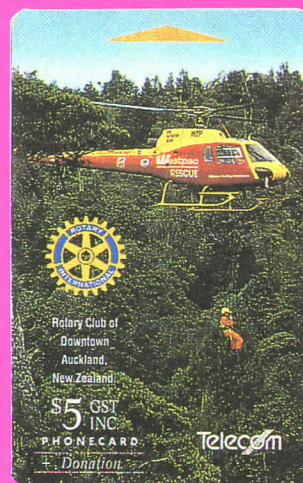


THE AUSTRALASIAN PHONECARD MONTHLY



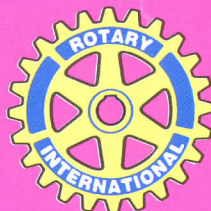
THE "TAMWORTH PACK"

ROTARY PHONECARDS

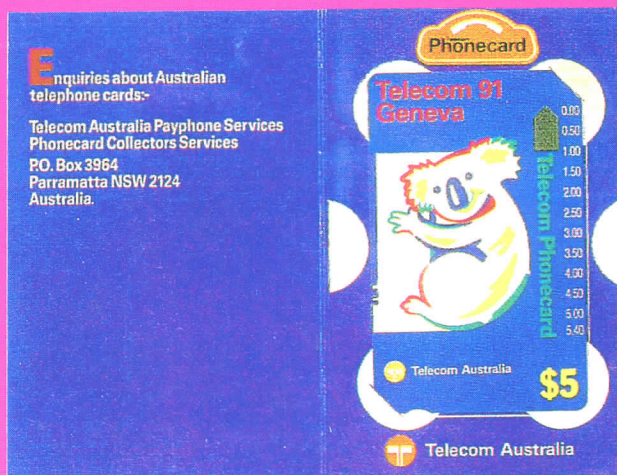


CONTENTS INCLUDE

- Pacific Phonecard
- The Months - "Top Ten"
- What is a Phonecard?
- A World View
- Telecom Phonecard - "The Early Days"
- Editorial - What is a Dealer?
- Win a Trip to London
- Club & Society News
- Quiz Winner



also



SOUTH AFRICA - "THE LION ROARS" & THE GENEVA PHONECARD FOLDERS

Knox-Sherbrooke Phonecards

P.O. Box 207, Belgrave, Vic 3160
 ☎ 059 6857776 Fax: (059) 683463

Mastercard/Bankcard/Visa accepted
 Free price lists available on request

AUSTRALIA

BUYING & SELLING ALL
 AUSTRALIAN PHONECARDS MINT,
 PREFIXES, PACKS, USED

Top prices paid for all cards
 - mint, used & packs

TASMANIAN FERRY CLOSED USER GROUP CARDS AVAILABLE

2nd Collectors Pack \$48

TAMWORTH ADVERTISING CARDS

1st issue \$45 (issue price)
 Limited edition signed by Lee Kernaghan
 available (500 sets only) POA

Enquire about our standing order service
 for new issues - Tamworth, Paytel &
 Telecom Australia packs.

PREFIX CATALOGUE (MINT/1-HOLE)

Listing realised prices from the Dec 93
 Auction. Price \$8.00 (inc postage)

Fairs we will be attending Feb/March '94

Moonee Ponds Fairs
 - 6 February & 6 March
 Sydney International Phonocard Fair
 - 20 March

Jiangxi set of 5 (stamp o/print) \$85



NEW YORK TELEPHONE CO

Selling Mint

\$5.25 Skyline \$160
 \$1 Democratic Convention Comp. Call
 \$5.25 New York by Night 1 \$60
 \$5.25 New York by Night 2 \$18
 \$5.25 Summer in City \$15
 \$5.25 New York Tennis \$15
 Ellis Island (set 4) \$100
 Postcard scenes (set 5) \$55

SPECIALS

MCC Trial Card (\$20) 1986-8 \$75
 \$1 Complimentary \$120
 \$5.25 Democratic Convention \$550

Postcard Scenes (set 5) \$55



CHINA

A recent shipment of very early Chinese
 province 1st issue sets has arrived.
 Strictly limited quantities.

Selling Mint

Inner Mongolia (set 6) \$145
 Ningxia (set 5) \$142
 Tianjin (set 10) \$192
 Gansu (set 5) \$162
 Guizhou (set 5) \$113
 Heilongjiang (set 5) \$89
 Henan (set 2) \$39
 Hunan (set 5) \$150
 Jiangxi (set 11) \$170
 Jilin (set 4) \$77
 Shaanxi (set 8) \$213
 Sichuan (set 5) \$162
 Zhejiang (set 3) \$72

All above are under 2x face value

1st Catalogue of Chinese Cards

Direct from China (Colour/English)
 \$47.50 (inc postage)



POSTAGE: All orders less than \$100 is \$2.50 (sent certified). Orders over \$100 sent free by insured delivery. All packs and sleeves please
 add \$2.50. ORDERS: Subject to stock and price changes.

SYDNEY STAMP CENTRE

(FORMERLY WESLEY COVER & STAMP SERVICE)

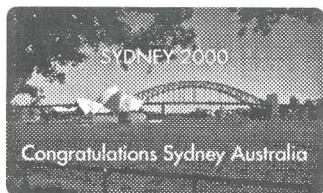
- ESTABLISHED 1935 -

COLONIAL MUTUAL BUILDING, LOWER GROUND LEVEL, CNR PITT STREET AND MARTIN PLACE,
SYDNEY · NEW SOUTH WALES · AUSTRALIA
P O BOX 638, LANE COVE NSW 2066, AUSTRALIA

TELEPHONES: (02) 231 4583 AFTER HOURS: (02) 428 1259 FAX: (02) 418 6862
SHOP HOURS: 10.00AM - 5.30PM MONDAY TO FRIDAY, 9.00AM TO 12NOON SATURDAY



AUSTRALIA'S LARGEST TOPICAL PHONECARD DEALERS



Sydney 2000 No. 2

Pacific Phonecard Group

All cards mint Australian related

Sydney 2000 Olympics No. 1	(1)	\$40.00
Year of the Rooster	(2)	\$60.00
Bowral Tulip Time	(2)	\$60.00
Australian Animals	(3)	\$90.00
Sydney 2000 Olympics No. 2	(1)	\$30.00

We are the Australasian Agents
Dealer enquiries welcome

Collector Packs

Year of the Rooster	(1)	\$70.00
Bowral Tulip Time	(1)	\$70.00

Paytel Tasmanian Group

Mobile Phonecards 1st Issue	(3)	\$160.00
Shipping Phonecards	(3)	\$45.00
Shipping Collectors Pack	(1)	\$50.00

USA Elvis Cards

USA Elvis Amerivox Album & 20 cards mint	(1)	\$600.00
USA Elvis Amerivox mint set	(4)	\$150.00
USA Elvis P/card club mint set	(2)	\$95.00

Telephone Card Accessories

Aust. Hingeless illustrated album	\$61.95
NZ hingeless illustrated album	\$61.95
Aust Illustrated Supplement (1992)	\$15.00
NZ Supplement (1992)	\$24.00
Telephone Binder & Ten leaves	\$25.00
Telephone Card Binder (Blue)	\$15.95
10 Pages with Black Interleaves	\$18.00
100 Clear Cellophane Protectors	\$6.00
1993 Australian & New Zealand (64 Page) colour catalogue	\$8.95

Topical Phonecard Album Pages

These consist of 10 Telephone Card
illustrated heading and backing
pages which suit the topic.

Aircraft	\$18.00
Birds	\$18.00
Marine Life	\$18.00
Railway	\$18.00
Royalty	\$18.00
Ships	\$18.00
Vintage Cars	\$18.00

Should you require pages for any
other topic or country, please
advise and we will create it for you
(Please allow six (6) weeks
delivery)

USA Cards

American Chief John mint	(1)	\$360.00
Prison Cards mint	(4)	\$430.00
Canada 1st Issue mint	(2)	\$95.00
Alaska 2nd issue mint	(3)	\$210.00

Germany

Marvel Superheroes	mint (1)	\$50.00
Harley Davidson Bicycle	mint (1)	\$100.00
John F. Kennedy	mint (4)	\$190.00
Mickey Mouse	mint (1)	\$60.00
Statue of Liberty	mint (4)	\$60.00
New York	mint (1)	\$60.00

USA Amerivox

Numismatic Society	mint (1)	\$15.00
--------------------	----------	---------

USA AT&T

ET (film)	mint (1)	\$120.00
-----------	----------	----------

USA GT

Soccer 1994	mint (4)	\$150.00
Kennedy Center	mint (1)	\$40.00
Jerry Lewis (film)	mint (5)	\$190.00
America Bowl	mint (4)	\$120.00

We are Australia's leading
suppliers of New Issue USA Cards -
are YOU on our list?



(Germany) John F. Kennedy

IT'S EASY TO ORDER NOW!

Simply fill in the details below and return or write to: SYDNEY STAMP CENTRE, PO BOX 638, LANE COVE, 2066, NSW, AUSTRALIA. TELEPHONE: BUS (02) 231 4583 AFTER HOURS (02) 428 1259 FAX (02) 418 6862

- I AM INTERESTED IN YOUR NEW ISSUE SERVICE. YES, I WOULD LIKE A COPY OF YOUR NEWSLETTER.
 I COLLECT THE FOLLOWING COUNTRIES: _____
 I COLLECT THE FOLLOWING TOPICS: _____

NAME (GIVEN) _____
 ADDRESS _____
 _____ POSTCODE _____
 PHONE (BUS) () _____ HOME () _____
 CUSTOMER NUMBER _____

(YOUR CUSTOMER NUMBER IS ABOVE YOUR NAME
ON THE ADDRESS LABEL)

SURNAME _____
 ENCLOSED IS CHEQUE MONEY ORDER
 PLEASE CHARGE MY CREDIT CARD:
 BANKCARD MASTERCARD VISA
 [] [] [] [] [] [] [] [] [] []

EXPIRY DATE _____

SIGNATURE _____

PLEASE REMEMBER ALL ORDERS ARE COVERED BY
OUR MONEY BACK GUARANTEE.

CYRIL FOX

BUYING - EXCHANGING - TRADE INS

AUSTRALIAN RELATED AND THEMATIC

A huge variety available including phonecards picturing: Wayne Gardner, Kangaroos, Koalas, Wombats, Sydney Harbour, Sexy Girls, Cats, Dogs, Wild Animals, Flowers, Trains, Ships, Aeroplanes, Racing Cars, Bridges, Satellites, Volcanoes, Marvel Comics, Statue of Liberty, Lighthouses, Sunsets, Coastal Scenes, and much more. Let me know your interests and send me a long SASE and I'll send you photocopies of my available phonecards.

