

PHONECARD

Magazine

Volume Two December 1996/January 1997 \$6.50

ISSN 1173-6453

SPECIAL FEATURE

ON

PLANES OF WORLD WAR II

PLUS

- PhoneCards on the Internet
- A Visa Cash Card Update
- Telstra Smart Cards
- PhoneCards from South Africa
- Thematics - Teddy Bears



Melbourne Phonocard Centre

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Melbourne, Vic 3000, Australia

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Melbourne, Vic 3009, Australia

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Want lists welcome.

E.G. Disney from \$7, Formula 1 from \$8 etc, etc. Cats/Dogs from \$2

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Great Starter Sets!

Planes	\$30
Ships	\$25
Scenes	\$25
Japanese styles	\$25
Cars	\$25
Cats OR Dogs	\$20
Animals	\$20
Disney	\$80
Ships/Boats	\$20

AUSTRALIAN PRIVATE ISSUES

	pack	mint	1-hole	m-hole
\$5 Fireman		\$9	\$9	\$8
\$5 Firewoman		\$9	\$9	\$8
Courage Under Fire	\$18			
\$10 Black Opal	\$18	\$15	\$15	\$14
\$5 Luna Park	\$24	\$18	\$18	\$18
\$2 Museum of Art		\$5	\$5	\$5
\$20 Museum of Art		\$30	\$29	\$28
Museum of Art	\$40			
\$5 Alfa Romeo		\$10	\$9	\$8
\$5 Ferrari		\$10	\$9	\$8
\$5 Oska		\$10	\$9	\$8
Spies Hecker Cars	\$40			
\$5 ASDA invswan	\$10	\$10	\$9	\$9
\$20 Lloyd Rees	\$70	\$28	\$27	\$26
\$2 White tiger		\$15	\$15	\$15
\$5 Simpsons	\$12	\$9	\$8	\$7
\$5 Flintstones	\$12	\$9	\$8	\$7
\$5 RSPCA Animals		\$12	\$11	\$8
\$5 RSPCA Wombat		\$12	\$11	\$8
RSPCA	\$30			
\$2 Taubmans		\$15	\$10	\$8
\$2 Taubmans II	\$30	\$20	\$20	\$20
Taubmans III		\$15	\$15	\$15
\$5 Memorial		\$30	\$30	\$30
Thank You card		\$45	\$45	\$45
\$2 Apollo XI		\$8	\$7	\$6
\$5 Apollo XI		\$12	\$10	\$11
\$10 Apollo XI		\$19	\$18	\$17
\$20 Apollo XI		\$30	\$25	\$20
\$50 Apollo XI		\$85	\$80	\$35
Apollo XI	\$160			

	pack	mint	1-hole	m-hole
cont'd				
\$2 Apollo XV		\$8	\$7	\$6
\$5 Apollo XV		\$15	\$10	\$8
\$10 Apollo XV		\$20	\$10	\$9
\$20 Apollo XV		\$40	\$20	\$12
\$50 Apollo XV		\$85	\$80	\$75
Apollo XV	\$215			
World War II	\$115			
Middle East Peace		\$75	\$75	\$75
\$5 Ettamogah Pub	\$12	\$10	\$9	\$8
Ablett	\$15	\$5	\$5	\$5
Modra	\$6	\$5	\$5	\$5
Mainwaring	\$6	\$5	\$5	\$5
Silvagni	\$6	\$5	\$5	\$5
\$2 Zoo LHS		\$4	\$4	\$4
\$2 Zoo RHS		\$4	\$4	\$4
Zoo pair 2x\$2		\$8	\$7	\$6
National Parks	\$45	\$45	\$45	\$45
\$2 Albury School	\$15	\$10	\$9	\$8
\$2 Train 1210	\$20	\$18	\$17	\$16
\$2 Collector	\$10	\$10	\$10	\$10
\$5 Subaru		\$9	\$8	\$7
\$5 Mobil		\$9	\$8	\$7
\$10 Winners		\$17	\$16	\$15
Rally Australia set	\$65			
\$2 Monthly		\$5	\$4	\$3
\$2 Thirlmere I	\$24	\$18	\$18	\$18
\$2 Thirlmere II	\$24	\$18	\$18	\$18
\$2 UV I	\$10	\$5	\$5	\$4
\$2 UV II	\$10	\$5	\$5	\$4
\$2 VSTA 1st		\$10	\$9	\$8
\$2 VSTA 2nd		\$10	\$9	\$8
\$2 Emu Export		\$20	\$19	\$18
Fingle PO	\$15	\$14	\$13	\$12
Michael Doohan	\$450	\$450		
Phantom of Opera	\$25	\$20	\$19	\$18
\$5 Cyclone		\$9	\$8	\$7
\$5 Devastation		\$9	\$8	\$7
Cyclone Tracy set	\$22			
Michael Lynagh	\$25	\$25	\$25	\$25
One Australia	\$850	\$850	\$850	\$850
\$5 Kookaburra	\$20	\$9	\$8	\$7
\$5 Kydney Kar Kard	\$20	\$9	\$8	\$7
\$2 Butterfly		\$5	\$4	\$3
\$2 Nicotinell 1st		\$40	\$30	\$20
\$2 Nicotinell 2nd		\$50	\$40	\$30
\$2 Rentlo I		\$50	\$30	\$20
\$2 Rentlo II		\$110	\$90	\$80
Koala WWF	\$25	\$25	\$25	\$25
Duck WWF	\$49	\$49	\$49	\$49
\$5 Chinese-888888		\$9	\$9	\$8
\$5 Chinese-Carving		\$9	\$9	\$8
\$5 Chinese-Wall		\$9	\$9	\$8
\$5 Chinese-Panda		\$12	\$10	\$10
\$5 Chinese-symbol		\$9	\$9	\$8
ChineseThemes set5		\$45	\$42	\$38

	pack	mint	1-hole	m-hole
cont'd				
Animal Eyes set 4		\$320	\$290	\$230
\$2 Seiders		\$5	\$4	\$4
\$5 StAndrews Choir	\$25	\$12	\$9	\$8
SheepskinWarehse	\$23			
\$5 Year of the Pig	\$22	\$16	\$15	\$14
\$5 HMAS Albatross	\$22	\$9	\$8	\$7
\$5 Prison		\$8	\$4	\$3
\$10 Prison		\$14	\$12	\$4
Cardex 94 Flowers	\$30			
\$2 Hong Kong Fair		\$9	\$9	\$9
\$5 DarwinSymphony	\$18	\$18	\$18	\$18
Hong Kong '95	\$35			
Indonesian Fair '95	\$50			
Dial A Box	\$10	\$10	\$9	\$9
Year Rat Folder	\$65			
Captain Munchy	\$14	\$14	\$14	\$14
Olympic Welcome	\$120			
Home				
Conservation Pair (Cockatoo/Globe)		\$45	\$45	\$45
Membership Card		\$40		
Batman	\$15	\$10	\$9	\$9
Irish Bailey's Cream		\$12	\$12	\$12
TAC		\$40	\$40	\$40
Phantom	\$24	\$24	\$24	\$24
Ken Done set 3		\$35		
\$5 Emu Coin		\$18		
\$5 Nugget Coin		\$25		
\$5 Year of Ox Coins		\$15		
\$2 Red Dog Beer		\$25		
\$5 Mudgee School	\$15	\$10	\$10	\$10
WA School of Deaf		\$15	\$15	\$15
Ind Day 4 Pair		\$35		
\$2 Wattyl Paint	\$20	\$15	\$15	\$15
Coke Polar Bear	\$25	\$25	\$24	\$23
Coke Santa	\$25	\$25	\$24	\$23
Coke Sun	\$20	\$20	\$18	\$16
Coke-Bottle	\$20	\$20	\$18	\$16
Coke-\$2 Ribbon		\$15		
Coke Gals	\$35			
Coke Guys	\$35			
Coke Polar Bear 95	\$24			
Coke Santa 95	\$24			
Coke Roar 20s Pair	\$45	\$45	\$45	\$45
Coke Truck	\$24	\$24	\$24	\$24
Coke Rockwell	\$24	\$24	\$24	\$24
Coke set 10 Issue 1	\$95	\$95	\$95	\$95
Coke set 10 Issue 2	\$95	\$95	\$95	\$95
Disney I-Donald		\$14	\$14	\$18
Disney I-Mickey		\$14	\$14	\$18
Disney I-set	\$35	\$28		
Disney II-Whoopee	\$25	\$20	\$20	\$20
Party				

PAPUA NEW GUINEA

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Australia's leading phonocard dealer & auctioneer

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**6 World War II Planes On
PhoneCards**

An extremely popular theme for phonecard collectors worldwide.



8 Telstra Technology

The Smart card is more intelligent than the current style of card.

10 Telecom

A word from Bruce Buddicom, National Manager, Telecom Payphones.

12 Flaws And Varieties

Those rare cards to look out for.



13 Success Story

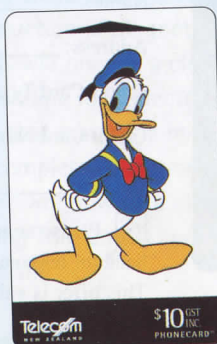
Telecom New Zealand celebrates recent product release success with three new, exciting collector packs.

14 Telstra

Comment from Grant Burtenshaw, National Sales & Service Manager, Telstra Payphone Services.

15 Dealer Issues

Wind in the Willows, X-Files, Disney and much more.



16 Latest Releases

Australia Day, Planes of WWII, Ocean Odyssey and Nature's Creations.

20 Latest Card Issues

Including Billy T James, Telecom VIP, Austel and Hogs Breath Cafe.

24 What's Hot

Phonecard business cards and Santa.

26 Surfs Up For Telecom New Zealand

New developments for Telecom New Zealand on the internet.

30 Most Wanted

Start the search for the most wanted cards on both sides of the Tasman.

31 Thematics

This month a look at the rise to phonecard fame of the Teddy Bear.



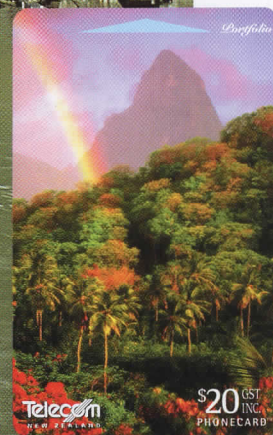
32 Visa Cash Cards

An update on what's around the corner.

33 Market Updates

Keeping you informed of market developments in New Zealand and Australia.

Travel the World with Telecom New Zealand



Nature - the greatest artist of them all.

Now you can own her amazing works in the second of Telecom's sell-out PhoneCard™ Portfolio Series.

Some of nature's most stunning creations have been captured in the winning 'Nature's Creations' Collector Series Pack. View the awe-inspiring Grand Canyon, touch the baked earth of Ayers Rock and imagine yourself on the viewing platform at Niagara Falls.

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Each PhoneCard has been produced exclusively for the 'Nature's Creations' series and will not be sold separately to the general public. Availability will be strictly limited with 1500 Collector Packs released in New Zealand and 250 overseas.

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MAG

Name: _____

Address: _____

Credit Card Type: _____ Phone: _____

Credit Card Number:

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Expires: _____ Signature: _____

Please send me more information about PhoneCard collecting.
Send to: Telecom PhoneCard Collector Service, Freepost No. 4083. PO Box 3838, Auckland.
This offer is subject to availability.

It appears normal practice that in the last calendar year issue of a magazine or in the first issue of a new calendar year, the Editor both looks back and reflects on the past year and also makes predictions on the twelve months to come.

I found it interesting to delve into past January Editorials of the Australasian Phonocard Monthly and read some of my earlier comments. The January, 1994 Editorial contained such dramatic statements as, "The hobby of Phonocard collecting in Australia is currently poised on the brink of a gigantic leap upwards and forward", and "Suddenly the collector needs to and in fact must, decide as to whether he or she is going to collect 'everything' that is printed as they may have done easily before."

Dramatic indeed as they were based on "changes" to a scene with which collectors had become familiar and comfortable - collecting the cards of the national payphone authority (now Telstra).

Suddenly we had one other payphone authority issuing Phonecards (PayTel Aus) and the arrival of Telecom's Custom PhoneCards™!!

Many collectors were concerned as to how they, and in fact the hobby, would adapt to the changes of which the two above, as it turned out, were just the 'tip of the iceberg'.

Today, besides Telstra and PayTel with their magnetic cards, there are now some dozen players producing both "Remote Access" and "Stored

Value Cards" in what is a lucrative and expanding telecommunications market. Indications are that Australia's "thirst" for phonecards is increasing, with the current \$150 million a year market expected to exceed \$250 million by 1998.

In the United States, the card market, which has numerous competitors, both big and small, has quickly reached \$2 billion and is still growing.

Commensurate with the rise in demand for Phonecards in this country is an increase in the level of sophistication that customers are seeking in their card and can now expect from it.

The advances made since Telecom issued its first PhoneCard, which was for simply that - to make a phonecall - have been great and are likely to continue.

Whilst details (at the time of writing) are not fully available on Telstra's "Smartcard", it is clear that its introduction in the next few months is imminent. What is not so clear is whether the production of magnetic Phonecards will continue for any/ what period of time in conjunction with the Smartcard. Some collectors have expressed concern at the introduction of Telstra's Smartcard, indicating that it was a "new" card and unlike the existing magnetic cards which they currently collect.

My answer has been to simply treat the cards as many collectors treat coins, banknotes and stamps as pre-decimal or decimal, ie. pre-chip or chip. Collect one or both if able.

