DOCUMENT RESUME

ED 112 227 95 CE 005 252

AUTHOR Brockway, Jerry

TITLE Store Security. Credit Card Fraud.

INSTITUTION Ohio State Univ., Columbus. Ohio Distributive

Education Materials Lab.

SPONS AGENCY Office of Education (DHEW), Washington, D.C.

REPORT NO VT-102-022

PUB DATE [72]

NOTE 57p.; For related documents, see CE 005 253-255 and

CE 005 260

AVAILABLE FROM Ohio Distributive Education Materials Laboratory, The

Ohio State University, 1885 Neil Avenue, 115 Townshend Hall, Columbus, Ohio 43210 (No price

given)

EDRS PRICE MF-\$0.76 HC-\$3.32 Plus Postage

DESCRIPTORS *Adult Education; Course Content; Credit (Finance);

*Distributive Education; *Prevention; Retailing; Sales Workers; Security; *Stealing; *Teaching

Guides

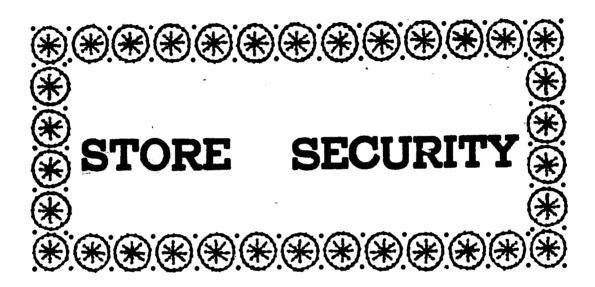
IDENTIFIERS *Credit Card Fraud

ABSTRACT

The manual, intended for use by adults and not in the high school classroom situation, presents material directed toward assisting in the reduction of credit card crime. This teaching guide is organized in three sections which deal with the nature of and major reasons for credit card fraud, the types of hot card runners, and methods of reducing credit card losses. The format of the materials is a two-column arrangement, headed instructional outline and methods. Appropriate handouts accompany each lesson and a list of references is appended. (LJ)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE NATIONAL INSTITUTE OF EDUCATION

THIS DDCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY



3E005 252

credit card fraud

CREDIT CARD FRAUD

Prepared by

Jerry Brockway
Adult Distributive Education
Ohio State Department of Education
34 North High Street, Room 504
Columbus, Ohio 43210

Produced and Distributed by

OHIO DISTRIBUTIVE EDUCATION MATERIALS LAB
The Ohio State University
1885 Neil Avenue, 115 Townshend Hall
Columbus, Ohio 43210

(VT 102 022)

The activity which is the subject of this report was supported in whole or in part by the U.S. Office of Education, Department of Health, Education, and Welfare. However, the opinions expressed herein do not reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.



I would like to thank Mr. Neal R. Titus, BAC-Systems Marketing Coordinator; Mr. Charles Huston, Big Bear Security Department; Mr. Fraley, Columbus Police Department; and Mr. Clyde Mann, Ohio National Bank for the assistance they gave me in obtaining the material needed to prepare this manual.

Jerry Brockway Adult Distributive Education Ohio State Department of Education Columbus, Ohio

TABLE OF CONTENTS

]	age
Purpose and (bjective .					•	•		•	•	•			•	•	•	•		•				1
Introduction	of Manual					•	•		•	•	•	•		•	•	•	•	•			•		2
SESSION ONE						•	•				•			•	•	•		•	•	•	•	•	4
In	roduction	of Ins	truct	or		•	•			•	•	•		•	•	•		•	•	•			4
	rpose of Co																						4
	, People Ru																						4
	s of Obtai																						6
	ople Involv																						10
	nning Hot F																						11
SESSION TWO																							16
	the Runne																						16
	nger Signs																						17
	eps in Chec																						18
																							19
	thorization																						
SESSION THRE																							28
	e Law and Y																						
Pe	nalties for	r Misde	emean	or a	nd 1	Fel	ony																
	w Affidavi							-															34
Ma	king the A	rrest .	• • •	• •	•		•	•	•	•	•	•	•	• •	•	•	•	•	٠	•	•	•	34
·In	formation	Needed	for	Inve	sti	gat	1.01	ì	•		•	•	•		•	•	•	•	•	•	•	•	36
Further Refe	rences .				•		•	•			•	•	•	•	•	•	•	,/•	•	•	•	•	49



PURPOSE AND OBJECTIVES

The major purpose of this course is to assist in the reduction of running hot cards in any business establishment. This can be done by utilizing the materials contained in this manual in several ways.

- (1) Inform all persons on the nature of the problem.
- (2) Train employees to effectively control the problem.
- (3) Educate the public as to the penalties that exist.
- (4) Inform the public as to the effects of being arrested and convicted of such a crime.

The objectives of this course are:

- (1) To identify the nature of the credit card crime.
- (2) To identify the types of hot card runners.
- (3) To list the major reasons for credit card fraud.
- (4) To identify methods of reducing credit card losses.

This manual is to be used for adults and not to be used in a high school classroom situation!!!



-1-_....6

INTRODUCTION

The teaching outline following discusses the crime of credit card fraud. The T-Outline format will be utilized with content on the left and suggestions on how to present it on the right. Just like any crime, credit card fraud is stealing and can ruin a person's future job opportunities and future life.

As an instructor, one must use good judgment in presenting the information in this outline. What is presented to retail establishments should not encourage young people to try the techniques of card running.

The increase in card running can be attributed to several factors:

- 1. The credit card is a plastic symbol of the American way of life. Nearly 400 million are in use.
- 2. The impossible task of security is found in plant production, mail practices, and in retail stores.
- 3. Society is accepting credit cards instead of paper money or coins as a medium of exchange.
- 4. Lack of legislation in credit card fraud.

The first bank to enter the charge account banking field was the Franklin National Bank in 1951. This new concept in retail banking grew slowly, and by the end of 1953 only 62 banks were involved in this new customer service. Later in that decade and in the early 1960's, a number of other banks became involved in similar credit card plans, all of which were localized. However, 1966 was the turning point ... for the credit card in banking-in terms of structure, marketing, distribution and popularity. Following greater acceptance and popularity came the shocking reality of the security problems inherent with bank credit card operations. Most recent estimates indicate that there are approximately 400 million credit cards produced in the U.S. annually, approximately 150 million of which were mailed by banks. Last year these credit cards were used to transfer between three and four billion dollars. "Instant cash", "plastic money", and "new money" are only a few of the advertising labels that have been affixed to various credit cards. This type of advertising has served its purpose in persuading the public to use credit cards; however, it has also brought more attention from the criminal element. Since these templates are the same as money, the bank's security program must be capable of handling the various problems inherent in the handling of money. Prior to entering such a program, the security department should be prepared with well-designed plans for protection, for minimizing loss and minimizing the need to investigate and recover losses.

