally on dealer input to establish the prices that we report each month, and we have faith in those well established dealers. Occasionally, there is an error in entering this information, but for the most part, we are confident as to the validity of these prices. If you have a problem with the prices these dealers are actually charging for these cards, we can only suggest that you contact them directly. They are listed each month in the preface to the Price Guide section.

Not 'the real thing'

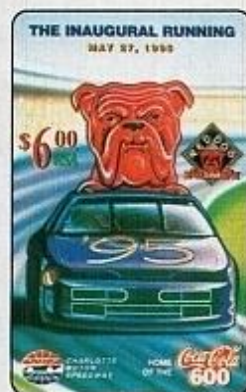
I collect telephone cards that feature the Coca-Cola theme. Most Japanese and other foreign-issued Coke cards feature Coke advertisements. I eagerly seek cards showing reproductions of Coke billboards or magazine ads from the 1900s, and on up into the '40s. These make a delightful collection, and there are both U.S. and foreign issues of these.

Many current U.S. cards carry the Coke logo as a small part of the card, incidental to the card's principal theme. The recent HT cards with Coke logos are of this type, as are the Charlotte Speedway cards, the die-cut race car issues and others.

I think U.S. Coke card collectors are being misled as to what is truly a Coca-Cola card, and that misconception is being fostered for profit purposes. To me, I see no sense paying the premium Coke card price for an event card that happens to bear a Coke logo.

If you publish this, look for some self-righteous howls from dealers and issuers of the cards I mention. But the truth hurts.

Mike O'Brien, Sandwich, Ill.



McGolden

McDonald's + phone cards = an irresistible treat

By Nancy Blackburn

Whether you admit to having grown up in the '50s or not, most Americans associate McDonald's with the words, "fast food." Many a child has eagerly awaited those four magic words from Mom or Dad on Saturday or Sunday afternoon: "Let's go to McDonald's."

The clamoring chorus from the family vehicle can still be heard some 40 years later, only nowadays the clamor is coming from phone card collectors.

McDonald's first venture into the U.S. phone card market was a three-minute AT&T TeleTicket included with each Extra Value Meal in 11 test cities. Originally scheduled for a three-month run, April 1 to June 30, 1993, the promotion was prematurely shut down by individual franchise holders in nine of the 11 cities.

AT&T and McDonald's were both unhappy with problems that arose, and the project was terminated early. One major difficulty was the American public's unfamiliarity with phone cards, which prompted extra questions that slowed down the usually speedy fast-food lines. And AT&T was not happy with the number of youngsters who used the 1-800 help line number to make rude or abusive calls.



AT&T Big Mac TeleTicket



Phone Cards Hawaii/ATCALL Ala Moana McDonald's



Phone Cards Hawaii/ATCALL Ala Moana McDonald's

The next set of McDonald's telecards was issued in November 1994, through the efforts of Frank Zamarripa, a man who had combined his passion of collecting McDonald's memorabilia with his dedication to raising funds for Ronald McDonald Houses in the Southern California area (see *Moneycard Collector*, Sept. '95).

The prepaids are designated as the Frank & Son phone cards, Series I-III. According to Zamarripa, "The first set of 500 did not even sell out at the first show in November 1994, and I had about 150 sets on hand. Suddenly it took off and people were calling and offering me \$500 a set, and now I have no problems selling them."

Zamarripa was not out to turn a profit for himself, but to raise money for the local Ronald McDonald Houses. As an avid McDonald's collector, he conducted bi-weekly shows in his 25,000 sq. ft. Southern California warehouse, and in four years raised more than a half-million dollars for the Camp Ronald McDonald and Houses in Los Angeles, Orange County, and Loma Linda.

The main annual event is scheduled for a weekend in October or November, with smaller shows held every Wednesday and Saturday. And for the last two years,



Premier Telecom Frank & Son sponsor cards

this is when and where the very popular Frank & Son phone cards have been unveiled to collectors.

Since those first two releases, McDonald's and phone cards have been an unbeatable meal ticket for American issuers. One of the most recent offerings, the second such set from Phone Cards Hawaii, is a corporate phone card portraying the Plumeria lei, for the Ala Moana McDonald's in Hawaii.

The first issue, which showed the Lima lei, gained notoriety when all 1,000 cards sold out in less than 55 minutes, drawing the ire of nearby merchants when lines of people blocked entrances to their stores.

According to Phone Cards Hawaii's Brian Ching, the release of the second edition coincided with the rupture of a main high pressure water line in front of the driveway entrance, just as hordes of Christmas shoppers were battling their way into Hawaii's largest shopping center. One thousand cards were sold on the first day, and many customers were relieved to find 1,500 cards remaining the following day.

McDonald's franchise holders can request usage of the McDonald's logo when sponsoring an approved event or benefit, such as for the Ronald McDonald House. Franchisees can also ask corporate permission to use the logo for a sales promotion. In this case, corporate McDonald's instigated the issuance of the first corporate phone cards and authorized the cards.

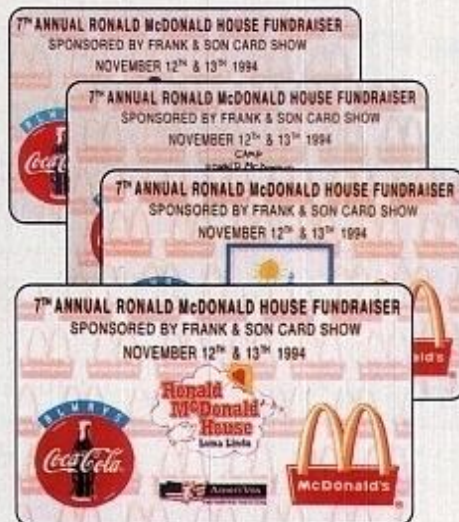
Perhaps the rarest set of McDonald's cards is part



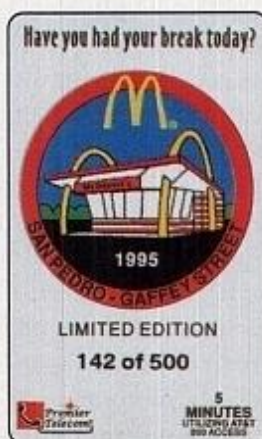
HT Technologies Azalea Festival



HT/LDDS Duckhead Classic



AmeriVox Frank and Son I



Premier/AT&T "Have you had your break today?"

However, there are only 50 special-edition 5-card sets, packaged in a legal size folder that has all four of those cards plus a special card that says "VERY LIMITED EDITION" in red.

Collectors seeking less expensive McDonald's cards should look at phone cards featured on franchise-sponsored releases. Several attractive cards are available in the \$10 to \$15 range.

Name of the Game -

Tele-Tagz obtained 1,000 of a 2,000-card issue featuring McDonald's in Germany and "Batman Forever." This three-minute promotional card came in an attractive folder and was sold with a McDonald's meal purchase. The DC Comics Batman logo is prominently displayed, along with the famed Golden Arches.

HT Technologies has released several cards with McDonald's logos. The 1995 Azalea Festival in Oklahoma is featured on one of the cards, which



Premier Telecom Frank and Son II



Premier Telecom Frank and Son III



Premier Telecom Batman Forever



HT Technologies Chen Times Square



Cable & Wireless/PCMA "Back to School" The McDonald's Way



NAT Hawaii Pacific Collectibles & Sports Card Expo

includes one of the first colored logos (McDonald's) ever to appear on a card back.

Also from HT were the controversial Duck Head Classic cards, which included the Ronald McDonald House logo on the front and the Golden Arches logo on the reverse. And sharp-eyed collectors will note that the Alexander Chen artwork on HT's popular three-card set, "42nd Street," includes the recognizable restaurant signage from New York's Times

Square landmark.

"Back to School The McDonald's Way" was an attractive card co-issued by Cable & Wireless and Phonecard Management of America (PCMA) to benefit McDonald's Children's Charities of South Florida. The 10-minute card was sold at face value (\$10) and remains quite affordable on the secondary market.

Other "Mickey D" issues have included a popular NAT show card from the 1995 Hawaii Pacific Collectibles and Sports Card Expo; the nostalgic two-card Sprint set commemorating the 40th anniversary of the first McDonald's restaurant; the beautiful four-card Pearlridge (Hawaii) puzzle set also from Sprint; three additional McDonald's issues from Premier Telecom; and McDonald's-related cards from Southern New England Telephone (SNET), MCI, Talk 'N Toss and Cable & Wireless.

With the proliferation of Golden Arches popping up throughout the phone card industry, the question now on the lips of many phone card collectors and dealers is: "Can there ever be too much of a good thing?" When it comes to McDonald's, the reactions are mixed.

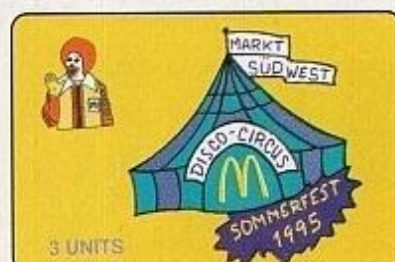
Amber Zaferis, sales representative for Diamond Promotional Phone Cards in Mesa, Ariz., suggests that collectors look for corporate McDonald cards that also display a second or third well-known logo or trademark. "McDonald's phone cards are solid because you do not depend only on collectability, but on the utility

U.S. MCDONALD'S CARDS

DATE	ISSUER	DESCRIPTION	DENOMINATION	QUANTITY
4/93	AT&T	Big Mac TeleTicket	3 units	4,500,000
11/94	AmeriVox	Frank & Son I	5 min. each	500 sets
11/94	HT Tech	Chen Times Square	10 units	2,000
4/95	NAT	Hawaii Pacific Collectibles	4-units	1,500
4/95	Sprint	40th Anniv. set	50 min ea	1,000/sets
4/95	HT Tech	Azalea Festival	10-units/5-units	4,000/1,000
5/95	SNET	Ronald McDonald Children's Charities	5-min.	12,000
6/95	Premier Telecom	Frank & Son II	5 min.	1,000 sets
6/95	HT/LDDS	Duckhead Classic	1st Ed. 5-units	500
			10 units	2,000
			Collectors Edition	4,000
6/95	Premier/AT&T	Have you had your break today?	5 min. each	500
7/95	Phone Cards Hawaii/VTCALL	Ala Moana McDonald's	\$5	1,000 standard issue/ 250 employee cards
8/95	Cable & Wireless/PCMA	"Back to School" The McDonald's Way	10 min	2,000
9/95	Sprint	Pearlridge, Hawaii	3 units	1,500
9/95	Premier Telecom	Batman Forever	3 units	2,000
9/95	Premier Telecom	Summerfest 1995	3 units	500
9/95	Premier Telecom	McSchwabens Soccer Club	10 units	1,000
10/95	Premier Telecom	Frank & Son III	5 min.	1,500
10/95	Premier Telecom	Frank & Son sponsor cards	5 min. each	500 sets
10/95	Premier Telecom	German McDonald's cities	3 units	1,000
11/95	MCI	Hawaiian Warrior/ Hula Dancer	3 min.	2,000 regular, 300 Jumbo
11/95	Talk 'N Toss	McDonald's Connecticut Turnpike	\$5, \$10, \$20, \$50	quantity unknown
12/95	Phone Cards Hawaii	McDonald's Ala Moana II	3 unit	2,500 / 500 marked "Employee Issue"
12/95	Cable & Wireless/PCMA	After the holidays, everyone deserves a break	12/25 min.	2,500 sets



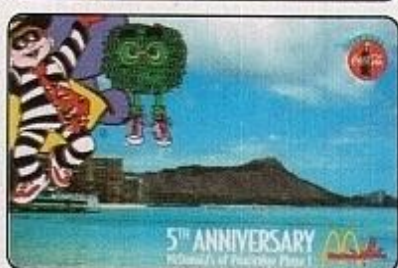
SNET Ronald McDonald Children's Charities



Premier Telecom Summerfest 1995



Premier Telecom
McSchwabens Soccer Club



Sprint Pearlridge, Hawaii



Sprint 40th Anniversary set

market and modern technology. Phone cards combine advertising with promotions in a commodity. The telephone is a necessity, and phone cards are a collectible — a combination that will go far.”

Dave Valdez of Tele-Tagz offered a perspective relative to memorabilia collectors in general: “Twice a week, every week, 5,000 to 10,000 people walk through each Frank & Son collectors’ show in Southern California. For a large weekend show, 30,000 people will walk in and out. The market is not flooded and it is not dismal. It is very, very bright.”

This is a sobering thought, when we reflect on the point raised in a recent letter from Bruce Harmon in *Moneycard Collector* (February 1996), “Where is everybody?” Maybe “everybody” should be at these type of collector shows, since that seems to be where the action is taking place. Has any U.S. phone card show or expo truthfully reached public attendance figures approaching 10,000 to 30,000?

But not everyone is bullish on McDonald’s telecards. According to one East Coast dealer, McDonald’s cards may not always hold their value. “When phone cards are issued like candy and high prices are asked for contrived issues, the market will die.”

The dealer strongly believes that based on the track record of sports cards, collectors should be careful to buy cards that are numbered, as an assurance that only a designated number of the cards were actually issued.

Concern was also voiced that large numbers of

cards might be declared “sold out,” when they are actually on consignment or being held by dealers to resell on the secondary market. Again, the admonition to “know your dealer” applies.

Even Frank Zamarripa agrees that the market is currently being flooded by too many McDonald’s cards. “But,” he says, “since I’m not out there to make money for myself, it’s been nice being able to raise a quick \$30,000 to \$40,000 for Ronald McDonald Houses.”

“I’ll keep doing this for as long as it is fun, and will only stop when it becomes work. I enjoy doing this worthwhile cause for kids and I have a blast meeting people from around the world.”

During the past 40 years, the popular Golden Arches have been firmly interwoven into the fabric of the typical American family’s life. Just as McDonald’s changed the way families have eaten and interacted, so are phone cards expected to impact the telecommunications of the 21st century.

More than just a haven for fast food fanatics, McDonald’s has become the theme of some of the most sought-after phone cards in the hobby today.



MCI Hawaiian Warrior/Hula Dancer



Premier Telecom German McDonald’s cities



Cable & Wireless/PCMA After the holidays, everyone



Talk & Toss McDonald’s Connecticut Turnpike

America's Most Collectible

Who else but Betty Boop could hop onto the America's Most Wanted scene and take charge as if she owned the joint? We certainly don't mind, for as far as the American National Phone Card series goes, America's cartoon darling can visit us anytime.

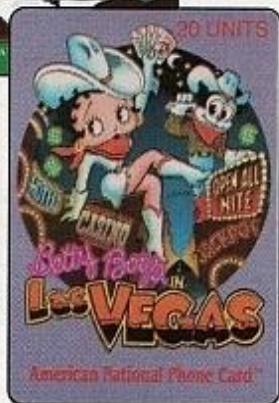
In any case, Betty sashays in, along with a few old favorites... corporate cards! The vibrant OmniTel Carefree Gum card proves once again that collectible promotional cards can be well designed and larger than life. And just when we thought Coca-Cola issues were beginning to wane, 50 percent of this month's list is devoted to this thematic.

America's Most Wanted once again faces repeat offenders. The popular Ascot Domino's Pizza/Coca-Cola card has hit us two months in a row. And, the vibrant Innovative Telecom Lifesavers set also revisits. No doubt, attractive, steady selling issues are what our collectible needs to build a strong foundation and to move ahead.

1 AMERICAN NATIONAL PHONECARD

BETTY BOOP

America's lovable Betty Boop climbs to the top of our Most Wanted list this month, with visits to Las Vegas and the North Pole. Betty struts her stuff on both Jumbo and standard size ANP cards. The strong artwork allows the Jumbo card to show off its true capability as a billboard or poster. Credit for much of this sales success has to go to the marketing savvy of ANP President, Richard Nelson, who has developed a loyal group of coin and phone card dealers. The cards are fun and inexpensive.



3 SPRINT/CLASSIC COCA-COLA SANTA SERIES The five-card set was first advertised in the Coca-Cola merchandise catalog as early as September 1995. The lofty \$110 initial purchase price makes significant appreciation unlikely, but for the ardent Coke collectors with resources, it has become a must-have. The five cards include a total of 120 minutes of phone time.



4 OMNITEL CAREFREE GUM This delightful card is the highest placed corporate advertising card on America's Most Wanted this month. Corporate cards are currently enjoying a run of popularity because there are a lot of different issues, and they are generally inexpensive. The cards also provide a familiar image — one with which collectors can relate.



5 ASCOT DOMINO'S PIZZA/COCA-COLA Here's another corporate card, with the added lure of a Coca-Cola logo. Advertising their Deep Dish Pizza, this Minnesota-distributed card should be another Coca-Cola winner for Cocaholic collectors.