PHONECARDS FROM "IMPOSSIBLE" PLACES

	Used	Mint		Used	Mint
Azerbaijan	\$15	-	Mauritius	-	\$12
Bolivia	\$ 8	-	Micronesia	\$12	-
Bonaire (2 payphones)	\$30	-	Morocco	\$15	-
Equatorial Guinea	\$20	-	Namibia (1st issue)	-	\$20
French Polynesia	\$15	-	Russia	\$15	-
Gabon	\$10	-	Wallis & Futuna	-	\$25
Mali	\$10	-			

PREFIX SPECIALS

INVESTMENT SELECTIONS

		1 Hole	Mint
55	\$2 Generic	\$20	-
109	\$2 Blood	-	\$30
116	\$2 Hockey	-	\$12
121	\$20 Marathon	-	\$28
251	\$20 Reef	\$10	\$30
252	\$20 Reef	\$ 8	\$25
255	\$20 Reef	\$ 8	\$28
256	\$20 Reef	\$12	\$35
284	Without Copyright - WANTED		

HONG KONG 1991 Cathay Pacific Rugby Invitation Sevens. Mint Pack of 6 Action Cards of Which Only 1,500 Issued - \$250.

AUSTRALIA "Abel Tasman" Phonecards Collectors Pack - \$200

Set of 3 (without pack) - \$100

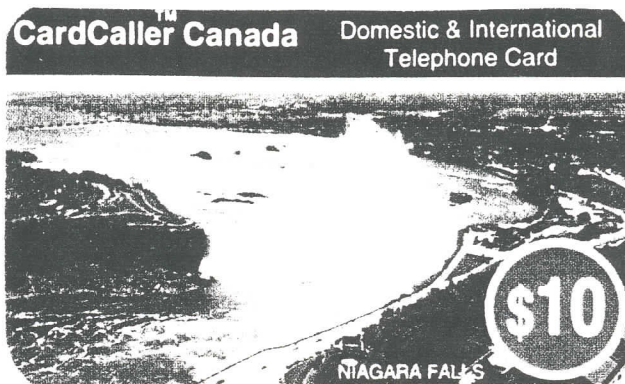
SOUTH AFRICA Telkom First Issue Set of 5 Animal Paintings (mint)- \$60

MARILYN MONROE IS BACK

PICTURESQUE CANADA



GLOBALCOM
(USA)
\$3 Marilyn
Mint \$12



CARD CALLER CANADA

Set of 4 - \$10 Vancouver; \$10 Toronto

\$10 Niagra Falls; \$10 Canadian Rockies - Mint \$100

PRICE LISTS

In February I'll Be Issuing Phonecard List No.5 and Wholesale List No. 1. Write or Ring Today For Your FREE Copy.
TERMS OF SALE:- Payment With Order. Prices Include Postage. All Overseas Orders Please Add \$10 For Registration.

CYRIL FOX - 68 CHELSEA PARK DRIVE, CHELSEA HEIGHTS, VICTORIA 3196.

TEL: (03) 772 1950.

The Australasian Phonecard Monthly

February 1994

Vol. 2 No. 2

Managing Editor

Viddy Jermacans

Phone/Fax (067) 65 8006

Publisher

Durrant House Collectables

Circulation Assistant

Jason Jermacans

Printer

Edwards Printing, 13 Lockheed St.

Tamworth, NSW 2340 Ph (067) 657788

Editorial Correspondence

The Editor

The Australasian Phonecard Monthly

P.O. Box 1309

Tamworth NSW 2340 Australia

Advertising

Subscriptions

As Above

Contents:

Editorial	3
The "Top Ten" Portfolio	4
Australian News Update	5
South Africa	10
What is a Phonecard?	13
New Zealand Rotary Cards	14
Telephone Card Collecting	16
A World View	22
Brisbane Phonecard Fair	23
Fairs	24
Pacific Phonecard Pty Ltd	26
Phonecard Issuing Countries	28
Club & Society News	29
Letters to the Editor	33
Dealers Listing	34
Fairs, Shows & Auctions	34
Classifieds	36

Next Month:

Feature on Varieties and Faults in Phonecards

Essen International Phonecard Fair

What is a Dealer?

Investment Portfolio.

London Subscription Prize.

EDITORIAL

Collectors & Dealers

As is quite obvious, the phonecard scene at present is quite bouyant. Interest on the part of collectors in obtaining used and mint phonecards, collector packs, etc. (be they of Telecom, Pay Tel or other country issuing origin), is very high and still rising. The collector as identifiable on the phonecard scene can arguably be placed in one of a number of categories. Without being too specific (the basis of a later article), I suggest that collectors fall within one of three broad categories.

Firstly, those people whom since youth are collectors and "hoarders" of a number of collectables and whose interest in phonecards is indiscriminate and inconsistent. Secondly, those people collecting at Club level where the social interaction with members to some, is as important as the study and collection of phonecards itself. Thirdly, those people whose collecting habits are determined by the products as being produced and promoted by distributors. In this category I also place those that are joining the scene as investors, with perhaps little or no interest in phonecards themselves, other than as a source of investment, be it proposed short or long term..

This last category is being evidenced clearly at present as a number of limited edition print runs begin to appear on the scene, eg., Telecom's Australia Day pack and Dinosaur pack. These packs have been heavily over subscribed due, in the main, to large "block orders" being placed for purchase.

Many of these orders I suspect, are from both established stamp, coin and/or phonecard dealers as well as dealers whom are entering the market at this stage of its rapid interest growth.

You will note at page 33 a selection of letters received from readers which refer to the responsibilities and liabilities of dealers, as well as to their accountability under law, to their registered association and to the collector public.

There has been discussion taking place world wide for some time now as to the status of phonecard dealers, particularly those engaged specifically and only in that particular activity, ie., should they become members of an existing national stamp and/or coin association or should a new organisation featuring the title "Phonecard" be established as a governing body?

I use the word governing specifically, as the public (in this case the collectors) have a right to expect an arbitrator in the case of major dissatisfaction or dispute between themselves and a dealer, other than legal.

A number of people are starting to contact me by both letter and phone, seeking advice as to avenues of recourse open to them in specific cases of dissatisfaction.

An extensive article is being prepared for the March issue which will detail the legal obligations of dealers, as well as promoters of exhibitions, fairs and shows.

Suffice to say at this stage, I have no doubt that many individuals are not either aware of their obligations under law, or if they are, that they are ignoring them.

I refer briefly to the Incorporation or Registration of a business, the obtainment of a Collectors Licence, the obtainment of a Second Hand Dealers Licence, the need for Exhibition Licences', etc., etc.

The situation varies from state to state and as indicated, information being collated will feature in next months issue. Information and opinions in regards to the feasibility and viability of a Phonocard Dealers Association is also being collated.

"The Top Ten"

Associated with the investment aspect of the present phonocard scene, I have been researching a number of items as being recommendable for investment. As a consequence, I have (if for no other reason than as an exercise in interest) nominated a "porfolio" of ten items for initial "purchase". Over a period of time I will monitor this portfolio and buy and sell as appropriate.

I have simply commenced with an outlay of \$1,000 (nice round figure) and "purchased" items to that value. Commencing with this limited amount precludes me from purchasing current "high fliers" such as the Red Cross, \$5 Community Service (prefix numbers 142 & 143) which seems to be spiralling at the rate of hundreds of dollars each week (depending on whom you talk to). Either card is an excellent investment if you already have one.

Due to time and space constraints I have not gone into detail as to the reasoning behind purchase of my initial portfolio but will do so in the next issue.

You will also note that whilst I have focussed mainly on Australian issues, there are world item/s included. As dealer prices vary for some items quite substantially, I have taken an average of what

is quoted with a tendency towards the lower limit if obtainable, ie., governed by the phrase "subject to stock availability". Buying prices are, as updated Monday the 7th of February.

Whilst I personally feel some items are "better" than others, I have selected ten items to allow an analysis across a broader area. All items purchased are in mint condition.

	<u>No.</u>	<u>Buy</u>	<u>Total</u>
Australia Day 94 Pack	8	\$20	\$160
Australia Day 92 (114)	4	\$20	\$80
Pay Tel 1st Issue Pack	1	\$160	\$160
Sydney 2000 Bid	5	\$14	\$70
XXXX Advertising	10	\$10	\$100
Tamworth Pack	2	\$45	\$90
\$5 Wallaby (258)	5	\$16	\$80
\$5 Swimming (2nd print)	2	\$40	\$80
\$2 Hockey (117)	1	\$120	\$120
South Africa (Telkom)	1	\$60	\$60

As indicated, the next issue will explain my reasoning behind relevant purchases. I will also focus on "cards on the move", not specifically for purchase for the portfolio.

Next months issue will also contain full and final details in relation to the subscription prize of a return air fair to London, to be drawn at the International Phonocard Fair in Sydney on the 20th of March.

EDITOR

BUYING QUANTITIES WANTED

MINT CARDS

Geelong, South Australia, Queensland, Victoria,
Australian Capital Territory, Bid 2000.

PACKS

Geelong, Queensland, New South Wales,
Australian Capital Territory, Olympic.

USED

Geelong, South Australia, New South Wales, Bid
2000, Queensland, Australian Capital Territory.

SECOND GRADE

All State Cards

Phone to Negotiate Prices

PETER ERI

(02) 267 5862 (24 hours)

AUSTRALIAN NEWS UPDATE

TELECOM UPDATE

TAMWORTH CARDS

The two \$5 Tamworth cards, the first advertising cards for 1994, sold out through Telecom's mail order service within days. The issue was restricted to one of each of the two designs per collector and orders for this issue were overwhelming.

AUSTRALIA DAY LIMITED EDITIONS

The Australia Day 1994 Limited Edition Collectors set has sold out. This set, the first to carry the new limited edition reverse of the card, has proven extremely popular with collectors. The back of the card was changed in response to requests from collectors to make the packaged sets different from the regular cards to be found "on the streets" and therefore truly unique. The overwhelming demand for this issue has shown that a unique issue is what collectors seek in the hobby.

AUSTRALIAN DINOSAUR ISSUE

Dinosaurs are the hottest collectable of the decade and the Australian Dinosaur issue of phonecards is proving to be no different in this respect. At the time of publication, this set was selling quickly and stocks are virtually nil as held by Telecom. The first of the individual cards were released in late January and all three have now been released.

CHINESE YEAR OF THE DOG

The next issue of advertising cards to be released mark the Chinese Year of the Dog. There will be four \$5 cards, featuring cartoon/charicature style dogs in different poses - Dog blowing a trumpet; Dog balancing a vase; Dog with a ribbon; and Dog on a ball. The advertiser who has commissioned the cards is Telecom Corporate Marketing. There are 30,000 of each design produced - 25,000 of each design will be distributed through the usual commercial outlets by February 10th, whilst 5,000 of each will be available for sale to collectors through Telecom's mail order service. **Note:** - there is no special edition collector pack for this series. **See page 8. for prefix numbers.**

SYDNEY DANCE COMPANY AUSTRALIAN BALLET COMPANY

Four new advertising cards, promoting Telecom corporate sponsorships, will be available within the next few months. The cards will be issued to promote Telecom's sponsorship of the Sydney Dance Company (\$5 & \$10) and the Australian Ballet Company (\$5 & \$20) and will feature photographs from company performances.

Thanks to Emma Rogers for the above update.

NEW TELSTRA ISSUES

Several new phonecards have just been issued by Telstra Corporation Ltd for Christmas Island, Vietnam and Cambodia. They are all Telstra Corporation, International Generic cards and feature on the front of the cards their international design of the "Earth (World) From Space" or the "Satellite and Earth From Space". The back of the cards have the name of each country with other relevant information, serial numbers, etc. This information is ink jet printed on the back of all the phonecards.