The highest estimate encountered to date is total losses of \$260 million per year. This is \$60 million above the most recent estimate of \$200 million for 1970 by the Nilson Report, a newsletter published in Los Angeles which is devoted to the credit card field, and which says that \$27.5 million of that amount comes from oil company credit cards alone. Nilson's figure of \$27.5 million is consistent with a survey conducted by Standard Oil Company of Ohio of 15 major oil companies for 1969 which found that total losses for these companies was \$23 million, up \$14 million from the calendar year 1968.



-2- 7

Bank Americard released figures for the year ending June 30, 1971, when its total franchise system had \$1,537,157,000 in outstandings. In that same report it said that, for the quarter ending June 30, 1971, fraud losses accounted for one-sixth of total charge-offs, which were 1.77 percent additions or \$27,207,678.

It has been stated that organized crime is entering into the credit card theft area. If this is true, and there is no reason to doubt it, we shall be facing even greater challenges in the future. Manufacturers can build security features into the card—such as magnetic strips, hidden inks and photographs—and we can protect the card while in production; however, in the final analysis, we must all work together and improve every aspect of security, never becoming satisfied, but instead always seeking a new method or a better procedure for securing this "plastic money".

Law enforcement agencies claim they're much too busy with crimes of violence to bother with credit card fraud. If a man with a gun steals a thousand dollars from a bank, everybody from the local police to the FBI can be on his tail. But if the same man uses a plastic license to steal a thousand dollars from a bank nobody gets unduly excited.

The fact is that only half the states in the nation have even passed a law dealing with credit card crime. In some states, if a man is caught with, say, a hundred stolen credit cards, all he can be charged with is the theft of two dollars worth of plastic. The credit card, they tell us, is as good as cash. For the criminal, it seems, it can be even better.

This outline has been developed so that the instructor can use flexibility in the presentation of the material. The number of sessions can be determined by the businesses or groups one is working with.



Methods

Objective - to acquaint the participants with It is suggested that a police officer, the people running the cards, how they obtain attorney or some expert on credit card the cards, and how they run the plastic.

fraud be used at the end of the session to give further cases or to enswer questions.

Equipment needed: flash cards, flip chart, chalkboard and flannel board.

Introduction.

- Instructor.
 - Name.
 - 2. Experience.
- Studente.
 - . 1. Name.
 - Years of experience.

II. Purpose of course.

- Inform all persons on the nature of A. the problem.
- Train employees to effectively control the problem.
- C. Educate the public as to the penalties that exist.
- Inform the public as to the effects of being arrested and convicted of such a crime.

III. Why people run cards.

- Their needs.
 - Basic.
 - Luxuries.
- Their Vocation.
 - 1. Professional.

Write name on flip chart; give the school and something about D.E., and the courses adult D.E. has to offer to the local businesses.

Ask: Why do people run plastic?

Comment: The "need aspect is a family who has no money and turns to anything to make a living.



SESSION ONE

Instructional Outline	Methods							
2. Amateur.								
C. They can't pass up the chance.								
D. They do it on a dare.								
	Question: How can the reasons for running plastic be explained?							
	Illustrate using a flash card for each reason:							
	NEED							
	(picture of person of limited means)							
	. =							
•	VOCATION							
	(picture of man holding credit card)							
	CHANCE							
•	(picture of person throwing dice)							
• •	DARE							
	(picture of someone jumping off cliff)							



Methods

IV. Ways of obtaining the card.

- A. Link to other crime The actual user of a stolen card is often only the tip of the criminal iceberg.
 - 1. Hardened criminals frequently indulge in credit card crime.
 - An American Express* study revealed that a large majority of individuals arrested for credit card fraud possessed criminal records.
- B. Ten criminal ways plastic is obtained.

Passout HANDOUT #1-A, "Criminal Ways Plastic is Obtained."

After mentioning each crime, ask: How can people cut down the obtaining of credit cards in this way?

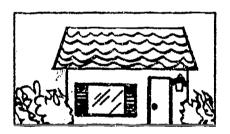
1. Burglary.

- a. Home robberies are increasing daily. Robbers obtain other needed identification at the same time.
- b. Not usually a long running card, due to the fact most robberies are reported in a short time along with card numbers.
- Second highest way of obtaining credit cards.

2. Pickpocketing.

a. Usually done in big downtown areas, while people are on vacation, etc.

Illustrate using a flash card:



Illustrate using a flash card:

(See next page.)



^{*}Milton Lipson, Vice President, Corporate Security, American Express Company, reported in FBI Law Enforcement Bulletin, July 1970.

b. Again, usually not a long time running card due to the same reason as in 1-b above.

3. Auto Thefts.

- a. People have a tendency to put credit cards in the glove compartment because of the number they have.
- Again a short running card because of the same reason as in 1-b above.
- c. Over 2,000 cars a year have been stolen in Cleveland in the past years. How many cards?

4. Purse Snatching.

- a. Same as pickpocketing.
- b. Being reduced due to the shoulder bags which are now popular.
- c. Again, a short running card.
- d. Highest way of obtaining credit cards.

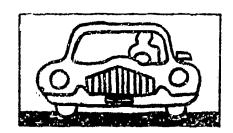
5. Mugging.

- a. Not a very widely used method of obtaining a card, but it is becoming a problem.
- b. Again, a short running card.

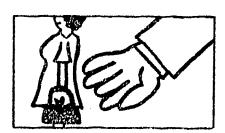
Methods



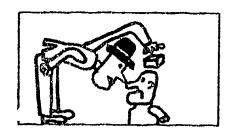
Illustrate using a flash card?



Illustrate using a flash card:



Illustrate using a flash card:

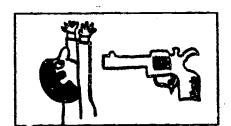




Methods

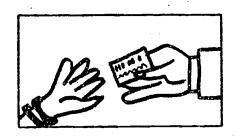
Illustrate using a flash card:

- 6. Murder.
 - a. Also not a widely used method.
 - b. A short running card.



Illustrate using a flash card:

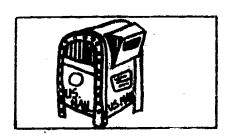
- 7. Juice Victims.*
 - a. People who are delinquent in making loan payments are forced to give the loan sharks their credit cards. These sharks then instruct the victim not to report their card gone for 30 days.
 - b. Fenced for cash.
- 8. Lost Cards.
 - a. Careless card holder who leaves them at gas stations, stores, or other establishments and forgets to report them.
 - b. A short running card.
- 9. Federal Crime Postal.
 - a. Most desirable card because the card has no signature and the person doesn't report the card for a length of time.



Illustrate using a flash card:



Illustrate using a flash card:



^{*}Credit Card Fraud in Illinois, Illinois Legislative Investigating Commission, Chicago, September, 1972.