I personally think that the cessation of the production of magnetic Phonecards will provide a clear demarcation line for collectors. In fact, I feel that many will re-enter the hobby to complete collections to which there will now be a clear start (the Geelong Trial Cards) and a clear (I hope) finish.

Similarly, the commencement of Telstra's Smartcard will hopefully attract many new collectors to the hobby, particularly if the images are attractive and the cards are of a pre-paid, disposable variety. Making these cards attractive (as well as the continuity of magnetic cards for the remainder of their life) will be one of the priorities to be tackled by Kookaburra Marketing Services Pty Limited, the Sydney company which has been engaged by Telstra to develop and promote their Phonocard product as a desirable item to collectors.

I envisage this step by Telstra as being most positive as I see 'Kookaburra' as a company with the existing resources and skill, as well as the ability to evaluate and cater for the overall demands of the Phonocard collecting scene both from a collector and dealer perspective.

I feel they will prove to be "the shot in the arm" that the hobby in Australia currently requires, particularly for those interested in Telstra Phonecards which still make up the majority of cards collected in this country.

It will be interesting to read my thoughts in the January, 1998 Editorial!



Viddy Jermacans

Editor

CLUBS / SOCIETIES / FAIRS

Club Giveaway Cards

The Gold Coast Philatelic Society (Phonecard Collector Group Inc) has utilised Telstra's \$2 generic 'Beach Scene' Phonecard to produce a club card. Readers will no doubt agree that the image on the card is highly appropriate for a phonecard club based on Queensland's famous Gold Coast.

The card will be given to each club member on joining or rejoining for the 1996/97 financial year. It is also available loose for A\$3 post free within Australia and A\$2.50 outside. The club has a joining fee of A\$5 and a membership fee of A\$15. Collectors and prospective members should write to Jim Harris, PO Box 2138, Southport, Qld. 4215.

Telstra originally printed 50,000 of the \$2 Beach Scene card early in 1996, prefix number 1064. They then made these cards available to phonecard clubs and dealers who are able to purchase them and have them overprinted by Telstra with their club or business name and details.

To date, a number of phonecard dealers have had the \$2 card overprinted, usually varying between

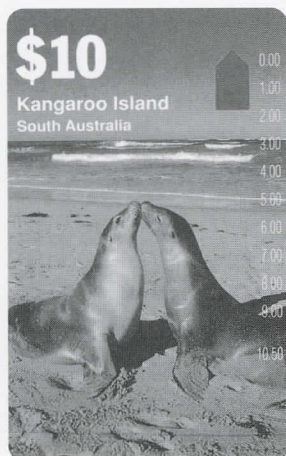
100 and 200 cards in each case, and then made the cards available to clients, usually in conjunction with the purchase of other stock.

Kangaroo Phonecard Club Inc.

This club wishes to advise that any new member joining the club will receive a complimentary overprinted \$2 Beach Scene Phonecard. Membership is A\$10 for adults plus a A\$5 joining fee. All enquiries should be directed to The Secretary, (Kay Marshall), PO Box 481, Bulimba, Qld. 4171.

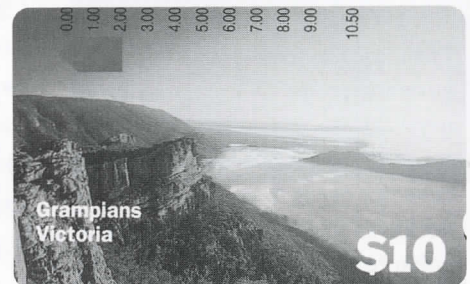
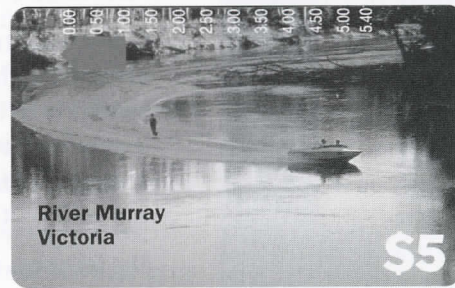
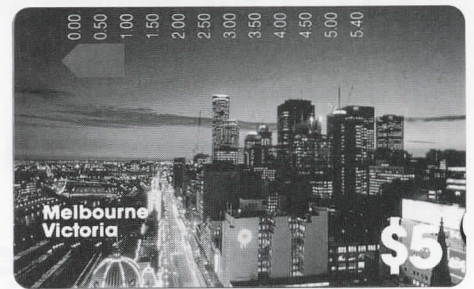
First Club Card

Club cards were first introduced by the Australian Phonecard Collectors Club in 1993 when it issued 3000 cards in conjunction with its first Phonecard Fair. The face of the card is an image of Telstra's \$10 South Australian state set Phonecard whilst the reverse side incorporates the club logo and relevant fair information.



The promotional card itself is made of laminated cardboard.

The initial step taken by the APCC was followed by the majority of other Australian Phonecard Collector Clubs with a number printing more than one card.



The Melbourne Phonecard Club went so far as to reproduce the full set of Telstra's three Victorian state cards on club promotional cards.

Whilst the collection of club cards is not as widely spread as it was in 1993 and 1994, it is nevertheless a theme which still interests a number of enthusiasts.

Peninsula Phonecard Collectors Club

This club meets on the 4th Tuesday of each month at 7.30pm at Sparrow Reserve, 13th Avenue, Woodville North. For further information about the club contact the Secretary/Treasurer, I. Turner on (08) 8260 3791 or write to PO Box 462, Woodville, SA 5011.

The club still has some of its original laminated cardboard "Coca-Cola" club cards available with membership or at A\$3 each to general collectors.



paramount phonecards

AUSTRALIA

1. Perth Mint Year Of The Ox
5000 Printed, Mint... A\$15
2. Coca-Cola History Set 10 in
collectors pack... \$95
3. Coca-Cola Classics Set 10 in
collectors pack... \$95
4. Deaf Education Mint... \$15
5. AusCard Set (2) Custom Cards
in two Folders... \$30
6. Independence Day (ID4) the
movie, one Australian card and
one New Zealand makes the
picture. Set (2) Mint... \$39
7. Hong Kong 1996 Collectors
Pack sold only in HK... \$35
8. Singapore '96 Folder... \$25
9. Mudgee High School Mint... \$10
10. \$2 Fuji Phonecard Mint... \$10
11. New Wattyl Card Mint... \$20
12. Smiths Chips Mint... \$75
13. Opera House Set (3) Mint... \$30
14. \$2 M.C.A Harbour Mint... \$8
15. Batman Forever Mint... \$15
16. Do., 3D Collectors Pack... \$19
17. Reflections Of China Set (5) inc
Panda Card All Mint... \$40
18. Black Opal Collectors Pack... \$19
19. Courage Under Fire Pack... \$19
20. Taubmans #1 in scarce Folder
by BBC, Mint... SPECIAL \$19
21. Ken Done Set (3) inc Scarce
Beach Card, Mint... \$25

SPECIAL

22. \$10 Prison Card Mint... \$10ea
(AT FACE VALUE!!!)

PACIFICNET - AUSTRALIA

23. X-Files 1st Issue Pack... \$49
24. X-Files 2nd Issue Pack... \$49
25. X-Files 3rd Issue Pack... \$49
26. Wind In The Willows Pack... \$39
27. Janet Jackson Mint... \$7

28. Do., Coll. Pack... A\$39
29. Atlanta Games Pack... \$29
30. Tom & Jerry Folder... \$16
31. Mariah Carey Folder... \$16
32. Casper Collectors Pk... \$29

VISA CASH

33. Conference Collectors Pack,
only 1000 printed, possibly the
scarcest australian pack to date.
Be Quick!!!... \$390
34. Movie World Set (5) used... \$30

JAMAICA

35. Compact Car Rentals Mint... \$20
36. Burger King Mint... \$12

NEW ZEALAND

37. Red Nose Day Set (4) Mint... \$35
38. Jurassic Park Set (4) Mint... \$35
39. Elvis Set (2) Mint... \$35
40. \$5 Rutherford Mint... \$20
41. Spot The Dog Singapore... \$15
42. Spot The Dog Hong Kong... \$15
43. Spot at AusCard '96... \$16

PAPUA NEW GUINEA

44. Complimentary Mint... \$15
45. Hong Kong Show Card in
Folder only 1000ptd... \$15
46. Pepsi Set (4) Mint... \$20
47. Orchids Set (4) Mint... \$16

SOUTH AFRICA

48. Child Art Complimentary... \$10
49. MTN Card Mint... \$35

DENMARK

50. Refreshed Coke Mint... \$29

GIBRALTAR

51. Sunit Flower Mint... \$12

UNITED STATES - GENERAL

52. Pepsi Congo Mint... \$9
53. Pulp Fiction Sample... \$15
54. Michael Jordan Mint... \$16

55. Nynex Governors Conference
Set (3) Mint... A\$74
56. Sprint Set of 50 Coca-Cola
Pictures - Great Set Mint... \$240
57. Duckhead Coke/McDonalds... \$18
58. Washington State FairCoke... \$14
59. Spirit Of Service NY Mint... \$15
60. King Kong Set (3) NY Mint... \$35

New CATALOGUES

61. Germany - Michel 1996 220
pages, pictures of every issue in
colour - ... \$70
62. France - Yvert 1996 280 pages,
pictures of every issue in colour
- ... \$60
63. NEW Coca-Cola Phonecard
Catalogue wonderful reference
for this most popular area of
collecting - ... \$40

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YES!!, PLEASE SEND ME YOUR LATEST PHONECARD PRICELIST,

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ADDRESS..... I COLLECT.....

.....Postcode.....

COUNTRY.....



Those Magnificent Men in their Flying Machines

Aviation is an extremely popular theme for phonecard collectors worldwide. As the selection of both official and private issue cards is so great, the collector can specialise further within the aviation theme, be it with commercial airlines, modern fighters, old aircraft, or even with army, navy and airforce planes.

One of the more popular areas of collecting focuses on the planes of World War II - both fighters and bombers - particularly as over the last few years numerous Telcos, dealers, air show organisers and various aircraft associations have issued or supported phonecards which have commemorated anniversaries associated with events during, or with the end of, the second World War.

Apart from the attractiveness of individual images, many of the cards issued have been in small numbers, 1000 - 2000 cards - which is not a large amount for a world wide collectable.

Arguably the best known fighter plane of WWII, the British Spitfire, features on many phonecards which have been issued. The aircraft itself was designed by Reginald Mitchell and developed by the Supermarine company in the mid thirties before being sold to Britain's Air Ministry.

In Australia, Telstra's World War II homecoming set of three Phonecards issued in April 1995 featured a \$5 card

of five Spitfires in flight. This card proved extremely popular with both national and international collectors.

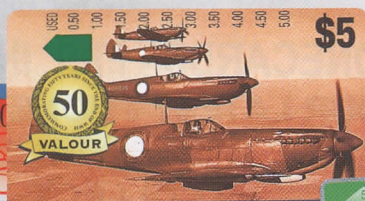
Telstra's latest release of four WWII Phonecards also includes the Spitfire as well as its greatest protagonist, the Luftwaffe's Messerschmitt Me 109.

As can be expected, there are many British cards which feature the Spitfire. One of my favourites is the BT phonecard which commemorates the 50th Anniversary of the D-Day landing of 6 June 1944.

Of a similar theme France Telecom produced a card featuring a flight of American B28 Mauraders to commemorate the Normandy Landings and the Liberation of France.

Dial International Telecom from the United Kingdom have produced a series of remote access phonecards featuring aircraft and helicopters. Reproduced here are two of their WWII aircraft, including the graphically painted American Tomahawk.

Brasil may seem an unusual source for a phonecard featuring an American fighter plane of WWII - the Republic P47 Thunderbolt - but over 1 million of this common denomination 20u card were issued by Telebras. An interesting aspect of this card is that the Brazilian payphones accept the card whichever end you put in first.





Telecom Payphones have issued several series of World War II fighter planes and bombers PhoneCards™ on behalf of clients.

One of these is a six card series "Fighter Planes of World War II" produced for Pacific Coin Company consisting of the Messerschmitt, Spitfire, Curtiss P-40m, Corsair, Mitsubishi A6M5-52 zero and the North American P-510 "Mustang".

The Messerschmitt BF100G-2 featured was a further development of the earlier BG10964-1, used with great success against the Russian forces. Continued development meant the BF109-2 was fitted with a rather curious third undercarriage leg which carried two 300 litre drop tanks and a 550lb bomb. The original Messerschmitt was introduced by Willy Messerschmitt, the son of a Frankfurt wine merchant.

During the Second World War several different marks of Spitfire were built. One of their early victories was with the "Hurricanes" in the skies above Southern England when they fought off the advances of Goering's mighty Luftwaffe in 1940. The spitfire today is classified as one of the most famous aircraft to have been built in Britain.

Other planes in this series also have a great deal of history attached to them and make for interesting reading to any aircraft buff. 3,500 were produced of each \$5 design. Pacific Coin Company have released a commemorative pack, 450 signed by the President of the New Zealand Warbirds Association and 1,900 unsigned.

For three consecutive years "Warbirds Over Wanaka" have released two (\$5) denomination World War II fighter planes. The most recent is the North American P-51D Mustang and the Nakajima Ki-43-1 Hayabusa (Oscar).

The Oscar is the only remaining aircraft of its type left in the world, which is currently stored in the South Island of New Zealand. Unfortunately due to fatigue and age this aircraft lives on the ground these days.

These two cards would make a great addition to your collection of Fighter Planes and were released in relatively low print runs.

Pacific Coin has also released a series entitled "Bomber Planes of World War II" consisting of four (\$20) denomination PhoneCards. The "Lancaster", "Mitchell", "Superfortress" and the "Heinkel".