CHRISTMAS ISLAND

A \$10 card and a \$20 card, denominated in Australian dollars has been produced for Christmas Island. These cards are being used until Christmas Island introduce their own cards next month. The new Christmas Island phonecards will also consist of \$10 and \$20 cards, also denominated in Australian dollars. The \$10 card will feature an aerial view of "Flying Fish Cove" and the main settlement on the island. The \$20 card will feature "The Annual Red Crab Migration". This spectacular event has been seen on several wildlife programs recently. The back of the new cards have the words "Christmas Island Phonecard" plus "For Local and International Calls From Christmas Island". Whilst in Australian dollars, these cards can only be used in payphones on Christmas Island. Telecom Australia have indicated that they may be able to make these cards available through their mail order service in the future but at this stage they are not available. **Of particular note, is the fact that the new Christmas Island cards have Telecom Phonecard prefix numbers! (384 & 385). Note the prefix list on page 8.**

VIETNAM

A \$US50 card was issued by Telstra for the first international surfing contest held recently in Vietnam at Danang. Telstra set up telephone facilities specially for the surfing event. The card has the word Vietnam on the back in large letters.

CAMBODIA

\$2 and \$5 cards, denominated in U.S. dollars, have just been introduced into Cambodia. These cards are for use in telephones set up by Telstra in various parts of the country for use by the local population. The two previous issues were only for use by Australian U.N. Military Peacekeeping forces stationed in Cambodia. These cards have been introduced until the new definitive series of Cambodian cards is introduced shortly. They have the word Cambodia on the back in large letters.

TELSTRA GENERAL

Telstra's International Generic cards are used in overseas countries as test cards or for special events, demonstrations, various marketing exercises and as emergency issues, whilst awaiting the issue of permanent definitive cards.

If any readers have additional information regarding these or other Telstra issues, they may contact Mark Freehill at M.E.F. Books, PO Box 523, Narrabeen, NSW 2101.

PHONECARD ADVERTISING & COLLECTOR SERVICES UPDATE

TAMWORTH CARDS

A total of 1,000 sets/packs of these cards (serial numbers 7,000 to 7,999) have been sold/distributed which had a type-set fault and therefore could not be folded. The fault has been corrected and the remaining 7,000 packs will be able to be folded. Packs with the serial numbers 0000 to 0500 will be signed by Lee Kernaghan throughout February and should be available through dealers late this month.

PLAYERS BISCUITS

This new edition can now be confirmed and will promote/feature Swiss Chocolate Bars. The print run will be of approximately 12,000 units of \$5 each. Of these, 2,000 will be available at face value through Telecom Collector Services, approximately 2,500 will be retained by Players in Limited Edition packs to be used in a competition and 7,500 packs will be distributed through the PACS Authorised Dealer Network. The date of issue will be the 3rd to 4th week in March.

THE MAJORS (Golf Series)

PACS will be issuing four \$5 cards in the second week of April to coincide with the US Masters. The cards will feature the winners of the four 1993 "Majors", the US Masters (Bernhard Langer), the US Open (Lee Jantsen), the British Open (Greg Norman) and the US PGA (Paul Azinger). A print run of up to 20,000 is proposed of which 4,000 will be available through Telecom Collector Services

loose and up to 16,000 Limited Edition Packs which will be distributed on a 50/50 basis internationally and through the Authorised Dealer Network.

Thanks to Allan Dunlop for the PACS update.

PAY TEL AUSTRALIA UPDATE

Pay Tel Australia will be releasing the following closed user phonecards in the near future. The following is a brief description of these cards. Print numbers, etc., will be provided to readers as they are confirmed.

WILD RIVERS

The "Wild Rivers" of the World Heritage Listed wilderness areas of South-West Tasmania offer some of the most spectacular scenery in the world - rock strewn rapids, deep ravines, moss covered primeval vegetation and thundering waterfalls.

Pay Tel's next series of cards and collector packs, due for release mid March, features a selection of such scenes.

Two other interesting single cards are also ready for release.

THE MAP

The first is the "Spirit of Tasmania" generic - "The Map". This \$5.00 card features a hand drawn "olde worlde" map. This card has been introduced as a "filler" card to use on the "Spirit Of Tasmania" between Pay Tels periodic issue of sets of cards.

It will be available as a separate card, or alternatively, mounted in a small illustrated presentation folder, containing a Bass Strait fact file.

CREW CARD

The second card is a single \$10.00 card with a distinctly naval theme. Its usage is restricted to the crew of the "Spirit of Tasmania" for use on their own Pay Tel phone (a closed user group within a closed user group!!).

All of the above cards and packs will be available from your dealer or obtainable direct from Pay Tel Australia:-

PO Box 456
Blackburn VIC 3130.

Pay Tel will be exhibiting at the International Phonecard Fair in Sydney at the Holiday Inn Menzies, in March, when they look forward to meeting all their clients.

Thanks to Graham Rooke for the update provided as above - Ed.

Continued on page 8.

Tamworth, the Heart of Country

There's no denying Tamworth's heritage. A colourful past of nearly 150 years, the city has historical landmarks recognised Australia wide. But while Tamworth has an enviable past life, it's a city that lives very much for today.

A thriving hub of 35,000 people, Tamworth is the nerve centre of the rich and diverse north-west of New South Wales. The busy streets offer everything for the shopper, a choice its "big smoke" cousins enjoy but with a hospitality only the country can provide.

What's more the retail bustle is set against a beautiful backdrop of sweeping agricultural plains, just minutes away. Tamworth boasts some of the best sporting facilities in the State and beautiful parks and gardens. Tamworth's a city with heart and soul. It's the heart of country, The heart of commerce, The heart of vacation.

Country music plays a leading role in the city with the presentation of the annual Golden Guitar Country Music Awards.

LEE KERNAGHAN



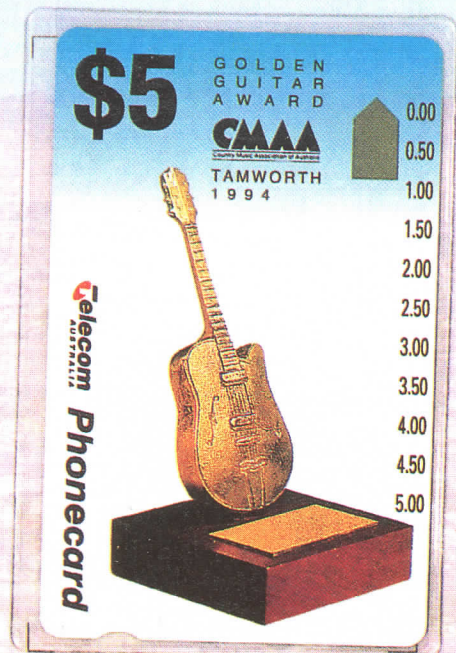
Lee Kernaghan is undoubtedly Australian Country Music's most exciting new talent. He has taken out a record number of Golden Guitars at the Toyota Country Music Awards of Australia in Tamworth and has gone on to gain acceptance by an amazingly wide audience cross-section.

Lee's immense talent as a singer and a songwriter, as well as his unique ability to connect with the average Australian should guarantee him a prominent place in Country Music history. His most recent Golden Guitar win was in 1993.

THE TOYOTA COUNTRY MUSIC AWARDS OF AUSTRALIA

The Awards started in Tamworth in 1973 and have grown to become the nation's best known musical event. The Tamworth Country Music Festival now runs for 10 days over the last week in January with hundreds of individual events, culminating on the final Saturday with the Toyota Country Music Awards of Australia.

Over the years the famous Golden Guitar trophy has been presented to more than 150 top Australian county music performers. The Toyota Country Music Awards are organised and staged by the Country Music Association of Australia.



THE GREAT AUSSIE PHONECARD COMPANY

SELLING

TT LINE FIRST ISSUE
COLLECTORS CARDS
COLLECTOR PACKS

AUSTRALIAN CARDS BY PREFIX NUMBER
MINT-ONE HOLED-MULTI HOLED
WANT LISTS ALWAYS WELCOME

BUYING

TOP PRICES PAID FOR
AUSTRALIAN MINT CARDS
ACCUMULATIONS

&
COLLECTIONS
BUYING

\$5 Community Service 2nd Print \$1000
\$5 Generic Prefix 185 \$ 400

Postal Address

PO BOX 373

CLAREMONT WA 6010

PH: (09) 386 5113 FAX: (09) 386 7453

HAXBY STAMPS

PO BOX 462, LUTWYCHE, QLD 4030
Phone/Fax (07) 357 9634

BUYING

Australian Phonecards

BUYING & EXCHANGING PHONECARDS

From all over the world, but especially
difficult countries
Payment cheque cash any currency

SPECIALISED LISTING OF
AUSTRALIAN PREFIXES
2ND EDITION
ALL PREFIXES LISTED UP TO 318
\$6.00 Post Paid in Australia

Want Lists a speciality, photocopies
of cards sent

SERIAL NUMBER UPDATE

Compliments of Telecom Phonocard Collector Service

\$5	Environment	N931012	344	100,000
\$5	Environment	N931012	345	50,000
\$10	Environment	N931023a	346	100,000
\$10	Environment	N931023a	347	50,000
\$20	Environment	N931034a	348	100,000
\$10	Environment	N931023a	349	100,000
\$5	Environment	N931012	350	100,000
\$5	Environment	N931012	351	50,000
\$20	Environment	N931034a	352	80,000
\$10	Christmas 1993	N931123a	353	100,000
\$10	Christmas 1993	N931123a	354	100,000
\$10	Christmas 1993	N931123a	355	100,000
\$5	Christmas 1993	N931112	356	100,000
\$5	Christmas 1993	N931112	357	100,000
\$5	Christmas 1993	N931112	358	100,000
\$5	Christmas 1993	N931112	359	100,000
\$5	Christmas 1993	N931112	360	100,000
\$5	Christmas 1993	N931112	361	100,000
\$10	Australiana Generic	G930723a	362	100,000
\$5	Environment	N931012	363	100,000
\$5	Australia Day 1994	N931212	364	100,000
\$5	Australia Day 1994	N931212	365	100,000
\$5	Australia Day 1994	N931212	366	100,000
\$20	Australiana Generic	G930734a	367	100,000
\$10	Australiana Generic	G930723a	368	100,000
\$5	Australia Day 1994	N931212	369	93,000
\$5	Aust. Day Pack	L931212	370	7,000
\$5	Dinosaur Muttaborra	N931312	371	95,000
\$5	Dinosaur Muttaborra	N931312	372	100,000
\$5	Dinosaur Muttaborra	N931312	373	100,000
\$5	Dinosaur Muttaborra	N931312	374	100,000
\$5	Dinosaur Muttaborra	N931312	375	100,000
\$5	Dinosaur Pack	L931312	377	5,000
\$10	Dinosaur Pack	L931322a	378	5,000
\$10	Dinosaur	N931323a	379	100,000
\$10	Dinosaur	N931323a	380	95,000
\$5	Golden Guitar	A931612	382	10,000
\$20	Dinosaur Pack	L931334	382	5,000
\$20	Dinosaur	N931334a	383	75,000
\$5	Lee Kernaghan	A931622	383	10,000
\$5	Year of the Dog	A940212	383	25,000
\$10	Christmas Island	I931513a	384	4,000
\$20	Christmas Island	I931524a	385	6,000
\$5	Australiana Generic	G930712	386	15,000
\$5	Australiana Generic	G930712	387	15,000
\$5	Year of the Dog	A940222	389	25,000
\$5	Year of the Dog	A940232	390	25,000
\$5	Year of the Dog	A940242	391	25,000
\$5	Dinosaur	N931312	392	100,000
\$5	Dinosaur	N931312	393	100,000
\$5	Dinosaur	N931312	394	100,000
\$5	Dinosaur	N931312	395	100,000
\$10	Australiana Generic	G930723a	396	100,000
\$10	Dinosaur	N931323a	397	100,000
\$10	Dinosaur	N931323a	398	50,000
\$20	Dinosaur	N931334a	399	50,000

Note: - There are some figures which require clarification with Telecom, eg., the total number of the 3 cards as identified for prefix number 383 as above, add up to 110,000!! Also, prefix numbers have been provided for 25,000 of each of the Year of the Dog cards yet Telecom's Press Release refers to 30,000 of each of the cards being produced!! There also appears to be some confusion as to the correct numbers for the Dinosaur cards as contained in the Limited Edition Pack. I will try to keep you advised!