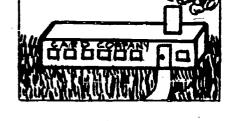
Methods

- b. Card owner doesn't know of loss until he gets a bill.
- c. Some card companies are now issuing cards with an advance effective date to insure the card cannot be used until 30 or so days after it is sent.
- d. Resale value of this card is high.
- e. This type is a very good running card.
- f. Accounts for 30-40% of hot plastic.
- g. 80-90% of dollar losses (1970)

10. Internal Theft.

- a. Card companies.
- The plastic card itself is worth just two cents, and in the not too distant past the industry treated it just about that carelessly. It was not uncommon to have thousands of them stolen while they were being manufactured. But all of that is changed, especially since recent legislation now protects the individual cardholder to a maximum of \$50 liability if someone else uses his card. So now the credit card companies are the victims, and security here has been tightened.
- c. Employee thievery is a \$10 billion a year business.*

Illustrate using a flash card:



*Weisinger, Parade, December 9, 1973.



· Carrer

		Instructional Outline Methods	
		(1) 70% of employees steal \$20 or more from their employer.	
		(2) One out of twelve employ- ees are engaged in organ- ized rip-off.	
٧.	Peo	ople involved with credit card rip-off. Passout HANDOUT #1-B, "The Big Five Suppliers."	2
	A.	Prostitutes.	
		1. They simply lift them from their clients. Ask: What types of people might be involved with stealing credit cards? How do they steal the cards?	
		2. Give them to a middleman for \$25 to \$100 per card.	•
		3. Remove only one or two cards so they aren't missed.	
	в.	Waiters.	
		Place the card under an object when presenting the check.	
	c.	Clerks.	
		Fail to return the card to the customer.	
	D.	Postal employees.	
		1. Steal themselves.	
		2. Act as spotters for a profession- al who then steals from the mail- box.	
		3. Common in large apartment complexes.	
	E.	Common thieves.	



Robbers.

Auto thieves.

		Instructional Outline	Methods
	3.	Muggers.	
	4.	Drug Addicts.	
VI. R	unnin	g Hot Plastic.	Ask: Once the card is stolen, how does the card runner get the plastic?
A.		ners receive plastic from a mid- man.	Ask: What is a middleman? What is his function in credit card fraud?
	1.	Gas station attendants.	
	2.	Clerks.	
	3.	Hotel porters.	
	4.	Fences.	
в.	The	Big Five Runners.	Passout HANDOUT #1-C, "The Hot Card Runners."
	1.	Professional Joe made \$800,000 in 40 days.	Ask: Have any of you ever been taken by a runner? Explain the type of person he or she was characteristics, personality, etc.
·		a. Cases stores and managers.	
		b. Knows the security measures of the store.	
		c. Selects the clerk he can fool.	
		d. Specializes in certain mer- chandise areas.	
	2.	Just before closing Sally.	
		a. Confuses the clerk.	
		b. Threatens to call the manager	
		c. Makes the clerk make mistakes	



d. Refers to an upcoming holiday anniversary, or birthday.

e. In a hurry.

Methods

		Ins	tructional Outline
	3.	Jok	ing Monroe.
		a.	Talkative customer.
		ъ.	Jokester.
		c.	Tries to get the clerk impatient with him, but keeps the clerk waiting on him.
		d.	Gets the clerk confused.
	4.	Fum	bling Fred.
		a.	Is so clumsy that the clerk's attention is focused on the person instead of the card.
		b .	The clerk suspects the runner of being high or ill.
,	5.	Fir	st time Frieda.
		a. ·	Nervous.
		ъ.	Easily talked into other items.
		c.	Becomes impatient and tries to hurry the clerk just to get out of the store.



CRIMINAL WAYS PLASTIC IS OBTAINED

BURGLARY
PICKPOCKETING
AUTO THEFTS
PURSE SNATCHING
MUGGING
MURDER
JUICE VICTIMS
LOST CARDS
FEDERAL CRIMES
INTERNAL THEFT



THERE WERE OVER 400 MILLION CARDS PRODUCED IN THE UNITED STATES. THERE WAS AN ESTI-MATED \$200 MILLION LOSS IN 1970.



THE BIG FIVE SUPPLIERS

PROSTITUTES

Major supplier of credit cards. Removes only one or two cards.

WAITERS

Places cards under an object when presenting the check in the hope that the customer will forget.



Fails to return the card to the customer.

POSTAL EMPLOYEES

Acts as a spotter for a professional who steals from the mailbox.

COMMON THIEVES

Robbers - auto thieves - muggers - drug addicts.





THE HOT CARD RUNNERS



Professional Joe

Cases store and manager - selects the inexperienced clerk - specializes in certain merchandise areas - has a list of items to buy.

Just Before Closing Sally

Confuses the clerk - threatens to call the manager if the clerk will not wait on her - makes the clerk make mistakes.

Joking Monroe

Talkative customer - jokester - doesn't let the clerk wait on other customers - gets the clerk confused.

Fumbling Fred

So clumsy that the clerk's attention is focused on him instead of the card - the clerk thinks that Fred is ill or high.

First Time Frieda

Nervous - easily persuaded to buy other items because she is impatient.



Methods

Objective - to acquaint the participant with the procedures to prevent the running of hot cards.

Materials needed: 16mm projector, film -- "Hot Cards" (Interbank Systems, 1972); flip chart; chalkboard.

I. How the runner uses the card.

Ask: How does a customer use a credit card?

The runner uses the card the same as any customer. He or she makes the selection of merchandise just as any customer and asks for customer assistance just like any customer. There are three significant differences:

Runners use same procedure.

Every store has a determined floor limit. If a purchase is over this amount, the clerk must call for authorization. Since the runner does not want to risk the store checking on the card, his purchase will be under the floor limit amount.

Go over the steps of a sale to reinforce in the participant that a card fraud is like any other.

Runners usually buy items that can be resold easily.

Ask: What is a floor limit?

Experienced credit card thieves do not buy haphazardly. They have a list, which includes such things as: Ask: What items could be easily resold by thieves?

Radios.

List on board.

- Cameras.
- Portable TV's.
- Electric razors.
- Auto accessories.
- 6. Jewelry.
- Runners have accomplices.
- - Individuals who distract the salesperson.
 - 2. The store employee.
 - The runner purchases non-existent articles or services, then submits to the credit

Ask: What is an accomplice?



Methods

company for a refund.

- b. The runner and employee split the take.
- II. Danger signs clerks should watch out for.

Legitimate merchants and sales clerks can protect themselves from the credit card thief by remaining alert and following proper security procedures. Although some professional card users are excellent actors, many are not so adept. During a credit card transaction, the thief is under a certain amount of tension which often produces behavior that an observant clerk could recognize as suspicious. Salespeople should be warned to watch for the following tip-off signs:

Ask: When should a clerk question the actions of a customer?

Ask: What are some danger signs?
Passout HANDOUT #2-A, "Danger Signs

- A. The customer who makes indiscriminate Passout HANDOUT #2-A, "Danger Signs." purchases without regard to size, style, color or price.
- B. The customer who questions the salesperson about the floor limit on credit purchases, or makes several individual purchases that approach but never pass the floor limit.
- C. The customer who is unnecessarily chatty or who delays a selection repeatedly until the clerk is upset.
- D. The customer who hurries a clerk at quitting time.
- E. The customer who purchases a large item, such as a color television console, and insists on taking the item with him instead of having it delivered.
- F. The customer who refuses alterations on wearing apparel even though the alterations are included in the selling price.