These stunning images were sourced from the US and photographed by Philip Makanna. The German Heinkel HEIII was the longest serving bomber for the Luftwaffe first produced in 1934. It had a maximum speed of 436 mph and consisted of five crew members. One great mission was the Heinkel's flight over London's dockland on an evening raid in September 1940. This raid marked the end of the Luftwaffe's assault on RAF fighter bases and incidentally became Goering's fatal error which cost him a likely victory in the Battle of Britain.

The Lancaster bomber made its first flight on January 1941 and would have to be one of the greatest bomber's ever built. It had the most trouble free flights of any aircraft during the Second World War. Powered only by four 1460 hp Rolls Royce engines in most cases and able to fly with a payload of over 70,000lbs. Carrying seven crew and a maximum speed of 287mph, this aircraft flew in all conditions and performed well.

If you get a chance to get a close up view of one of the remaining Lancaster's, we know you won't be disappointed.



What is SmartCard Technology?

It's no secret that Telstra is launching a new card technology which has evolved from the popular Phonecard.

Many people are talking about Smartcards (stored value cards), but what does it all mean?

A Smartcard is the size of a plastic credit card containing a small computer chip, giving the card a memory and the ability to process information. Following the success of the Phonecard, Telstra is now planning to replace the present magnetic strip Phonecard with the new Smartcard technology.

As the name suggests, the Smartcard is more intelligent than the current style of card and will allow customers to use it in many different ways. A national program will begin mid 1997 to ensure that all of Telstra's payphones accept Smartcards.

To begin with, Smartcard will offer the same features as the present Phonecard. You will be able to insert the Smartcard into a payphone and make a call, the cost of which is then debited from the card's balance. Once the card's credit is used it can be discarded or collected.

In the future Smartcard will give customers a wider range of applications, such as to purchase goods and services from vending machines, service stations, convenience stores, fast food outlets, bus and train stations and news agents.

Another feature in the not too distant future will be the possibility of reloading credit onto your Smartcard at a number or reloading points such as the payphone or Automatic Teller Machines. At a later stage, reloadable cards could be used to store medical information or personal details.

The potential of this product is exciting and the technology is here and now.

For collectors, the advantages are limitless. The structure of Smartcard means that we can be much more flexible with designs and lead the market into the next phase of card collecting.

Because the product is more versatile the networks will be much larger than with Phonecards, attracting more businesses to use Smartcard as a marketing tool. Potential for advertising will boom and we could see more designs than ever.

The disposable Smartcard will directly replace the existing Phonecard and it is planned that it will be branded "Phonecard" for a short time during the change-over period.

HIRALAL INVESTMENTS

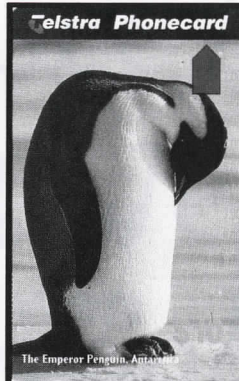
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Geelong Trial	65	55	(1,000 only)		
New South Wales	135	110	Roam World War II	120	99
Red Cross	70	65	(1,000 only)		
1991 \$5 Geneva	195	60	Apollo 11	130	120
Year of Pig	25	19	Apollo 15	160	150
Batman Forever	15	10	\$5 Aust. Luna Prk	18	12
Singapore '96	22	-	Ken Done Set 3 Art	-	30
Hong Kong '96	30	-	Full Set(6)Anritsu		
Hong Kong '95	25	19	Test Cards	-	300
AusCard '96 (2)	30	27	Coke Sun/Bottle Pair	-	20
(Matching Numbers)			Phantom of Opera	-	20
Australia Day '97	13	-	Mickey/Donald Pair	25	20
(only 2,500) (will sell out)			1st Fiji Issue	95	-
A.G.F. (2)	-	40	(with comp. card)		
Tourist Set (6)	-	40	Christmas '96	49	-
\$5 Thank you set	-	30	Antarctica	49	-
			Marine	54	-

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Australia Registered Mail \$5, Overseas \$10
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VIA CASH CARDS PRE PILOT	MINT	USED
BNZ \$20 (800 ptd)	NZ\$325	\$200
Westpac \$5 (1500 ptd)	\$60	\$40
Westpac \$20 (1000 ptd)	\$120	\$100
ANZ \$20 (1500 ptd)	\$125	\$45
Hong Kong \$1400 Face Value, 4v	-	\$210
Hong Kong \$200 First Issue	-	\$20
Wachovia Bank Salute to Atlanta, 5v	\$285	-
ANZ Australia \$20 1st print 11.95	\$110	-
ANZ Australia \$20 2nd Print 02.96	\$85	-

NZ PHONECARDS	MINT	USED
1989 First Issue Satellites,4v	\$275	\$85
1990 Christmas,5v	\$280	\$30
1995 WWII Bomber Plane Part One,2v	\$95	\$40
1995 WWII Bomber Plane Part Two,2v	\$95	\$40
1994 \$50 Year of the Dog	\$80	\$60
1995 \$50 Year of the Pig	\$80	\$60
1993 \$50 Katipo Spider	\$90	\$60
1993 \$50 Stick Insect	\$90	\$60
1993 \$50 Huhu Beatle	\$90	\$60
1995 \$50 Orangutan	\$105	\$55
1996 \$50 Snow Leopard	\$105	\$55
1996 \$50 Mona Lisa	\$115	\$65
1996 \$5 Disney Donald/Daisey,3v	\$24	\$18
With folder	\$160	-
Different \$5 Disney, 19pcs	\$207	\$165
36pcs different Advertising cards	\$160	\$105

JAPANESE 10PCS DIFFERENT USED - Airlines \$30; Disney \$80; Movies \$80; Coke \$195; Airship \$90; Marilyn Monroe \$210; Trains \$45; Swimsuit \$75; Watch \$95; Olympic \$65; Formula 1 \$90
ITALY Disney Goofy Olympic, 4v Mint \$85
ITALY KAL Airlines Mint \$50
VATICAN No.1-11 series Mint \$560





Welcome to an exciting new year of telephone card collecting.

The last year has seen some major achievements and developments in the New Zealand market and you can be sure there are more to come in 1997.

To begin, Telecom Payphones has come up with a great new range of designs. The first, Ocean Odyssey, was released on January 13. The vibrant underwater images are a fine example of the superb photography which we will be using on our cards. You can also look forward to the continuation of some of our most popular card themes, among them a stunning Antarctic series sequel.

Original artwork will continue to feature prominently on Telecom New Zealand PhoneCards in the year to come. The success of KiwiCan in taking the Best Overall Card Award at CardEx in Maastricht clearly showed that creative illustration certainly has its place in card designs. KiwiCan was also a hit with customers and collectors alike, as has the Kiwi Christmas series which was produced by the same illustrator and design team. We are hopeful that Kiwi Christmas will meet with success at this year's awards.

Perhaps the most important aspect of CardEx for Telecom Payphones, more so even than receiving the supreme award, is that the event inspired us to seek solutions to technical constraints which presently limit our design capabilities. As a result, later this year, we will introduce new and

innovative card manufacturing procedures which will enable us to produce a variety of PhoneCards, the likes of which have never before been seen in New Zealand. Understandably, we are very enthusiastic about the possibilities this new technology presents and the variety it will introduce for collectors.

Talking of the new and innovative, you are more than likely aware of the new collector series products launched by Telecom Payphones at the end of last year. The response was overwhelming with collectors eager to get their hands on the new collectable product. Demand for the Floral Fantasy Proof Collector Issue far exceeded numbers available and allocation was determined by ballot. The inaugural Gold Bullion Issue and World Landmarks Portfolio series were also rapid sellouts.

But it's not only new product that is attracting interest. Many Telecom dealers are experiencing demand for select used cards - mainly newer, high denomination cards which have been produced in smaller runs. For example, a used \$50 Mt Cook card from the amazing Aotearoa series is fetching around \$10. International dealers have also been approaching their Kiwi counterparts seeking used

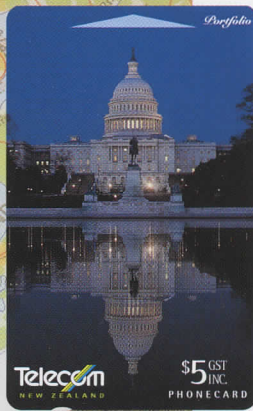
cards in their thousands.

Unfortunately the small size of the market here in New Zealand has meant dealers have found it largely impossible to meet the requests.

In general, it seems the world of telephone card collecting is coming closer together, mainly due to the increasing number of collectors and dealers on the Internet. The effect of the net is already being seen here with many New Zealand dealers receiving orders from overseas collectors. Remember too, that Telecom Payphones has its own website. For those connected to the Internet you can contact us on <http://www.telecom.co.nz> - then click on the PhoneCard button. And make sure you keep a look out for the major new PhoneCard site due to be launched next month!

Bruce Buddicom - TELECOM
PAYPHONES NATIONAL MANAGER

To see the world with Telecom, book now!



Enter an exciting new world with Telecom's PhoneCard™ Portfolio Series.

Exclusive to Telecom New Zealand, the World Landmarks Collector Series Pack pays tribute to architectural wonders around the world, among them, such greats as the Taj Mahal, Eiffel Tower and Sydney Opera House.

Beautifully packaged, each Portfolio Collector Pack contains five PhoneCard's, three \$5, one \$10 and one \$20 PhoneCard, together with a colourful booklet containing the history of each monument and a quality art print.

The inaugural release in an innovative new collector series, each PhoneCard in the World Landmarks Collector Series has been produced exclusively for the Portfolio Series and will not be sold separately to the general public through Telecom PhoneCard retailers. Availability will be limited to 500 Collector Packs released in New Zealand.



WORLD LANDMARKS PORTFOLIO COLLECTOR SERIES
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Please send me more information about PhoneCard collecting.

Send to: Telecom PhoneCard Collector Service, Freepost No. 4083, PO Box 3838, Auckland. This offer is subject to availability.

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ANOTHER AMAZING MULE DISCOVERY

As briefly reported in the "Errors, Flaws and varieties" column in Volume 7 of the "New Zealand International PhoneCard Collector" an Auckland dealer had reported the discovery of two \$10 Cape Reinga Lighthouse cards, each with backs that belong to the \$20 Castle Point card.

This is yet another example of what has become known as a "mule" error. Before this discovery, five other mule errors were known. With this discovery there are now six. The amazing feature of this discovery is that it has taken five years to come to light. The lighthouse series was issued in 1991.

WHAT IS A MULE?

To clear up a little confusion that seems to exist in the minds of some new collectors to the hobby of phonecard collecting, I will outline again the definition of a "mule" error.

These collectors often refer to any error or variety as a "mule". The term "mule" however, refers to one particular type of error where the front of the card, ie. the design or picture, is not matched by the inscription or description on the back or reverse of the card.

The term "mule" is actually borrowed from the field of Numismology where the word is used to describe a similar occurrence in the coin world.

Perhaps the most famous mule known to New Zealand coin collectors is known as the "Bahamas Mule" where a 2 cent coin was released showing the correct New Zealand design of the Kaka Beak on the front, while the reverse of the coin carried the Queens head (as normal) but the inscription stated the country of origin to be the Bahamas. Thus we have a cross between a New Zealand coin and Bahamas coin. Hence the term "mule".

THE LIGHTHOUSE MULE

The new discovery was of two examples of the \$10 Cape Reinga card with the incorrect inscription on the reverse. The inscription was that for the \$20 Castle Point card of the same series.

The two cards were discovered by an Auckland collector and were sold to an Auckland Dealer. Both cards have since found a new collector home.

Unfortunately, one of the cards was badly bent and this is the one illustrated below.

Check your collection to see if you have one of these rare errors. I would be pleased to hear from any collector who does find one of these previously unknown errors.



Front of the \$10 Cape Reinga "Mule"



Reverse of the \$10 Cape Reinga "Mule" showing the "Castle Point" inscription belonging to the \$20 card

MULES LISTING

There are now six different mules on GPT manufactured cards:-

- 1991 \$10 Cape Reinga with \$20 Castle Point back
- 1992 \$5 Netball with \$10 Hockey back
- 1992 \$5 Netball with \$5 Cricket back
- 1992 \$10 Hockey with \$5 Rugby back
- 1992 \$5 Maui Slows the Sun with \$10 Rona back
- 1995 \$5 Black Magic with \$5 Magic 1 back

Readers may write to me with news of any new discoveries, or questions, at the following address:

A M Kilpatrick, PO Box 588, Dunedin, NZ
Phone/Fax (03) 454 5501

New NZ Product Releases

SOLD OUT

Within weeks of their launch, three innovative new products by Telecom New Zealand sold out.

The inaugural Bullion series, Portfolio Collector Series and Proof Issue series released late in 1996 sparked real interest in the market and attracted considerable demand.

The success of these products reflects the discerning nature of collectors. Strong images with an appealing thematic nature are keenly sought. There is also room for something a little different.

This was particularly so with the Proof Issue series. This product packaged the four General Issue Floral Fantasy PhoneCards, along with a special first-ever \$30 signature PhoneCard, into an exquisitely presented gold embossed folder. Also contained was a unique printer's Proof Sheet, which it is understood has never been done before.



Retailing at \$695, some collectors may have expected these sets to move slowly but with only 150 sets produced astute collectors realised how rare they were and their investment potential.

For true investors, gold has stood the test of time and long stood as a monetary standard.

Around 80 countries have released gold bullion. Most are not true currency coins, but minted for investment purposes.