6 PREMIER TELECOM MCDONALD'S PIN CLUB-GERMANY

New from the producers of the famous Frank & Sons' McDonald's sets, this win-

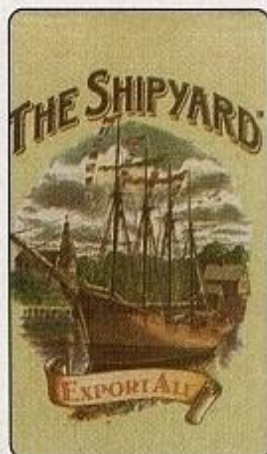
ner showed up as a top seller on several dealers' lists this month. The Pin Club card shows a small lion cub pin and a hot air balloon pin as one of a series of German McDonald's phone cards. Pin collecting is big in Europe, and I suspect the McDonald's pins are some of the most collectible. With a mintage of 2000, the card should be a good one if the Pin Club membership in Germany approaches this number.

2 SPRINT/CLASSIC "COCA-COLA" AROUND THE WORLD The object of strong advertising and intense media interest, this three-card set was propelled into second place by a flurry of pre-selling. The beautiful artwork represents ads from Japan, Germany and the U.S. With just 30 minutes of Sprint long distance time and a retail price of \$39.35, calling can be very expensive on this created-for-collectors-only set.



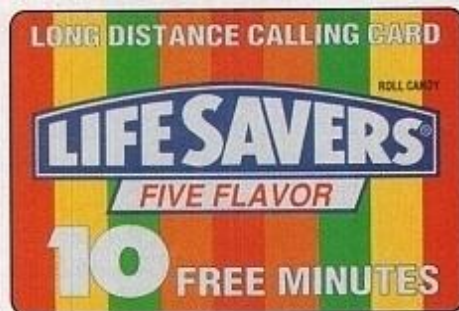
7 OMNITEL SHIPYARD BEER

KEYCHAIN The combination keychain/telecard is one of the most handy I've ever seen. It has an attractive design and fits the popular mold of corporate cards — low price with an attractive design. A winner for the Boston-based beer and issuer alike.



10 INNOVATIVE TELECOM LIFESAVERS SET

Here is the third corporate card this month, and the design speaks for itself — bright and bold, and one that we're all familiar with. Other bright and bold cards from IT are the NBC Peacock and Crayola cards, all which have been winners with collectors.



HOMISCO WORLD'S FAIR 1939 One of the first show cards to ever make the Most Wanted list, this card dates back to last September's TeleCard World East Expo. Always creative and quality conscious, Homisco has also produced cards of the old San Francisco Chinese Telephone Exchange and Alexander Graham Bell on a stock certificate. This one is a unique masterpiece.



9 CENTURY TELECOM SMITH'S PHONE HOME

FREE SET A beautiful set of four cards from a Smith's store promotion in five Western states this past fall (*Moneycard Collector*, p. 57, Jan. '96), the cards were premiums in 12-packs of Coke. The three-minute cards feature pleasant winter scenes from the Coca-Cola advertising archives. If we can blow our horn a bit, *Moneycard Collector* was a partner in the program, providing information about the hobby inside the cardboard containers.

CABLE & WIRELESS APOLLO XIII

TELECHIPS One of the most innovative prepaid products to hit the U.S. market, TeleCHIPS are designed to look like gambling chips. Made from clay epoxy, they feel and even sound substantial. The Apollo XIII example includes the popular patch design artwork in a unique but useable format. Look for a story on this new stored value product in next month's issue.



INTRODUCING THE NON-PERISHABLE MOON PIE

The 75th Anniversary Moon Pie Card Collector's Set

Issue:

2,500 numbered, four card sets

Flirtation, \$12 30 minutes
Lazy Day, \$8 20 minutes
Tea for Two, \$5 12 minutes
Commemorating 75 years, \$2 5 minutes

Packaging:

Full color, matching card holder
(only available with purchase of set)

Cost:

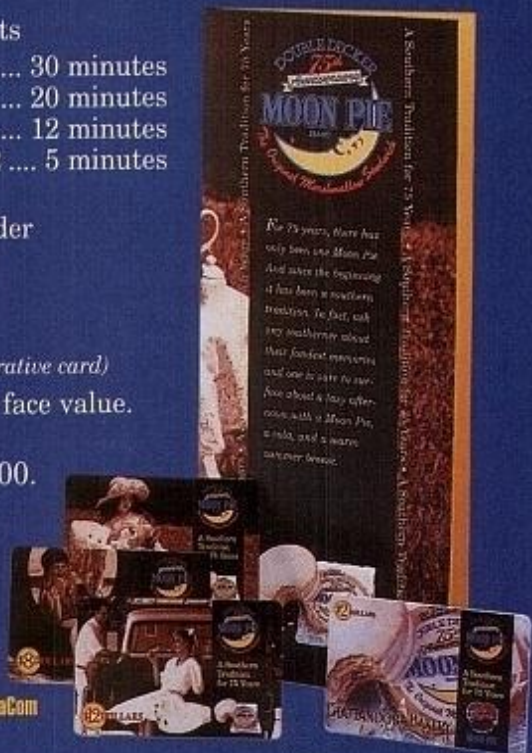
\$25 for complete set
(includes card holder and commemorative card)
Individual cards available at face value.
(excludes commemorative card)

To order call: 1.800.240.4100.



DELTA COM
Pre-Paid Phone Services

If you are a dealer interested in carrying DeltaCom Pre-Paid products, call 1.800.240.4100.



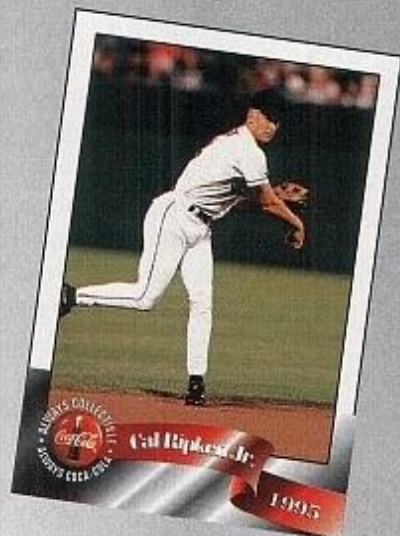
Coca-Cola-SPRINT PHONE CARDS/CELS '96

Phone Cards and Cels that follow "Coca-Cola" Through the Years

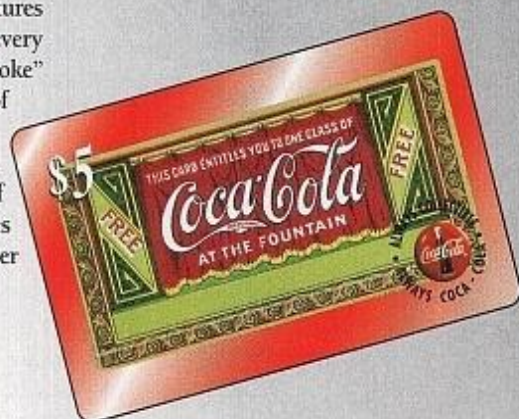


They're back! After a successful debut in 1995, "Coca-Cola" - Sprint Phone Cards/Cels '96* is better than ever. And there's still one Sprint prepaid FÖNCARDSM, with a minimum value of \$2, **GUARANTEED** in every pack.

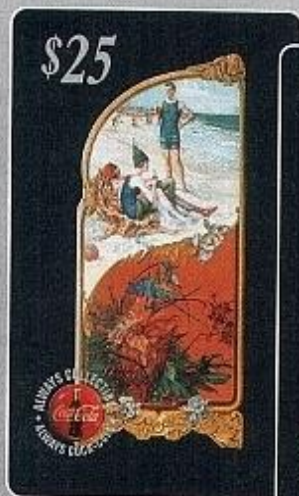
The Phone Cards in "Coca-Cola" - Sprint Phone Cards/Cels '96 range in value from \$2-\$25. There are \$2 Gold Edition Phone Cards, while the \$5 Phone Cards feature either "Coca-Cola" calendar girls on silver foil-stamped cards or historical "Coca-Cola" coupons on etched acetate. The \$10 phone cards come in micro-lined or die-cut versions, with the latter printed on tin stock and featuring special "Coke" can or "Coke" tray designs. There are also beautiful \$25 Four Season Phone Cards that go together to form a 5-part puzzle.



In addition to the phone card in every pack, "Coca-Cola" - Sprint Phone Cards/Cels '96 also features four "Coke" cels parallel to the \$2 phone cards, in every pack. The front of each cel depicts a popular "Coke" advertisement "Through The Years" and the year of the ad, with the back containing three challenging "Coke" trivia questions that both inform and entertain. There are also Gold Edition cels and a subset of phone cards and cels featuring "Coca-Cola" athletes "Through the Years," including Cal Ripken Jr. and other exciting players.



Available Spring 1996



*Contents subject to change



**U.S. Domestic calling only

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Coca-Cola 81

America's Most Collectible

May's "Most Wanted" list is a pleasant mix of Coca-Cola, McDonald's, promotional, movie and sports cards. We even have a TeleCard World Expo giveaway card for the second month running. Most of the cards are inexpensive, and I'd recommend picking up a few of these if they appeal to you.

1 AT&T/WORLD OF COCA-COLA RONALD MCDONALD HOUSE/ATLANTA

Issued in January 1996, this two-card set of 10-unit cards benefit the Ronald McDonald Houses of Atlanta. It looks like all participants donated their time and material for this issue, from the designers and printers to the issuers. Even AT&T donated the telephone time. This is the first card set ever featured in "New Issues" that simultaneously took "America's Most Wanted" top spot.



2 OMNITEL CAREFREE GUM

Another very strong showing for the card that promotes the popular sugar-free gum. Issued in November, the five-minute card sports a pleasant design and an inexpensive price tag.



3 FRONTIER X-FILES

The first of what could be several cards featuring the popular Fox Network TV series was issued in November 1995.

This \$10 card is available at about face value. Although a fairly high mintage, many are being used in vending applications and most will never reach the collector market.

I've seen at least one additional X-Files card from overseas. I'd recommend grabbing some of these for later trading; collectors will want them in the future.



4 OMNITEL RED DOG POUR HOUSE

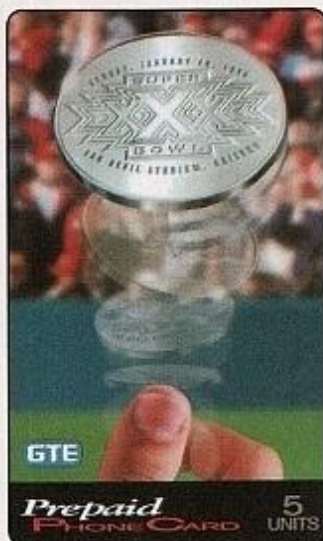
Five minutes; September 1995.

Another popular Red Dog corporate example that continues the OmniTel mini-series of Red Dog cards. The "mixed breed" cards features both the Pour House and Red Dog hounds.



5 HOMISCO 1939 WORLD'S FAIR

Five minutes; September 1995. This lovely card was first used as a show giveaway (TeleCard World '95) in September, and the remaining inventory has just now come to the market. Always sporting a classy design, Homisco cards have been a sought-after regular at telecard expos.



6 GTE SUPER BOWL XXX

Five Units; January 1996. Almost all of these cards were given away to ticketholders at the 1996 Super Bowl game in Phoenix. Although a mintage of 80,000 is substantial, only a small percentage of those likely entered the collector market. That quantity should be sufficient enough to allow collectors to find them through phone card dealers, however (see "New Sports Issues," page 51).

7 CENTURY TELECOM SMITH'S SUPERMARKETS COKE SET

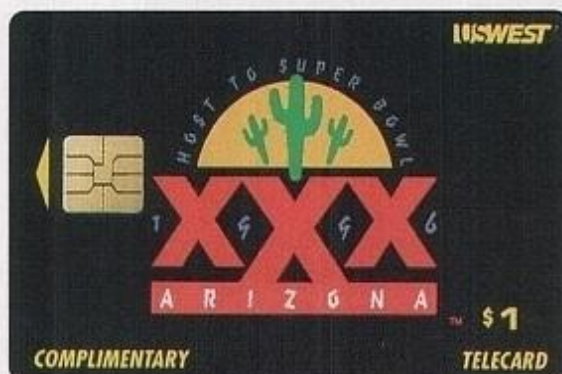
Created for the second Smith's Supermarkets Coca-Cola promotion late last year, these four-card sets are now available from telecard dealers. The mintage is 10,000 of each three-minute card, and the overage leads me to believe the investment potential should be minimal. From an investment perspective, I would be more inclined to buy the first set of Century cards because of their

low mintage and high mortality rate. However, the second set is very attractive and available.



10 U S WEST SUPER BOWL XXX

\$1 comp card; January 1996. Another super design from the progressive RBOC. Given out to participants at the Super Bowl Host Committee meetings, the \$1 comp card was restricted to the Host Committee logo due to licensing constraints. However, the prevailing price of \$50 has already taken it out of the fun-to-collect category.



8 PREMIER TELECOM MCDONALD'S/BATMAN FOREVER

Three minutes; September 1995. A striking design on this mintage 2,000 McDonald's promotional card makes it an instant collectible. This is probably the best looking of all the Batman cards we've seen, and a good value at under \$15.



9 QUEST/LIBERTY NABISCO MR. PEANUT

Here is a card for snack food junkies. It has no less than eight different Nabisco logos, including Mr. Peanut himself. With a \$4 face value, I'd guess that this one would be a good investment if purchased for less than \$20. Additional information appears in this month's "Corporate Corner" column on page 9.



INTRODUCING THE NON-PERISHABLE MOON PIE

The 75th Anniversary Moon Pie Card Collector's Set

Issue:

2,500 numbered, four card sets

Flirtation, \$12 30 minutes

Lazy Day, \$8 20 minutes

Tea for Two, \$5 12 minutes

Commemorating 75 years, \$2 5 minutes

Packaging:

Full color, matching card holder
(only available with purchase of set)

Cost:

\$25 for complete set

(includes card holder and commemorative card)

Individual cards available at face value.

(excludes commemorative card)

To order call: 1.800.240.4100.

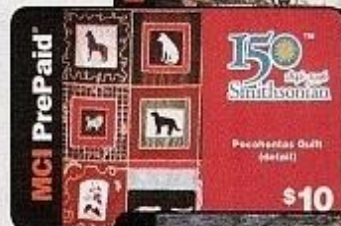
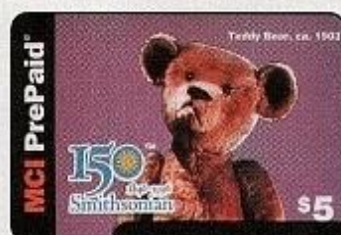


DELTA COM
Pre-Paid Phone Services

If you are a dealer interested in carrying DeltaCom Pre-Paid products, call 1.800.240.4100.



NEW ISSUES



MCI shares Smithsonian treasures

MCI; Smithsonian Treasures; four-card set; \$5/\$10 denominations; quantities unavailable; February 1996; (800)929-0015.

MCI's largest series of prepaid cards to date. Images depict Teddy Bear (1903); Wright EX "Vin Fiz" plane (1911); Pocahontas Quilt (1900); and Childe Hassam's painting "The South Ledges, Appledore" (1913). A portion of all proceeds will be donated to the Smithsonian. Cards are numbered and wrapped in customized packaging.



UniDial features winter scene

UniDial; Mare and colt; 16 minutes; 4,250 issued; December 1995; (502)244-6666.

Produced as a Christmas card for Canadian Coca-Cola bottlers. Numbered cards are priced at \$10 each.



Phone cards help teach politics

EastWest Telecom; "Race for the Presidency"; 100 minutes (100 cards issued), 10 minutes (1,000); "We the People" Telecommunications Poster; 5 minutes (250 cards); February 1996; call (800)505-6682.

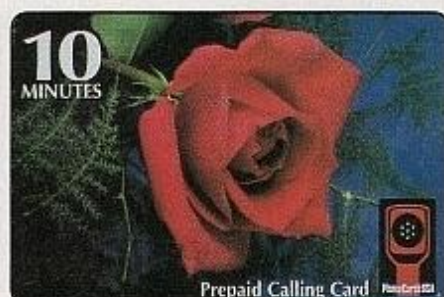
"Race for the Presidency" cards show the Eagle crest, while the "We the People" poster art was taken from the winning poster in a contest. The 100-minute cards were given to Massachusetts children to call the President or their regional elected officials. The five and ten-minute cards were handed out to school children as rewards for learning about important national issues.