Methods

G. The customer who adds an unusually generous tip to his restaurant or hotel bill.

When a clerk suspects a fraudulent use of a credit card (even when the amount charged is below the floor limit), he should make an authorization call to the credit card company. If the card has been reported stolen, the major credit card companies immediately transfer the call to their security office. The credit card security officer verifies that the card was reported stolen and instructs the salesperson to keep the card and stall the customer as long as possible. The security officer then calls the police.

Although the clerk should attempt to stall the customer until police have time to arrive, he should be aware that the thief could be dangerous. The clerk should keep the card only if he can do so without endangering his own safety.

III. Steps in checking the card.

- A. Alterations of embossed information can usually be detected by careful examination with the naked eye. The thief has to flatten the original embossed figures with heat and/or pressure and then create new figures.
- B. The thief may alter the expiration date to extend the life of the card or the account number and name to beat the "Hot Card List".
- C. The signature panel on the front or back of the card should also be examined for erasures or for the type of tampering described in this text.

Comment: When danger signs occur, they do not mean you are dealing with a runner, but you should make sure you handle the sale properly according to procedures.

Ask: What should you look for on a card?

Passout HANDOUT #2-B, "Guidelines On What To Look For."

Passout HANDOUT #2-C, "Sample Charge Card."

	Instructional Outline	Methods
D.	One should check for evidence that a photo has been removed, replaced or covered over.	
E.	Compare signatures to sales draft.	Passout HANDOUT #2-D, "Sample Charge
F.	Check "Hot Card List" by the cash register.	Slip."
G.	Check identification.	
н.	Especially check out-of-state cards such losses are hard to recover.	
IV. Au	thorization tips.	Passout HANDOUT #2-E, "Authorization Tips."
Α.	Know the dollar amount of your floor limit.	3
в.	Always verify the customer's signature on the back of the card with the signature on the sales slip.	
C.	Before approving a purchase for a sale under the floor limit, check the Hot Card List.	
D.	Are you dialing the correct telephone number of the Authorization Center? If you should encounter a ring with no answer or a fast busy condition, hang up and dial the number again. Should you encounter this condition twice, call your local operator and request assistance.	
E.	Always announce the following situa- tions to the authorization operator at the beginning of the authorization request:	Passout HANDOUT #2-F, "Special Information to Authorization Operator."
	1. Expired card.	
	2. Dependent using the card.	
٠	3. Cardholder shopping without his card.	
	4. Suspicious circumstances (no identification, etc.).	
	•	



Methods Instructional Outline Cancelling or changing the amount on a previous authorization. Be prepared to give the authorization Passout HANDOUT #2-G, "Procedure On operator the following information in Authorization Calls." the order listed. Your merchant number. The customer account number. Amount of the sale. 4. In some instances, the operator may first request the Interbank number on the card. This is a four digit number beginning with a one above the cardholder's name on the face of the card. This information will be requested when the call is being referred directly to the bank for authorization. Show film, "Hot Cards". Discuse the film to reinforce points in this session.



DANGER SIGNS

LOOK OUT FOR THE CUSTOMER WHO:



Makes indiscriminate purchases

Questions about floor limit

Makes several individual purchases just below limit

Unnecessarily chatty

Delays selection until clerk becomes upset

Hurries clerk at quitting time

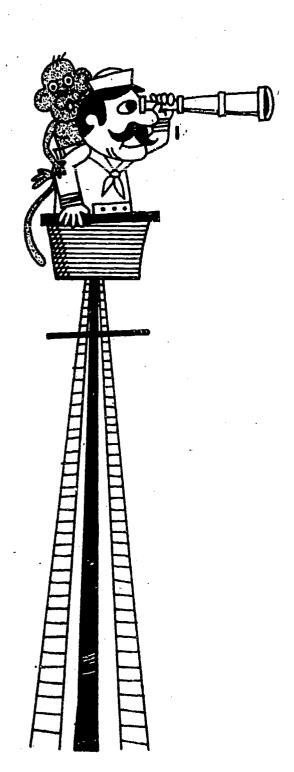
Makes one large purchase and refuses delivery

Refuses alterations

Gives an extra large tip on bill



GUIDELINES ON WHAT TO LOOK FOR



Alterations of embossed information

Alterations on expiration date

Signature panel erasures

Check to see if photo is present or if it has been removed

Like signatures on identification and credit card

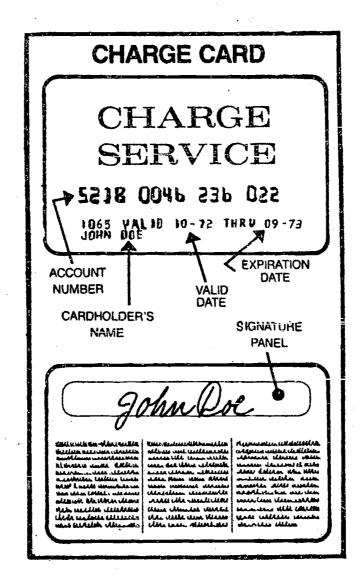
Card number on Hot Card List

Proper identification

Out-of-state credit cards



SAMPLE CHARGE CARD



SAMPLE CHARGE SLIP

CHAF	IGE SLIP	
5218 0046 236 022		CREDIT CARD IMPRINT
1065 VALID 10-72 THRU 09-73 JOHN DUE	OTY DESCRIPTION UNIT COST AMOUNT I COST SD 00 ST 00	
D ALEH TEST PLT 31 24 LEXINGTON AV 204 BINGHAMTON NY 5678	F 1/5 75 AUTHORISATION COME AT COL DO	MERCHANT IDENTIFICATION
The mane at the count observed on the that is an elicitable to one of the little mane of the country of the cou	1662179 X 27 N. Del St. M. 108 00	INVOICE NUMBER
SUITER'S SEGNATURE COMPANY SOLOR	BUTENS ADDRESS	CUSTOMER'S ADDRESS CUSTOMER'S SIGNATURE

AUTHORIZATION TIP'S

- * KNOW THE FLOOR LIMIT.
- * ALWAYS VERIFY THE CUSTOMERS SIGNATURE ON CARD WITH SALES DRAFT.
- * CHECK HOT CARD LIST.
- * Proper DIALING OF AUTHORIZATION CALL SALES DRAFT.
- GIVE THE CIRCUMSTANCES TO AUTHORIZATION OPERATOR. DEPENDENT USING CARD—CARD HOLDER SHOPPING WITHOUT CARD—ETC.
- * MAKE SURE YOU GIVE MERCHANT NUMBER, CUS-TOMER NUMBER, AMOUNT OF SALE.