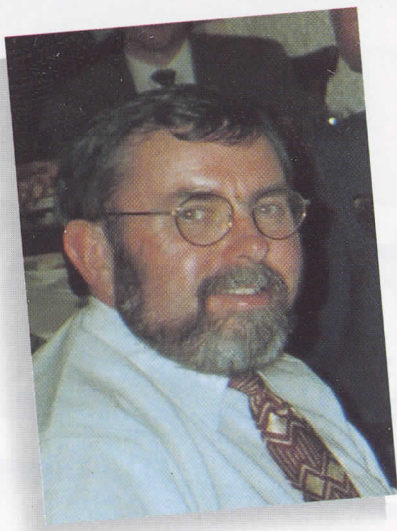
Canadian Maple Leaf gold bullion featured in the first Gold Bullion release. It contained an attractively designed \$75 PhoneCard - the first New Zealand PhoneCard to be produced in that denomination in a folder. Also for the first time, a piece of gold was actually embedded into a PhoneCard, with only 1250 of this unique folder produced.



This theme will be continued with the second in this broadly appealing series with a salute to the American Eagle.

The other highly successful issue to make its mark late last year was the new Portfolio Collector Series. This inaugural release captured some of the world's best known landmarks on PhoneCard.

If you've seen this attractive five-card set, the dramatic reflections capture you immediately. Sorry to disappoint, but we understand the reflections in several of the images were either computer enhanced or created. However, that in no way detracts from the attractiveness of this World Landmarks Portfolio Collector Series, which whipped out the door. Quickly sold out at its \$99 issue price, it was reported to be trading around \$145 within weeks. The next issue in this series is entitled 'Nature's Creations' and is due for release shortly.



There is a buzz in the Australian air as the festive season comes to a close and a new year begins.

And there is a definite hum in Telstra as we look toward 1997.

The coming year will mark an exciting era in calling card technology as we head toward the age of Smartcard and the next generation of card collecting.

Telstra Phonocard has stood strong over the past years and the collector market has steadied after a slight decrease in the middle of last year.

Many new collectors are signing up with the Telstra Collector Service each week, eager to learn more about the hobby and our designs.

The number of Official Phonocard Clubs around the country has risen to twenty-two registered clubs and Phonocard Collector Fairs are still very popular.

Telstra has engaged a team of experts to assist in supporting the collector end, developing products and services to enhance the collector market. As collectors, the enhancements should be seen early in the new year. Telstra is committed to Phonocard Collectors and is confident that their new approach will benefit all aspects of collecting.

Having a group that is completely focused on the issues affecting collecting, will no doubt enhance the service, pick the market up and attract more people to the hobby.

And, of course there are our designs to keep people interested. The latest is the Australia Day \$5 Phonocard, celebrating our nation's past and future.

For the first time ever, this year's Phonocard is designed by a young Australian, reflecting what our national day means to our children.

The design is the winning entry in a national competition held through primary schools around the country, encouraging children to think about what Australia means to them.

The \$5 Phonocard is available in a beautifully packaged Limited Edition folder, featuring a collage of other entries in the competition.

The next official Telstra Phonocard series will be released in February, featuring the magnificent World War II Fighter Planes. This series includes some of the greatest WWII technology such as the Zero, the Spitfire and the Mustang, and will be available in an impressive Limited Edition Folder.

Collectors can look forward to an abundance of great designs to add to their collections, with more and more businesses advertising on Telstra Phonecards than ever, not to mention the exciting potential of Smartcard when the product is introduced next year.

From the staff at Telstra Payphone Services, I wish you a prosperous New Year and happy collecting!

Grant Burtenshaw - TELSTRA PAYPHONES NATIONAL MANAGER

Telstra Hot Cards of '96

The general opinion is that Telstra's "crop of '96" were a continued improvement in respect of image collectability.

Due to the increased number of Advertising and Promotional cards being produced, most of which are now beyond the economic means of many collectors, it is seen as important that the cards available through the Telstra Collector Service remain attractive, particularly as many collectors now seek cards by theme.

The year started promisingly with the Indy Carnival '96 Phonocard, followed closely by the two cards issued for the Australian Formula 1 Grand Prix.



The Sony Entertainers set of 5 proved attractive to younger collectors, whilst the Marine Life set had strong appeal, particularly with only 4000 of a \$2 card being available. This is the first time that Telstra issued a \$2 card which was available only in its Collector Pack - the images of the other four cards in the set being available through resellers.



The five cards released on behalf of the Frontline

Defense Services were particularly popular with the two "plane" cards being extremely so.

The year was rounded off with the very high quality Antarctic set of three cards which had a very positive response from collectors.





Endangered Animals - Pacific Coin Company

Introduced predators and the destruction of nesting habitats have whittled the number of yellow-eyed penguins to the point that it is now probably the rarest penguin in the world.

Two noble looking yellow-eyed penguins feature in the fifth release by Pacific Coin Company of its six-part Endangered Animals series. This series aims to highlight the plight of some of the world's most endangered animals, presenting \$50 Phonecards with gorgeous photographs of these threatened creatures.

Only 350 yellow-eyed penguin PhoneCards will be incorporated in the beautifully presented Premier Collector's Edition, complete with rimu case and gold-plated sterling silver PhoneCard ingot, while 650 Phonecards are presented in the Deluxe Collector's Edition. This issue will be released late February.

Disney's Mickey and Donald-Part I - Event Masters
Mickey Mouse and Donald Duck, great buddies from way back, join together for the first time. Until now no PhoneCard set produced in New Zealand has featured Disney's two pinnacle characters together.

This is also the first time New Zealand Disney cards have been produced in \$10 denomination. Two \$10 PhoneCards are contained in the first issue of the Disney's Mickey and Donald series. The images present each character in clean and artistically classic artwork.

Only 1500 sets will be released in February - this is a much lower print-run than for previous Disney sets. Event Masters promises that this new five-part series will not disappoint.

The Art Collection - Pacific Coin Company
French impressionist painter, Claude Monet (1840-1926) spent his childhood in Le Havre, where his teacher Boudin encouraged him to paint in the open air. Hence, most of Monet's work depicts outdoor scenes.

Monet's 'The Artists' Garden at Vetheuil' features in the third issue in the six-part Art Collection series being produced by Pacific Coin Company.

As with the previous two issues, featuring famous works by Leonardo da Vinci and Renoir, the \$50 Monet Art Collection PhoneCard is available in either the elegant Masters Premier Edition (350) or the attractive Gallery Edition (350). The Monet issue is due for release late January.

Year of the Ox - A Brodie Ltd

The fifth issue in the highly popular 'Year of ...' series will be released late February. Since the first release, the Year of the Cock, these attractively designed \$50

PhoneCards have attracted attention from around the world.

Adding to the appeal of this year's Year of the Ox PhoneCard is the fact only 2500 cards will be produced compared to last year's 4750 - demand is expected to be 'hot'.

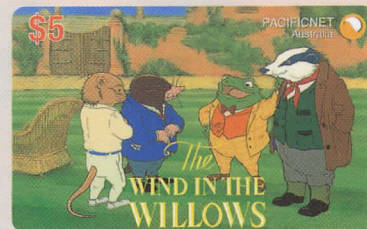
The design theme of previous issues, which sees a 'Year of ...' stamp displayed against a coloured brocade background continues with this year's Year of the Ox PhoneCard.

The Year of the Ox PhoneCards have been commissioned by A Brodie Ltd, with it taking 750, which will be inserted into Brodie folders, and 1750 to be inserted into Telecom collector folders for local (1500) and international collectors (250). These will be released in March.

The Wind in the Willows - International Numismatics
An attractive new collection featuring that classic tale, "The Wind in the Willows", has recently been issued by PacificNet Australia, and is available from the Sydney company International Numismatics.

All the characters from this classic children's story - Toad, Mole, Rat and Badger - and the beautiful scenery from along the riverbank are all captured in full colour on this handsome collection.

Limited to 1000 Collections, each 4 card set is presented in a colour folder.



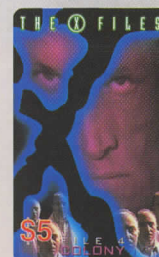
Series 3 - The X-Files Video - International Numismatics

The third Australian set of X-Files phonecards which has been issued by PacificNet Australia contains different \$5 cards featuring the artwork from the covers of the X-Files video releases 1-4.

A total of 5000 Collector Packs have been produced in this set, of the extremely popular television series which follows the exploits of two Federal Bureau of Investigation (FBI) Special Agents, Fox Mulder and Dana Scully, as they investigate cases involving UFO sightings, the occult and other mysterious happenings.

Both the Wind in the Willows set and the X-Files Video set of phonecards operate on the PayTel Australia national payphone network and their production is authorised under a PayTel Network Access Permit.

For further information on these collector sets contact International Numismatics, GPO Box 4413, Sydney, NSW 2001, Australia, phone (02) 9262 4366, fax (02) 9262 4510.



Australia Day

Telstra's first Limited Edition Folder of 1997 contains the January 26, Australia Day Phonocard.

For the first time ever, this year's national holiday Phonocard is designed by a young Australian, following as national competition held in primary schools across the country.

A total of 2,500 Limited Edition Folders are available through the Telstra Collector Service.



Planes of WWII

The set which will most likely prove a "sell out" - the Planes of WWII - is to be released in early February.

These four Phonecards will be available both in a Limited Edition Folder as well as through the Telstra Collector Service and resellers.

In addition, the cards and folders will be on sale at the international Air Show and Aerospace Expo to be held at Avalon Airport, Geelong, Victoria, from 18-23 February 1994.



Paytel Australia Pty Limited

Recently issued Paytel Collector Packs include a card and folder issued for CardEx '96 as well as two Queensland Rail Packs each containing two Phonecards.

PayTel Australia made its first appearance at CardEx '96 in Maastricht late last year. The Phonocard, released at the exhibition, is pictured below.

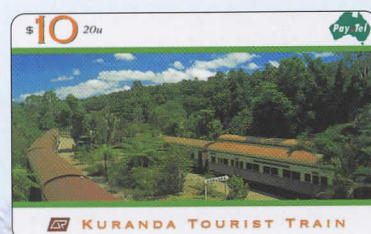
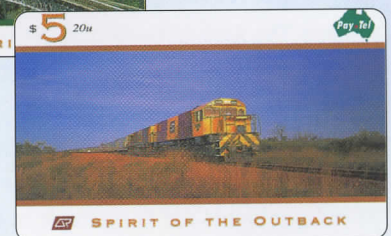
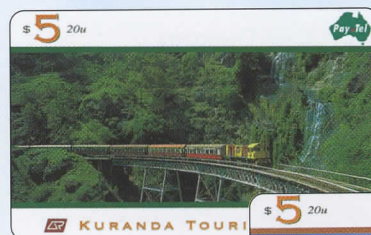
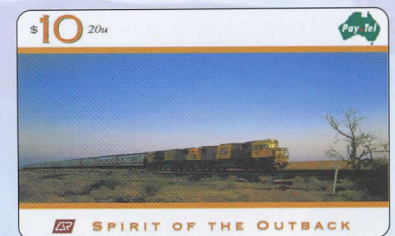
Only 2000 of these cards and folders were produced and in addition to having been available at Maastricht, the unsold cards were still available direct from PayTel at A\$8 each.



Railways of Australia

Two further releases in the PayTel Railways of Australia Series, Set 2 and Set 3, feature respectively the "Spirit of the Outback" - Brisbane to Longreach - and the "Kuranda Tourist Train" - Cairns to Kurunda.

These two packs, each containing two Phonecards, dramatically depict the difference between the stark Queensland interior and the lush coastal regions of that state.





Summer General Issue – Ocean Odyssey

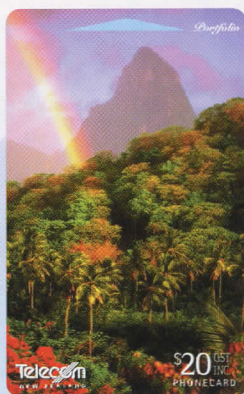
If you don't scuba dive, you may be blissfully unaware of a world of true beauty and uniqueness that lurks in the ocean's depths.

The underworld of exquisite New Zealand marine life is brought to life in the Ocean Odyssey collector pack, which was released in January.

New Zealand's latitudinal location and exposed coast line result in a merging of sub-tropical and temperate zones to provide an exceptional diversity of exquisite marine life. This explains why New Zealand's underwaters are renowned amongst scuba divers around the world.

This world is brought to life in the stunning photographic images taken by Daryl Torckler, Andy Belcher, and Jenny and Tony Enderby.

The Ocean Odyssey Collector Pack contains five outstanding PhoneCards, one of which is an exclusive limited edition card that is only available in this Collector Pack. The pack is also filled with interesting information on each of the cards presented. Only 1750 packs will be produced.



Portfolio Collector Series – Nature's Creations

Telecom continues to get in touch with nature with its keenly awaited follow-up to the inaugural World Landmarks Portfolio Collector Series.

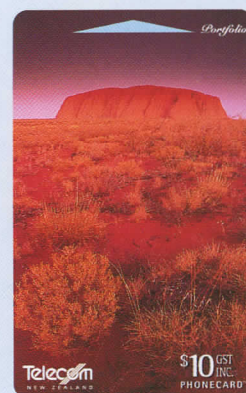
Due for release late February, the Nature's Creations series recognises some of earth's most stunning natural creations.

This second Portfolio Collector Series contains five remarkable images, featuring North America's Grand Canyon and Niagara Falls, Japan's Mt Fujiyama, the Caribbean's Saint Lucia rainforest and Australia's Ayers Rock.