WIN A TRIP TO BRITAIN & EUROPE

WITH THE COMPLIMENTS OF THE "AUSTRALASIAN PHONECARD MONTHLY", ONE LUCKY SUBSCRIBER WILL WIN A RETURN AIRFARE TO LONDON. ALL SUBSCRIBERS TO THE MAGAZINE BETWEEN THE DATES OF 8TH OF NOVEMBER 1993 AND THE 18TH OF MARCH 1994 WILL BE ELIGIBLE FOR THE PRIZE. THE LUCKY SUBSCRIBER WILL BE DRAWN AT THE INTERNATIONAL PHONECARD FAIR IN SYDNEY, THE 20TH OF MARCH, 1994.



EDLINS of CANBERRA

AUSTRALIA'S LEADING PHONECARD DEALERS

Shop 10, Garema Arcade, Bunda Street, Canberra City, 2600

Phone (06) 258 6845, Fax: (06) 259 2316

Please forward all mail to: PO Box 98, Belconnen, ACT, 2616



AUSTRALASIA

MINT PHONECARDS FOR SALE

Telecom Geneva	\$140
Christmas '93 \$1.50 Bird Choir	\$70
Ditto except eye dot variety	\$200
Geelong \$3.00 Cartoon	\$9
Geelong \$6.00 Cartoon	\$9
Geelong \$3.00 Boat	\$9
SA \$10.00 Kangaroo Isle	\$22
Qld \$5 Barrier Reef	\$9
Qld \$5 Gold Coast	\$9

COLLECTORS' PACKS

Geelong	\$110
South Australia	\$125
Victoria	\$70
Queensland	BUYING
Western Australia	\$35
Australian Capital Territory	\$40
Northern Territory	\$20
Tasmania	\$20
Red Cross 1st Print	\$80
Red Cross 2nd Print	\$55
Olympics	\$75
Endangered Species	\$35
TT Line 1st Issue	BUYING
TT Line 2nd Issue	\$49

**TAMWORTH GOLDEN
GUITAR AWARDS \$45**

**BUYING ALL MINT REPRINTS AND
PREFIX NUMBERS. RING FOR
CURRENT PRICE.**

1 HOLE PHONECARDS FOR SALE

\$3.00 Float and Wave	\$7
\$6.00 Reach to Rescue	\$9
\$3.00 Zodiac	\$10
\$2.00 Vineyard 2nd Print	\$8
\$10.00 Kangaroo Isle	\$12
\$20.00 Adelaide 2nd Print	\$5
Queensland Set 3	\$30
Western Australia Set 3	\$30
Northern Territory Set 2	\$18
Tasmania Set 2	\$16
Red Cross Community 2nd Print ..	\$12

ACCESSORIES

Phonecard Pages	\$8.50 per 10
Phonecard Album with 10 pages ..	\$19.50

**SEND TODAY FOR A FREE
COPY OF AUSTRALIA'S ONLY
ILLUSTRATED PRICE LIST.**

**JUST IN
NEW Catalogue on Australian
Prefix Numbers with prices on
mint, 1 hole & multi hole cards
- RRP \$7 -**

POSTAGE ON ALL ORDERS

Individual Cards	\$2
Collectors Packs	\$4

ACCESSORIES

All orders over \$100 sent Express Post
FREE of Charge.

BUYING MINT

BUYING TT LINE CARDS

1st Issue Packs	\$85
1st Issue Sets 3	\$75

Telecom Geneva	\$95
\$1.50 Bird Choir	\$50
\$6.00 Surf Boat	\$35
\$1.50 Go Together	\$18
\$2.00 Vineyard	\$12
\$2.00 River Murray	\$12
\$5.00 SA GP City	\$14
\$10.00 Brisbane	\$40
\$5.00 Melbourne	\$8
\$5.00 River Murray	\$10
\$10.00 Grampians	\$30
\$2.00 Echidna	\$5
\$2.00 Orangutan	\$5

BUYING

COLLECTORS' PACKS

Geelong	\$85
South Australia	\$100
Victoria	\$50
Queensland	\$60
New South Wales	\$70
Northern Territory	\$14
Olympics	\$60
Australia Day '92	\$18

BUYING 1 HOLE

\$6.00 Surf Boat	\$30
\$1.50 Go Together	\$16
\$2.00 Vineyard	\$6
\$5.00 SA GP 2nd Print	\$5
\$10.00 Brisbane	\$15
\$10.00 Australian Capital Territory	\$11
\$20.00 Olympics 1st Print	\$18
\$50.00 Koala Old Logo	\$25

SOUTH AFRICA

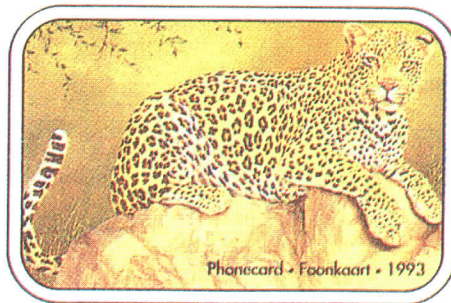
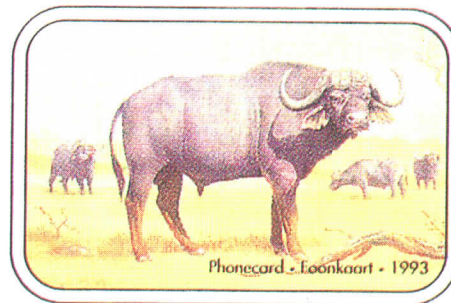
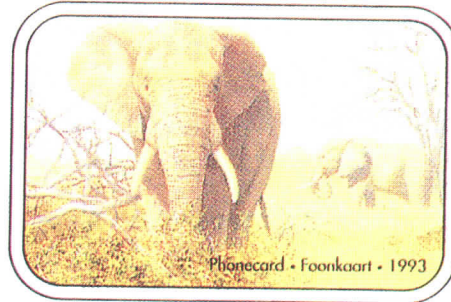
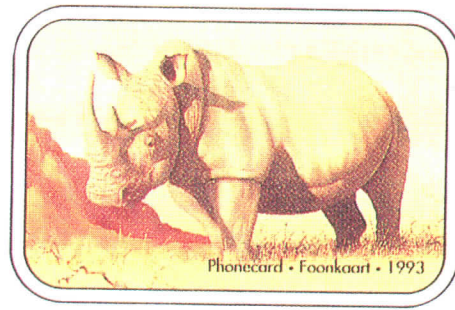
"THE LION ROARS"

by Cyril Fox

First National Issue - "The Big Five"

After eight long years of systems tests and phonecard trials, South Africa is at last using its first national, general issue phonecards.

The first issue, known as the "Big Five", which is a five card set featuring five large African mammals, has been progressively released by Telkom, South Africa. Although the first phonecard was officially launched at a razzle-dazzle function on the 22nd of September 1993 at the Midrand Protea Hotel, Halfway House (near Johannesburg), the Lion and Rhino cards were released first, followed by the Leopard, then the Elephant and finally, in December, the Buffalo.



SAE:GB00026 692

THE BIG FIVE
DIE GROOT VYF

R10 **Phonecard Foonkaart** 

Lion (Panthera leo)
This is the largest of the African cats and lives in prides of 3 to 12 animals; as many as 30 have been spotted together. The ± 1 720 South African lions are mainly found in the northern conservation areas.
Painting by Denis C. Murphy.

Leeu (Panthera leo)
Dit is die grootste van die Afrika-katte en bly in troepe van 3 tot 12 diere; soveel as 30 leeu's is al saam gesien. Die ± 1 720 Suid-Afrikaanse leeu's word hoofsaaklik in die noordelike bewaringsgebiede gevind.
Skildery deur Denis C. Murphy.

Description of Featured Mammal on Each Card

The card designs are reproductions of realistic animal paintings by Denis C. Murphy. These high quality microchip phonecards ("chipcards") are manufactured by GPT in the United Kingdom. In line with European practice, the mint cards are sold in a sealed cellophane wrapping. This is a necessary precaution since there is no visual indication to tell a used phonecard apart from a mint phonecard.

The face value of each card is R10 (ten South African Rands). It is confirmed, that 196,000 of each card are to be produced. Telkom are selling only 1,000 collectors packs, strictly on a one per customer basis.

These packs contain a complimentary sixth card which cannot be purchased on its own. This colourful first issue will surely prove to be immensely popular with collectors the world over.

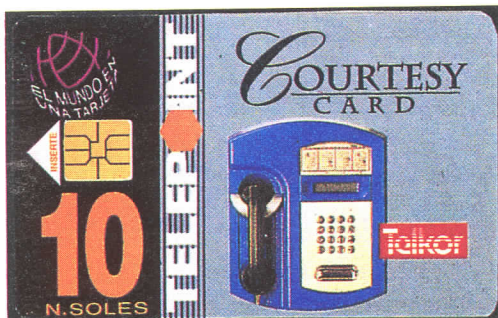


Rivals to Telkom!

Telkom is not the only "telco" (phonecard jargon for tele-communications company) in South Africa. It has two principal rivals, Telkor and Transtel. Within South Africa, Telkor appears to be specialising in special event phonecards - for example, its recent issue for the South African International Trade Exhibition (SAITEX).



Telkor has also been exporting its expertise. It has set up the cardphone system for Aerocom at



Moscow Airport and the chipcard system employed by Telepoint in Peru.



Transtel on the other hand, has the telecommunications rights within airports (also railway stations and harbour terminals) and it has issued several different phonecards which have so far been available for sale in the lounges of selected airports in South Africa.



Different!