LET'S END HOT CARDS

SPECIAL INFORMATION TO AUTHORIZATION OPERATOR

ADVISE THE AUTHORIZATION OPERATOR FIRST OF THE FOLLOWING CIRCUMSTANCES IF THEY ARE PRESENT:

- * AN EXPIRED CARD
- * A DEPENDENT USING THE CARD
- * CARDHOLDER SHOPPING WITHOUT A CARD
- * NO IDENTIFICATION
- * CHANGING THE AMOUNT ON A PREVIOUS CHARGE

PROCEDURE ON AUTHORIZATION CALLS

GIVE:

YOUR MERCHANT NUMBER

THE CUSTOMER ACCOUNT NUMBER

AMOUNT OF SALE

INTERBANK SYSTEM NUMBER





Methods

Objective - to introduce new laws; to inform on how fill out new affidavits; to inform on how to make

Invite speakers such as: bank representatives, police officers, or city attorney.

- I. The law and you (Ohio Criminal Code).
 - A. MISUSE OF CREDIT CARDS.

Ohio Criminal Code 2913.21

- (A) No person shall do any of the following:
 - Practice deception for the purpose of procuring the issuance of a credit card, when a credit card is issued in actual reliance thereon;
 - (2) Knowingly buy or sell a credit card from or to person other than the issuer.
- (B) No person, with purpose of defraud, shall do any of the following:
 - Obtain control over a credit card as security for a debt;
 - (2) Obtain property or services by the use of a credit card, knowing or having reasonable cause to believe that such card has expired or been revoked, or was obtained, is retained, or is being used in violation of law;
 - (3) Furnish property or services upon presentation of a credit card, knowing that such card is being used in violation of law;
 - (4) Represent or cause to be represented to the issuer of a credit card that property or

Passout HANDOUT #3-A, "Misuse of Credit Cards."

Have the suggested speakers above form a panel. Use this for discussing questions during or after presentation.

Methods

services have been furnished, knowing that such representation is false.

- (C) No person, with purpose to violate this section, shall receive, possess, control, or dispose of a credit card.
- (D) Whoever violates this section is guilty of misuse of credit cards, a misdemeanor of the first degree. If the value of the property or services involved in a violation of division (B) (2), (3), or (4) of this section is one hundred fifty dollars or more, or if the offender has previously been convicted of a theft offense, then misuse of credit cards is a felony of the fourth degree.

HISTORY: 134 v H 511. Eff 1-1-74

The effective date of H 511 is set by section 4 of the act.

The section 2913.21 of the Ohio Criminal Code designed to penalize the individual who owns the card, but misuses it.

Most police departments prefer to charge the suspect with section 2913.31, forgery, because it is stiffer in penalty and because an issuer can always reduce the felony charge.

B. FORGERY

Ohio Criminal Code 2913.31

(A) No person, with purpose to defraud, or knowing that he is facilitating a fraud, shall do any of the following: Passout HANDOUT #3-B, "Forgery."



Methods Instructional Outline (1) Forge any writing of another without his authority; (2) Forge any writing so that it purports to be genuine when . it is actually spurious, or to be the act of another who did not authorize that act, or to have been executed at a time or place or with terms different from what was in fact the case, or to be copy of an original when no such original existed; (3) Utter, or possess with purpose to utter, any writing which he knows to have been forged. (B) Whoever violates this section is guilty of forgery, a felony of the fourth degree. HISTORY: 1972 H 511, eff. 1-1-74 Police departments also use the following section. Passout HANDOUT #3-C, "Criminal Sim-Ohio Criminal Code 2913.32 -- Crimiulation." nel Simulation (A) No person, with purpose to defraud, or knowing that he is facilitating a fraud, shall do any of the following: (1) Make or alter any object so that it appears to have value because of antiquity, rarity, curiosity, source, or authorship, which it does not in fact possess; (2) Practice deception in making, retouching, editing, or reproducing any photograph, movie film, video tape, phono-



graph recording tape;

Methods

- (3) Utter, or possess with purpose to utter, any object which he knows to have been simulated as provided in division (A) (1) or (2) of this section.
- (B) Whoever violates this section is guilty of criminal simulation, a felony of the fourth degree.

HISTORY: 1972 H 511, eff. 1-1-74

- II. Penalties for Misdemeanor and Felony.
 - A. There are two different penalties for running cards.
 - 1. Lesser charge

PENALTIES FOR MISDEMEANOR

Ohio Criminal Code 2929.21

- (A) Whoever is convicted of or pleads guilty to a misdemeanor other than a minor misdemeanor shall be imprisoned for a definite term or fined, or both, which term of imprisonment and fine shall be fixed by the court as provided in this section.
- (B) Terms of imprisonment for a misdemeanor shall be imposed as follows:
 - (1) For a misdemeanor of the first degree, not more than six months;
 - (2) For a misdemeanor of the second degree, not more than ninety days;
 - (3) For a misdemeanor of the third degree, not more than sixty days;

Passout HANDOUT #3-D, "Penalties for Misdemesnor."



Instructional Outline	Methods
(4) For a misdemeanor of the fourth degree, not more than thirty days.	
(C) Fines for misdemeanor shall be imposed as follows:	
 For a misdemeanor of the first degree, not more than one thousand dollars; 	·
(2) For a misdemeanor of the sec- ond degree, not more than seven hundred fifty dollars;	
(3) For a misdemeanor of the third degree, not more than five hundred dollars;	
(4) For a misdemeanor of the fourth degree, not more than two hundred dollars.	
(D) Whoever is convicted of or pleads guilty to a minor misdemeanor shall be fined not more than one hundred dollars.	·
HISTORY: 1972 H 511, eff. 1-1-74	
2. Maximum penalty	
PENALTIES FOR FELONY	Passout HANDOUT #3-E, "Penalties for Felony."
Ohio Criminal Code 2929.11	
(A) Whoever is convicted of or pleads guilty to a felony other than aggravated murder or murder, shall be imprisoned for an indefinite term and, in addition, may be fined. The indefinite term of imprisonment shall consist of a maximum term as provided in this section and a minimum term fixed by the court as provided in this section. The fine shall be fixed by the court as provided in this section.	



Methods

(B) Terms of imprisonment for felony shall be imposed as follows:

Instructional Outline

- (1) For a felony of the first degree, the minimum term shall be four, five, six, or seven years, and the maximum term shall be twenty-five years;
- (2) For a felony of the second degree, the minimum term shall be two, three, four, or five years, and the maximum term shall be fifteen years;
- (3) For a felony of the third degree, the minimum term shall be one year, eighteen months, two years, or three years, and the maximum term shall be ten years;
- (4) For a felony of the fourth degree, the minimum term shall be six months, one year, eighteen months, or two years, and the maximum term shall be five years.
- (C) Fines for felony shall be imposed as follows:
 - (1) For a felony of the first degree, not more than ten thousand dollars;
 - (2) For a felony of the second degree, not more than seven thousand five hundred dollars;
 - (3) For a felony of the third degree, not more than five thousand dollars;
 - (4) For a felony of the fourth degree, not more than two thousand five hundred dollars.