This fascinating Portfolio Collector Series offers an insightful look at some of the world's best known creations of nature, with geographic background on their formation and interesting facts.

The five Nature's Creations PhoneCards, produced exclusively for this Portfolio Collector Series, are contained in a beautifully presented folder which incorporates a comprehensive information booklet with art prints of the images displayed on the PhoneCards.

Only 1750 of this series will be released – the only way of obtaining them being through entry in the ballot. The first issue in this attractive series, entitled World Landmarks, sold out quickly. Demand for Nature's Creations is expected to be equally high.



Add some jellyfish & sea



Spend summer at the beach with the Ocean Odyssey PhoneCard™ series. The G released in mid January, followed by the Collector Pack, which contains the four featuring Red Hydra Coral and Yellow Zoanthids. There will be just 1,500 Collecto overseas distribution, at a cost of just \$NZ95, plus postage and packing. If you're Ballot Pack. If you're not already a PhoneCard collector the New Year is the best time to st or call us on **0800 508 805** (in New Zealand) or **+64 9 307 2190** (from overseas) and we'll send y

weed to Your collection



General Issue Series of four cards will be
General Issue cards plus an exclusive card
Packs issued in New Zealand and 250 for
subscriber you'll automatically receive a
! Just complete and send the order form
you a **FREE** PhoneCard Collector Starter Kit.

YES, I WOULD LIKE:

- to ballot for the 'Ocean Odyssey' Collector Pack
- a Telecom PhoneCard Collector Service Starter kit

TITLE MR MRS MISS MS DR

NAME

FIRST NAME

LAST NAME

ADDRESS

Street

Suburb

City

Postcode

PHONE (BUSINESS)

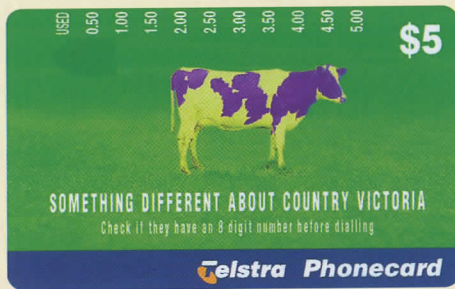
(HOME)

Please send to: Telecom PhoneCard Collector Service,
PO Box 3838, AUCKLAND, NEW ZEALAND



"Getting the Message"

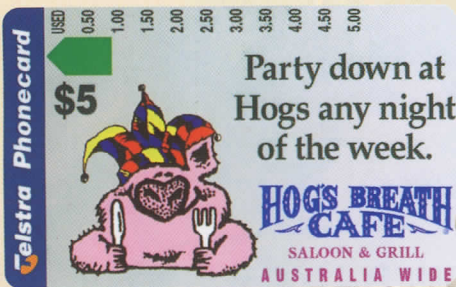
This Advertising Phonocard features the winning design of a national competition held through secondary schools around Australia. It advertises the advantages of using Telstra Phonocard and 100,000 cards have been distributed.



Austel

An eighth Advertising Phonocard has been added to the Austel series. This card features a bright purple and yellow cow.

30,000 cards have been distributed throughout Victoria with 4,000 being available for collectors.



Hog's Breath Cafe
Join the party with this Advertising Phonocard! The Hog's Breath Cafe \$5 Phonocard features the ever popular and colourful Hog mascot.

2,000 of these cards have been distributed through selected outlets across Queensland and 3,000 are available to collectors through the Telstra Collector Service.

Festival of Perth

A \$5 Phonocard has been produced celebrating the 1997 Festival of Perth. 3,000 cards are available through the Collector Service with 100,000 being distributed throughout Western Australia.



International Day of Disabled Persons

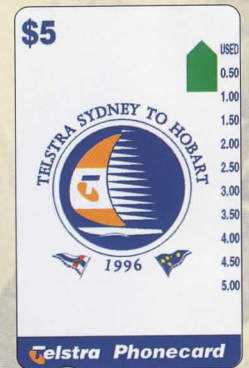
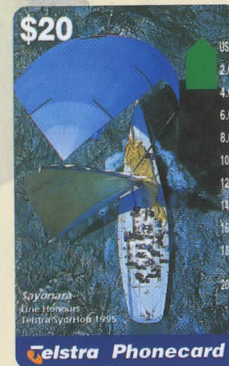
In support of the International Day of Disabled Persons, Telstra has produced a \$10 Advertising Phonocard featuring artworks created by people with disabilities.

50,000 of the cards have been distributed nationally with 2,000 also available from Telstra's Collector Service.

Sydney to Hobart

Telstra has produced three attractive Advertising Phonocards (\$5, \$10, \$20) in honour of the popular Sydney to Hobart Yacht race.

450,000 x \$5, 180,000 x \$10 and 82,000 x \$20 are being distributed with 3,000 available from Collector Services.



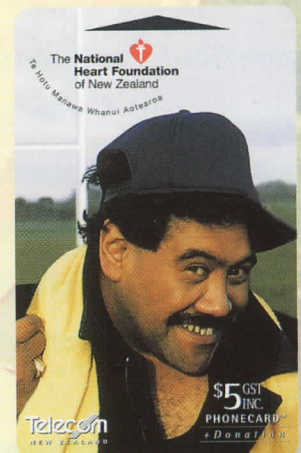
NZ Heart Foundation

The second card in the NZ Heart Foundation Billy T James series was released just before Christmas.

Featuring well-known and loved comedian, Billy T James down at the 'footie' club, it has been produced as a fundraiser for the NZ Heart Foundation. Billy T died from heart disease in 1991.

This \$5 denomination card sells for \$10 through Video Ezy stores, with \$5 from every card sale donated to the NZ Heart Foundation.

The card is supported with a full advertising and promotional campaign, which includes a chance to win a trip for two to Sydney. There were 10,300 of this card produced.



Telecom VIP Christmas

New Zealand's Christmas tree, the Pohutukawa, makes a fitting appearance on this limited-issue PhoneCard.

Especially commissioned by Telecom New Zealand's CEO, Dr Roderick Deane, 1000 of this Christmas PhoneCard were presented in a Christmas card folder to Telecom's valued clients, both in New Zealand and overseas.

A further 500 sold as singles through PhoneCard dealers.



SPECIFICATIONS

\$	Card	Production run	Production
\$5	Kiwi Christmas - Pukeko	20,000	October
\$5	Kiwi Christmas - Sheep swooning	40,000	October
\$5	Kiwi Christmas - Kiwis singing	27,000	October
\$10	Kiwi Christmas - Chocka stockings	17,000	October
\$20	Kiwi Christmas - Golden kumara	10,000	October
\$5	Ocean Odyssey - Jellyfish	185,000	December
\$5	Ocean Odyssey - Coral	1850	December
\$5	Ocean Odyssey - Jewel anemone	185,000	December
\$10	Ocean Odyssey - Sea urchin	170,000	December
\$20	Ocean Odyssey - Red Sea anemone	120,000	December
\$5	NZ Heart Foundation - Billy T James	10,300	December
\$5	Nature's Creations - Grand Canyon	1750	December
\$5	Nature's Creations - Mt Fujiyama	1750	December
\$5	Nature's Creations - Niagara Falls	1750	December
\$10	Nature's Creations - Ayers Rock	1750	December
\$20	Nature's Creations - Saint Lucia	1750	December
\$5	Donald Duck Part II - Donald's waltz	3000	December
\$5	Donald Duck Part II - Moonlight	3000	December
\$5	Donald Duck Part II - Diary	3000	December
\$50	Art Collection - Artist's Garden	2000	January
\$5	Native Pacific - Yellow-eyed penguin	1800	February
\$5	Native Pacific - Kiwi	126,880	February
\$5	Native Pacific - Takahe	126,880	February
\$10	Native Pacific - Kotuku	121,880	February
\$20	Native Pacific - Kereru	66,880	February
\$50	Endangered Animals - Penguins	1500	February
\$10	Mickey & Donald Part I - Donald	1500	February
\$10	Mickey & Donald Part I - Mickey	1500	February

HAXBY COLLECTABLES

Prices in Australian Dollars.

Visa, Mastercard & Bankcard accepted. All sent registered post \$3.00 within Australia. \$9.00 rest of the World

COUNTRY COLLECTIONS ALL \$20.00 each, all different.

3 Antigua & Barbuda	20 Australia	12 Austria
4 Bahamas	6 Bahrain	17 Belgium
3 Benin	6 China (2 sets of 3)	6 Cyprus
7 Denmark	4 Estonia	12 France
12 GB Pictorial	4 GB DIT	6 Guernsey
8 Hong Kong	4 Jamaica mint	9 Jersey
7 Kuwait	4 Mali	4 Malta incl pict
4 Norway	8 Oman	8 UAE

1 card from 30 different countries \$40.00

1 card from 50 different countries \$140.00

I have not listed the more common countries but I have them instock please send want list.

NEW YEAR SPECIALS

GB 5 unit Quantas cards MINT \$9.00

Sweden 25 unit MINT 93-09 LUFTHANSA \$20.00

GB DIT cards \$5.00 each 11 for \$50.00

USA remote cards \$5.00 each 11 for \$50.00

Israel 50 unit Peace card 25/7/94 used \$18.00

1996 AUSCARDS both + Hong Kong + Singapore all in folders \$55.00

100 Japan used mixed \$80.00

South Africa Big 5 mint set of 5 \$30.00

Singapore advertising cards mint (send want lists)

HAXBY COLLECTABLES

PO Box 139, MERRYLANDS
NSW, 2160 AUSTRALIA

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PHONECARD ALBUM

Phonecard collecting is the hottest new collectable on the market, and Lighthouse albums will house these attractive communications cards safely and clearly.



The most popular and prestigious Phonecard album currently available on the Australian market for all types of phonecards. Imported from Germany, this quality album has a deluxe look alike leather binder with 20x clear view 8x pocket leaves completely free of chemical softeners providing absolute trouble free, long term storage. The binder has provision for approximately 20x additional pages.

For a FREE Sample send name & address

ALBUM COMPLETE WITH 20 PAGES \$39.95

(colours: red, blue, black, green, brown)

OPTIONAL MATCHING SLIP CASE \$22.50

ADDITIONAL CLEAR PAGES (pack of 10) \$10.50

ALTERNATE BLACK DOUBLE SIDED PAGES,

HOLDING 16x CARDS (pack of 10) \$12.50

POSTAGE \$6.50

AVAILABLE FROM ALL GOOD STAMP, COIN AND PHONECARD DEALERS, OR DIRECT FROM AGENTS

ALL MAJOR CREDIT CARDS ACCEPTED

Lighthouse

Suppliers of Philatelic & Numismatic Accessories & Publications - Australian Agents for: Leuchtturm, Stanley Gibbons, Seaby, Renniks

10 Bartley Street, Chippendale NSW 2008

PO Box 763, Strawberry Hills NSW 2012

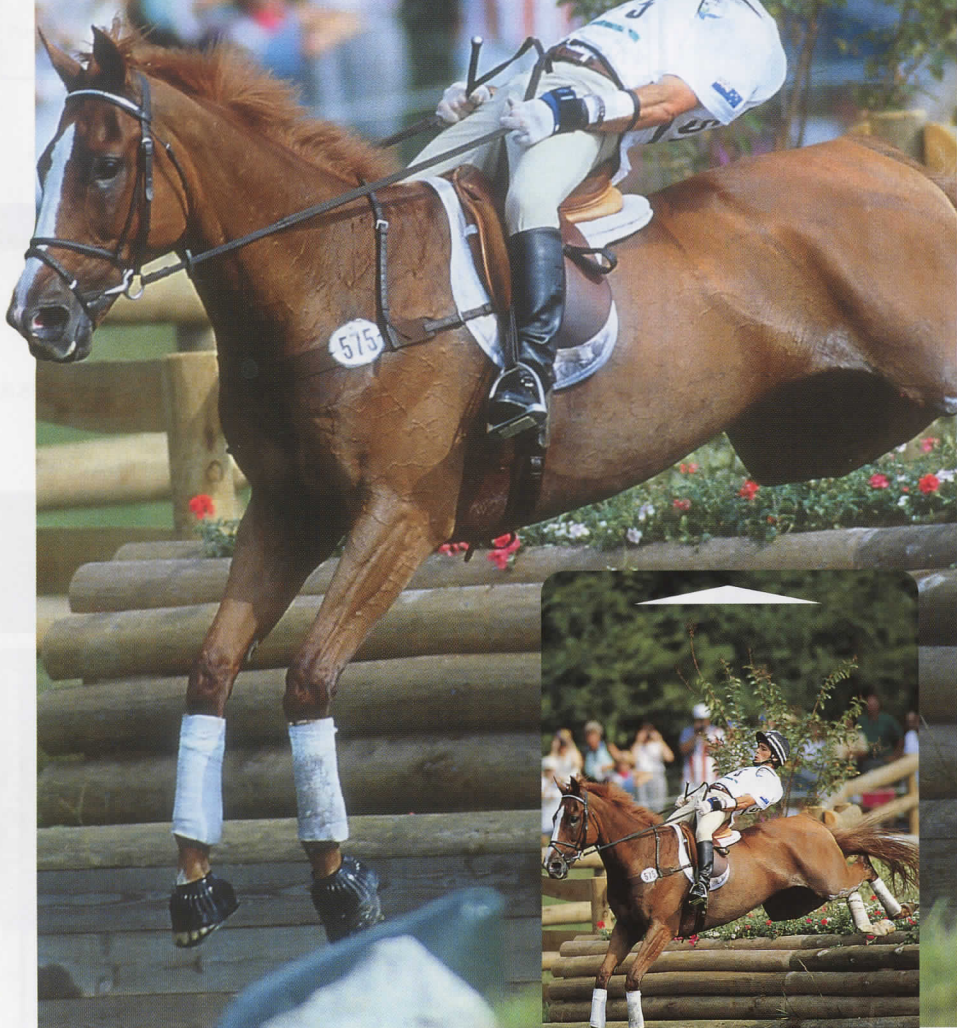
Tel: (02) 698 5388 - Fax: (02) 698 5042

International Fax: 612 698 5042





Help keep the NZ Equestrian team a jump ahead



Telecom New Zealand Limited and the Charisma Club proudly present the Ready Teddy Go! Campaign, an initiative developed to assist New Zealand horses and riders go for gold at the Sydney 2000 Olympic Games.