WOC drops by Ronald's House

AT&T/World of Coca-Cola; Ronald McDonald House Atlanta; 10 minutes; 2,500 sets; January 1996; call (404)676-6745 or fax (404)676-5432 for information.

The sixth card from The World of Coca-Cola was produced as a fundraiser for the Atlanta Ronald McDonald Houses. Phone cards include the "Always Coca-Cola" trademark and come packaged in a beautiful, full-color, laminated collector's presentation folder. Retail price of the set is \$25, with all profits going directly to the two local shelters.



Happy Valentines Day

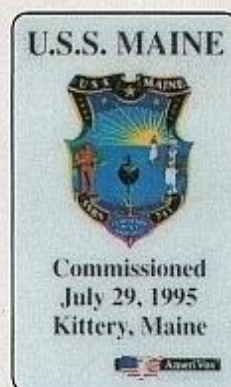
Phonecards USA; Valentine's Rose; 10 minutes; 500 issued; February 1996; (619)233-6200.

Phone card was affixed inside a custom greeting card and mailed as a self-promotion piece. Cards are sequentially numbered with long distance time rated at \$.40 per minute. Three hundred second edition cards are available to collectors for \$4 plus s/h.

U.S.S. Maine sails with AmeriVox

AmeriVox; U.S.S. Maine; 5 minutes; 741 issued; September 1995; call (207)439-7023.

Promotional phone card shows ship's insignia logo. Cards are sequentially numbered and rechargeable. Priced at \$10 each.



Flying Buffalo cards grounded

Flying Buffalo; Play-By-Mail; no face value; 1,000 cards issued; December 1995; call (602)945-6917 or fax (602)994-0658.

Though mint in appearance, cards have no phone time since service provider (ITG) went bankrupt. Attractive cards are now being offered wholesale for \$2 each. Issuer plans to reissue similar active cards at a later date.



Batgirl flies for second time

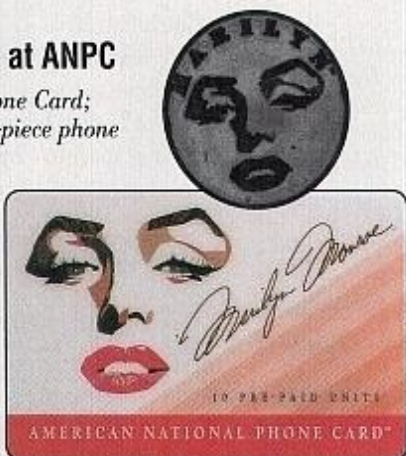
AmeriVox; Batgirl II; 5 minutes; 1,007 cards issued; January 1996; call (310)281-7340 or (217)864-4321.

The second in a series of five cards commemorating the 30th anniversary of the "Batman" TV series. The 1967 image features Yvonne Craig as the original Batgirl character. Printing by Brilliant Color Cards.

Marilyn mystique at ANPC

American National Phone Card; Marilyn Mystique; two-piece phone card/silver coin set; 10 units; 1,500 issued; January 1996; call (818)609-7666.

Cards are serial-numbered. Image of Marilyn's face magically appears when coins catch the light.



PCMA flags Daytona 500

GAF Telecommunications/Phonecard Management; Daytona 500 auto race; \$6 (15 minutes); 3,000 issued; February 1996; call (800)405-2263 for information.



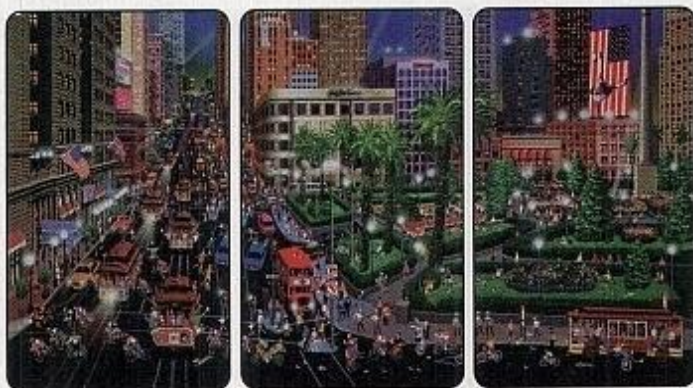
Produced as the official card of NASCAR's crown jewel stock car race, the card was initially available at the Daytona race track souvenir stands.



TTA 'on the road'

ACMI; Telecard Trading Association; \$2 denominations; 1,000 sets issued; January 1995; call (901)363-2100 or fax (901)363-9707.

Attractive puzzle set promotes ACMI's collector service. Image shows the world on the road to telecard collecting. Rate is \$.60 per minute.



HT offering Union Square puzzle set

HT Technologies; Union Square; three-card puzzle set; 10 units on each; 5,000 sets issued; January 1996; call (415)421-8980 or fax (415)421-2622.

Another puzzle set from popular artist Alexander Chen. Three-piece image shows San Francisco's premier shopping district. Set retails for \$18, with \$.60 per minute phone time.

UniDial spotlights "The Puzzle Place"

UniDial; PBS "The Puzzle Place"; 10 minutes; 1,300 issued; October 1995; call (502)244-6666 for information.

Image features popular PBS children's show. Entire stock of cards was given away at the 1995 PBS Development Conference in San Antonio.



OPPORTUNITY KNOCKS TWICE!

2ND EDITION PENNZOIL NASCAR/INDY - SET OF 2

- First produced by Pennzoil in early 1995.
- New cards have identical fronts but backs have different (800) numbers, with phone time by Creative Communications utilizing the AT&T network
- 5000 sets produced; 10 unit cards expire 12/96
- Full color presentation folder
- Letter of Authenticity from Pennzoil
- Sets available at \$12.00 each



LEVI'S

- Hard-to-find promotional corporate card (expired)
- Issued August '95
- Price per card \$9.00

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The Real Thing

The fizz on officially licensed Coca-Cola products

By Nancy Blackburn

There is no argument from Coke collectors that the 100-year-old tonic once mixed with cocaine is just as exhilarating as ever, especially if its logo is emblazoned on anything!

During the past few years, as prepaid phone cards descended upon North America, the world's favorite tried-and-true tonic has also made its presence known on one of our favorite collectibles — and caused a frenzy among collectors.

Coca-Cola History 101

More than 100 years ago, Coca-Cola was patented as a cocaine-based, caffeine-rich tonic syrup for good health. What an exhilarating combination that proved to be! When mixed with carbonated water at drug store soda fountains, the sweet new drink became an overnight sensation.

By the turn of the century, a unique distribution system had been implemented. The Coca-Cola Company produced only the syrup, and then signed licensing agreements with independent bottlers who purchased the syrup and then prepared, bottled and distributed the beverage. This forged a close relationship, and Coca-Cola has developed a policy that encourages bottlers to produce promotional premiums and support events that promote the industry.



NAT Christmas prototype

May We See Your License?

Marc Grauer, director of The World of Coca-Cola Pavilion in Atlanta, explains that bottlers must obtain the corporate approval from Coca-Cola before the Coke logo can be slapped on promotional items — whether T-shirts, coffee cups, posters or prepaid calling cards. Bottlers' sponsorship of worthwhile events must also be approved before Coke emblems can be applied.

Grauer further states that promotional items are specifically identified as merchandise that is not to be sold, but given away. The Smith's, Dillon's and United "Phone Home Free" phone card promotion met this criterion because it was done through Coca-Cola USA, the marketing arm for North America, to benefit major supermarket customers.

Coke considers a licensed product to be one for which an agreement has been made and royalties are paid to use the logos before the product is then made available to the consumer. Technically, the World of Coke cards are considered a licensed product without a royalty having been paid, because there was a legal contract with the parent corporation to produce the tele-

cards, which were then sold for a profit at the pavilion.

The very first Coca-Cola phone card in the U.S. was a prototype Christmas card produced for Coke by



AT&T Big Mac TeleTicket

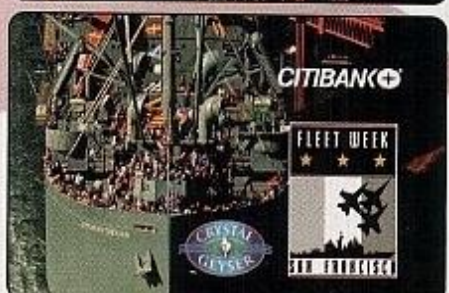


Sprint Monsters of the Gridiron

PromoTel
Blimpie
Bear



AmeriVox
Frank &
Son I
(Ronald
McDonald
House)



HT Technologies' Fleet Week



Sprint Employee Holiday card

U.S.-ISSUED COKE CARDS

DATE	DESCRIPT.	DENOM.	QTY.	ISSUER
Prototypes/Proofs				
11/93	Merry Christmas to You (prototype)	\$4	N/A	NAT
5/95	NASA Space Can ** (prototype)	\$6	N/A	ACMI
7/95	Polar Bear w/Coke Bottle	\$5	25	Sprint
date	Sunkist/Canada Dry	10 min	1,600	OmniTel
World of Coke				
4/95	Springtime in Atlanta (#1)	10 min.	2,500	Sprint/Score Board
6/95	#2 Red Hot Summer (#2)	\$10/10 min.	5,000	Sprint/Score Board
6/95	Soda Jerk (#3)	10 min.	2,500	Sprint/Score Board
7/95	Alla Romeo (#4)	10 min.	2,500	Sprint/Score Board
8/95	WDC 5th Anniversary (#5) set/2	10 min.	2,500	Sprint/Score Board
12/95	Atlanta Ronald McDonald House (#6)	10 min.	2,500	AT&T
Coca-Cola USA				
11/94	Phone Home Free (Smith's, Dillon's, United)	3/10/60 min	Qty. Varies	Century Telecom
11/95	Phone Home Free (Smith's) set/4	3 min	Qty. Varies	Century Telecom
McDonald/Coke Issues				
4/93	Coke/McDonald's TeleTicket	3 units	4,500,000	AT&T
11/94	Frank and Son I set/4	5 min.	500	AmeriVox
6/95	Frank and Son II set/4	5/10 min.	1,000/50	Premier Telecom
9/95	Pearlridge Hawaii puzzle/4	3 units	1,500	Sprint
10/95	Frank and Son III set/4	5 min.	1,500	Premier Telecom
10/95	Frank and Son Sponsor Cards set/2	5 min.	500	Premier Telecom
12/95	After the Holidays set/2	12/25 min.	2,500 sets	Cable & Wireless/PCMA
5/96	McDonald's Golf/Tennis Tour. puzzle/4	5 minutes	1,000 sets	Premier Telecom
Charlotte Motor Speedway				
10/93	Racing Under Lights	\$5	1,500	ACV/ACMI
5/94	Coca-Cola 600	\$3	2,000	ACI
10/94	Mellow Yellow 500	\$3	3,000	Planet Telecom
4/95	Lugnut HOC 600	\$6	4,000 (400 Jumbos)	Planet Telecom
5/95	1995 Coca-Cola 600	\$6	4,000 (400 Jumbos)	Planet Telecom
5/95	Red Dog 300 HOC 600	\$6	4,000 (400 Jumbos)	Planet Telecom
10/95	All Pro Bumper to Bumper 300	\$6	4,000 (400 Jumbos)	Planet Telecom
10/95	UAW-GM	\$6	4,000 (400 Jumbos)	Planet Telecom
1995	Atlanta Motor Speedway (Hoosier 300)	\$6	4,000 (50 Jumbos)	Planet Telecom
1995	Atlantic Motor Speedway (NAPA 500)	\$5	4,000 (50 Jumbos)	Planet Telecom
1996	Goodwrench Service 200/400	\$5	4,000 (50 Jumbos)	Planet Telecom
HT Technologies				
9/94	Chen "Times Square" puzzle set/3	10 units	2,000 (500 Jumbos)	
9/94	Chen 42nd Street	10 units	1,000	HT Technologies
6/95	June Jam set/4	5/10/15/20 units	2,000 each	HT Technologies
8/95	James Dean w/Coke	10 units	5,000	HT Technologies
6/95	Duck Head Classic*	5/10 units	500/2,000	HT Technologies
9/95	Central Washington State Fair	10 units	5,000	HT Technologies
9/95	Summer Set Festival	10 units	5,000	HT Technologies
10/95	Las Vegas Invitational	10 units	5,000	HT/LDDS
10/95	Fleet Week 2 sets/8	10 units	5,000/2,500 sets	HT/LDDS
10/95	Fleet Week puzzle set/3	10 units	2,500 sets	HT/LDDS
10/95	Fort Lauderdale Oktoberfest	10 units	3,500	HT Technologies
10/95	Covered Bridge Festival	10 units	3,500	HT/LDDS
10/95	South Carolina State Fair	10 units	5,000	HT
11/95	Thunderbird Balloon Classic	10 units	3,500	
HT/LDDS				
11/95	Pineapple Festival	10 units	2,500	HT/LDDS
Sprint				
1/95	Collect-A-Card set/5	4/\$3, 1/\$5	15,000/4,500	Collect-A-Card/Sprint
1993	Monsters of the Gridiron	\$3	60,000	Sprint
12/95	Coke Employee Holiday card	\$10	unavail.	Sprint
Score Board / Classic				
7/95	Red Hot Summer St. Louis	Samples/\$2	20,000+/ 862	Sprint/Score Board
11/95	Coke Around the World set/3	10 min.	2,500 sets	Sprint/Score Board
12/95	Classic Santa set/5	5/10/15/30/60 min.	2,500 sets	Sprint/Score Board
12/95	Always Collectible set/50	\$2/\$5/\$10/\$25	unavail.	Sprint/Score Board
12/95	Prem. Ed. Phone Cards/Cels	\$2/\$5/\$10/\$20	var. quan.	Sprint/Score Board
3/96	Kit Young Hawaii X/Coca-Cola	\$10	unavail.	Score Board
4/96	Coca-Cola Phone Cards/Cels '96	various denom.	unavail.	Sprint/Score Board
Miscellaneous "Coke"				
12/95	Domino's Pizza	5 min.	2,500	Provident/Ascot
9/95	Arcadia Open Air Fest./Amer. Red Cross	10/20 units	1,000/100 sets	Universal/Name of the Game
9/95	American Red Cross sponsor card	10 units	1,000 sets	Universal/Name of the Game
12/95	Cub Foods	10 min.	200	Ideal/Dial
6/95	Scottish Rite Children's Med. Ctr.	10 unit	5,000	Frontier
3/96	Blimpie/Polar Bear set/5	\$10	1,000	PromoTel

* Collectors Edition; 10 units; 4,000.

** 5,000 similar cards issued 8/95 by Slingshot Promotions, Scotland



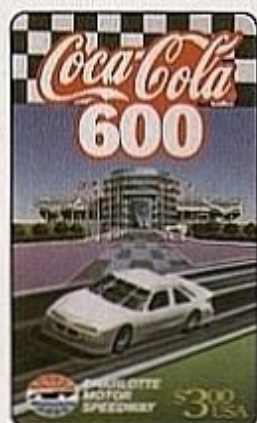
HT Technologies'
Las Vegas Invitational



Sprint/Score Board
"Coke Around
the World"



Sprint
Collect-A-Card



InterNet/SpeedCall
Coca-Cola 600



Century "Phone Home Free" (Smith's)



Sprint/Score Board/WOC
"Springtime in Atlanta"

North American Telephone (NAT). The contract was ultimately awarded to Collect-A-Card, who produced the first U.S.-licensed telecards and included them in packs as chaser cards in licensed Coke trading cards (*Moneycard Collector*, February 1996). The question was raised whether random insertion meant retail sales, but since the packs were sold on the retail market, they were available to consumers, even if they had to buy 60 packs to get one phone card.

Score Board is a Coca-Cola-approved phone card licensee in the U.S., which means they have entered a legal contract and, in return for certain royalties, they may produce and sell specific cards at retail prices.

"Coke Around the World," the first three cards of an ongoing series, was designated as the first Score Board licensed card; the five-card Santa Claus was the second licensed issue.

There are even instances where The Coca-Cola Company is the "official sponsor" or even a co-sponsor of a particular event, such as the upcoming 1996 Olympics in Atlanta.

Coke and McDonald's cooperation to support the Ronald McDonald House resulted in the World of Coke #6 two-card set, as well as the popular three releases by Frank and Son.

You Say Potato...

When phone cards are collected thematically, there is often a wide range of what constitutes a bona fide collectible. For example, some collectors want only officially licensed products, while others want everything Coke-related they can get their hands on.

It is important to note that cards promoting events such as festivals and fairs are not licensed by Coke, since no money is paid to use the actual logo. With event cards, the independent bottler who supports the event has received blanket approval from Coca-Cola to use the logos, since the event will promote Coke.