Instructional Outline

Methods

III. New Affidavits.

With the new law in Ohio, there is also a new procedure for filing charges at the time of the arrest. Passout HANDOUT #3-F, "Blank Form."
Go over with the participants. The complaints can be adapted to any city or county by replacing the name of your city, county, state, and Clerk of Courts.

Passout HANDOUT #3-G, "Obtain Card by Deception."

Passout HANDOUT #3-H, "Security for a Debt."

Passout HANDOUT #3-I, "Buy or Sell."

Passout HANDOUT #3-J, "Obtain Property or Services."

IV. Making the Arrest.

The arresting officer's first action is to secure the scene and detain all parties involved. Remain alert. Remember that the fraudulent user of a credit card may have been involved in other crimes.

The officer should take the credit card and ask the clerk to explain what happened. This should be done beyond the hearing of the suspect. Once the clerk has described the attempted purchase, the officer should carefully examine the card. He should examine all numbers, dates, names and the signature panel for signs of alterations.

The customer should then be given an opportunity to provide an explanation. Examine any additional identification that is available. Check other credit cards that the customer has in his possession in order to compare names and other data.

After gathering these initial facts, the police officer should call the security office of the credit card company in order to obtain additional information about the rightful card holder. The security office will be able to provide the card holder's full name, age, address, oc-



cupation, personal references, place of employment, date of last payment and amount of last payment. The suspect should be questioned about this information.

The police dispatcher and the major credit card security offices have access to a cross reference telephone directory which can provide material for further questions, such as: How long has the individual lived at a certain address? Who are some of his neighbors? What is his telephone number? The rightful owner of the card would be able to answer these questions. If the suspect cannot supply satisfactory answers to these questions, and the security officer states that the card has been reported stolen, and the clerk identifies the suspect as the person who attempted to make a purchase with the card, then probable cause for apprehension for fraudulent use of a credit card would be established.

The customer would be placed under arrest, and the officer would take possession of all physical evidence including the credit card, the sales rip and the marchandise. The security officer at the credit card company should be requested to send a representative to the police station to sign a formal complaint.

Since fraudulent credit card users nearly always use automobiles, a search of the area should be made in order to locate the car. Locating the car often means locating an accomplice. Although the officer will probably lack grounds to arrest the accomplice at this time, preliminary information may be obtained in order to begin an investigation. The officer should not allow the accomplice to remove anything from the car.

The officer should avoid conducting a premature (and possibly illegal) search of the vehicle. If the car is illegally parked, impound it. Even if the car is



Instructional Outline

Methods

properly parked, it can be impounded temporarily until more information is obtained about the manner in which the cradit card was stolen.

- V. Information needed for Investigation.
 - A. Larger credit card companies employ professional investigators.

cludes the following items:*

Certain types of information are important to a credit card investigation, although they would not be included in the routine police report of a crime. For example, detailed information should be compiled that in-

- 1. The name of the store and the address where the fraudulent purchase occurred, the name of the owner or manager of the store and his telephone number.
- 2. The name of the legitimate card holder, his address, telephone number, business address, and information relating to how the card was originally lost or stolen.
- A description of the item purchased, the amount of the sale, and the clerk's or cashier's name, especially if the latter witnessed the signing of the charge slip.
- 4. Samples of handwriting in the form of signed sales drafts and applications are on file.
- License plate numbers are recorded on sales drafts at gas service stations.

Passout HANDOUT #3-K, "Information Needed for Criminal Investigation."

44-



^{*} Transcript of proceedings at the 1972 National Credit Card Security Conference, sponsored by the Association of Credit Card Investigators, Milwaukee, Wisconsin, September, 1972.

Instructional Outline

Methods

- Drivers' licenses are a matter of record on car rental contracts or on sales drafts where further identification is requested.
- 7. Even if the credit card is discarded prior to the subject's apprehension, its imprint is still permanently recorded on the customer's copies of sales drafts, airline tickets, hotel bills or car rental contracts carelessly stuck in a pocket, purse or glove compartment of an auto.
- 8. The description of a rented auto the subject had in his possession at any particular time is also a matter of record at the car rental agency.
- 9. Add to these sources of information the fact that all major credit card issuers have trained staffs of investigators, most of whom are ex-law enforcement agents themselves, and it presents a pretty formidable investigative tool.

PREVENTION: Develop a sound credit card acceptance procedure that is usable in your store.

LET'S END HOT CARDS!!!



MISUSE OF CREDIT CARDS

OHIO CRIMINAL CODE 2913.21

- (A) No person shall do any of the following:
 - (1) Practice deception for the purpose of procuring the issuance of a credit card, when a credit card is issued in actual reliance thereon:
 - (2) Knowingly buy or sell a credit card from or to a person other than the issuer.
- (B) No person, with purpose to defraud, shall do any of the following:
 - (1) Obtain control over a credit card as security for a debt;
 - (2) Obtain property or services by the use of a credit card, knowing or having reasonable cause to believe that such card has expired or been revoked, or was obtained, is retained, or is being used in violation of law;
 - (3) Furnish property or services upon presentation of a credit card, knowing that such card is being used in violation of law;
 - (4) Represent or cause to be represented to the issuer of a credit card that property or services have been furnished, knowing that such representation is false.
- (C) No person, with purpose to violate this section, shall receive, possess, control, or dispense of a credit card.
- (D) Whoever violates this section is guilty of misuse of credit cards, a misdemeanor of the first degree. If the value of the property or services involved in a violation of division (B) (2), (3), or (4) of this section is one hundred fifty dollars or more, or if the offender has previously been convicted of a theft offense, then misuse of credit cards is a felony of the fourth degree.



FORGERY

OHIO CRIMINAL CODE 2913.31

- (A) No person, with purpose to defraud, or knowing that he is facilitating a fraud, shall do any of the following:
 - (1) Forge any writing of another without his authority;
 - (2) Forge any writing so that it purports to be genuine when it is actually spurious, or to be the act of another who did not authorize that act, or to have been executed at a time or place or with terms different from what was in fact the case, or to be a copy of an original when no such original existed;
 - (3) Utter, or possess with purpose to utter, any writing which he knows to have been forged.
- (B) Whoever violates this section is guilty of forgery, a felony of the fourth degree.



CRIMINAL SIMULATION OHIO CRIMINAL CODE 2913.32

- (A) No person, with purpose to defraud, or knowing that he is facilitating a fraud, shall do any of the following:
 - (1) Make or alter any object so that it appears to have value because of antiquity, rarity, curiousity, source, or authorship, which it does not in fact possess:

(2) Practice deception in making, retouching, editing, or reproducing any photograph, movie film, video tape, phonograph record, or recording tape;

- (3) Utter, or possess with purpose to utter, any object which he knows to have been simulated as provided in division (A) (1) or (2) of this section.
- (B) Whoever violates this section is guilty of criminal simulation, a felony of the fourth degree.