Support the Ready Teddy Go! Campaign by making a donation of \$20.00 or more to the Charisma Trust and you will receive:

- a limited edition \$5.00 Phonecard™ featuring gold medal winner Blyth Tait on Ready Teddy
- membership to the Charisma Club
- the opportunity to purchase "Riding High" containing 16 fabulous pages of entertaining reading and full colour photographs of the achievements of your favourite New Zealand riders and horses
- chances to win trips to the Taupo 3 Day Event and Badminton Horse Trials in 1997

To support New Zealand's finest horses and riders in their bid for gold at the Sydney 2000 Olympic Games complete the coupon below without delay!



For further information on how you can support the New Zealand Equestrian Team
PHONE 0800 4TEDDY (0800 483339)

Telecom
NEW ZEALAND

Telecom
NEW ZEALAND

\$5 GST
INC.
PHONECARD™

Name: _____

Address: _____

Phone No. { } _____

Amount of Donation \$ _____
(Minimum of \$20.00)

Payment Details

Cheque attached YES NO *(Please circle)*
(Please make cheques payable to: 'The Charisma Trust')

My credit card details are:

Visa/Mastercard/Amex/Diners *(Please circle)*

Card No.

Expiry date _____

Signature _____

TICK IF RECEIPT REQUIRED

Please send to: The New Zealand Equestrian Federation, PO Box 6146, Wellington.

This offer is subject to availability

PLAYING OUR CARDS RIGHT

- THE BELL COLLECTORS CLUB

Since its founding in 1995, The Bell Collectors Club has grown from an idea on paper into a thriving organisation with thousands of members worldwide. What is our recipe for success? With no membership fees, collectors can enjoy a wide range of benefits at no cost, an order and subscription service, a quarterly bulletin announcing all new Bell chip card issues, access to an exclusive collection of special edition and private circulation cards available only through the Club, and that's not all...

The club has recently created an electronic bulletin board on the internet where veteran and novice collectors from all over the world can trade cards and information. Club Manager Diane Godin encourages members to share their questions, comments and interests, and she makes sure the lines of communication are always open.

Bell Canada offers two chip cards, the LaPuce™ card in the province of Quebec and the QuickChange™ card in the province of Ontario. Since the official launch of these cards, Bell has worked steadily to design interesting and visually exciting cards to delight customers and collectors alike. The cards that make up the Bell collection (127 cards so far) feature a great diversity of graphic and photographic images: animals, lush

landscapes and urban landmarks, sporting and cultural events.

Although they were not planned in advance, certain dominant themes have emerged spontaneously. For instance, card visuals depicting animals have proven a favourite with the public, collectors and card designers. Club members who stay abreast of the full range of Bell chip card offerings will discover new themes emerging over time. And the unique Canadian flavour of many of the cards gives the Bell collection a distinctive character. Nor have our efforts gone unrecognised - at the 1995 CardEx exhibit, Bell won a Certificate of Merit for a card issued on the occasion of Montreal's world-famous International Jazz Festival.

Leaving aside the cards' aesthetics appeal, their practical value increases daily, as Bell works to equip public telephones throughout Quebec and Ontario with the requisite card readers. Since the LaPuce

and QuickChange cards both use GPM 103 chip technology, they can be employed interchangeably in both provinces. The cards are available at 7000 stores, kiosks, sales counters and automatic card dispensers in the two provinces.

In the short span of two years, we're proud to say that Bell Canada and the Bell Collectors club have made a vital contribution to fostering the visibility and popularity of chip cards in the increasingly lively Quebec and Ontario markets.



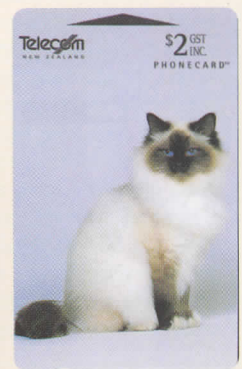
The Cats Collector Set

THE FIRST \$2 TELECOM PHONECARD SET ISSUED

Any PhoneCard collector, cat owner or animal lover will be delighted to hear about the release of the new Cats Collector Set. This unique new set contains six \$2 PhoneCards, each displaying images of one of six different cat breeds.

This colourful pack is visually appealing with the use of many delightful cat photos featuring the various cat breeds. It also contains interesting facts and information all about cats. For instance, a cat typically sleeps for more than 16 hours a day and that approximately 49% of all households in New Zealand own a cat.

Two editions are available, either the signed or unsigned Cats Collector Set - each of which include a stunning 1997 Limited Edition PhoneCard calendar. Only 1,000 sets of the signed and 1,500 of the unsigned have been issued. The signed edition includes an interesting hard covered book titled "An illustrated guide to Cats - Their selection and care" and an individually numbered Certificate of Authenticity personally signed by the book's author, Graham Meadows.



WHAT'S HOT IN THE PHONECARD MARKET

AUSTRALIA

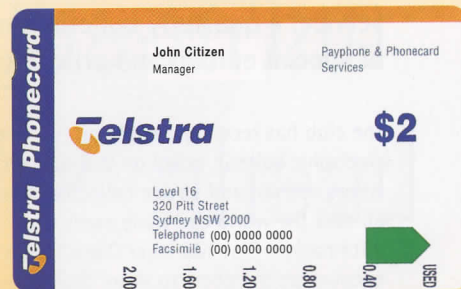
Nineteen Telstra staff members are presently using a \$2 Phonecard as their own personal business card, demonstrating to clients an innovative marketing application. Primarily the cards are business cards like any other, but with Phonecard properties.

The staff members each have 1000 x \$2 Phonecard business cards, giving a total production run of 19,000. At this stage, each card is produced under the same serial batch number - 1276.

More staff are being considered for this promotional opportunity and it is expected that there will be an increase in business Phonecards during 1997.

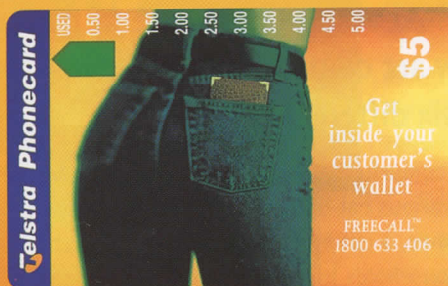
A combination of small print runs, a large number of individually different cards, localised distribution Australia wide and anonymity, all mean that these cards will be extremely hard to obtain as a full set.

Bland in appearance as they are, I tip these cards to be the "hottest" in early 1997.

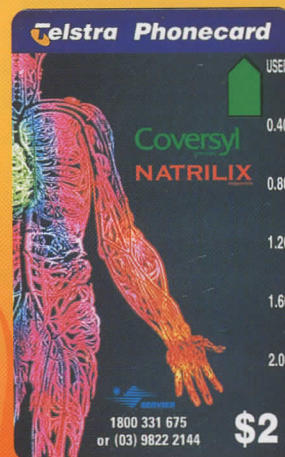


The Perth Mint has continued its practice of issuing a Phonecard in conjunction with its popular Lunar Series being the 1997 proof issue Year of the Ox. A total of 5000 of this extremely attractive card have been printed (prefix number 1283). The

attractiveness of the cards combined with the fact that a number are obtained by coin collectors world wide ensures that they maintain their value in the Phonecard market.



Although a quantity of 7000 of the \$5 Telstra "Wallet" card were printed (prefix number 1123), due to it being a complimentary issue, it is still proving quite elusive to find. Although initially available some time ago it is still holding its value in excess of \$100 definitely a card to look out for.



The \$2 Promotional "Anatomy" card is another proving hard to find (prefix number 1168). 5500 of this card were printed in July '96 but are still available only in limited numbers.



NEW ZEALAND

Traditional Santa

The hoopla of Christmas has come and gone, and the 'Twas the Night before Christmas' Collector Pack has been a great success.

Deemed by many dealers and collectors as the best New Zealand Christmas issue to date, its appeal lies in its attractive design and popular theme.

Santa Claus has proven a popular chappie throughout the years and the delightful

traditional images of Santa quietly delivering goodies to young children has had broad appeal. Throughout the world Christmas, and in particular Santa, is quickly growing as a popular PhoneCard theme for collectors.



The Collector Pack contained four general issue PhoneCards, plus an exclusive \$5 montage PhoneCard that was not available through any other means.

Single card sales were also strong, so look to secure good quality used cards in this series.



World Landmarks

PhoneCards with strong international thematic appeal are proving the hottest cards on the market at present.

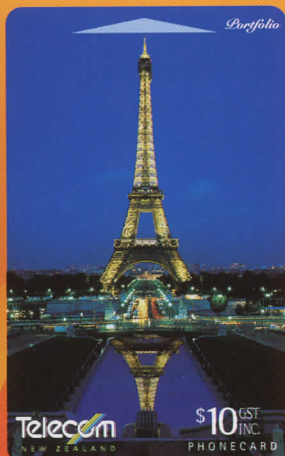
The inaugural World Landmarks Portfolio Collector Series quickly sold out and climbed in value from \$99 to \$145.

A few of these collector packs are reaching the secondary market, but not very many. This was the first collector pack released in New Zealand with all the

cards produced exclusively for inclusion. Normally four of the five cards have been taken from a general issue with the fifth card an exclusive montage card, but with this series they were all unique.

The international popularity of the images - the Taj Mahal, London Tower Bridge, Capitol Hill, Sydney Opera House and Eiffel Tower - means the collector series could be expected to sell equally well in New Zealand as it would in London, Hungary, Japan or the United States.

Only 1750 of this collector series were produced, so get your dealer to contact you when he gets one of these popular packs in stock.



Telecom Hot Cards of '96

Last year saw collectors spoilt for choice, with a plethora of new releases.

There was a definite move during 1996 to bolder, more thematic releases. This was also reflected in strongly designed packaging for the collector packs.

Just some of the notable issues were the Youth series, comprising Micro Boy, the Kron Twins and El Globo - the first to target a specific market, the second Maori Legends release and newcomers such as Floral Fantasy and Call of the Wild. All helped to create a fresh interest in PhoneCard collecting. Releases targeted at New Zealand's huge tourism market continued to become of the most popular. Obtaining used cards from the Amazing Aotearoa series proved particularly difficult as international tourists tended to take them home. The \$50 Mt Cook card remains one of the most wanted.



A couple of the hottest cards released during 1996 were the two \$5 cards in the New Zealand Birds Part II series, which were issued in March. While the higher denomination card is normally issued in smaller quantities than the \$5 card, this wasn't so with New Zealand Birds II. Less than 25,000 of both of these cards were produced making them very scarce.

Kiri Te Kanawa sang beautifully for the IHC. Its \$5 FundCard featuring this world renowned opera singer in concert at Millbrook sold out, raising \$200,000 for the IHC in the process. This is the



second year in a row that an IHC FundCard has achieved this success.

With every country around the world appearing to get on the Kit Kat band wagon, Nestle New Zealand commissioned its own card - and it took the market by storm. With only 5500 of this card produced, a much shorter run than usual for an AdCard, they have been driving out the door. And, of course, Disney PhoneCard releases continued to sell out very quickly. With two new series introduced during 1996 the popularity for these high quality cards continues.

Surfing

LOOKS GOOD IN NEW ZEALAND

Get ready for some awesome surfing on the soon-to-be-launched Telecom New Zealand PhoneCard Internet web site.

As established browsers will already know, the internet is the ultimate communication tool of the future - providing a dynamic new way of global information sharing. And the Telecom PhoneCard web site, due to be launched in February, promises to be one of the most comprehensive telephone card sites around.

Several months of intensive planning and production has gone into developing the site which has involved leading interactive company Terabyte Interactive, Telecom Payphones and the Telecom PhoneCard Collector Service.

"Uppermost in our mind in designing the site was the need to service the needs of our collectors - making the site as comprehensive and easy to navigate as possible," says Telecom Payphones Marketing Communications Manager Sheryl James. "It will be the ultimate reference point for collectors, a place to go for virtually every imaginable piece of information about New Zealand PhoneCards."

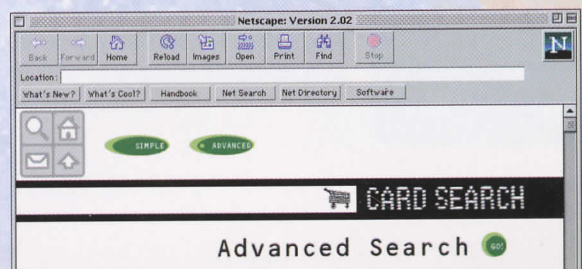
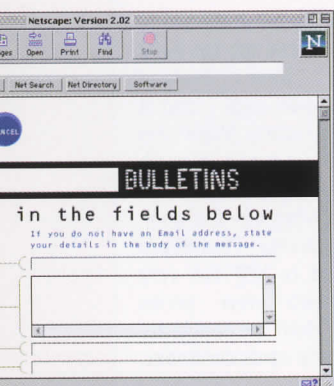
"The site opens up a whole range of exciting new possibilities for collectors. At the touch of a button, PhoneCard enthusiasts will have access to a range of services from purchasing cards to contacting dealers and other collectors all over the world. It's going to make collecting of New Zealand PhoneCards much more globally accessible."