The phonecard situation in South Africa is quite different from what we are used to here in Australia. Although payphones (colloquially known as "tickey boxes") are popular and plentiful in South Africa, conversion to card operated payphones is proceeding very slowly and one could be sorely tested trying to find a card operated payphone.

Bad News!

The "real bad news" for collectors is that the payphones do not have card disposals. Selected university campuses and the Police College in Pretoria were amongst the first sites to have card-operated payphones installed. Some airports now have them as well as some of the larger shopping centres.

Phonecards will mostly be sold at post offices and it appears unlikely that milkbars (known as cafe's in South Africa) will be allowed to sell them at all.

Early Days

Most locals are still unaware of the existence of phonecards - it is like the Geelong Trial days of Australia. There are however, already half a dozen or more phonecard dealers (never slow on the uptake).

Phonecard Introduction

It is curious that the wealthiest and most industrialised nation in Africa, should be one of the last to have phonecards. Then again, Canada has been as equally slow. Perhaps this tardiness has a lot to do with the cost and logistics of converting tens of thousands of coin operated payphones to card operated payphones.

Its not really surprising that many small nations introduced phonecards quickly and easily, since some of these nations have only a "bagfull" of payphones (Bolivia has 14 payphones; Bonaire in the Netherland Antilles only has 2!!).

The Future

Where to now for South Africa? Telkom will have a new issue in 1994 portraying children's art and Transtel is reported to be soliciting corporate advertising for display on its cards. There are rumours that Telkor is the subject of a takeover bid.

Time For Imagination ?

So far, the South African Phonecards have been of the best quality and very colourfull, although, like many of the earlier Australian phonecards, largely unimaginative in design. The Lion and Rhino are closely associated with South Africa in the same way that kangaroos and wombats represent Australia to the world, but let's hope that we have seen the last of the lions (and - is Telecom listening? - the last of the kangaroos and the wombats) and look forward to some imaginative designs.

I'll be the first to order a phonecard showing Kepler Wessels hitting a six at the Melbourne Cricket Ground !

This article & associated phonecards provided by Cyril Fox, 68 Chelsea Park Drive, Chelsea Heights, Victoria 3196.

See Advertisement on page 2 for reference to the Telkom first issue.

SELLING PHONECARDS

AUSTRALIAN MINT SPECIALS

Prefix

6	SA Vineyard	\$12
7	SA Vineyard	\$25
10	Adel. Grand Prix	\$30
12	Flinders Ranges	\$15
13	Flinders Ranges	\$15
22	500th Grand Prix	\$25
27	River Murray	\$20
33	Gold Coast	\$15
34	Gold Coast	\$15
107	Health & Safety	\$20
112	Disaster Relief	\$20
113	Int. Assignments	\$40
131	\$10 Generic	\$30
132	\$10 Generic	\$60
133	\$10 Generic	\$20
134	\$20 Generic	\$35
146	Health & Safety	\$22
155	Track & Field	\$30
156	Marathon	\$35
160	\$2 Generic	\$20
161	\$2 Generic	\$20
163	\$2 Generic	\$60
164	Track & Field	\$20
175	Track & Field	\$30
253	Wombat	\$20
255	Wombat	\$20
256	Reef	\$30
258	Wallaby	\$15
	W.A. Pack	\$28
	N.T. Pack	\$20
	Tasmanian Pack	\$20
	Red Cross (1st print)	\$70
	Australia Day 92	\$30
	Australia Day 93	\$15
	Pay Tel Pack (1st issue)	\$180
	Pay Tel Loose (1st iss. 3)	\$140
	\$5 Geneva Koala	\$140
	284 No Copyright	\$1200

Many more cards available. Send want lists.

J.G. BEAUREGARD-SMITH
GPO BOX 226, ADELAIDE, S.A. 5001
Phone (08) 349 4475 (PM only please)

WHAT IS A PHONECARD?

PART 2. - Don Hill

I fully endorse Chris Williamson's article in the January issue of "The Australasian Phonecard Monthly", on what constitutes a phonecard.

What is Legitimate?

The question that is difficult to answer is which phonecards are "legitimate" and which are "fundraisers". There is no doubt that the vagaries of the USA Telephone network structure have meant that a single format of phonecard capable of being used throughout the country as we are familiar with, would not be possible in the USA.

Technically Advanced

America, being technically more advanced, has come up with one type of card which has many more uses than our normal phonecard - the "calling card".

I receive letters all the time trying to persuade me to stock these calling cards. Many of them are legitimate, but the letters I refer to are so uncannily like invitations to join a "pyramid selling" type network, that they end up straight in the circular filing cabinet - the waste paper basket.

Test?

Perhaps a test for legitimate Telecoms (although this does not mean that other companies are not bona fide), would be if they produced cards that could be used. Normally once a card (even a normal type that is inserted into a phone) is sold to a collector in another country, it is effectively out of circulation as far as the issuing company is concerned and so represents almost pure profit.

For an outlay of only \$500,000, these companies can issue cards which may or may never be used (depending on how they are marketed).

Revolutionary

Some of the bigger legitimate Telecoms from the USA are producing cards that are going to revolutionise the international scene in that they

can be used from any touchphone. Yes - an American phonecard that can be used in your own home, hotel room, foreign country, etc., etc.

Major Benefits

The benefits are there for all to see. No foreign change needed upon landing in a foreign country, no needing to buy a local phonecard and possibly have unused credit left when you leave the country and the ability to be used from almost any phone.

What to Leave Alone


I personally do not see a problem with calling cards as such but am concerned about collectors (and some dealers) not knowing which are legitimate and which to leave alone.

Stocks

In case any of the readers are wondering - I do not stock calling cards (except for the Amerivox first issue as it was a limited first edition) - mainly because I have quite enough on with Australia, New York Telephone Co. and China phonecards.

Don Hill

Knox-Sherbrooke Phonecards



SIMPLY THE BEST

1994 EDITION **FREE PHONECARD OFFER**

Supersedes all Previous Catalogues
AUSTRALIA TELEPHONE CARDS

At last, a proper catalogue for the phonecards of Australia produced by a telephone card dealer who actively trades in phonecards. This A5 format catalogue, produced on high quality art paper, is in full colour. A completely revised number listing is included, pricing all the Australian series numbers mint and used.

RRP \$7.95 - Qty + Post & Packing \$2.50 - Total \$

ORDER FORM Visa/Mastercard/Bankcard Accepted

Card No. Exp:/.....

Name: (Christian).....(Surname).....


Address:

Phone: Bus ()..... Home ().....

SYDNEY STAMP CENTRE

PO Box 638, Lane Cove, NSW, 2066
Phone: (02) 231 4583, Fax: (02) 418 6862

Shop Address: Colonial Mutual Building, Lower Ground Arcade,
14 Martin Place, Sydney. Mon-Fri 10am-5.30pm, Sat 9am-12noon



NEW ZEALAND

ROTARY CLUB PHONECARDS

Material for this article is drawn from the July 1993 issue of the magazine, "Rotary Down Under", together with updated information as provided by Barrie W. Cooper, Past President The Rotary Club of Downtown Auckland, New Zealand.

Fundraising

In November, 1992, the then District 9920 Governor, Fred Angus, was approached by the Auckland Regional Rescue Helicopter Trust to see if Rotary could look at ways and means of fundraising for its rescue helicopter and fixed wing emergency retrieval operation.

Although they had major sponsors for the helicopter and fixed wing operations and funding from other sources, the Trust was still struggling to have adequate funds for on-going operations and improvements.

Challenge

Fred Angus liked the concept and approached his own Club, the Rotary Club of Downtown Auckland, New Zealand, to take up the challenge.

The Club did so in the way of pledging its support in assisting to raise \$NZ1.5 million over three years. The funds raised were to be placed in an endowment trust and the income derived from that used to assist in the day-to-day and equipment operations of the service.

At the same time, the Rotary Club of Downtown Auckland was looking at ways of raising money, that once established, would be on-going and would be effective in financial terms. The thought of re-introducing a Rotary stamp fell on deaf ears in the postal establishment. However, one of the new members of the Club suggested phonecards.

Commercial Phonecards

Phonecards in New Zealand had at the time become a highly successful growth business as a collectable item and with the introduction by Telecom to permit commercial phonecards, the

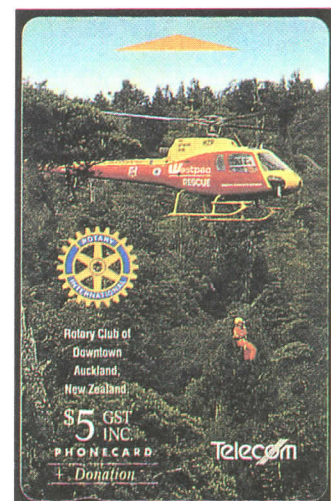
demand for the variety of cards available was very strong.

The Rotary Club of Downtown Auckland took up the challenge and with the co-operation of Telecom New Zealand, a proposal was sent to Rotary International for the approval of using the Rotary emblem on a card.

Two Themes

In June 1993, the first approved Rotary phonecards were released. They were based on two separate themes.

Firstly, the Club proposed to annually release a card depicting the Rotary International theme of that year. As such, the first card was "Real Happiness is Helping Others", whilst the second card featured the Rotary theme "Believe In What You Do - Do What You Believe In"



Secondly, the other theme was based on an identified charitable cause, in this case the Auckland Regional Rescue Helicopter Trust.



Donation

Each of the four cards released has a phone value of \$NZ5 plus a nominated donation factor of \$NZ2.50. The donations derived from the theme cards are going to projects within the Rotary Club, such as the Rotary Foundation and with the Helicopter Series, all profits are going to the Auckland Regional Rescue Helicopter Trust.

High Profile

Past President, Barrie Cooper, who steered the project through its stages, has said that his Club's commitment to such concepts gave a tremendous financial boost to the recipients. It also gave a high profile to the project, both for the recipient and Rotary.

Well Accepted

The Rotary cards were well accepted by dealers and collectors and like all New Zealand cards, these have appreciated in price. At present, the "Real Happiness" card (6,500 produced) retails for \$NZ15 (silver strip) and \$NZ25 (no back strip), the "Believe in What You Do" card (10,000) for \$NZ12 and the two Westpac Rescue Helicopter cards (10,000 of each), also for \$NZ12 each (prices compliments of Shades Stamp Shop - Christchurch).

Future NZ Issues?

It was initially proposed that the Rotary Club of Downtown Auckland would produce four cards in the Helicopter Series, but there has been a "hold" placed on this following the issue of the second card.

Australian Issues?

In mid 1993, Rotary in Sydney were looking at the possibility of a similar project in Australia and negotiations commenced with Telecom Australia in relation to the production of Telecom sponsored Rotary advertising cards. Contact was made with Ray Reed of "Rotary Down Under" recently and the prospect of the project eventuating, was discussed. It appears that at this stage, whilst discussion with Telecom has not closed, there is only a slim chance of the project proceeding due to the required initial funding requirements.



ROTARY

DOWN UNDER

PO Box 779, Parramatta, NSW 2124, Australia.