Frequently, the Coke logo appears on phone cards without the express written consent of Coke, but falls under the legal umbrella of "event approval." Again, though not officially "licensed," these cards often combine the logo of a well-known event or co-sponsor with the Coke logo.

Some of these approved event Coke cards are quite reasonably priced, often less than \$10. HT Technologies Fleet Week featured 10 different sponsors' logos; the Las Vegas Invitational features the PGA Tour icon; and the Stuart (Fla.) Centennial Festival and '95 Thunderbird Balloon Classic both carry the Budweiser symbol.

Coke may also sponsor or approve stadium events as part of its promotional presence. Sometimes it becomes more complicated.

For instance, Charlotte Motor Speedway and a bottling company have a contract. The local bottling company has Coke's approval to sponsor the Speedway as "Home of the Coca-Cola 600."



ACMI NASA Space Can prototype



Planet/Speed Call Bumper To
Bumper 300



Sprint/Score Board
Classic Santa



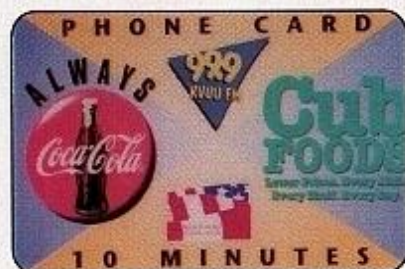
*Sprint/Score Board
Premiere Edition Cels*



Premier Telecom Frank & Son III



Provident/Ascot Domino's Pizza



IdealDial Cub Foods



HT Technologies Pineapple Festival

This arrangement has produced an especially interesting set of five jumbo cards featuring the distinctive Coca-Cola 600 red and white script logo on the card fronts. During the past two years, Mercury Marketing has issued several Charlotte Motor Speedway-NASCAR-Coca-Cola 600 phone cards.

Coke in sheep's clothing

Avid collectors might also keep an eye out for individual phone cards in which the reference to Coke is secondary or covert. For instance, Coke's Times Square advertisement is prominently displayed in a three-card puzzle set of Alexander Chen's artwork from HT Technologies.

Another example is a phone card photograph by Roy Schatt of James Dean sitting on a red Coca-Cola box. No doubt there are others to be found.

Collectors have been heard moaning that there is "just too much Coke stuff," particularly when Score Board released several large sets: Cel Set #1 and the 50-card "Always Collectible" set last December, as well as several stand-alone cards, followed with Cel Set #2 in March.

Considering the \$1 per minute phone time on \$2 cards, and the sheer number of available cards, phone card collectors seem to be pacing their purchasing. However, dealers on both the West and East coasts have observed that the cel sets are becoming extremely popular at trading card shows.

Gotta Have It?

Which Coke cards are "must haves" for the collector? Based on the rapid appreciation of licensed cards, such as Collect-A-Card and The World of Coke cards, it goes without saying that licensed phone cards are highly desirable, especially if one is fortunate enough to have picked up the WOC at the Pavilion itself.

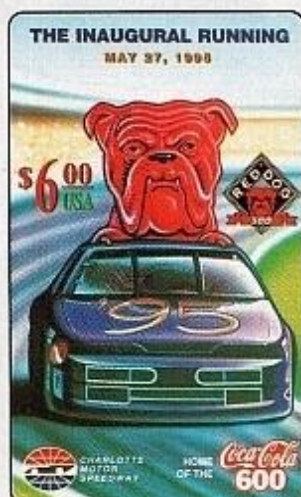
True promotions such as Smith's, Dillon's and United Supermarkets have also proven extremely desirable. Score Board cards may be expensive initially, but they have potential to appreciate since they are licensed.

Collectors looking for good buys can still purchase many Coke-approved bottler promotion cards, event cards and sponsor cards for bargain basement prices. These cards are also be fun to buy because they often have a second sponsor's trademark or logo.

And be sure to check out the latest Coke cards recently issued by Sprint/Score Board and Premier Telecom in the "New Issues" section this month, as well as the special show card created by Score Board for the Kit Young Show (page 53).

Yes, Coke may be "the real thing" in the "national pastime" of collecting, but whether Coke prepays "add life" to your collection or not depends on smart investing and as always, buying what you like.

Ultimately, it is up to the collector to decide if "Coke is it!"



Planet Telecom Red Dog 300



Sprint/Score Board "Red Hot Summer"

SHOW STOPPER

PHONE CARDS INVADE KIT YOUNG SHOW For 11 years, Kit Young, one of the old generals of the sports trading card industry, has been bringing the industry together (at trade shows) in hopes of really bringing the industry *together*. It appears as if he may have done just that: collectors, dealers and manufacturers supported this year's annual Kit Young Hawaii (Hawaii XI). And of course, what kind of collectibles show would be without phone card collectors in the ranks?

Several phone card issuers offered great cards at the event, formally known as the Annual Kit Young Hawaii Conference and Collector's Show. Classic, in particular, handed out a special Hawaii XI Coca-Cola phone card with a \$10 face value. This commemorative card sold quickly at the show for about \$20.

Two other phone card-related items sold well at the annual charity auction, held this



Score Board/Classic; Kit Young Hawaii XI/Coca-Cola; \$10 denomination; quantity unavailable; March 1996.

year to benefit the Juvenile Diabetes Foundation and the Alliance for Collectibles Education (ACE). Finish Line Racing donated a \$50 Ernie Ivan card from their 1996 PhonePaks, along with an uncut sheet of the new NASCAR cards. The pair sold for \$125.

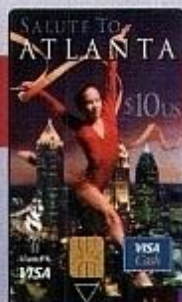
Bob Brill

WACHOVIA VISA® CASH CARDS

Wachovia has unveiled the designs of its "Salute to Atlanta" series of VISA Cash cards, the stored-value cards the bank will issue as a participant in Visa's program centered around the 1996 Olympic Summer Games in Atlanta.

This beautiful set of cards is destined to become the most sought after collectible of 1996. Available in mid-April.

- OPTION 1:** 5 CARD SALUTE TO ATLANTA SET. ALL 5 FIRST ISSUE WACHOVIA OLYMPIC CASH CARDS @\$190
- OPTION 1A:** 5 CARD SET LIMITED EDITION COLLECTOR PACKAGE @\$199.
- OPTION 2:** OPTION 1 PLUS INTERNAL BANK EMPLOYEE CARD IN LIMITED EDITION COLLECTOR PACKAGE @\$225
- OPTION 3:** 5 CARD SALUTE TO ATLANTA SET PLUS EMPLOYEE CARD WITH PRESENTATION FOLDER PLUS ORIGINAL PROMOTIONAL CARD @\$275
- OPTION 4:** GOLD COINS VISA CASH CARD @\$58



Gymnast (W01)



Hurdler (W02)



Swimmer (W03)



Cyclist (W04)



Soccer (W05)



Gold Coins (W06)



Internal Bank Employee Card (WB01)

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NEW ISSUES



Wachovia releases five Visa Cash designs

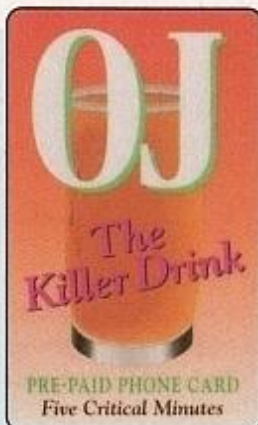
Wachovia Bank; Salute to Atlanta (Visa Cash); 5-card set; \$10/\$20/\$50 denominations; 15,000 of each; April 1996; call KARS at (800)750-3506 or B&B at (800)777-7610.

Chip-based cards are designed with 1996 Olympic themes — gymnastics, hurdles, cycling, swimming and soccer. Each comes numbered in a folder. Only 3,000 of each card available in the collector folders. Set retails for \$190.

ANPC OJ card

American National Phone Card; OJ The Killer Drink; 5 minutes; 1,000 issued; March 1996; call (818)609-7666.

First-edition novelty card from the company that issues Betty Boop. Telephone services by Frontier Communications.



Marilyn Monroe poses for Super Jumbo

American National Phone Card; Marilyn Monroe Super Jumbo; 50 units; 1,000 issued; March 1996; call (818)609-7666.

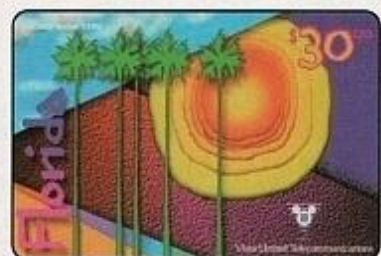
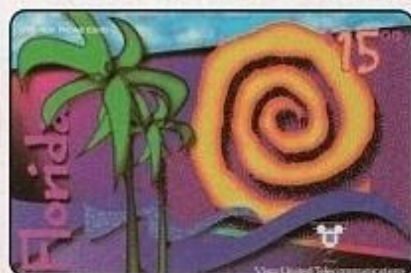
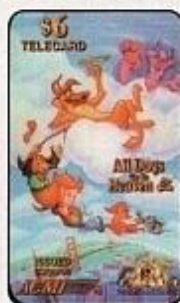
Billed as "the world's first Super Jumbo phone card," this prepaid measures 8 x 10 inches — exactly the dimensions of a studio publicity shot. Suitable for framing, it even comes complete with clear, plastic frame for display on desktop, tabletop or mantle. Each card is serial-numbered.



ACMI unleashes 'All Dogs Go to Heaven 2'

ACMI; All Dogs Go to Heaven 2; 3-card set; \$6 denomination; 1,000 sets issued; March 1996; (901)363-2100.

Colorful cards feature characters from MGM's animated feature, "All Dogs Go to Heaven 2." Each card includes 10 minutes of long distance time.



Vista-United reveals Florida "Stock" cards

Vista-United; 1996 Stock Cards; \$7.50 (4,000 issued), \$15 (7,000), and \$30 (3,000); February 1996; available in Company "D" stores and at V-U Building.

Brightly colored designs are perhaps the best-looking cards yet from the Disney-owned telecom. Fifty samples of each card produced. Reverse has both local and 800-access numbers, a serial number, scratch-off, the V-U logo and a November 1996 expiration date.



Phone Cards Hawaii captures hula dancer

Phone Cards Hawaii; Hawaiian Hula Dancer (Kim Taylor Reece); 10 units; 500 issued; February 1996; (808)847-7015.

First in a series using images of ancient hula dancers by photographer Kim Taylor. Image shows female hula dancer dressed in traditional ancient Hawaiian attire, on the shore of a native beach. Cards are serial-numbered and are good for either domestic or international calls.



Score Board unveils first aluminum cards

Sprint/Score Board; Coca-Cola Phone Cards/Cels '96; various denominations; quantities unavailable; April 1996; sold through Score Board dealers or by calling (609)428-3354.

Series includes cards billed as the first "collectible" phone cards printed on aluminum. One Coca-Cola standard FONCARD guaranteed in every pack; one die-cut aluminum card (in shape of Coca-Cola can or tray) in every 12-box case. Others phone cards in the series include: \$2 Gold Edition; \$5 Calendar Girls; \$5 Etched Acetates; \$10 Micro-Lined; \$25 Four-Season; and magical moments of sports cards. Packs are merchandised in a '50s-style soda machine box.

STS Teaming for the Future

Cable & Wireless/STS; Teaming for Technology; 3-card set; 10 minutes each; 5,150 sets issued; March 1996; call (423)584-4460 or (423)584-6199 or (800)455-8355.

Colorful cards depict scope of C&W's telecommunications services in the global market place. Second edition of 10,150 cards issued, due to popular demand.



PhoneCards USA features Jay P. Morgan shots

PhoneCards USA; Jay P. Morgan series; two-card set; \$5 (12.5 minutes) on each; 1,500 issued; February 1996; call (619)233-6200.

Comical images feature zany photography of Jay P. Morgan - "Man on Fire" and "Bear in a Boat." First-edition cards are serial-numbered.



Get to know Kiana

Inet; Kiana's Fitness Network; 12-card set; 30 minutes each; 1,000 of each card; February 1996; call (805)544-2684.

The fitness industry's first interactive prepaid phone card features star of ESPN2's top-rated fitness show ("Kiana's Flex Appeal"), Kiana Tom. The limited-edition series consists of 12 30-minute cards and a free three-minute introductory mailer. First 500 cards of each edition will be personally autographed.



SmarTel calls up National Guard

SmarTel; Indiana National Guard; 10 minutes; quantity unavailable; January 1996; call (617)338-6000 or fax (617)423-7700.

Given out by recruiters at schools, fairs and recruitment centers.



Premier scores ace with McDonald's cards

Premier Telecom; McDonald's Golf/Tennis Tournament; four-card puzzle; 5 minutes; 1,000 sets issued; May 1996.

Newest set benefiting the Southern California Ronald McDonald Houses. Cards are displayed in four-color, fold-over jacket, with inside graphics imitating the cards. Four hundred sets distributed to tournament participants, with surplus sold to public at the weekly Frank & Son Warehouse shows.



New Orleans artists picture folk scenes

ITC/Castaline; New Orleans Folk Art; "Carnival Crowd," 10 units, 1,000 issued; "Faithful at Work," 20 units, 600 issued; "Jackson Square Jams," 30 units, 400 issued; February 1996; call (603)889-8411 or (504)866-7385.

Cards feature paintings of three New Orleans artists on alternative materials, including silk and glass. Cards are being distributed through the artists, the collector market and tourist trade. Cards are valid for international calls.



C&W shows cities of the world

Cable & Wireless/STS; Cities of the World; 5-card set; 10 minutes per card; 5,000 + 10,000 of each; January 1996; call (800)455-8355, (423)584-4460 or (423)584-6199 for information.

Limited-edition cards are STS inaugural collector series. Due to popular demand, a second edition of 10,000 cards was added.



NAT offers Hawaiian Open souvenir card

North American Telephone; United Airlines/ 31st Anniversary Hawaiian Open; 10/20/60 minutes; 6,000 total cards issued; February 1996; call (800)864-4004.

Joint venture between the United Airlines and North American Telephone-TPA. First 1,000 ten-minute cards used to promote tournament; 4,000 second-edition cards and 1,000 60-minute cards made available to collectors.

Peak Performance calls for children

Peak Performance Group; Calling for Children (Florida District of Kiwanis Int'l); \$20 (50 min.); 1,000 issued; February 1996; (800)711-6215.



Created as a fundraiser to help stamp out Iodine Deficiency Disorders, which causes mental retardation in children, \$5 of the initial purchase is donated to the Kiwanis Worldwide IDD Project. Rechargeable at \$.25 per minute.



ITS delivers for Union-Tribune

ITS; San Diego Union-Tribune; 20 minutes; quantity ongoing; March 1996; (800)800-7199.

Cards created for subscription drive and customer appreciation. A limited-edition ITS Supercard.

America's Most Collectible

This month the lure of Coca-Cola and McDonald's has been broken with newcomers such as The X-Files, The Race for the Presidency, Michael Jordan, Wrangler Jeans, Dunkin' Donuts and a stunning Porsche 911.

We've heard from more and more collectors who feel the massive investment necessary to keep up with the Score Board/Coca-Cola program is just too much for them.

And several collectors have recently told me that the great volume of McDonald's cards has caused them to stop collecting the Golden Arches, as well. Manufacturers need to carefully consider the budgets of their collectors and not overissue or overprice their cards, lest they break the budgets of their ardent supporters. It's a hobby, and when collectors feel uncomfortable, they just go elsewhere.

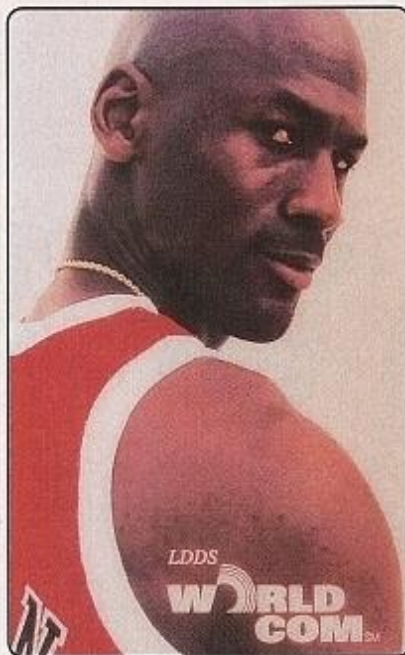
Let's move on to the cards this month, and be happy that an inexpensive \$10 card leads the pack:



1 FRONTIER \$10 X-FILES Reported as a best seller by many dealers, this begins the telecard parade for this popular Fox Network TV program. Already the foreign spin-offs are beginning to appear, and the collection is building in size. Four or five countries may soon produce The X-Files cards.