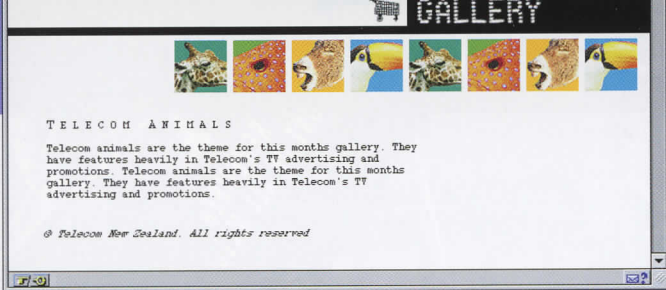
Incorporated in the site design are many of the suggestions received from telephone card collectors worldwide who took part in a survey through the current under-construction site. Hundreds of replies poured in from around the globe - some coming from as far away as Croatia and the United States, and of course many from throughout Australia and New Zealand.

According to Terabyte Interactive Executive Producer, Arlene Susmilch, the Telecom PhoneCard web site looks to be the first in the world of its kind.

"In developing the site we explored the Internet extensively and failed to find a telephone card site like it. Although some business and collector groups have formed homepages, other national telecommunications companies have yet to develop sites on this level. We really are entering into a whole new era in the telephone card market."

Touted as a "Smart Site" the Payphones PhoneCard web site contains vast amounts of information in an easy to access format. Extensive work has gone into ensuring the site is both visually stimulating and extremely functional with images able to be downloaded very quickly. It's fun too. Look out for the friendly Telecom Meerkat who pops up on the screen with useful tips and information.





The site opens with a Welcome Page that is linked to a Help Menu which can be accessed at any time. The site has seven key sections - PhoneCards, Payphones, Gallery, Card Shop, Dealers, Card Search and Bulletins. The functions of each are described below:

PhoneCards

Want to know how PhoneCard collecting started in New Zealand or the best way to care for your cards? Then this is the place to visit. A wealth of information is at your fingertips, from how to start collecting to how PhoneCards are produced.

Payphones

As a collector you probably know a lot about PhoneCards but have you ever wondered about the Payphones they are used in? Now you can find out all about the nationwide public telephone network in New Zealand. Interesting facts and details on technical aspects of phones, where they are located and much more... For example, did you know that Telecom Payphones has Payphones in Antarctica and the Chatham Islands?

Gallery

Here you can view constantly updated selections of stunning New Zealand PhoneCards. The gallery is curated by Telecom Payphones and the theme will change on a regular basis to feature both new and retrospective releases of general issue and collector series cards.

Card Shop

The card shop is a virtual one-stop-shop for collectors to purchase current issue cards. You will be able to buy cards by submitting your order details to the Collector Service and completing the order forms which will be mailed to you. The second stage of development will see the web site fully transactionable with on-line commerce purchasing.

The shop also has information on the services offered by the Telecom PhoneCard Collector Service and other products available through the service including card catalogues.

Dealer Pages

Contacting Telecom Accredited Dealers has never been easier than with Dealer Pages - and it's the ideal way to buy and sell cards. Each dealer has a home page which gives information such as contact details, what they specialise in, payment methods accepted and special offers and deals.

Card Search

The most comprehensive part of the site, the Card Search consists of an estimated 1000 PhoneCard entries, giving you access to vast amounts of information. Users can search the database either via a simple search, which involves typing in a general description of what they are looking for - or they can narrow the search by using specific criteria such as name, theme, date issued etc.

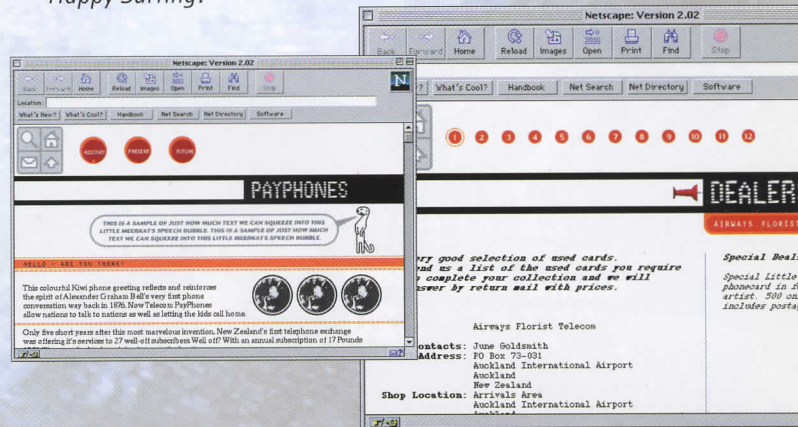
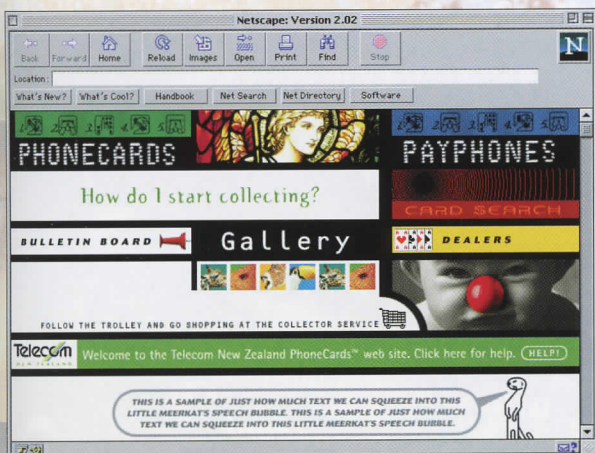
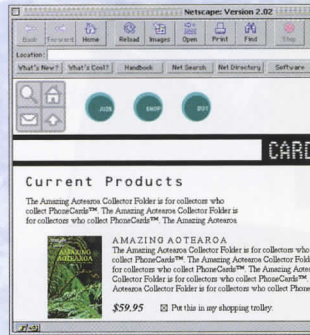
Bulletin Board

The Bulletin Board is expected to be one of the most visited positions of the web site, providing a wonderful opportunity to communicate with collectors and dealers from around the world. Collectors can post messages and advertise to buy, sell or exchange cards. Messages sorted by subject and date appear within 48 hours of being posted and will remain posted for 14 days.

The address of the new site is still to be confirmed, however you will be able to gain access via the Telecom homepages at <http://www.telecom.co.nz> then click on the PhoneCard button - the under-construction PhoneCard site is already able to be viewed.

Surfing the Telecom PhoneCard Internet web site promises to be a great ride. For those collectors who have not yet joined the internet, it would definitely be worth checking out. All that is needed is a computer and a modem with a connection to a telephone line - ideally separate from the one used for the telephone. Then contact a local service provider who can set you up with establishment software and a gateway to the net.

Happy Surfing!



TELSTRA UPDATE

A NEW MARKETING TEAM FOR TELSTRA CARD COLLECTOR SERVICE

Telstra Payphone Services has engaged Kookaburra Marketing Services (KMS), a Sydney based company, to develop and operate Telstra's Card Collector Service.

Telstra's Grant Burtenshaw, National Sales and Customer Services Manager, said KMS brought considerable marketing and operational expertise to the service.

He said while Telstra retains all controls, including all final design approvals and printing of all phonecards, KMS will undertake ideas, development, packaging concepts and handle all processing and customer relationships with both Telstra's collectors, dealers and clubs.

Burtenshaw said Telstra is confident that the appointment of KMS will see the generation of many new and exciting innovations for the Telstra Card Collector Service and its customers.

He said the initiatives being put forward by the new team will ensure the on-going strength of collecting and reflect sound, long term strategies.

KMS commenced operating under the agreement on January 6, 1997, and all collectors and dealers can contact the new operation on the current Collector Service telephone 61-2-9298 9787 or by fax 61-2-9329 0610.

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AUSTRALIA/NEW ZEALAND **PHONECARD** Magazine

Telstra Phonocard

SOUTH AFRICA - IN THE BEGINNING

Its certainly worth looking at the early phonecards from South Africa if you like a collecting challenge. Not only are the early test cards attractive, colourful and produced in small quantities, but many can provide a great deal of interesting historical information to collectors worldwide.

The main service provider in South Africa is "Telkom". In the early stages of their phonecard development Telkom introduced their trial set on Plessey GPT cards. This trial commenced with a wide variety of cards being tested. The run size of the test cards were predominantly between 50 to 100. With the print quantities being so small, these cards are now extremely collectable in both the South African and international phonecard market. Telkom have progressed from the GPT cards and now operate a chip card system.

The early trials were approved by the South African Post and Telecommunications Department (SAPT) and commenced at the Police College in Pretoria on 1 April 1991. In October 1991 the South African Post and Telecommunications Department (SAPT) was divided into two separate companies. This saw the formation of South African Post Office and "Telkom" SA.

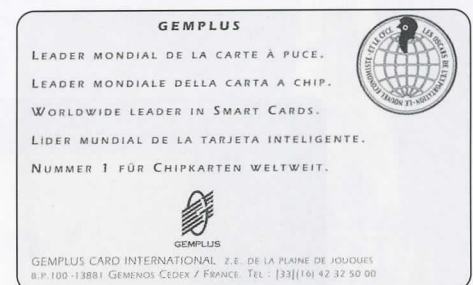
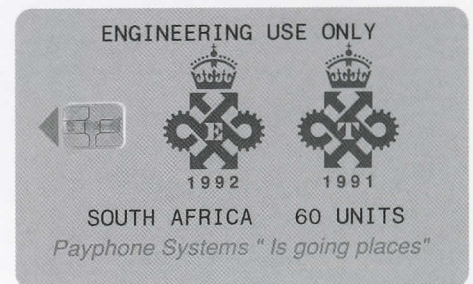
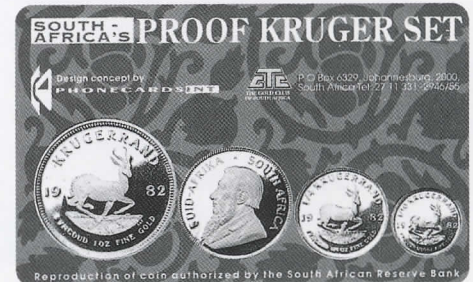
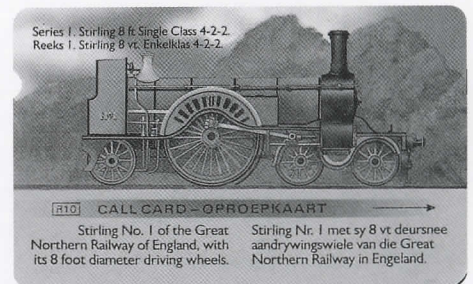
All early magstripe cards that they have trialed have a dark brown 6mm wide ferrite band across the centre of one side of the card. In some instances the configuration is on the front and in others, on the reverse.

An interesting feature is that many of the trial cards have no control numbers, with variation on the values of these cards. The most common are referred to as R5 and R10 cards.

Another interesting mystery appears on cards produced by a phonecard company called "Telos". The text printed on the cards is in a language that looks Eastern European, but is not currently spoken in South Africa. There are reports that these blue and orange cards were produced on the Plessey GPT blank cards with which "Telkom" was associated with.

We would be interested if you can pick from the cards shown when they were produced and in what quantities. If you have information on these cards, please contact the Australia/New Zealand PhoneCard Magazine, PO Box 2590, Auckland, New Zealand. We look forward to hearing from you.

The cards that have been shown in this article are early test cards except for one. They depict the Stirling No. 1 steam train of the Great Northern Railway of England, a promotional chip card for Gemplus Cards International, a test 60 unit chip card and a phonecard depicting the Proof Kruger set of coins.



THEMATICS Teddy Bears

Teddy Bears have always been popular with children, and some adults too.

The name "Teddy" was ascribed to Theodore Roosevelt (1858-1919), a past United States President, who was a big game hunter in his spare time. Once, while out hunting, he came across a bear cub and couldn't bring himself to shoot it, thereby earning the nickname "Teddy".

Today, the cuddly bear is loved the world over. Teddy Bears have even become part of our literary heritage with characters such as Winnie the Pooh, Rupert the Bear and Paddington Bear.

The Teddy Bear theme has cropped up on Phonecards around the world and following are just some of the cards displaying this delightful motif.

Jersey

The Jersey Telecoms produced this lovable Teddy Bear card to commemorate the Battle of the Flowers 1990. Only 9124 of this card were issued, with one catalogue pricing a fine used example of this card at £30.



Ireland

This card was Telecom Eireann's first complimentary card, which was produced in both a matt and gloss finish. A total of 74,565 cards were produced for 1990 distribution.



Germany

The Germans are in love with Teddy Bears. That's not totally surprising when you consider the bear is a symbol of Berlin.

The first card we feature from Germany is one produced to promote Berlin 2000. At the turn of the century, Berlin is host to the Olympic Games. This card was actually produced in 1992 with 500,000 of these cards issued.

Teddy Bears have also appeared on advertising cards in Germany. This card was produced for Neckerman, which publishes an extensive mail order catalogue (features on reverse of card). Produced in 1991, with 500,000 of these cards issued.

Another Teddy Bear advertising card was produced for "idee & spiel" (idea and game), which is a toys and games retail chain with over 900 stores throughout Germany. This particular card promoting the depicted 'Teddy Ted', sells for DM149 (approx. NZ\$150). Produced in 1993, 750,000 of these cards were issued.