RUNDLE COINS

214 RUNDLE STREET SA 5000

PH: 08 2320660

BUYING

PRESENTATION PACKS

MINT PHONECARDS

COINS & BANKNOTES

SELLING

LATEST ISSUE

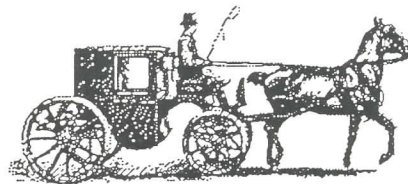
PRESENTATION PACKS.

RAM PRODUCTS AT

ISSUE PRICES.

INCORPORATING UNLEY COINS

ABACUS STAMPS & COINS



10 MATHERS LANE, HOBART 7000

Ph: 002 343494 Fax: 002 291032

POSTAL BID SALE

Bids close on Tuesday, 8th of March.

<u>Lot.</u>		<u>Est</u>
1.	Spec. Card: Mobil Stylised Roo \$5	\$65
2.	Spec. Card: BP Sports Car \$5	\$50
3.	Spec. Card: BP Sportsmen \$10	\$45
4.	Spec. Card: BP Tanker \$20	\$30
5.	British Telecom XXXX Card (Ute)	\$40
6.	Abel Tasman Limited Edition Set	\$145
7.	Abel Tasman Set (3 loose cards)	\$140
8.	1992 Australia Day Ltd. Edition	\$30
9.	1992 Australia Day Single Card	\$23
10.	Geelong Set (6 singles)	\$100
11.	Geelong Set Limited Edition Pack	\$100
12.	Cleaning Card	\$12

Payment by Cheque, Bankcard, Mastercard, Visa
or Money Order.

THE INTRODUCTION OF TELEPHONE CARD COLLECTING IN AUSTRALIA

"In reading much of the literature regarding the hobby of telephone card collecting in Australia, it is apparent the important detail that went into the initial Telecom Phonecard launch in Australia could be lost, if not sufficiently documented for historical purposes. It is also important to pay tribute to individuals working for Telecom Australia and their input into what has become a significant collectable."

Rod Galloway

BACKGROUND

Prior to 1988, Public Payphones were a problem for Telecom Australia. Public perception of "not working when I want to use it", was a reality, with a figure of approximately 65% servicability being the situation. Public payphones were part of each Telecom District's responsibility and not subject to focus or scrutiny by any national group.

The decision was taken in 1988, to form a specialised Payphones Unit that would remedy the servicability problem and enhance the general image of Telecom Australia with the looming competitive threat of deregulation.

PHONECARD LAUNCH

Upon righting the problem of servicability, both in practice and perception, the then General Manager of Payphone Services lobbied strongly for an upgrade of service to the Australian community with the introduction of a convenient card payment system that had been introduced into many other countries.

That Telecom Payphone Services progressed from a trial in 1989 with twenty nine phones at a Mornington Peninsular holiday zone to a national introduction that is unsurpassed in terms of installations, public acceptance and consumer usage, is attributable to Alan Vesperman in his capacity as General Manager, Telecom Australia Payphone Services and the communication package developed by his team.

PHONECARD COLLECTABILITY

There are a number of key people within Telecom Australia that need to be recognised for their contribution to the relatively organised opportunity of making Telecom Phonecard a collectable item.

Page 16 — Phonecard Monthly

Alan Vesperman requested research studies of markets similar to Australia and collectability was strongly recommended as an important component of the project.

Early Japanese studies conducted by Product Manager Tony Pilgrim, flagged up the likelihood of collectability and further studies were carried out in the United Kingdom and France.

In all instances throughout the world, when prepaid telephone cards were introduced, collectors of phonecards were not considered and Telecom Australia pursued a deliberate strategy to ensure that collectors world wide could collect Telecom Phonecards in an orderly manner.

PAYPHONE SERVICES

Payphone Services in 1989 was a minnow in the Telecom Australia structure - a workforce of approximately fifty, imbued with the zeal of getting things done. It had been agreed that once serviceability of payphones had been fixed, that a trial could take place of Telecom Phonecards.

THE GEELONG TRIAL

The trial was decided on the basis of an engineering requirement to make sure that the payphones worked in the worst of circumstances. Christmas and New Year on the Bellarine Peninsula was no place for the poor performing payphone.

Research was conducted both before and after the trial with an overwhelming result for the convenience of the new concept.

CARD DESIGN/CONCEPT

Bearing in mind the considerable impact upon collectability of the first design, it was agreed

by Payphone Services that it seek a reputable sponsor.

The Bellarine Peninsula is unique in that it offers both surf and still water options for its holidaymakers and as such, Payphone Services approached the Royal Life Saving Society and the Surf Life Saving Association to become involved with the project. Their efforts resulted in the two-part Collectors Pack, which was offered for sale to the public. Both organisations purchased and sold these initial packs to members. Payphone Services contacts were Mr Peter Fehre of the Royal Life Saving Society and Mr Dennis Heussner of the Surf Life Saving Association.

It was very helpfull, that one of the key Telecom members employed on the project, Norm Farmer, was also a strong Royal Life Saving Society member. For his contribution to the project, Norm was presented with a mounted set of the initial Geelong cards.

The design of the pack and the cards were by Hilma Poductions of Sydney. The card designs were created from material provided by the two organisations, by D.D.B. Needham, the advertising agency used by Telecom Australia Payphone Services.

Alan Vesperman awarded all original staff with a commemorative pack. It should also be noted that Alan gave the then Shadow Minister for Telecommunications, Senator Alston, a Collectors Pack of the Geelong introduction at a seminar, when Senator Alston ridiculed Telecom for not considering an introduction. It appeared at the time that he was not aware of Telecom's Phonocard decision.

ENGINEERING PHONECARDS

There were also some engineering requirements for technicians testing phonocard payphones. Technicians were given Anritsu cards for local testing.

ANCILLARY MATERIAL

Due to the importance of the Geelong trial, there was certain merchandising material produced:-

- . Telecom Phonocard Sticker - \$6.00 card.
- . Telecom Phonocard T-Shirts which were used by Phonocard Ambassadors.
- . Special leaflets with \$1.50 Phonocard samples were distributed to campers in the various caravan caravan park sites.
- . Telecom was also concerned about the potential litter problem of used phonecards being thrown away and causing environmental

problems. A promotion was designed, encouraging people to return their used phonecards to a central point where they could redeem the phonocard for a small radio. The promotion was never used as the phonecards immediately became collectables.

N.B. Telecom Australia provided Stanley Gibbons with 15,000 of the \$6.00 cards for inclusion on the front cover of the March 1990, issue of Stamp News, to enhance collectability of their phonecards.

TELEPHONE CARD RESELLERS

An important point of the success of Telecom Phonocard was the distribution system that enabled the cards to be easily obtainable. Research indicated that all retailers with public payphones nearby, had a real problem in giving change for payphone use. Many in fact had signs saying, "No Change Given For Phones".

The situation was exacerbated in Caravan Parks during peak holiday times. Telecom Phonocard was seen to be a solution to the Kiosks that traded in the Bellarine Peninsula Caravan Parks. This trial set the scene for phonocard distribution throughout Australia for the launch period. A videotape was made that contained interviews with card resellers and satisfied payphone users, for the purpose of expanding the trial to a national launch.

A point of sale piece, majoring on the benefit of "the last 30c you will ever have to give for change for use in a payphone", was created and ultimately used in each state launch. This was designed and printed by Integrated Options in Sydney.

ADELAIDE LAUNCH

Research conducted during the Geelong trial of Phonecards was overwhelmingly supportive of the concept and the Telecom Board were finally convinced to make the Adelaide marketing trial the first step of a national launch.

The S.A. Payphones group worked long and hard to have a significant number of payphones converted by the agreed launch date of May 18th, 1990.

A total communication package of all media was developed to ensure that all users of payphones in Adelaide were aware of the convenience of the product.

CARD DESIGN/CONCEPT

Due to the importance of building collector interest in Telecom Phonocard and the need for a strong community sponsor, Telecom

Continued on page 20.

DEALERS DIRECTORY

MINI ADS

Four to Six Boxes Per Page

\$ 30 Per Box For 1 Month

\$ 80 Per Box For 3 Months

\$140 Per Box For 6 Months

ADS TO REMAIN UNCHANGED FOR
MINIMUM OF 3 MONTHS

WESTERN COLLECTABLES

BUYING & SELLING PHONECARDS
FROM AUSTRALIA & THE WORLD
ALSO COINS, STAMPS, ANY
COLLECTABLES.

118a The ENTRANCE ROAD

THE ENTRANCE 2261

Phone: 043 343730

MAIL & PHONE ORDERS
WELCOME

- BUYING & SELLING -

ALSO OFFER FANTASTIC COLOURFULL THEMATICS

Filmstars-Animals-Sports Cars-Aircraft-Ships
Bridges-Art-Comics- Japanese Lifestyle-Fish
Scenery-Clocks-Advertising-City Scapes-Girls
Love-Fashions-Lighthouses-Towers-Railway
Temples-Palaces-Waterfalls-Fireworks-Lanterns
City at Night- Space-Overseas Scenes-Christmas
and many more.

APPROVALS AVAILABLE....Cards from \$1.50

JACK KOCH

GPO Box 1701 Adelaide SA 5001

Phone: (08) 212 1787 (Shop 66 - Hindley Street)

Remember: I'm Only a Phone Call Away

ROSS L. CAMPBELL
PO Box 10, Chatsworth Island NSW 2469

BUYING - SELLING
PHONECARDS & STAMPS
LISTS AVAILABLE

PHONE OR FAX (066) 46 4386 - No Sunday Calls

AUSTRALIAN PHONECARDS

Buying and Selling

TOP PRICES PAID FOR

Mint & Used Cards

All Collectors Packs

Special Issues

Collections or Single Cards
Want Lists Always Welcome

JOHN FIOCCO

Tel: (02) 7446049 or 018 648887
11 Durham Street Concord 2137

PAPUA NEW GUINEA USED PHONECARDS

ALL PRINTS AVAILABLE
AND LARGE QUANTITIES
OF DESIGNS
SEND WANT LIST FOR PRICES

ALAN VISCA
6 WOODLEA PLACE
LANGWARRIN VICTORIA 3910
PH. (03) 789 7799 FAX: (03) 776 5665

NSW PHONECARD, STAMP, COIN AND COLLECTABLES FAIR

SUNDAY 6th March 1994 — 10.00am to 5.00pm
HOLIDAY INN MENZIES – Wynyard and Margaret Rooms
Lower Ground Floor, 14 Carrington Street, Sydney

BUYING AND SELLING

LUCKY DOOR PRIZES

Coins, Medals, Tokens, Banknotes, Cheques, Share Scrip, Numismatic, Philatelic and Collectable Books and Catalogues, Telephone Cards, Stamps, Covers, Postal History, Thematics, Cinderellas, FDC's, Postcards, Documents and Ephemera.