3 EAST/WEST TELECOM/AT&T 10-UNIT "THE RACE FOR THE PRESIDENCY"

Featured in *Moneycard Collector's* May "New Issues" column, this pair of phone cards is being used to stimulate teenage participation in political issues of the day. The cards were provided to teenage participants in the "We the People" program, to raise political awareness by using phone cards to speak to politicians in Washington and Massachusetts. Each of the participants must follow prompts to be heard in "Issues of the Day" and direct messages to their Governor, Congressman, Senator or President Clinton. The remaining card inventory is being sold as a fund-raiser for a "Free Enterprise" program that will fund small business ventures for teens.

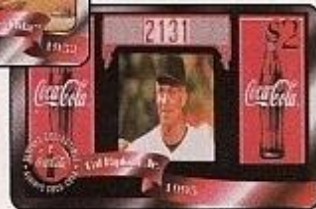
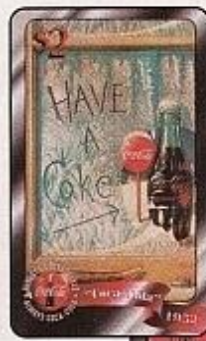
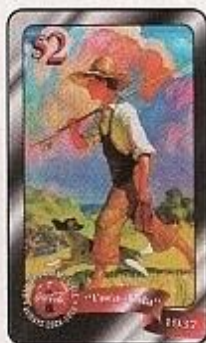


4 LDDS 10-UNIT MICHAEL JORDAN

The first of several planned issues has already made the cover of *Moneycard Collector* (April 1996). Although not a particularly low mintage at 10,000, the far-reaching popularity of today's most popular athletic icon should make this one a slam-jam sell-out.

2 SPRINT/SCORE BOARD COCA-COLA CELS '96 48-CARD \$2 SET

The 48 \$2 cards are inserted in Cel trading card packs, with one phone card per pack. If you don't want to split out all the cards yourself, specialized dealers will do it for about one-and-a-half times face value. The set is very attractive but requires a healthy one-time investment. Also included in the series are \$2 Gold Edition Phone cards; \$5 Etched Acetate and Calendar Girls phone cards; \$10 Micro-Lined and Die-Cut telecards; and \$25 Four Seasons prepaids. All in all, there are 127 different cards with a retail value of more than \$3,000 to complete this set.



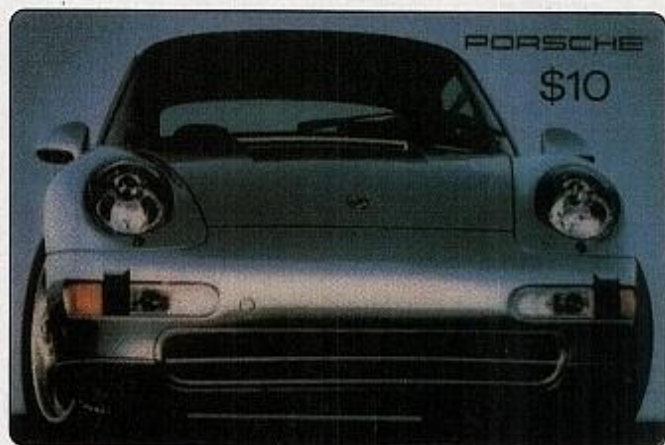
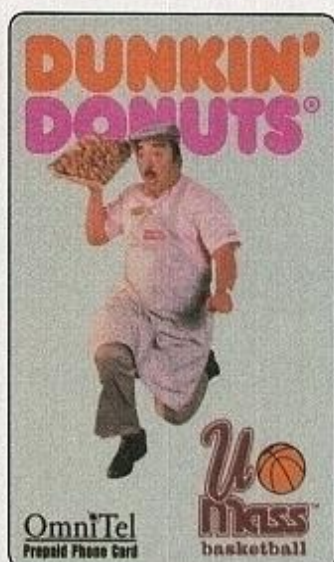
5 MCI \$8
WRANGLER
PATCH/TEXAS

RODEO Designed to emulate Wrangler's world-renowned blue jean patch, this popular corporate logo coupled with a mintage of 1,500 should make this issue ride off into the sunset real dern quick.



6 OMNITEL 5-MINUTE
DUNKIN'
DONUTS/UNIV. OF
MASSACHUSETTS

A hustling Fred the Donut Man races down the U Mass court with another load of hot product from the Dunkin' Donuts kitchen. With a low-cal 750 mintage, this could be the Dunkin' gem. Delightful and tasty!



7 MCI \$10 SCOTTSDALE PORSCHE 911

This is a nice reward for taking a test drive. The Arizona auto dealership plans additional offerings for Jaguars, Audis and other car lines, so locals could become regular phone card/test drivers and collect a whole set. A nice low mintage (500) for an MCI card, and sure to remain popular with collectors.

8 PREMIER TELECOM 3-UNIT MCDONALD'S
HOMBURG/PIRMASENS SET Currently

enjoying a resurgence of demand, this pair of German-related McDonald's cards features the Golden Arches intertwined with the city name. The cards are very popular with the export crowd.



9 NATIONSBANK \$20 CASH CARD PILOT ISSUE

As an official sponsor of the Atlanta Olympics, NationsBank will be the only telecard issuer allowed to feature the official Olympic Rings. Other issuers will be limited to the Atlanta Flame or local country sponsor logos.

Initially tested in Norfolk, Va., the Pilot Issue cards were mostly utilized in a cafeteria environment. Additional uses are planned, including the telephones to be installed at the Olympics. Since the cards are not rechargeable in this pilot program, we hope some light eaters will save some of the time for telephone use.

On the reverse are the Olympic rings in color. See March 1996 *Moneycard Collector* for more Cash Card details and images.



10 PREMIER TELECOM 3-UNIT MCDONALD'S PIN CLUB

Europeans collect pins, the kind you trade for and put on a hat at a sporting event. One of the most popular Pin Clubs is the McDonald's Pin Club, which has been featured on a recent American phone card. The McDonald's Pin Club telecard features a lion cub from "The Lion King" movie, a McDonald's Hot Air Balloon pin, and a German Flag pin.



QUICK TAKES



DIET COKE KEEPS IN TOUCH WITH 'FRIENDS' More than one-half million specially designed prepaid phone cards were randomly inserted in Diet Coke multi-packs during a special Spring promotion. Tied into the hit comedy series, "Friends," the final phase of the Diet Coke campaign featured four different card designs with the "Watch Friends on NBC" logo. Each of the prepaid telecards included 15 minutes of phone time.

SMART CARD MARKET SHOULD BOOM According to a recent story in *Futurist* magazine, more than half a billion cards will be in use in the U.S. by year 2000. Initially, most of the cards will be used as prepaid or stored value cards for prepaid phone calls and conducting small purchases, the publication predicted. After five years, smart cards will increasingly replace magnetic stripe technology on credit and debit cards. As these cards acquire more memory, they will provide higher-value applications such as updating and processing information.

BELL ATLANTIC, NYNEX BECOME ONE Two of the Regional Bell Operating Companies (RBOCs) have merged to create the second largest communications company in the nation. Bell Atlantic and NYNEX closed the multi-million dollar merger on April 21.

The new company, which will retain the Bell Atlantic name, will create one telco covering customers from Maine to Virginia. The company is targeting nearly one-third of the U.S. long-distance business.

The deal came just three weeks after Southwestern Bell purchased Pacific Bell. Both deals were prompted by a new law allowing long distance carriers, telephone companies and cable operators to invade each other's markets.

AMERIVOX ANNOUNCES EXPANSION Before a large audience of wildly enthusiastic AmeriVox representatives in New Jersey, President Towru Ikeda and Vice-President David L. Eastis announced a series of major service enhancements and plans for expansion into foreign markets.

Although recently having suffered the failure of its old switch in Los Angeles — an event Ikeda sheepishly referred to as "the meltdown of '96" — Ikeda noted that a temporary replacement switch was on-line within a few days and that the mishap had spurred the completion of new equipment which Ikeda termed "state of the art." The new switch permits voice messaging, fax services and a host of information services (time, weather, sports scores, etc.). Also part of the changes are the latest computer-based voice prompts which guide users through the system and the services offered.

Most intriguing is a new follow-me service that will be a boon to families and businesses seeking to improve their ability to contact other members by phone when they may not know that person's exact whereabouts. Under the system, persons in a loop (e.g. a family) share a single PIN, but each member has a unique two digit suffix or supplementary number. The suffix allows the member to program where he/she can be reached. By using the suffix, another family member can ask the computer to route his/her call to the person being sought.

Eastis focused his comments on market expansion, explaining that the company will soon be marketing its services in both Canada and the UK.

With the new switch and services, AmeriVox has clearly positioned itself as a major communications and information provider, which in turn should lead to a long term series of new product and service offerings.

POLAROID. SMARTEL TO CREATE HOLOGRAM CARDS

Photographic giant Polaroid Corp. has announced a joint marketing agreement with Boston-based SmarTel Communications to launch phone cards featuring Polaroid's unique photopolymer holograms. The first SmarTel hologram phone card will be a nine-minute prepaid featuring a three-dimensional rendering of the House of Blues' "Godwall," including angels, a heart wrapped in thorns, smoke and several other karmic symbols.

America's Most Collectible

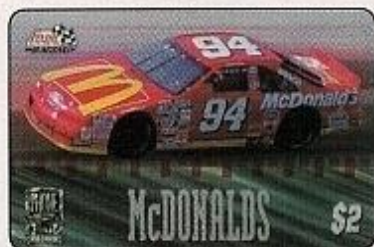
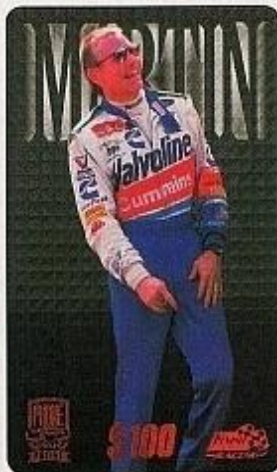
Well folks, we've changed America's Most Wanted again! When we began the column in February 1995, we used a ranking system to determine what cards would make the list. After a brief foray with actual retail sales data that was supplied to us by several dealers each month, we realized that the results were still not indicative of the industry's most wanted cards. So, we have returned to the ranking system, where dealers report their top-sellers and give their opinions of the best cards available. Any dealer who wishes to contribute needs only to call (513/498-0879) or fax (513/498-0876).

1 USACARD CRACKER JACK

USACard from Denver created three different versions of this colorful card: 10 (1,500 mintage), 12 (300 mintage) and 15 units (93 mintage). The sum equals 1,893: the year Cracker Jack was created. The most common card carries 10 units, but everyone gets a chance to win 12 or 15 units by scratching off a tiny box on the reverse. The design is a winner; the idea is a winner. This may be USACard's best issue so far. Watch this one to see how far it goes, and get yours NOW!



3 FINISH LINE PHONEPAKS The foil packs, which sell for \$6, may contain some high value cards: \$5, \$10, \$50, \$100 and \$1,000. The buyer is guaranteed at least three \$2 cards in each



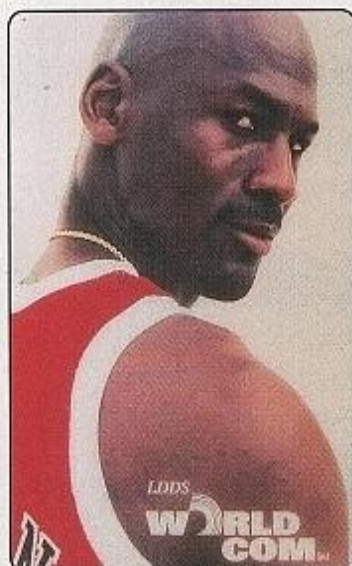
pack. Since NASCAR is so popular, there will be plenty of takers for the 134 possible cards featuring 40 different drivers. For example, Jeff Gordon, 1995 Winston Cup winner, has 10 different cards! For collectors of NASCAR memorabilia who can spend \$180 on a Dale Earnhardt jacket, \$6 should seem like a bargain for



three images of their heroes on something with intrinsic value. More new telecard collectors!

4 LDDS WORLD COM MICHAEL JORDAN 10-UNIT

You may have seen this card on the cover of April's *Moneycard Collector*. Air Jordan's card was such a hit, the April issue of the magazine sold out. The 10,000-issue card is much sought after, though easy to obtain. LDDS will continue to issue new, exciting Jordan cards, but this will always be their first. A 999-mintage jumbo card also bears the same image.



2 STS/CABLE & WIRELESS NASHVILLE ROUNDUP SET/3

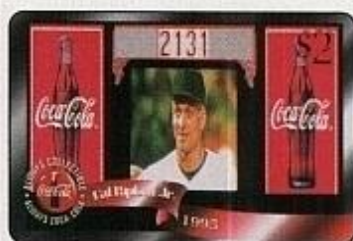
STS, a multi-service worldwide telecommunications provider, is one of C&W's biggest prepaid clients. Together they issued a set for the first STS Convention called "Nashville Roundup." The set mintage of 4,300 can't come close to satisfying the demand of more than 100,000 STS independent representatives, so they're coming into the collectibles marketplace to find the sets. Although the face value for each card is only \$5, the sets are now worth as much as \$300.

5 FRONTIER X-FILES As the popularity of the TV series grows, so does the cult of avid X-Files followers. This single US card is a steady best-seller, and BT in England has just issued a set of six to whet collector appetites in the UK. The US card has a seemingly unlimited mintage, but at least three varieties have passed through my hands: a 1995 issue with scratch-off, a 1996 issue with no scratch-off and a large blister pack (peg pack) card. So, dedicated collectors, the hunt is on!





6 PROMOTEL BLIMPIE/COKE POLAR BEAR The Coke Polar Bear is quite versatile: he hunts, sleds, skis, skates and still looks cute on the this set of four laminated-paper cards from Blimpie, a chain of sandwich restaurants. Each card has 25 minutes of time. Perhaps one thing could have made these cards better: 30 mil plastic. No doubt, as collectors demand higher quality, this will be taken into consideration.



7 THE SCORE BOARD INC./CLASSIC 1996 48-CARD \$2 SET
One of several Coca Cola sets in their 1996 series. The price began at about 1.3 times face value. It has been a popular Classic set because of the low price per card and features delightful designs from the past.

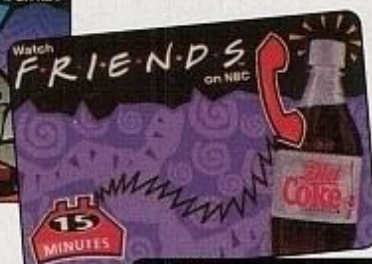
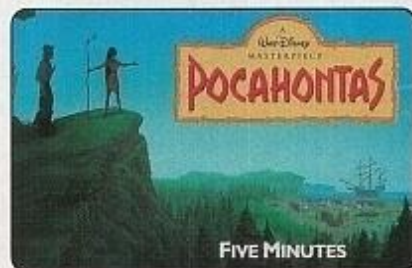
8 AT&T DENNIS THE MENACE & DAIRY QUEEN. Created for a New Jersey franchise promotion, the card was introduced to collectors at a high price, and will probably go higher. This is truly a low mintage for an AT&T Telecard at 750. The design is nice too, so it has everything going for it.



9 CLASSIC MCDONALD'S \$1,000 PROMO To introduce upcoming new issues, The Score Board, Inc. (Classic, Assets, et al) issues high value announcement or "promo" cards. This card is very popular and bears an artist's rendition of an early McDonalds. It will be found on the actual \$1,000 cards, of which there will be very few... perhaps as few as five. This image will also be found with the words "Telecard World '96" foiled across the top. That version was created for TCW Atlanta; see Show Stoppers on page 70.



10 AT&T DISNEY'S POCAHONTAS
AT&T created 100,000 of these 5-minute cards. That should be ample to satisfy collector demand, which has been steady since the card's release last January.



11 TEKTEL MARKETING/CENTURY COMMUNICATIONS NBC FRIENDS Gosh, these four 15-minute cards are hard to get! The promotion didn't last long enough to satisfy collector need. The cards were hidden in specially marked 12- and 24- packs of Diet Coke. Century and TekTel are the same folks who brought you the Dillons/United/Smith's Coca Cola series, which also weren't easy to obtain. Incidentally, these are only the second cards to have the "Friends" logo; the first card, which pictured cast members, was produced by Sprint in the fall of 1994, when the show first aired.



CORPORATE CORNER

CARS, PLANES, SPORTS AND WEDDING BELLS If it's fast cars you like, Caymen Resources has recently issued 2,500 10-minute cards depicting the sleek Dodge Viper. (For more on cars, see Jim Chudnow's feature on Page 72). The cards were licensed by Dodge for the National Automobile Historic Collection's 100th anniversary of the auto industry. A portion of the cards was given to the NAHC as well as Chrysler executives who attended the

Indianapolis 500. Phonetime was provided by Cable and Wireless.