Vom 11. - 12. November 1995 zeigen sich in Berlin wieder die schönsten und begehrtesten Telefonkarten mit samt ihren Besitzern - auf der Telecard, der größten Telefonkarten-Sammler-messe in Deutschland. Die Deutsche Telekom hält eine Vielzahl von Neuheiten bereit, darunter eine besondere Überraschung der Künstlerin Bärbel Haas.



Lotto's also popular in Germany. This colourful card for Lotto was produced to promote the fun of 'Scratch and Win'. It was produced in 1994, with 675,000 cards released.

This card promoted TelCard '95, a phone card fair held in Berlin, November 11-12, 1995. Produced with images on both sides of the card, 500,000 were issued.

Hungary

This image of a Teddy Bear having a telephone conversation with a young girl was taken from a youngster's work of art. It was produced in 1993, with 100,000 cards issued.



Japan

AA Milne's character, Winnie the Pooh is celebrated by Disney on this card promoting Toyko Disneyland. It would appear Pooh has run out of his favourite treat - honey, with Piglet most amused by poor Pooh's dilemma.

New Zealand

This \$5 'Get Well Soon' PhoneCard was produced as a GiftCard. It was inserted into a matching greeting card and made available through the stationery retail chain, Whitcoulls for the public to give as gifts. Produced in 1994, only 23,000 of this PhoneCard were issued.

Collecting by theme can be challenging and, when you find new cards, very satisfying.

Some tips. Check dealer stocks regularly for new material. Let them know what you are looking for. Start corresponding and exchanging Phonecards with overseas collectors. You can find names and addresses of people wishing to exchange cards in 'trade and exchange' papers, within the international sale and swap section, (and on the soon-to-be launched Telecom Payphones Internet web site). The Kiwi Phonecard Shop in Auckland, New Zealand, also has a large collection of phonecard magazines and periodicals in which you can find information about collectors wanting to exchange Phonecards.

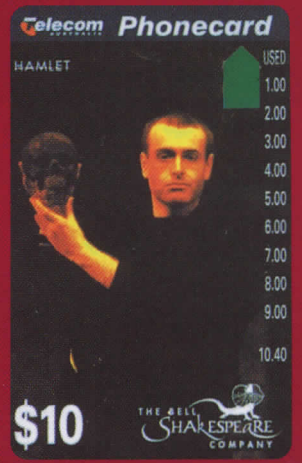
You don't have to restrict yourself to just one theme. As the hobby grows, individual's interest will evolve and we see collections ranging from the highly specialised to the multifarious.

Article compiled by Gerhard Meder



● MOST WANTED ●
● MOST WANTED ●
● MOST WANTED ●

Hamlet Phonecard
 What is the most wanted Phonecard in Australia? If it wasn't before this article was read, it will arguable be so now! I refer to the Telstra (nee Telecom) \$10 "Hamlet" Phonecard produced in early 1995 which was one of four cards in the Bell Shakespeare set.



Why is this card likely to be the most wanted? Because it was never officially issued to collectors!

Also, the card which I sighted had the serial number 66410252 - the prefix number 664 was also allocated to a print run of the \$5 Life Saving Phonecard (66400000 - 66408499).

The other three cards in the Bell Shakespeare set had prefix numbers as originally allocated by Telstra, 653, 654 and 655.

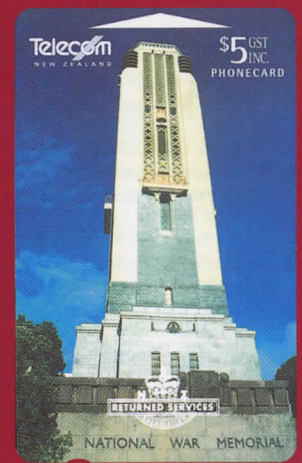
RSA/RSL PhoneCards

Every now and then PhoneCards are produced exclusively for customers with absolutely no over-runs for dealer sales.

This recently occurred with the \$2 Telstra and \$5 Telecom PhoneCards produced for insurance company Oceanic Life Ltd. The cards were produced to indirectly promote the company's services in a direct mail campaign it ran to New Zealand RSA and Australian RSL members.

Only 10,000 of each card were produced, which were all taken by Oceanic Life Ltd. It is understood that no over-runs of the card were done because it was initially thought the card's image would be of narrow interest to collectors.

However, several dealers in both Australia and New Zealand have been approached regarding how to secure these cards. Obviously the only way non RSA or RSL collectors are going to secure either of these cards is if a returned serviceperson decides to sell his or her card. This means they are currently extremely scarce on the market.



VISA CASH CARDS

UPDATE - STORED VALUE CARDS

Welcome to our brief update of what is happening in the world of stored value cards, particularly those issued under the "Visa Cash" brand. Reader input is most welcome for this section, as information issued by the banks and other players continues to remain sketchy at best.



Australia
Reloadable cards are now available from participating banks on the Gold Coast. With a rumoured production cost of \$20 per card, banks will be keen to ensure that

customers receive only one card each (which theoretically should last them forever). This will make "extra" copies for dealer sales hard to come by, so expect a retail price of between \$50 - \$100 for any that reach the collector market.

The second printing of the popular Theme Park cards from the Gold Coast are beginning to appear and we have seen reprints for all three of the Movie World cards. All show minor changes to the backs of the cards (most consistently, the moving of the ANZ logo to the centre top), as well as an expiry date of 03.97 - the original printings expire 04.97.



We expect to see reprints of the Sea World and Wet'n'Wild cards shortly.

Back to the banks' in-house pilot test cards: we have seen copies of two Commonwealth Bank pilot test cards - the bank was not previously known to have issued pilots! One appears to be an overprint of an NAB test card; the other a "stand-alone" test card branded for the Commonwealth.

Speaking of overprints, the Credit Union's pilot test \$5 card appears to exist with three different overprints for various conventions and conferences - AICUM (Australian Institute of Credit Union Managers), CUSCAL an IT Conference. Although there were over 1,700 of this card printed, the overprints reduce the number of "standard" cards available to just 616.

New Zealand

The Visa Cash trials have now concluded and Mondex/Mastercard trials are beginning. Even if the banks decide to proceed with Mondex, it seems that the Visa Cash test cards will be keenly sought.

One to watch out for here is the nice commemorative folder and "unloaded" \$20 test card issued by the ANZ bank to mark the conclusion of the trials.

Denmark

General and promotional issues from 'the mother of Visa Cash' continue under the Danmont brand name (Danmont sold Visa the license to use its system as Visa Cash). Because it has been operating for a number of years, and has attracted many advertisers, Denmark's system produces the most colourful array of stored value cards - including advertising for Coca-Cola, Pepsi, Disney

merchandise, and even the release of the new Elvis compilation album "Elvis 56".



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Coke - USA AT&T Olympic Pin Trading Coke set (2)	\$45
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Disney - Belgium Jungle Book/Lion King Mint each	\$21
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Garfield the Cat - USA Call of the Wild Mint	\$12
Marilyn Monroe - USA \$10 card in Germany Mint	\$20
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New Zealand

The 1997 year is looking very positive for Phonecards.

While the beginning of last year did not begin very strongly, with Phonecard sales a little sluggish and many collectors disappointed by the prices achieved when trying to realise a return, this year has a very different feel.

There appeared to be a definite upturn in the New Zealand market during the final quarter of last year, with demand increasing for new product and prices achieved for new and used product gradually increasing on the resale market.

Increased demand for new product was especially notable amongst some of the newer products bought out by Telecom in the latter half of the year, with these issues largely sold out (see adjacent story).

Considerable efforts were made, largely in the latter half of last year, to extend Phonecard awareness to both hobbyists and investors. This saw Phonecard product promoted through many different avenues in an effort to generate greater public awareness and sales.

For the first time, advertising appeared in business magazines, such as NZ Business and the National Business Review, along with large hoardings on the side

of bus shelters. Commercials for Telecom's Youth Series also ran in cinemas and advertising appeared in a myriad of consumer publications.

All this is combining to give a new confidence amongst collectors and dealers that has not been felt for some time.

Dealers are finding they have to really hunt to find some sought-after used cards, with real gaps appearing in the market in terms of product availability. It is envisaged the demand for recent product will eventually filter back to earlier releases, so now may be the time for collectors to snap up any key cards missing from their collections.

Every belief is out there at present that 1997 will continue to upward trend, with some very exciting releases planned by Telecom. There is currently a positive feel in the market, which has been long awaited. Let it continue!

Australia

The Phonecard scene in this country has, over the last few months, exhibited welcome signs of an uplift in collector interest. When attending Phonecard or collectables fairs, both of a weekend, club nature and an event such as the Australian International Phonecard Fair, it has been pleasing to note the number of collectors in attendance.

Dealers are also starting to remark that interest is on the increase, particularly in the area of used cards.

Some volatility (and excitement) has come back into the prices for recent issue Telstra Phonecards, particularly those in the Promotional category, this is because of the limited print numbers which are being produced and specific card distribution.

Whilst collectors (and dealers) are querying as to why Telstra can't print on these cards and make them available to collectors at near face, it must be remembered that these Phonecards are being commissioned, in the main, by companies to give away either as a reward to company clients or as an incentive to their customers to access a service or product that a particular company provides.

If the cards were available for purchase for a minimal amount through Telstra it would defeat the purpose of the aim of their initiator.

The following list provides readers with information on the latest Telstra releases. You will note the large number of Promotional and Advertising cards being produced - undoubtedly a "sign of the future".

CARD	CODE	PREFIX	PRINT RUN
\$2 Fuji	P	1257	50,000
\$2 Christmas '96	L	1258	3,000
\$5 Christmas '96	N	1269-1266	730,000
\$10 Christmas '96	N	1267-1270	390,000
\$20 Christmas '96	N	1271-1272	170,000
\$5 Christmas '96	L	1273	3,000
\$10 Christmas '96	L	1274	3,000
\$20 Christmas '96	L	1275	3,000
\$2 Telstra Staff	P	1276	19,000
\$2 CardEx '96	C	1277	2,000
\$2 CardEx '96	C	1278	2,000
\$5 Getting the Message	A	1279	100,000
\$10 Cambodia Sat. Dish	I	1280	40,000
\$2 Engrave Apsara	I	1281	40,000
\$2 Taubmans	P	1282	13,000
\$5 Gold Corp	C	1283	5,000
\$5 Hogg's Breath Cafe	A	1285	5,000
\$4 Prudential	P	1286	3,000
\$2 RSL	P	1288	10,000
\$2 Phone Box	P	1291	1,000
\$2 Wattyl	P	1292	5,000
\$2 Uni of Sydney	P	1303	2,000
\$10 Panasonic	P	1310	2,000
\$0.80	P	1311	5,000
\$2 NRMA	P	1313	3,000
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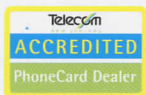
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Wanting to swap or buy Papua New Guinea phonecards from 1988 trial to latest releases. Please don't send unsolicited cards from other countries. Write first to arrange to trade. M. Hutton, PO Box 1108, Thornbury, Victoria 3071, Australia. Email: mhutton@melb.alexia.net.au

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Flaws and Varieties

Market Update

Gabriele's Phonocard Service

A Division of Gabriele's Philatelic Service Pty Ltd
Suite 616, 6th Floor, St James Trust Building
160 Castlereagh Street, Sydney, NSW, 2000 Phone or Fax (02) 9283 1311



The advertisement of Gabriele's Phonocard Service in Volume One of the ANZPM was incorrectly set due to a communication error. The following is a correction to the original advert and is also current for this issue. My apologies for any inconvenience caused. Gabriele will be contacting all who responded to her first advertisement.
Viddy Jermacans - Editor

Overseas readers, to receive the White Tiger Phonocard (as illustrated), as well as our latest price list for phonocards from Australia and several other countries, just send a self addressed long envelope and include loose, mint stamps to the value of A\$2.00 from your country to cover cost of postage and handling. Australian readers please send 70c in stamps to cover postage for our latest price list.

Please fill out the coupon below to receive your phonocard and/or catalogue... (Limit of one card per family)

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PHONECARD Magazine

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ONE YEAR AND RECEIVE
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COMPLETE THE FORM TODAY! AND MAIL TO:
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I enclose payment of \$38.00 for 6 issues.

Bi-monthly 6 issues per year.

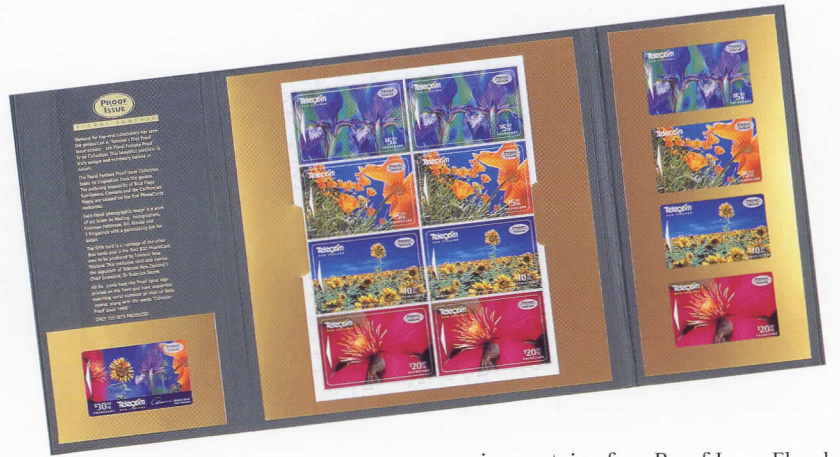
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Please send me more information about PhoneCard collecting.

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 This offer is subject to availability. A/NZPM



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