ADMISSION \$2 – CHILDREN UNDER TWELVE FREE – DEALER TABLES STILL AVAILABLE.
M.E.F. BOOKS, PO Box 523, Narrabeen, NSW 2101. Tel: (02) 913 3036, Fax: (02) 913 2028

AUSTRALIAN INTERNATIONAL BANKNOTE FAIR

Saturday, 19th March, 1994 – 10.00am to 5.00pm at

THE HOLIDAY INN MENZIES

Wynyard and Margaret Rooms, Lower Ground Floor,
14 Carrington Street, Sydney

AUSTRALIA'S MAJOR BANKNOTE FAIR devoted to Australian and world banknotes, paper money and related items, including share scrip, cheques, bonds, savings certificates, military notes, uncut banknote sheets, blocks and pairs, banking memorabilia, ephemera, books, catalogues and phonecards.

INTERNATIONAL BOURSE featuring Australia's leading banknote dealers with large stocks of banknotes and related material for sale. Overseas dealers are also expected to participate.

BUYING: Due to the strong banknote market, dealers attending the fair are very keen to buy. So bring your notes along for sale. You may be pleasantly surprised.

PHONECARDS will also be featured at this fair. Many dealers will have good stocks of Australian and World PHONECARDS for SALE and will also be BUYING.

NOTE PRINTING AUSTRALIA Special Archival Exhibition by N.P.A.

INFORMATION TABLES: International Bank Note Society, *Australian Coin Review*.

BUYING AND SELLING

FREE ADMISSION

FREE VALUATIONS

PLAN TO ATTEND AUSTRALIA'S MAJOR BANKNOTE FAIR

Dealers' Table Application Forms and Further Information from

M.E.F. BOOKS P.O. Box 523, Narrabeen, N.S.W. 2101. Tel: (02) 913 3036. Fax: (02) 913 2028.

AUSTRALIAN INTERNATIONAL PHONECARD FAIR

Australia's Major Phonecard Fair

SUNDAY 20th March 1994 — 10.00am to 5.00pm

HOLIDAY INN MENZIES – SYDNEY

Wynyard and Margaret Rooms, Lower Ground Floor, 14 Carrington Street, Sydney

PLAN TO ATTEND THIS MAJOR PHONECARD FAIR

For dealer's table application forms and further information, contact

M.E.F. BOOKS, PO Box 523, Narrabeen, NSW 2101. Tel: (02) 913 3036, Fax: (02) 913 2028.

Continued from page 17.

approached Tourism South Australia to sponsor the project.

The result was quite spontaneous. The disastrous airline dispute had dealt harshly with South Australia and the General Manager, David Reilly, quickly saw both the short and long term benefits of the opportunity.

Six cards formed the collection from transparencies supplied by South Australia Tourism and implemented by D.D.B. Needham. The Collectors Pack was designed and printed by Hilma Productions.

Included in the Pack was an Adelaide Grand Prix card. Payphone Services approached the Grand Prix organisers at a later stage and produced the Special Edition Grand Prix card as well. The pack was also designed by Hilma Productions. There were packs sold with cards having the last three serial numbers matched. One thousand packs were produced with the main sales going overseas. There was a small number (unknown) sold in Australia.

APPOINTMENT OF DR. HISCOCKS

It should be noted, that due to the commitment of Telecom Australia to provide collectors with a structured collectable opportunity, Dr. S.E.R. Hiscocks was appointed to a consultancy position for Telecom Australia Payphone Services.

Telecom Australia's Phonecards were first listed in Dr. Hiscocks' Stanley Gibbons Catalogue of Telephone Cards published in 1990. Dr. Hiscocks provided a link for Telecom Australia Phonecards to be sold into international markets.

It is interesting to note that Dr. Hiscocks nominated a collector's price for the Australia Phonecards at the time, that was an indication of what was to come.

THE ROLL-OUT STRATEGY

Telecom believed that it was important that as the phonecard concept rolled out into the new market, that consumers could relate to the graphics on the card.

The roll-out strategy featured Sydney, Brisbane, Melbourne, Perth, Tasmania, Northern Territory and Canberra, then moving to the first national issue featuring the Red Cross Society.

From a collectors viewpoint, Telecom took the decision to make each launch identifiable and to produce a Collector's Pack for each event. Collector Packs had never been produced anywhere around the world.

Page 20 — Phonecard Monthly

The Adelaide introduction of Telecom Phonecard was an outstanding success, with research indicating almost unheard of consumer awareness - 97% awareness after one month's introduction - and planning started for the national introduction of the concept.

NATIONAL LAUNCH

Whilst Australia was a late adopter of the phonecard concept, it is clearly one of the fastest introductions into a country the size of Australia. In broad terms, there were 32,000 coin operated public payphones, with the marketing plan calling for rapid conversion of them to Telecom's Phonecard.

It is a tribute to the operations groups within Telecom Australia Payphone Services (Eric Cairnduff and David Willis) that the ambitious payphone installation/conversions were achieved.

NEW SOUTH WALES

Sydney was seen as the major eastern seaboard launch and was scheduled for early April, 1990. Payphone Services were keen to seek a sponsor that was synergistic with the phonecard concept. At the same time, Taronga Park Zoo were planning their Zoobilee (the 75th Year of the Zoo). The Commercial Director of Taronga, Angus Robinson and Chief Executive, Dr. John Kelly, didn't take much convincing of the worth of the project, hence the Sydney series of phonecards.

A one-off facsimile set of phonecards was created for presentation to the Board of Taronga Park Zoo, These are the property of the Zoo. Both Telecom payphones and Taronga Park Zoo were very much community based and the marriage was of significant value to both parties.

The designs of the Zoobilee cards were created by the Taronga Park Zoo advertising agency, Kazoo, and offered quite a change from the pictorials of South Australia. A mounted set of the cards was presented to Dr. Kelly and Mr. Nick Greiner, as a memento of the occasion.

VICTORIA & QUEENSLAND

Telecom moved quickly into the Victorian and Queensland introduction. Transparencies were obtained from both the Victorian Tourism Department and the Queensland Tourism group and these formed the basis of the introductory phonecards for those areas. The art work and Collector Packs were completed by Hilma Productions.

W.A. - N.T. - TAS.

Transparencies for these releases were gained from the respective tourism organisations in each state.

AUSTRALIAN CAPITAL TERRITORY

The Canberra introduction of cards is worth separate mention. The cards were sponsored by the A.C.P. and each card produced, featured one of Canberra's favourite tourist attractions.

THE GENERIC CARD

In the initial planning for the national introduction of Telecom Phonecard, it became apparent that as well as personalising each introduction, there was a requirement for a card logo that could be nationally identified as a Phonecard symbol.

This was particularly important in the communication package for the phonecard introduction. The initial generic phonecard designs were created by D.D.D. Needham of Sydney.

FIRST NATIONAL CARD SET

Discussion began early in 1990 to plan for the first national card. Payphone Services approached the Red Cross Society and Chief Executive, Alan Maclean, was quick to see the opportunities of the concept.

The initial contact resulted in a design competition that ultimately achieved an issued set that was quite outstanding

OTHER PHONECARDS & FACSIMILES

During the time of the introduction of Phonecard in Australia, Telecom Australia was looking for international opportunities.

Public payphones, being such a basic form of communication, were often part of the offer.

SAUDI ARABIA

Saudi Arabia Telecom requested a tender for a supply of public payphones. Telecom Australia prepared some facsimiles of phonecards as part of their presentation. These cards, featuring religious aspects of the Moslem religion, were designed by Hilma Productions and printed by Placard.

CAMBODIA

Phonecard payphones were supplied as part of the Telecommunications agreement with the country. The design of phonecards supplied were taken from photos of tourist areas by a visiting Telecom engineer (Craig Hamilton, Payphones Engineering).

The cards were designed by Hilma Productions and printed by Toppan, Japan.

RECOGNITION OF PEOPLE CONNECTED WITH TELECOM PHONECARD COLLECTING

Alan Vesperman	Initial visionary of the Phonecard concept.
Mike Walker	Consultant Project Manager.
Geoff Pridgeon	Engineering Manager Payphone Services.
Monica Vardabasso	Public Relations and Advertising Manager Payphone Services.
Sue Bailey	Phonecard Collectors Manager (1990-1991).
Tony Pigram	Product Manager Payphone Services.
Mark Hutchison	Payphone Services Marketing Department.
Val Gayford	Payphone Services Marketing Department.
Max Stern	International Stamp Dealer, Melbourne.
Steve Hiscocks	International Consultant (United Kingdom)
Mari Susuki	Phonecard Collectors Manager (1991-1992).

Thanks is given to Rod Galloway, whom was engaged by Telecom Australia to assist with the introduction of its Phonecards, for the provision of material as contained in this article.

Rod and his partner, Mike Walker (see above), are the principles of Pacific Phonecard, which was formed in June 1993. See the article on pages 26 & 27 for information on this company.

WINNER

Ms Joy Gainey, of Yass, NSW, is the winner of the competition as advised in the January issue of the magazine, which sought answers to a number of questions relating to the "early days" of Telecom Phonecard. Ms Gainey came the closest to the specific answers sought, eg. all letters received (inc. Ms Gainey's) listed Geelong as the site of the launch, whilst the Bellarine Peninsular (near Geelong) was the actual site. Ms Gainey did refer to Geelong as a popular Tourist destination - Q, 3. Ms Gainey wins a Mint 2nd Print, Olympic Games \$5 Swimming Phonecard with the compliments of this magazine.

A WORLD VIEW

Part 3.

AUTELCA TEST CARDS

From INTERCARDS

By Peter Granfield

Mystery Card

Recently, the card featured across appeared in my mail. It was not something I had ordered, so I had to assume that it had been stuck to the back of another card and found its way to me in error.

It immediately aroused my curiosity as to its origins. The logo on it looked familiar, so I searched my collection and sure enough, there was the logo on a card from Gabon.

Again!

A few days later, some cards from Togo turned up and there was the logo again! Further research disclosed that it was in fact an Autelca Test Card, as used in Nigeria.

It appears that on occasions, when a country has contracted Autelca to install cardphones in their country, but no artwork for the country's Telephone company has yet been finalised, that Autelca issues them with Test Cards for the interim period.

Each card has a serial number and each country is given a unique prefix on the serial numbers.



Countries that have used this facility and the prefixes used are as follows:-

<u>Country</u>	<u>Serial No. Prefix</u>	<u>Prefix Indicates</u>	<u>Number Issued</u>
Kuwait	KD3	3Kuwaiti Dinars	5,000
	KD5	5 Kuwaiti Dinars	5,000
	KD10	10 Kuwaiti Dinars	10,000
Nigeria	20	20 Naira	15,000
	40	40 Naira	4,000
Sri Lanka	R	Rupees	5,000
Thailand	0001-150	150 Baht	1,000
	0001-300	300 Baht	500
	0001-500	500 Baht	500
Yugoslavia	D1500	1500 Dinars	50,000
	D2000	2000 Dinars	70,000
	D3000	3000 Dinars	90,000
	D4000	4000 Dinars	110,000

A WORLD VIEW Articles in Forthcoming Issues:-

March 1994	The Issue & Use of Phonocards in KUWAIT
April 1994	MICRONESIA - SAIPAN
	YUGOSLAVIA - SLOVENIA - CROATIA

BRISBANE PHONECARD FAIR

KANGAROO PHONECARD CLUB

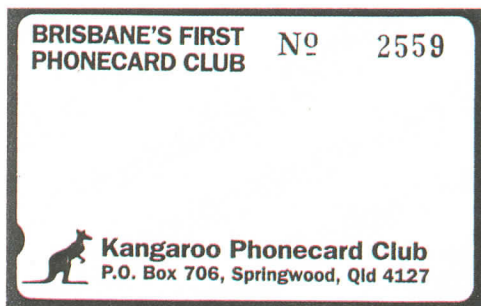
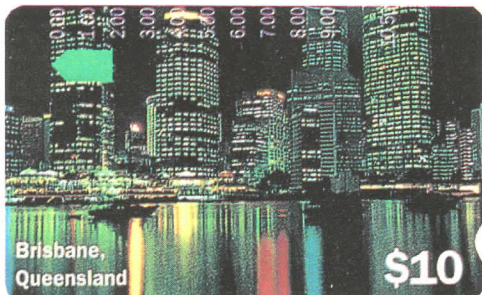
Inaugural Fair

The Brisbane based Kangaroo Phonecard Club held its inaugural Phonecard Fair at the Transcontinental Hotel in Brisbane, on Sunday, the 30th of January.