The Olympics are a hot theme, and Caymen Resources also issued a card for the games. This card is interesting for many reasons. It's printed

with full-color front and back and displays the Coca-Cola and Adidas logos on both sides. The word "always" is written in Pharsi (Iran's national language) above the Coke logo. These cards were commissioned by the Iranian Olympic team with 5,000 10-unit cards issued. Caymen, which operates a subsidiary office in Iran, shipped a large portion of

the cards to that Middle Eastern country. There, the cards will be distributed to the national team, who can use the cards to call home while in Atlanta. Cable and Wireless supplies the time.

Star Telecom just released 3,200 15-minute cards for Continental Airlines. The card was issued to travel agents and used as gifts to customers flying on any of Continental's Pacific routes.

LCI International scores a hole-in-one with its release of a two new cards issued for the FedEx/St. Jude Golf Classic, held June 17-23 in Memphis, Tenn. The 1,500 40-minute event or "tournament" cards were available at the charity event for \$10 (face value). LCI created a second 15-minute card with the same artwork for Federal Express promotional use. Sales of the tournament cards, as well as 20 percent of all recharge fees will be donated to the St. Jude Children's hospitals.

Caymen Resources; Iranian Olympics; 10 minutes; 5,000 issued; June 1996.



LCI International; Federal Express-St. Jude Hospital Golf Classic; 40 minutes/1,500 issued, 15 minutes/2,300 issued; June 1996; (800) 968-1287.



Star Telecom; Continental Airlines; 15 minutes; 3,200 issued; June 1996.

Our friends from up north, Canada Telecom Network, have a cool-looking card for Pepcid AC, the heartburn remedy. CTN produced 1,000 cards with 20 minutes of time to promote the product to pharmacies.

Finally, I'd like to thank everyone who offered their con-

gratulations to me and my lovely new wife Sandy. I had 100 cards produced to commemorate our wedding with 5 minutes of time and a custom voice prompt.

That's it for this month. Remember to keep looking through that coupon section in the Sunday paper, because you never know when you just might find a phonecard offer. Happy collecting!



LCI International; Bruce & Sandy; 5 minutes, 100 issued; June 1996.

Bruce Harmon

Bruce Harmon is President of Acme Telecards Inc. in Sunrise, Fla.

NEW ISSUES



Luck of the Irish

Quest/Liberty; Irish Olympic medallion; \$10 denomination; 10,000 issued; June 1996; call (800) 964-0702.

Proceeds will help fund the Irish Olympic athletes in the Atlanta games and beyond. Team Ireland '96 is an organization formed to raise funds in conjunction with the Olympic Council of Ireland.



Olympics in the pink

USACard; Pink Panther Olympics; 10 units; 2,000 issued; July 1996; call (303) 777-3034.

Fourth in the series of Pink Panther special event cards, the card commemorates the Atlanta Summer Olympics. USACard releases a new Pink Panther card every three to four months.

Who Was Shakespeare?

HT Technologies; Sir Francis Bacon is Shakespeare; 10 units; 1,000 issued; June 1996; call (800) 820-8980 ext. 117 or (415) 421-8980 ext 117.

Card was done for Baconian Society, who believe Bacon penned Shakespeare's works.



Elvis is King (-Sized)

AmeriVox; Jumbo Elvis; 77 units; 777 issued; February 1996.

Another in the continuing series on Elvis Presley.



Fabulous features Bugs, Daffy

Fabulous Fonecards; Looney Tunes - Bugs Bunny (green) & Daffy Duck (blue); 10 minutes each; 2,500 each issued; June 1996; call (310) 454-2322.

Cards were produced for sale in selected Warner Brothers stores across the country, beginning in June.

Tagging one for American Legion

Quest Telecom; American Legion PhoneTag; 40 and 60 minutes; quantity unavailable; 1996; call (800) 969-5025.

Proceeds from every phone call made with the tag will support the American Legion's Family Support Network.



LPGA issue promotes Ronald McDonald House

Grapevine Telecards; LPGA Championship benefiting Ronald McDonald House Charities; 10 units each; 2,000 sets issued; May 1996; call (415) 331-1298.

Set created as promotion for May 7-12 tournament in Wilmington, Delaware; backgrounds feature LPGA star Nancy Lopez and Ronald McDonald.



Scoring with Ronald McDonald, Marines

Phone Card Management of America; 1996 Ron Faser/Ronald McDonald House Charities of South Florida Celebrity Golf Tournament; 10 minutes; 2,000 sets, 100 jumbos; May 1996; call (954) 630-0111.

Issued for the largest charitable golf tournament in South Florida, held May 3. Participants in the tourney received the two-card set, featuring the logos of Ronald McDonald House Charities, the Marine Corps Scholarship Foundation, Coca-Cola and McDonald's. Proceeds from the tournament and an auction benefitted the Ronald McDonald House Charities of South Florida and the Marine scholarship foundation.

Helping save the Sound

AmeriVox;
Redzone; \$20
denomination;
1,989 issued;
March 1996; call
(907) 424-5890 or
Fax (907) 424-5891.



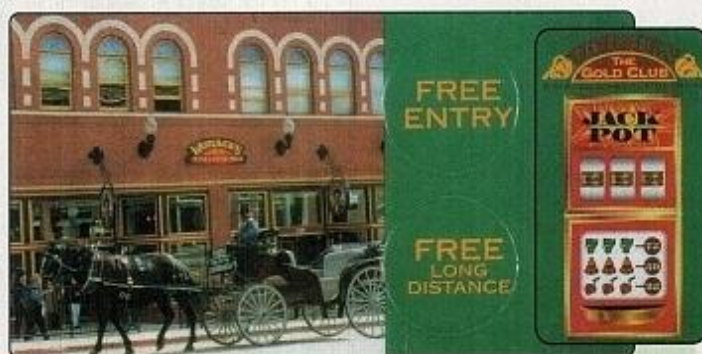
The number of cards issued corresponds with the year that the Exxon Valdez spilled millions of gallons of crude oil into Alaska's Prince William Sound. Of the \$25 purchase price, \$5 goes directly to the Eyak Rainforest Preservation Fund, dedicated to slowing the clear-cutting of thousands of acres surrounding the Sound.

ITS celebrates humanitarians

Interactive Telecard
Services; Judeo Christian
Health Clinic; 10 minutes;
1,000 issued; May 1996;
call (813) 253-3164.



The card was given to guests attending the clinic's humanitarian awards dinner, honoring Lee Roy Selmon, Hall of Fame defensive end for the Tampa Bay Buccaneers.



Casino card issued

Mountain America Technologies Inc.; Womack's Casino; 10 minutes; 24,000 issued; May 1996; call (719) 576-4644.

Every 1,000 points that people accumulate while gambling at Womack's in Cripple Creek, Colo., increases the card's time balance by 10 minutes.

Setting sail with MCI Americana card

MCI; Americana;
\$20 denomination;
ongoing quantity;
May 1996; call
(703) 902-6094.



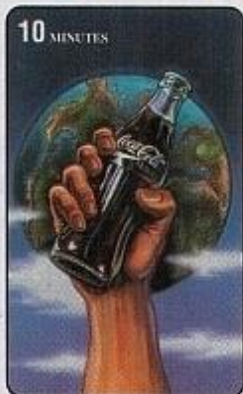
More than 5,500 sailors aboard the aircraft carrier USS Kennedy can buy the card in the ship store.

Phones are ringin' all over

Cable & Wireless;
Martina McBride Phone
Card; 5 minutes; 1,500
issued; March 1996; call
(800) 330-9655.



Promotional card touted country singer Martina McBride's "Wild Angels" album and the song "Phones Are Ringin' All Over Town."



Datatel issues Coke cards

Datatel International, Ltd.; Coca-Cola; 10 minutes each; 2,500 issued; May 1996; call (602) 451-6730.

Cards were produced in collaboration with Coca-Cola USA for an in-store retail program.

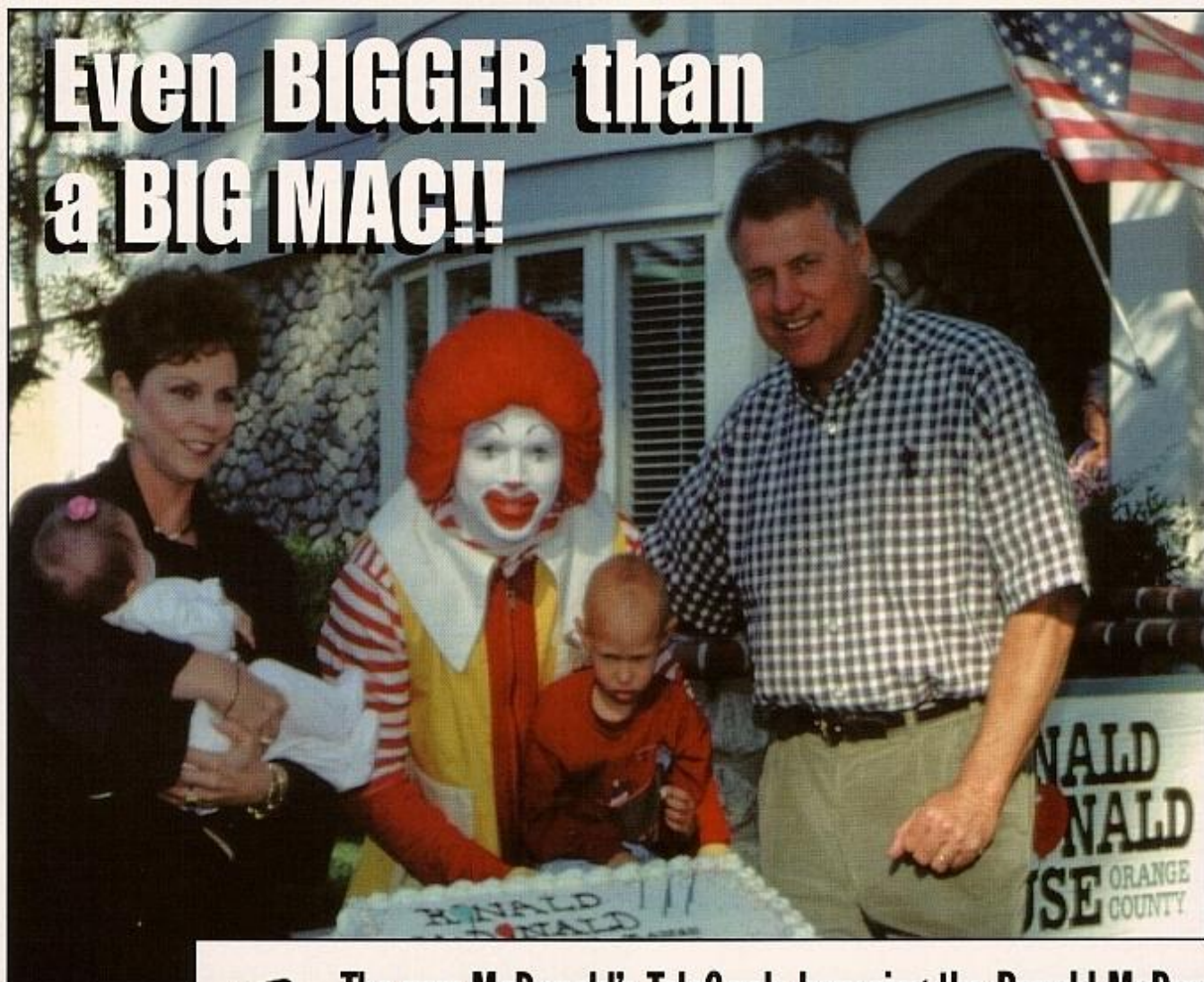


Cooking up chowder card

HT Technologies; Great Chowder Cook-off; 10 units; 1,000 issued; June 1996; call (800) 820-8980.

Card marks 15th annual Schweppes Great Chowder Cook-off, held June 1, 1996 in Newport, R.I.

Even BIGGER than a BIG MAC!!



Pictured with Ronald McDonald and his guests is the man who inspired the opening of the First Ronald McDonald House, Fred Hill, Former NFL Player.

The new McDonald's TeleCards honoring the Ronald McDonald Houses and the Camp Ronald McDonald For Good Times were introduced recently at the 12th Annual Southern California McDonald's Golf and Tennis Tournament.



This limited edition of 1000 sets features four of the McDonald's characters including GRIMACE, BIRDIE, the HAM-BURGLAR and RONALD MCDONALD, himself. Each telecard has a FIVE DOLLAR value and is rechargeable.

The Ronald McDonald Houses in Los Angeles, Orange County and Loma Linda serve as a "home away from home" for families of children undergoing treatment for cancer and other serious illnesses at nearby hospitals. These families often travel great distances to receive specialized medical care for

their children, and the Houses provide low-cost and, quite often, FREE, comfortable living quarters.

For the child, this "home away from home" is knowing that Mom and Dad are close by in a good place. For a brother or sister who cannot be there, it's knowing that the other family members are safe while they are away.

Of course, for the parents they know they are not alone and that others have gone through similar situations and survived. It's people drawing hope and strength from sharing experiences others back home may not fully understand.

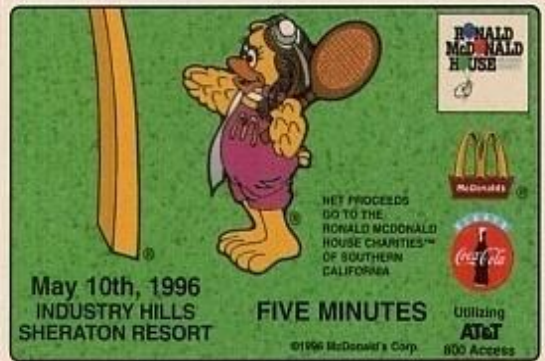
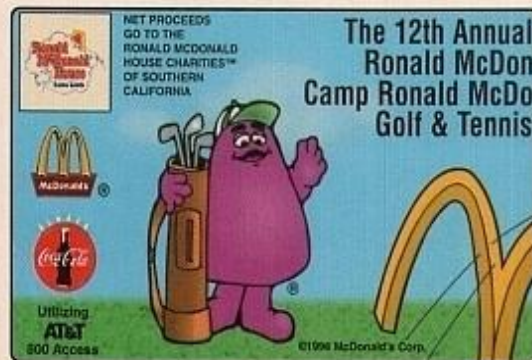
The first "house that love built" in Southern California opened its doors to a new, long-term housing unit last Spring. The renovation and expansion project has doubled the House's capacity to 32 units, including those specifically designed for bone marrow transplant patients and their families.

Meanwhile, the Orange County Ronald McDonald House is "home" for up to 20 families...families with children being treated at nearby Children's Hospital of Orange County or any of the nine hospitals in Orange County with pediatric care centers. Since opening in 1989, the Orange County House has been a haven for more than 2,500 families from 13 different countries.

"Be it Southern California, Boise, Idaho... or anywhere there is a Ronald McDonald House, you know it's a "House That Love Built"

The newest Ronald McDonald House in Southern California is located in Loma Linda and is adjacent to the world famous Loma Linda University Children Hospital. Those families in need from the Inland Empire and surrounding desert communities will find Loma Linda "just perfect."

Camp Ronald McDonald For Good Times is located in the mountain community of Idyllwild in Riverside County. This camp offers the largest, year-round recreational program for children with cancer and their families in the nation. More than 2,000 youngsters from around the world have participated in Camp activi-



ties at no cost to their families.

The Ronald McDonald Houses continue to grow and do great things!

Pictured is the Ronald McDonald House in Boise, Idaho, which has been in operation since February, 1988. House Manager Cheri Cuthbert tells us that they have twelve rooms and have run an average of 90% occupancy throughout the years.

Be it Southern California or Boise,

Idaho... Ronald McDonald Houses serve youngsters and their families around the world.

Premier Telecom custom designed this program for McDonalds Network service by ITG utilizing AT&T 800 ACCESS.

The RONALD MCDONALD HOUSE CHARITIES of Southern California would like to thank you for your continued support.



PETE HECHT

America's Most Collectible

This month's column is a nice mix between McDonald's, Coca-Cola, brand names, politics, and movie themes. We even have an unusual stored value card on the list this month. As usual, the special die-cut shapes and chips are more expensive, but collectors seem willing to pay for it. This is the second month we have chosen to list "America's Most Wanted" without numbers to reflect the closeness of the rankings. Let us know if you like it.