PENALTIES FOR MISDEMEANOR

OHIO CRIMINAL CODE 2929.21

- (A) Whoever is convicted of or pleads guilty to a misdemeanor other than a minor misdemeanor shall be imprisoned for a definite term or fined, or both, which term of imprisonment and fine shall be fixed by the court as provided in this section.
- (B) Terms of imprisonment for misdemeanor shall be imposed as follows:
 - (1) For a misdemeanor of the first dagree, not more than six months:
 - (2) For a misdemeanor of the second degree, not more than ninety days;
 - (3) For a misdemeanor of the third degree, not more than sixty days;
 - (4) For a misdemeanor of the fourth degree, not more than thirty days.
- (C) Fines for misdemeanor shall be imposed as follows:
 - (1) For a misdemeanor of the first degree, not more than one thousand dollars;
 - (2) For a misdemeanor of the second degree, not more than seven hundred fifty dollars;
 - (3) For a misdemeanor of the third degree, not more than five hundred dollars;
 - (4) For a misdemeanor of the fourth degree, not more than two hundred fifty dollars.
- (D) Whoever is convicted of or pleads guilty to a minor misdemeanor shall be fined not more than one hundred dollars.



PENALTIES FOR FELONY

OHIO CRIMINAL CODE 2929.11

- (A) Whoever is convicted of or pleads guilty to a felony other than aggravated murder or murder, shall be imprisoned for an indefinite term and, in addition, may be fined. The indefinite term of imprisonment shall consist of a maximum term as provided in this section and a minimum term fixed by the court as provided in this section.
- (B) Terms of imprisonment for felony shall be imposed as follows:
 - (1) For a felony of the first degree, the minimum term shall be four, five, six, or seven years, and the maximum term shall be twenty-five years.
 - (2) For a felony of the second degree, the minimum term shall be two, three, four, or five years, and the maximum term shall be fifteen years;
 - (3) For a felony of the third degree, the minimum term shall be one year, eighteen months, two years, or three years, and the maximum term shall be ten years;
 - (4) For a felony of the fourth degree, the minimum term shall be six months, one year, eighteen months, or two years, and the maximum term shall be five years.
- (C) Fines for felony shall be imposed as follows:
 - (1) For a felony of the first degree, not more than ten thousand dollars;
 - (2) For a felony of the second degree, not more than seven thousand five hundred dollars;
 - (3) For a felony of the third degree, not more than five thousand dollars;
 - (4) For a felony of the fourth degree, not more than two thousand five hundred dollars.



CASE #	
ANY COUNTY MUNICIPAL COL	IRT
ANY STATE ANY CITY	
Name	
Address	
Description	
COMPLAINT	
ANY STATE ANY COUNTY ANY CITY	
Complainant being duly sworn states that	
at any county, any state, on or about the	day of
19did	· .
	,
	
in violation of State Code	
Complainant	
Address	·
Sworn to and subscribed before me, this	
JOHN JONES Clark of pry County Municipal Count	
Clerk of any County Municipal Court	,
Ву	, Deputy
SLATE #	
-43- 48	



	CASE #			
	ANY COUNTY MUNICIPAL COURT			
	ANY STATE ANY CITY			
	Name			
	Address			
	Description			
	COMPLAINT			
	ANY STATE ANY COUNTY ANY CITY			
	Complainant being duly sworn states that			
	at any county, any state, on or about the day of			
	19 did obtain a credit card, to wit: (name of issuer and card) by deception, said credit card having been issued on / / by the (name of card and issuer) relying upon (applicant's name) deception. In violation of section 2913.21 A-1 of the state's Criminal Code a misdemeanor of the 1st degree. FELONY: 2nd offense substitute and add the following a felony of the fourth			
	degree having been previously convicted of a theft offense, to wit: (charge - section number) on [date] in [name of court).			
	in violation of State Code #2913.21 A-1			
1.7	Complainant			
	Address			
	Sworn to and subscribed before me, this			
	day of A.D., 19			
	JOHN JONES Clerk of any County Municipal Court			
	By, Deputy			
	SLATE #			



CASE #				
ANY COUNTY MUNICIPAL COURT				
ANY STATE ANY CITY				
Name				
Address				
*Description				
COMPLAINT				
Any State Any County Any City				
Complainant being duly sworn states that				
at any county, any state, on or about the day of				
19 did with purpose to defraud obtain control				
over a credit card, to wit: (name of card *) from				
FELONY: substitute and add the following; a felony of the fourth degree having been previously convicted of a thest offense,				
wit: loggerse and section number) on (date) in				
(name of court)				
do not received an object and a second and an analysis of the second analysis of the second analysis of the second and an analysis of the second and analysis of the second and an analysis of the second and an analysi				
in violation of State Code #2913.21 B-1				
Address				
Sworn to and subscribed before me, this				
day of A.D., 19				
JOHN JONES Clerk of any County Municipal Court				
By, Deputy				
SLATE #				



CASE #				
ANY COUNTY MUNICIPAL COURT				
ANY STATE ANY CITY				
Name				
Address				
Description				
COMPLAINT				
ANY STATE ANY COUNTY ANY CITY				
Complainant being duly sworn states that				
at any county, any state, on or about the day of				
to wit: (kind of card) of (company or bank), (from or to) [name] who was not the issuer in violation of section 2913.21 of the state's Criminal Code a misdemeanor of the first degree. FELONY: substitute and add the following a felony of the fourth degree having been previously convicted of a theft offense, to wit: (charge and section number) on (date) in [name of court).				
in violation of State Code #2913.21 A-2				
Complainant				
Address				
Sworn to and subscribed before me, this				
JOHN JONES Clerk of any County Municipal Court				
By, Deputy				
SLATE #				
-46- 51				



CASE #				
ANY COUNTY MUNICIPAL COURT				
ANY STATE ANY CITY				
Name				
Address				
Description				
COMPLAINT				
Any State Any County Any City				
Complainant being duly sworn states that				
at any county, any state, on or about the day of				
(property or service) to wit: (name and address of store) by use of a credit card, to wit: (name and number of card) on sales slip (number) dated in the name of knowing said card was (revoked, expired, etc.) violation of section 2913.21 of the state's Criminal Code a misdemeanor of the first degree. FELONY: substitute and add a felony of the fourth degree since the value of the property was over \$150.00.				
in violation of State Code #2913.21 B-2				
Complainant				
Address				
Sworn to and subscribed before me, this				
day of A.D., 19				
JOHN JONES Clerk of any County Municipal Court				
By Deputy				
SLATE #				



INFORMATION NEEDED FOR CRIMINAL INVESTIGATION



Detailed information should include the following items:

- * The name of the store and the address where the fraudulent purchase occurred.
- * The name of the owner or manager of the store and his telephone number.
- * The name of the legitimate card holder.
 - A description of the item purchased, the amount, and the name of the clerk who waited on the customer.
- * Samples of handwriting.
- * Car rentals -- driver's license used.
- * Charge slip kept by the store.