COCA-COLA PIN TRADING. AT&T/Score Board; 10 minutes each; 2,500 two-card sets issued; September 1996. The Coca-Cola Pin Trading Center is featured on this Atlanta Olympic set of 2. The set carries some Olympic logos on one card and is packaged in an attractive folder. Pin trading, a great worldwide hobby, seems to have flourished during the Atlanta Olympics last summer. AT&T carries the time on this set.



DEMOCRATIC NATIONAL CONVENTION.

AT&T; 5-unit; 40,000 issued; August 1996. Sold on the floor for \$3, this card will be very popular because

of its low price, not its design. The companion 25-unit card with the Chicago skyline is a more interesting design, but is priced higher.



HAPPY MEAL DIE-CUTS.

Score Board; \$25 denomination; 856 of each design issued; July 1996. Die Cut McDonald's Happy Meal Guys. These diecuts are very cute, but definitely in the "made-for-collectors-only" category. It is already priced out of the range of some collectors, which could dilute the fun of collecting it.

GONE WITH THE WIND.

USACard; 10 units; 2,500 issued; July 1996. An extremely attractive telecard. Shows one of the original advertising posters from the movie. Clark Gable alone on a telecard would make this a success, but you get Vivien Leigh and more, and at a very reasonable price.



NABISCO SNACKWELL'S.

DeltaCom; 15 minutes; 500 issued; September 1996. SnackWell's, a second-time visitor to "America's Most Wanted," will be a welcome addition to a corporate logo collection. But don't wait too long - 500 cards don't last too long when reasonably priced.

MCDONALD'S TELECHIPS.

STS; 5 minutes each; 1,500 six-chip sets issued; October 1996. Ronald McDonald House Hawaii Telechip Set of 6.

This chip set comes framed in a plastic presentation holder.

The price is not for the faint hearted!

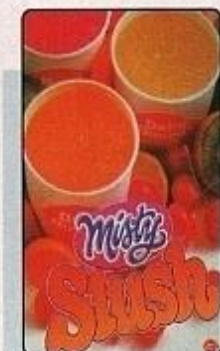


PACIFIC BELL MOBILE SERVICES.

Pacific Bell; 500 issued; August 1996. Pac Bell's Mobile Services division issued this chip card for use with special "hand-sets" (cellular phones) distributed at the Republican National Convention. It makes sense to acquire one of these pioneering cards for your collection.

CRACKER JACK CHRISTMAS.

USACard; 10 units; 2,500 issued; November 1996. Like last year's issue, this one also has a special scratch-off that reveals the true denomination - 10 units, 12 units, or a very scarce 15 units. An old advertisement for Cracker Jack is depicted.



DQ MISTY SLUSH.

Telenova; 5 minutes; 1,000 issued; April 1996. Another two-time visitor to America's Most Wanted. Here's a card that's sensibly priced. Telenova is supplying excess Dairy Queen cards to the collecting fraternity at a reasonable price.

\$100 BILL. USACard; 10 units; 2,000 issued. The new \$100 bill caught the eyes of collectors instantly. Two thousand cards disappeared in no time at all. I believe it is one of the first depictions of the new bill on a telecard.



NEW ISSUES

Grapevine parades new puzzle set

Grapevine Telecards; Times Square Parade; 3-card puzzle with single card and Jumbo; 10 units each/Jumbo 30 units; single card/1,000, puzzle/500, jumbo/100 issued; October 1996; (415) 331-1298.

The image of Times Square at night by Alexander Chen includes many familiar logos – Coca-Cola, Canon, Olympus, McDonald's, Samsung and Jantzen among them. Grapevine also has purchased a limited numbered edition of 10 high-density, high-gloss prints of the original painting, which is available with the matching number of each of the phonecards.



Cards have fun with aliens

Strategic Telecom Systems/ Calling; Roswell: Reading by the Moon; 5 units; 5,005 issued; October 1996; (505) 623-8311.

Card, which has an interesting voice prompt, is the first in a series commemorating the 50th anniversary in 1997 of the Roswell UFO incident.



Strategic Telecom Systems; Roswell Incident; 5 minutes; 5,001 issued; August 1996; (800) 675-9956 or (505) 623-4207.

With an August issue date, this card is being proclaimed as the first Roswell alien card actually off the production line. The card was created by Caliente Designs of Roswell, N.M. from artwork by Southwestern artist John Russell Thomasson.



Big bands on phonecards

Tell-One, Inc.; Big Band Leaders; \$5 each; 100 sets; September 1996; (800) 422-7316 or (954) 423-3639.

All cards have original U.S. stamps imbedded in them. Four different cards feature Benny Goodman, Count Basie, Glenn Miller and the Dorsey brothers.

ITS on the right track

Interactive Telecard Services, Inc.; Indiana Harbor Belt; 5, 10 and 30 minutes; 1000/100/100 issued; October 1996; (800) 800-7199.



To commemorate the Indiana Harbor Belt Rail Road's centennial, the cards were issued as an employee incentive.



Making no bones about it

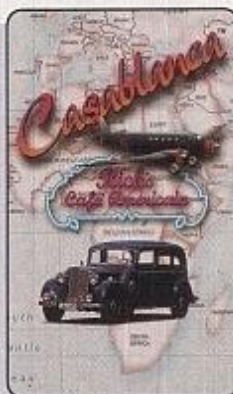
SmarTel; EastPak Skeleton; 10 minutes; 2,000 issued; August 1996.

Cards were distributed by two Eastpak retailers, Dick's Sporting Goods in the Northeast and Globetrotters in Raleigh, N.C., as a incentive for students. Returning customers to at Globetrotters received 20 percent discounts when they showed the phonecard.

Play it again, USA Card

USA Card; Casablanca; 10 units; 1,000 issued; October 1996; (310) 323-4567.

Card replicates "Casablanca" movie poster of plane, car and Rick's Cafe sign over a map of Africa. The movie, starring Humphrey Bogart, won the Best Picture Oscar in 1942.



U.S. Soccer Team on telecard

ATCALL; U.S. Soccer Team; 5 minutes; 1,000 issued; August 1996; (800) 709-4445.

Card featuring members of the U.S. Soccer team includes a greeting from player Alexi Lalas and an interactive voice mailbox.



Avon, Atcall back cancer research

ATCALL; Avon Pink Ribbon; \$5 denomination; quantity unavailable; November 1996.

The phonecard, which was sold only during November, was accompanied by an educational flyer about breast cancer and Avon's Breast Cancer Awareness Crusade.

The same card will be available through Avon reps around Mother's Day, May 1997.



Winning Power

NASCAR-themed telecards rev it up

by Nancy Blackburn

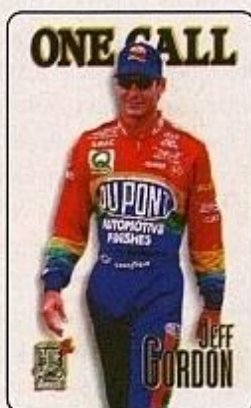
Ever since the fast-growing spectator sport of auto racing joined with phonecards, NASCAR-themed cards have garnered a reputation for winning performances. With a new racing season just starting, the cars and cards are a sure bet to win more fans.

The new kid trying to seize pole position is Finish Line Collectibles' PhonePak II, released in December 1996. Finish Line packed plenty of images into the series — 5-minute "One Call" (39 cards), \$5 (30 cards), \$10 (20 cards), \$50 (eight cards) and \$100 (six cards). But don't discount the collectibility of veteran entries in the NASCAR (National Association for Stock Car Auto Racing) field.

Among the first cards were those issued by the marketing division of *Collectors' Advantage* in late 1993. Officially sanctioned by Charlotte Motor Speedway, the first NASCAR-related phonecard is "Racing Under Lights." Only 1,500 cards were issued and available at the Mello Yello 500 on Oct. 10, 1993, they sold out the next day. This \$5 card carries the Coca-Cola 600 insignia, as well as Mello Yello and Charlotte Motor Speedway logos. They were manufactured by SpeedCall, with time by ACI (now ACMI).

A second card, issued by TravelTel for *Collectors' Advantage*, appeared a month later at Atlanta Motor Speedway for the Hooters 500 NASCAR Race on Nov.

14, 1993. Those 1,000 cards sold out the same day. Also present at the race was car designer and builder Henry "Smokey" Yunick, who autographed a two-card portrait and Indy Car set issued by *Collectors' Advantage*. Limited to 1,000 numbered matched sets, with time by AmeriVox,



Finish Line; One Call
Jeff Gordon; 5 minutes;
7,950 issued; December
1996.

these cards have held consistent value. Single cards are priced about \$50 each, the autographed set at \$100.

It didn't take long for others to join in. On Dec. 1, 1993, Finish Line sent its Series I Winston Cup phonecards to Pantry convenience stores in the Carolinas. The blister packs, portraying Bill Elliott, Jeff Gordon, Bobby Labonte, Sterling Marlin and Rusty Wallace, sold for \$10 each, with 5,000 issued of each driver. The interest in those cards prompted the July 1994 release of Series II — 1,800 cards each of 10 Winston Cup drivers, plus 600 of two \$25 gold

cards of Bill Elliott and Ernie Irvan. A challenging set to complete is the \$2.50/5-minute chaser cards issued in June 1994 in packs of Finish Line Gold trading cards. There are 3,000 each of nine different drivers.

Collectors' Advantage issued three separate cards in 1994, each limited to 2,000, with images by artist Tony Capparelli. Powell Associates helped distribute these cards. The \$3 Coca-Cola 600 card was released in May; the \$3 Mello Yello 500 in October; and the \$6 Hooters 500 in November 1994.

Another entry onto the 1994 track was a striking LDDS two-car set, issued July 1994. One of the cards featured the Pennzoil No. 30 NASCAR Pontiac stock car (Series S), driven by Michael Waltrip. Ten thousand sets were issued in a Chicago promotion, and each card had 20 units of time. A year later, 100,000 of the same card but with a different back and only 10 units, were distributed in the Detroit area.

Collectors will appreciate New York-based GTS' release of Winston Winners Club phonecards. The set of three 60-unit cards were released in September 1994, and have a current retail value of \$70.

According to Lary West of Finish Line and Steve Lowenstein of *Collectors' Advantage*, the race around the phonecard track took on a different look in 1995.



TravelTel; Hooters 500; \$5
denomination; 1,000 issued;
November 1993.



LDSS; Pennzoil NASCAR; 20 units; 10,000 issued; July 1994. A 10-unit version, 100,000 cards, was issued in July 1995. Both were part of a two-card set also featuring a Pennzoil Indy car.

resulting in issuing phonecards for twice as many NASCAR events as well as jumbo cards.

Classic Assets I and II packs were composed of 1-minute cards, \$2, \$5, \$25, \$100, and \$1,000 cards. A die-cut chaser interactive phonecard was inserted into each box, and if one of the nine different cars won the race, the holder won a set of phonecards.

A few 1995 Finish Line cards did not go through Score Board. There is a four-card platinum set that features 500 cards each of Rusty Wallace, Mark Martin, Jeff Gordon, and Ricky Rudd, with denominations of 5, 10, 25, and 60 minutes, respectively.

Ten \$3 NASCAR SuperTruck driver phonecards were released in May 1995, with 2,100 of each driver inserted as chase cards into boxes of trading cards that sold out in two months. There also were 50 proof sets.

Fans on Finish Line's Private Collectors' List have been offered special "Driver of the Month" phonecards. The first offer was a 10-minute, four-card set, 1,500 matched numbers, of Sterling Marlin, Rusty Wallace, Mark Martin, and Jeff Gordon, with signatures, in a foil-stamped binder.

Mercury Marketing produced eight NASCAR phonecards in 1995: Purolator 500, March 12; Lug Nut Legends, April; Red Dog 300 Inaugural Running, May 17; Coca-Cola 600, May 28;

All Pro Bumper-to-Bumper 300, Oct. 7; United Auto Workers-GM Quality 500, Oct. 8; Hoosier Tire 500 at Atlanta; and NAPA 500 at Atlanta. There were 4,000 of each except for the Purolator (2,500). There also were 400 jumbo cards, except for the Purolator and Lug Nut.

In 1995, Race Call introduced its NASCAR-licensed interactive phonecards, including a Dale Earnhardt Silver Anniversary three-card set, 2,500 issued. The \$25 cards show three different views of Earnhardt's specially

painted silver Chevrolet Lumina. Another three-card set featured Mark Martin and his Valvoline / Ford Thunderbird, in denominations of 20 minutes (5,000), \$3 and \$10 (both 10,000).

Finish Line PhonePaks made their debut in 1996, each with three cards featuring Winston Cup drivers and the possibility of acquiring randomly inserted cards of \$5, \$10, \$50, \$100 or \$1,000. This series of 134 different cards contains 9,500 of the common \$2 cards; 5,000 of the full-signature cards; 570 each of the \$5 and \$10; 420 of the \$50; 280 of the \$100; and 25 of the \$1,000. Finish Line also provided cards for a promotional offer at eight Save-Mart supermarkets in California, beginning in April 1996. There were 2,650 five-minute three-card sets of Ernie Irvan, Geoff Bodine, and a Save-Mart race car.

Two four-card sets of Mega Phone jumbo cards, each a \$25 denomination, were issued, one featuring 7,500 cards of each driver — Mark Martin, Jeff Gordon, Bill Elliott, and Rusty Wallace. The other set is an Atlanta Intele-Card Show promo set, limited to 250 numbered sets. In September 1996, Finish Line continued to go after NASCAR hearts in a big way, with four "Black Gold" \$25 jumbos of Bill Elliott, Jeff Gordon, Ernie Irvan and Terry Labonte. There are 2,750 of each.

Mercury Marketing set a slower pace in 1996 with the release of two 500-mintage NASCAR-related cards: the Purolator 500 and Busch-Light 300.

Dealer Steve Schwartz of Sears Phone Card Department says that Finish Line PhonePaks have proven to be one of the two most ordered specials on his website. Another good seller, Schwartz says, has been the seven official NASCAR test phonecards issued by Mercury Marketing, that also have the Coca Cola 600 logos. A set runs about \$200, and the jumbos anywhere from \$50 to \$75, Schwartz notes.

Mike Dingwell of Promotional Phone Cards in Mesa, Ariz., has noticed that "NASCAR goes in streaks according to the season. At the Atlanta Telecard World show (April 1996), we sold out of PhonePak boxes, priced in the \$90-\$100 range." He notes a steady market for proof cards, with prices three to five times the face value.

If the past is an indication of the future, collectors who already realize the value of NASCAR phonecards can expect to be in the winner's circle.

The author is a freelance writer based in California.



Finish Line; Mega Phone Bill Elliott; \$25 denomination; 7,500 issued; April 1996.



Finish Line; Supertruck Jerry Glanville; 3 minutes; 2,100 issued; May 1995.



Race Call; Dale Earnhardt Silver Anniversary; 3-card set; \$25 denomination each; 2,500 issued; 1995.

ALWAYS COLLECTIBLE
ALWAYS COCA-COLA

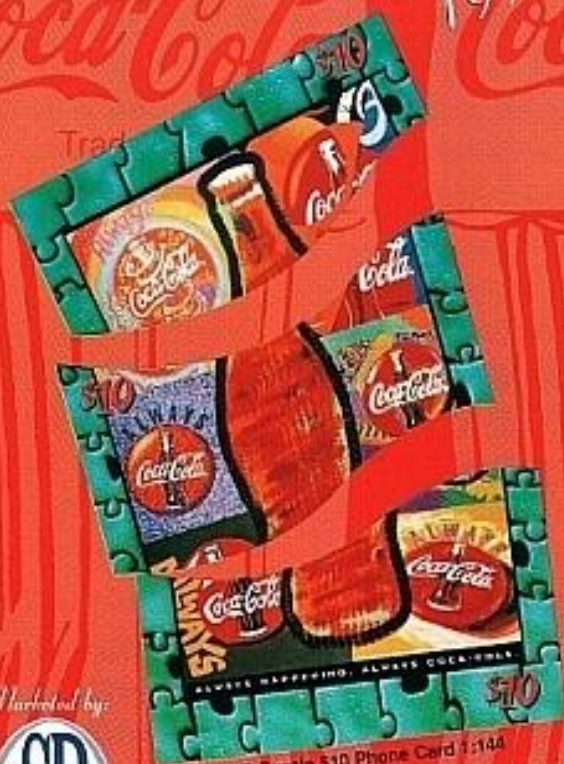


1997 Edition

COCA-COLA™ BRAND
COLLECTIBLE
TRADING CARD AND
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Coca-Cola Polar Bear Die-Cut card 1:72
Trade-mark ®



3-D Puzzle \$10 Phone Card 1:144



\$5 Phone Card 1:10



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Coca-Cola 108

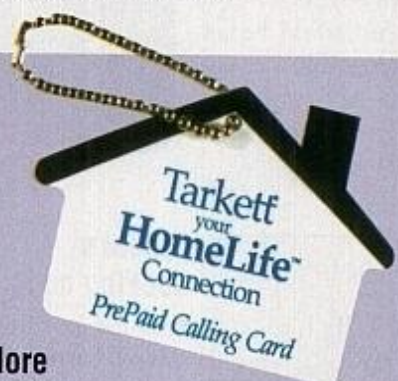
NEW ISSUES



The eagle, the flag and Marathon

ConQuest; Marathon; \$5, \$10, \$20 denomination; quantity unknown; January 1997.

The three denominations of the retail card are available at participating Marathon gas stations. There are about 2,400 Marathon locations in the Midwest.



More home improvements

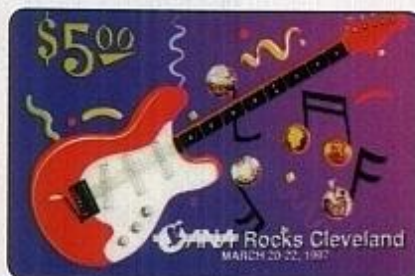
ITS; Tarkett die-cut; 5 minutes; 5,000 issued; February 1997.

Tarkett, a floor covering manufacturer, used the house-shaped key tag as a giveaway for visitors at the National Home Builders Show & Surfaces '97.

Lacrosse, anyone?

Destiny Telecom; Coquitlam Minor Lacrosse; 5 minutes; 1,250 issued; January 1997.

Card promotes a lacrosse organization in British Columbia, Canada, and might be the first telecard showing the sport inherited from Native Americans.



Rockin' in Cleveland

USACard; ANA Rocks Cleveland; \$5 denomination; 500 issued; March 1997.

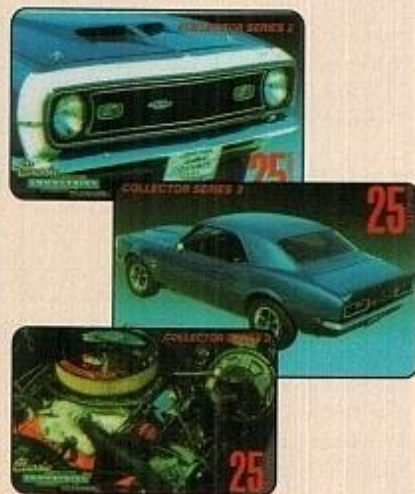
Card with a Rock N' Roll Hall of Fame flavor was produced for the American Numismatic Association's Cleveland show.



Cards sport original Camaro

Global Communications Network; Yenko Motorsports Camaro six-card set; 10-unit and 40-unit Series I, 7,700 issued; 25-unit (each) Series II, 1,500 issued; 25-unit (each) Series III, 1,500 issued; December 1996.

Prepaid phonecard set marks the 30th anniversary of the Chevrolet Camaro and promotes a sweepstakes for a one-of-a-kind Camaro muscle car. The 40-unit Series I card is a laminated paper punch-out. A portion of the card sales' net proceeds will go to groups lobbying to preserve classic autos.



Hells Angels calling

Cable & Wireless/Sin City Collectibles; Hells Angels West Coast; 10 minutes; 5,400 issued; January 1997.

Horizontal "West Coast" cards and vertical "East Coast" cards include, of each version: 3,500 sequentially numbered; 1,500 signed by Hells Angels members; 200 "media editions" and up to 200 framed versions given to Hells Angels members.

Collectors interested in obtaining these cards should contact their favorite dealer or consult Moneycard Collector's "Dealer Directory." Page 33.



Always Coca-Cola phonecards

TresCom International; Coke-Carnaval Miami; 10 minutes; 1,200 issued; March 1997.

Sequentially numbered die-cut cards on colorful carrier were part of a gift pack for VIP guests of Coca-Cola at the Calle Ocho Festival in Miami.



FAST FOOD

Any way you slice it, it's an appetizing theme

PART 2

By Jim Chudnow

According to the American Restaurant Association, industry sales will hit \$320 billion this year — an increase of around 50 percent in the last 10 years, and fast-food restaurants are a big part of that growth. It's no wonder that there are many examples of phonecards sporting fast-food logos and products.

In the July issue, we looked at some of the moneycards that bear images and logos from nationally known chains. We continue this month with more regional offerings, as well as pizza parlors' cards.

BIG BOY

Big Boy franchises, whether they are called Elias Brothers, Shoney's or Frisch's celebrate 61 years of service this year. Their mascot (drawn by a Warner Brothers animator who frequented one of their stores) has long been familiar to fast food aficionados. The American Advertising Museum saw fit to recognize the Big Boy and you can see him on a new 6-minute Telenova / Hannibal Communications phonecard scheduled for release this summer. There reportedly will be 750 issued, plus around 25 test cards, 25-50 proofs and 10 special numbered sets.

BLIMPIE

The Blimpie chain can be found in many locations in the eastern U.S. The chain had PromoTel produce a series of four cards in early 1996 using the Coca-Cola polar bears, with the Blimpie logo,

which was repeated on a folder. All were serially numbered \$10 denomination cards, featuring the famous bruins doing winter sports: skating, skiing, playing ice hockey, and tobogganing. Originally, the 1,000 sets of cards were designed to be given for corporate use.

CLASSIC PIZZA

An example of a small firm that has played its (phone) cards right is Classic Pizza, a store in Bristol, R.I., serving students at Roger Williams University. SmarTel produced a multi-purpose card for them in September 1995. The card is not only good for five minutes of calling time, upon presentation at the store (with an I.D. from RWU), it allowed a 10 percent discount on the price of food items. Students using it 10 times got another phone/discount card. The mintage is less than 1,000.

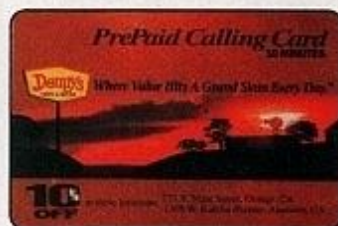
DENNY'S

In March 1995, a couple of local Denny's restaurants in Anaheim and Orange, Calif., offered a phonecard that also featured a 10-percent food discount at the stores. The 10-minute card, 2,000 issued with time carried by LDDS, features the Denny's sign near a silhouetted farm at sunset time.

Denny's headquarters started a test program in December 1995. Because many of the chain's customers are travelers, Denny's thought that prepaid phonecards would be a convenience to offer its guests. The pilot program was initiated with cards available at certain restaurants in the Phoenix, Ariz., Salt Lake City, Utah, and San Antonio, Texas. In Phoenix, they even installed automated dispensers for the cards. Cards — all the same design in denominations of \$5, \$10, and, in some areas, \$20 and \$50 — are dispensed inactive, and are activated



PromoTel; Blimpie Coca-Cola set of four; \$10 denominations; 1,000 issued; March 1996.



LDDS Worldcom; Denny's Restaurant; 10 units; 2,000 issued; March 1995.

at the time of purchase via a magnetic stripe on the back. The overall program regarding the cards is managed by Intera Communications of Minneapolis, with calling time on the (non-interactive) cards provided by LDDS Worldcom on the original version, though newly printed cards will be via Datawave utilizing the MCI network. At this time, there are no plans for any additional designs in the series, and they declined to report quantities issued.

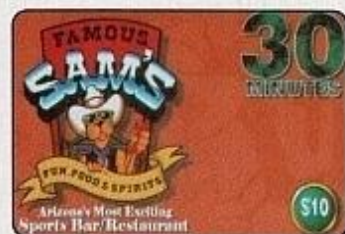
DOMINO'S PIZZA

As reported by Bruce Harmon ("Corporate Corner," Page 11, February 1996) Ascot issued 2,500 Domino's Pizza cards in November 1995, picturing a Deep Dish Pizza. You could get the five-minute card free at the Robbinsdale, Minn., franchise if you bought an "Ultimate" pizza and a six-pack of Coca-Cola. The front of the serial-numbered card has a number to direct you to the closest Minneapolis area Domino's location. The back has logos of Domino's and Coca-Cola.

A regional phonecard issue came out in June 1996, courtesy of Telenova. Utilizing services of Cable & Wireless, this unusually colorful five-minute card features two yummy-looking pies and ingredients, with the company's logo and the motto "Just Call and We'll Deliver." There were 1,000 sequentially numbered cards issued.



Telenova; Domino's Pizza; 5 minutes; 1,000 issued; July 1996.



GEM International; Famous Sam's; \$10 denomination; 5,000 issued; January 1996.

with their logo in early 1996, for sale to the public. There were 10,000 cards printed, each stating that the \$10 cost provided 30 minutes of domestic calling time.

JACK-IN-THE-BOX

In February 1996, five Jack-In-The-Box restaurants in the Los Angeles area began offering customers a chance to pick up one of their four different "Jack's Back" collectible phonecards. You could get a card for \$3.99; or if you bought a "combo" meal you could buy a card for \$1 less. In general, if you bought a meal, you could then buy as many of the individual cards as you wanted. A total of 15,000 of the five-minute cards were produced by Premier Telecom, with 3,750 of each design. Additionally, there was a special folder available for collectors who purchased an entire set, with only 500

such sets available. Franchisee Luis Carcavallo came up with the idea for using the cards after seeing some McDonald's phonecards at a Frank & Son show.

LITTLE CAESAR'S

Known for using repetition in their ads, Little Caesar's Pizza had what appears to be the first card for the chain produced by Telenova in July 1996. Utilizing services of AT&T, the cards (1,000 issued), picture the toga-clad cartoon spokesman holding up a slice of pizza while saying "Phonecard Phonecard." You can also see a Coca-Cola Classic logo on the front.

PIZZA HUT

In early 1995, Sprint produced a 20-minute phonecard with the red-roof Pizza Hut logo, followed by their motto "You'll love the stuff we're made of." According to a spokesman at Pizza Hut, the card was a sample version printed but apparently never released officially to the public. But, at the end of 1995, Pizza Hut headquarters did authorize the public issuance of two other cards as part of a limited test program in Knoxville, Tenn., and Tucson, Ariz. The cards feature two wonderful Norman Rockwell drawings and could be obtained for an additional \$2 when you bought a regularly priced pizza. Time was by Sprint, with between 5,000 and 7,000 issued of each card. This is one of the best fast-food cards to use because the cost per minute was low and the card was relatively easy to obtain.



Premier Telecom; Jack-in-the-Box set of four; 20 minutes each; 500 of each image issued; April 1996.



Telenova; Little Caesar's Pizza; 5 minutes; 1,000 issued; July 1996.

The author is a phonecard collector and freelance writer in Chicago, Ill.



Sprint; Norman Rockwell-Pizza Hut set of two; 20 minutes each; 50,000 issued; December 1995.

America's Most Collectible

A Big Mac attack washed down by Coca-Cola! And for dessert: Kentucky Fried Chicken and Tootsie Rolls. Who said an army moves on its stomach? Many of the cards have been seen before, lurking around previous AMW pages, so you'll be familiar with them. But we've got some exciting newcomers too. The Coca-Cola diecut card is really something special; I wouldn't hesitate to put one in my collection. From up north, the sticks are flying around 7-Eleven and two of their cards have made it!



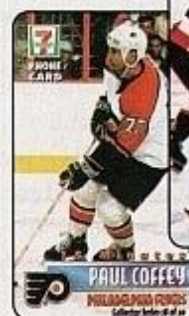
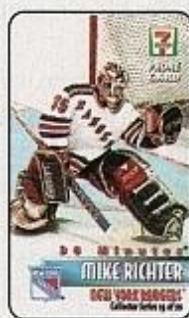
COCA-COLA DIECUT BOTTLE AND FOLDER

TresCom; 10 minutes, 1,200 issued; March 1997. This is my favorite! They were for the 8th Street Festival in Miami — not for collectors. You'll want to snap a few of these up to trade later for other rare Coke cards. This card is one of the rarest yet.

COCA COLA SERIES II SET OF 48. Score Board; \$2 denomination; quantity unavailable; March 1996. Many dealers have been lowering their prices on these cards and they have experienced a resurgence in popularity. An excellent catalog on Coca-Cola phonecards by Ilonka Giessen was reviewed in our June issue. The catalog contains these Coke cards and hundreds more from all over the world. Check it out!



KENTUCKY FRIED CHICKEN. Telenova; 5 minutes; 750 issued; May 1996. Kentucky Fried Chicken and the Colonel have issued these cards for a local promotion and a healthy percentage of the issue was made available to dealers, so it shouldn't be hard to get one of these. There may be a series in the works.



TOOTSIE ROLL "THE LIFE OF THE PARTY." Image Telecard; 5 minutes; quantity unknown; issued April 1997.

Which is the life of the party: the candy or the girl? Now this card is the life of the collector party, and the low mintage will make this one of the most pleasant finds of the year.



7-ELEVEN HOCKEY SET OF 12, CTN

(Canada); 15 minutes and 30 minutes; total of 30,000 issued;

December 1996. These cards have the blessings of both the NHL and the NHL Players' Association, so they are free to show the players in full uniform, unlike most of the baseball and football cards of early days. They're from the largest prepaid card maker in Canada, and will work both from the U.S. and Canada. Full sets are available from dealers for the truly addicted hockey fans!

MCDONALD'S SET

OF 50. Score Board; \$2 denomination; 6,110 of each issued; May 1996. Dealers have also lowered prices on these phonecard firsts — an inexpensive way to begin a McDonald's collection. Although there's no book yet on McDonald's phonecards, it's definitely one of the world's favorite collecting themes.



PINK PANTHER EGGS SET OF 3.

USACard; \$10 denomination; 500 of each issued; February 1997. The Panther is still gracing AMW long after Easter has passed. I told you these were the best cards of 1997! The Jumbo is sold out, although buy-backs and reselling are slowly taking the price up on those scant 250 cards. You got yours, right?



America's Most Collectible

This month's selections again contain all-time favorites Coca-Cola and McDonald's – but from 1996! Another 1996 release that appears this month, the Demi Moore Cigar Aficionado card, is always in high demand. (My personal Coca-Cola favorite is the Trescom die-cut Coca-Cola bottle, which also has been an "America's Most Wanted" visitor. This makes a striking addition to any collection). And again our friends at USA Card have come up with another entry to go with their repeat visitor, Cracker Jack. Here are this month's selections!



MOUNTAIN DEW. Karis Communications; 10 minutes; 500 issued, July 1997. Delayed slightly by spectacular new packaging (the product that "delivers" the telecard to the customer), Mountain Dew hit the pavement running. The packaging is truly nice. Although there seem to be just a few telecard collectors "Dewing It," this will fit nicely into any generalized soda collection.



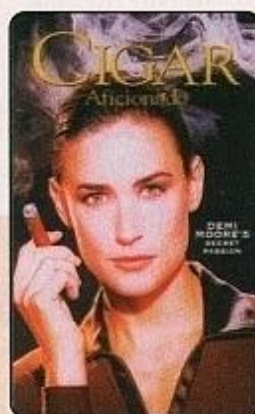
MCDONALD'S HAPPY MEAL DIE CUT. Score Board; set/3 \$25 denomination each; 856 issued, May 1996. Reappearing after a long quiet spell, this year-old set popped up again in strength. If you want it, this is probably an opportune time.



LONG BEACH EXPO/MARILYN. USACard; \$5 denomination; 1,000 issued, June 1997. One more solid winner for USACard, whose specialty is functional telecards carrying award winning designs and features. The other Marilyn from a couple years back has performed among the very best of all the Marilyn cards. I don't think this will repeat, but it is already climbing.



COCA-COLA GOLD AND SILVER SETS. Score Board; 50 X \$2 denomination; 2,715 issued, May 1996. Two sets, one gold and one silver, feature 50 different designs on the \$2 cards. They were released originally at the 17th National Sports Collectors Convention in Anaheim. They are very nice and it is a pleasure to see them again.



DEMI MOORE CIGAR AFICIONADO. TotalTel; 10 minutes; 1,000 issued, September 1996. When most of the movie star collectors were wanting you, where were you hiding? I'll bet there are still many more than 1,000 that want Demi in their collection, so this will dry up very quickly.



CRACKER JACK BUTTER TOFFEE. USACard; 10 units; 1,500 issued, May 1997. The Cracker Jack theme seems to be magic in the hearts of telecard collectors, and the demand for the Butter Toffee version is very steady. With the first issue in the stratosphere for a food product card, this one is being devoured, too.



INMATE SERVICES KEEPING YOU IN CONTROL. U S WEST; \$1 denomination; 2,500 issued, June 1997. This card is used as a promotional tool to advertise the specialized telecom services available to penal institutions. It has a pleasing design and will grace many a telecard collection. U S WEST considers this very inexpensive advertising, and gives them out at various conventions they attend.

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Arranged by vagotanulo

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