FURTHER REFERENCES

CREDIT CARD INDUSTRY PUBLICATIONS

AUTHORIZATION SYSTEMS

Credit Authorization Systems - N. E. Magnis & T. C. Franklin, Jr., Magazine of Bank Administration, June, 1970.

Interbank Goes Mational With 30-Second Card Okay -- Bank Systems and Equipment, September, 1969.

Omniswitch Tests Systems of Merchant-to-Bank Authorization - American Banker, July 18, 1971.

BACKGROUND AND HISTORY

Bank Charge Card Associations: Today & Tomorrow - William B. Stevens, Magazine of Bank Administration, May, 1970.

Bank Credit Cards in the 1970's: Cooperation Growth & Challenges -- Mid-Continental Banker, January, 1970.

The Changing Face of Banking -- Gordon Ewan, Commerce Magazine, May, 1970.

Credit Cards and Installment Credit -- Banking Magazine, October, 1970.

Guideposts for Charge Card Entry in the 1970's -- Patrick Doyle, Magazine of Bank Administration, March, 1970.

The Newest Venture in Charge Card Banking -- N. E. Magnis & T. C. Franklin, Banking Magazine, January, 1970.

Those "Charge Anything Anywhere" Credit Cards -- Kiplinger Changing Times, March, 1970.

Revolving Credit & Credit Cards - A. A. Burger, Law & Contemporary Problems, Duke University, 1968.

The Consumer Credit Ficture -- Lucie R. Blau, The Conference Board Record, August, 1970.

The Embarrassing Question: How Come You're Flooding the Country With Credit Cards? - Symposium, Bank News, May, 1970.

COMPUTERIZED TECHNIQUES

Bank Beams Microfilm Data Via TV -- Administrative Management, October, 1970

Personal Piracy & Human Dignity Need Not Be Sacrificed To Reap the Limitless Benefits of Computers - R. P. Anderson, NAM Reports, July 20, 1970.



ENCODING. IDENTIFICATION SYSTEMS

Miscellaneous Clippings

FRAUD, FRAUD PREVENTION

Credit Card Fraud Can Be Controlled If Precautions Are Observed - S. E. Bray, Mid-Continent Banker, April, 1970.

Security and Plastic Money -- Magazine of Bank Administration, July, 1970.

FUTURE DEVELOPMENTS, OUTLOOK

The Cashless Society: Some Credit Cards Are More Equal Than Others -- Vision Magazine, January, 1971.

Fulfilling the Potential of the Charge Card in the 1970's - Speech by Karl Hinke, BPRMA, Cleveland, April 16, 1970.

Future of Charge Cards in Small to Medium Sized Banks - Speech by Donald O'Toole, ABA National Credit Card Conference, Chicago, November 10, 1967.

Banks Reappraise Cards as Losses Mount - Five-part Series by Phillip Brooke, American Banker, May 18-24, 1971.

MARKETING

How to Make Credit Card Profitable - R. D. Breth, Banking Magazine (undated).

Profit Opportunities in Bank Credit Cards - R. W. Hughes, Credit World, August, 1967.

Penetrating the College Market - Credit World, February, 1970.

Will Bank Cards Topple American Express? -- Marketing Communications, May, 1971.

STATISTICS

Bank Charge Card Growth: A Statistical Summary - A. S. Kranzley and Company, June, 1970.

Selling the American Youth Market - Irvin Penner, presentation at AMR Conference, May 1, 1970.

MAGAZINE ARTICLES (CONSUMER AND GENERAL INTEREST)

ARTICLES

Credit: The Year of the Dun -- Time Magazine, January 25, 1971.



MAGAZINE ARTICLES (MERCHANT TRADE PUBLICATION)

AUTOMOTIVE

Here Comes Plastic Money -- Motorcycle Dealers News, November, 1971.

BEAUTY, BARBER, COSMETICS

A Case for Credit Cards -- Modern Market Guide, 1970.

A Group Plan for Bank Credit Cards -- Modern Market Guide, 1971.

BOATS, BOATING, PLEASURE CRAFTS

Charge Cards: A Practical Merchandising Tool For You - Boating Industry, November, 1969.

DRUGGIST

Money Counts: Offer Your Patrons Credit Via Local Bank Charge Cards — American Druggist, June 12, 1971.

GROCERY STORES, SUPERMARKETS

Credit Cards: Blight or Blessing for Supermarkets? — Food Topics, August, 1968.

Convenience Stores Take Lead in Offering Credit -- Progressive Grocer, October, 1971.

JEWELRY

Bank Credit Cards: Multiplying Like Rabbits -- Jewelers Circle, Key Stone, September, 1967.

After July 1, If Lawyers Don't Get You, The Bankers Will -- National Jeweler, June. 1969.

Tied Up With Bank Credit Cards? -- National Jeweler, December, 1970.

OFFICE EQUIPMENT, STATIONERY

Dealers "Reluctantly" Accept Credit Cards -- Office Appliances, January 15, 1970.

PAINTING PAINT, DECORATING

Bank Charge Cards Can Work for Painting Contractors Too -- Spotlights, March, 1970.



PHOTOGRAPHY

Credit Carde: A Growing Sales Tool -- Photo Dealer, June, 1969.

PLUMBING, HEATING, AIR CONDITIONING

Charge or Cash? Magic Phrase Triples Money Turnover on Service Work -- Good Living, October, 1969.

REAL ESTATE BUILDING MANAGEMENT

Collecting Rent With Master Charge -- Apartment News, August, 1971.

WEARING APPAREL

Interbank Pushes Unisex Credit - Fashion Week, August 18, 1968.

Bank Charge Cards, Once an Experiment, Now An Integral Part of the Merchandising Equation -- Uniforms and Accessories Review, Winter, 1969.

SPEECHES

BY BANKERS AND EDUCATORS

A Fair Deal for Bank Cards -- Nat S. Rogers, President, First City National Bank, Houston, June 23, 1970.

Beware of the Launch It and Leave It Trap -- Campbell M. Brown, President, Atlantic States Bankcard Association, January, 1970.

Making a Profit on Charge Cards — Fred A. Stecher, President, First National City Bank, New York, (undated).

SURVEYS, STUDIES, OTHER PUBLISHED WORK ON CREDIT CARDS

ARTICLES

Mexico, Statistical Data, 1969.

Credit Card Survey Results -- ABA Bankcard Committee, September, 1969.

Marketing a Charge Plan: The Scientific Approach - A. S. Kranzley and Company, 1967.

In-Depth Attitudinal Study -- Atlantic States Bankcard Association, 1970.

Ownership of and Attitudes Toward Bank Charge Cards - (Spring 1970) William Esty Company, Inc., May, 1971.

Relating the Charge Cards to Other Bank Services -- Thomas P. Cooney, First Agricultural National Bank of Berkshire County, Pittsfield, Massachusetts.

The Impact of an Ad for Master Charge Credit Cards -- Gallup and Robinson, July, 1970.