Based on the number of people whom attended and the amount of business conducted by both the Club via its circuit books and the dealers through sales, the Fair was adjudged a resounding success.

Promotional Card

The highlight of the Fair was the release of the Kangaroo Phonecard Club's promotional card which featured Telecom's \$10 Brisbane scene.

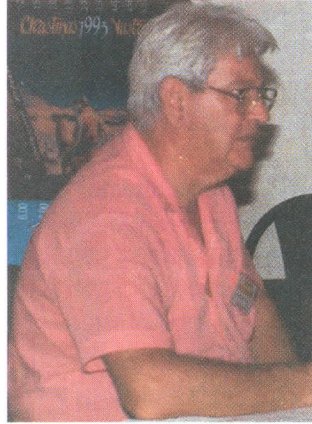


This is the fourth Australian Phonecard Club to have now released a promotional card. A total of 3,000 of these cards have been printed and they are available from the Club Secretary, Tina Whitworth, P.O. Box 706, Springwood, Qld.

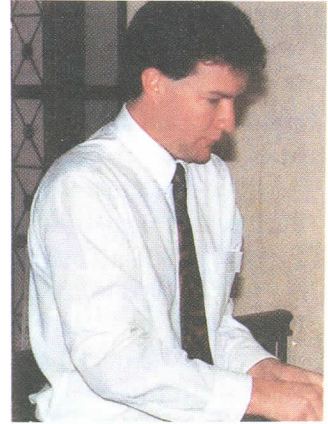
4127. For any enquiries re purchase, phone Tina on (07) 808 8871.

Fifteen Dealers

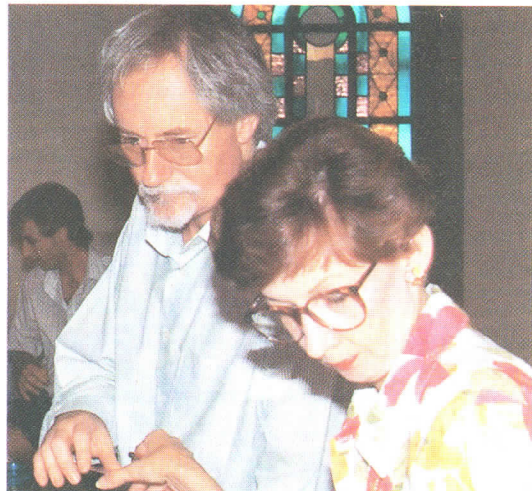
The dealer support for the Fair was very strong as evidenced by attendance from Melbourne, Sydney and Canberra, together with a strong Queensland representation, including from Rockhampton and the Gold Coast. A total of fifteen dealers were in attendance.



Wim Matzer
Club President



Len Cooper
Rockhampton



Tony & Denise Boyd - Brisbane



Don & Barbara Hill - Melbourne

Strong Buyer Interest

Collector and investor interest was quite strong in all areas of the market, ie., mint cards, collector packs and used cards. A number of dealers were viewed inspecting each others cards, seeking items to replenish stocks depleted as a result of the overall increasing interest in phonecards.

Big Mover

The "big mover" at the Fair appeared to be the Telecom Australia Day Limited Edition pack, which at the start of the day was selling for \$10.50 with some dealers, but which by mid afternoon had been "sold out" at an increased price of \$20 per pack.

Another firm item was the 1st Pay Tel Collector Pack which dealers were selling in the range of \$160 to \$180 and buying in the vicinity of \$110.

New Brisbane Club

I met with a number of people from existing phonecard clubs, as well as with some gentlemen from the north Brisbane suburb of Redcliffe whom were well advanced in regards to establishing a club in the area. More information in this regard as it is supplied.

Representatives from a number of Queensland clubs were at the Fair, including from the Phonecard Collector Group on the Gold Coast, the Southport Club and the Capricorn Phonecard Collectors Club from Rockhampton.

As indicated earlier, club members and executive were quite satisfied with this, their first Fair of such a magnitude. It is proposed to hold similar events on a regular basis. - Editor.

FAIRS

THE MELBOURNE SCENE

Many people ask where they can go to buy phonecards other than when the big Fairs are on. The following is a listing of the venues in the Melbourne area where phonecard dealers are in attendance.

Moonee Ponds Stamp, Coin & Phonecard Fair

This Fair takes place the 1st Sunday of every month from 9.00am to 4.00pm. at the St. John Ambulance Hall, Kellaway Avenue, Moonee Ponds (Melway Reference Map 28 J6). This is

the biggest regular venue for a large range of stamps, coins, medals, etc. and it has now become the most visited venue in Melbourne for phonecards. Many of the dealers in stamps etc., have displays of both Australian and World cards. One of the country's largest phonecard dealers is in attendance and a complete range of stock is carried.

Rosebud Phonecard Fair

The Rosebud Club arranges 2 to 3 Fairs per year in January, May and September with around eight dealers in attendance. This is the best, club organised Fair in the Melbourne area. Dealers hold good stock numbers on Australian and World phonecards.

Mooroolbark Collectable Fair

This is a twice a year Fair and is now attended by a few phonecard dealers. This Fair will grow over time, as the venue is good and interest in it is increasing.

Malvern Town Hall Collectables Fair

This Fair is arranged several times each year and is a bigger version of the Moonee Ponds Fair, ie., dealers from Moonee Ponds attend as well as dealers from around Victoria. A large amount of stock from all areas of collecting is available at the Fair.

For details on the forthcoming Fairs, contact either a Melbourne Phonecard Club (see details at page 32.) or a phonecard dealer.

THE NSW SCENE

The following is a comprehensive listing of collectable fairs/shows which feature phonecard dealers whom are willing to buy, sell and swap phonecards with collectors.

Granville Stamp Coin & Phonecard Fair

This Fair takes place the 4th Sunday of each month at the Granville Town Hall, Carlton Street, Granville (close to the Railway Station). The admission is free and the Fair is open from 10.00am to 4.00pm.

Petersham Stamp, Coin & Phonecard Fair

This event occurs the 5th Sunday of those months which have five Sundays, at the Petersham Town Hall, Crystal Street, Petersham - Sydney (close to buses & railway station). This Fair is run by the Stamp & Coin Dealers Association of Australasia (SCDAA) and is arguably the largest Fair of its kind in Sydney (certainly the largest regular one), with twenty

five to thirty dealers in attendance - most of whom trade in phonecards. Admission is \$2 with a chance to win lucky door prizes. The Fair opens at 9.30am and closes at 5.00pm. A very popular Fair.

Wallsend Stamp, Coin & Phonecard Fair

Every 3rd Sunday of each month, this Fair takes place at the Wallsend Pioneers Hall, Cowper Street, Wallsend (Newcastle). Admission is free and the Fair is open from 10.00am to 4.00pm.

"Newcastle 94"

On the 2nd and 3rd of April, there will be a Fair at the Waratah Technology High School, Turton Road, Broadmeadow. It is anticipated that nine dealers will be in attendance, most of whom deal in phonecards.

NSW Phonecard, Stamp, Coin & Collectables Fair

See page 19 of this issue for details on this Fair which is held on a regular basis in Sydney.

"Mountex 94"

On the 16th and 17th of April, the above event will take place at the Blackheath Community Centre, Blackheath (Blue Mountains). It will again feature several dealers whom carry phonecards.

Many thanks to John Pearson, Pittwater Philatelic Service (PO Box 478, Avalon Beach, NSW 2107), for information provided re the NSW Fairs and the ACT Fair (see opposite).

Sydney Opera House Fair

The next Sydney Coin and Stamp Fair will be held at the Sydney Opera House on the 25th, 26th and 27th of February. The Fair will be open from 10.00am to 6.00pm on Friday and Saturday and from 10.00am to 5.00pm on Sunday.

This year marks the return of the Fair from the First Floor Reception Hall to its original popular location in the newly refurbished Exhibition Hall on the ground floor. Entrance to the Exhibition Hall is from the Western Broadwalk opposite the Harbour Bridge. The return to the original location, combined with the opening of the Sydney Opera House car park last year, makes access to the Fair much more convenient.

Leading Australian dealers will be offering a wide range of Australian and world coins, banknotes, medals, gold, tokens, militaria, mint products, stamps, postcards, covers, postal history and numismatic and philatelic books. The booming phonecard market will also be

catered for with a number of dealers offering good stocks at the Fair.

The Fair is also a very good opportunity to sell numismatic and philatelic material and other collectables such as phonecards, whether they be single items or whole collections, as dealers at the Fair are very keen to buy and will offer quite competitive prices.

Thanks to Mark Freehill, M.E.F. Books, for the article on the Sydney Opera House Fair - Ed.

ACT SCENE

National Philatelic Convention

From the 20th to the 22nd of March, 1994, the above convention will take place at Dickson College, Corner of Antill Street and Phillip Avenue, Dickson, ACT. The location is close to the city centre. It will be open from 10.00am to 5.00pm each day.

CANBERRA NUMISCO

SPECIALISTS IN:-

COLLECTOR PACKS

BANKNOTES

RARE COINS

R.A.M. PROOF & UNC. SETS

ORGANISERS

of the

THE SYDNEY COIN & STAMP FAIR

1994 FAIR DATES

25-27 February

3-5 June

16-18 September

at the

OPERA HOUSE

PO Box 1, Hughes ACT 2605

PH: (06) 286 3931 FAX: (06) 239 1062

PACIFIC PHONECARD PTY. LTD.

Many of this magazine's readers have asked for details of Pacific Phonecards and its Principles. The following is a brief outline of the company and of its activities, both in Australia and overseas.

Formed June 1993

Rod Galloway and Mike Walker formed Pacific Phonecard in June 1993. Both Rod and Mike were key figures in the introduction of the Telecom Australia Phonecard. (See article on earlier pages of this issue).

They saw many benefits in providing tourists visiting Australia with phonecards from their country, printed in Australia with Australian scenes, both as a memento of their trip and as a collectable, either for their keeping or to be used in the home payphone network.

Taronga Zoo

The Japanese N.T.T. phonecards are the first issue of its type, with Australian related phonecards being produced. The first card issued featured Taronga Zoo.



NTT TZ PC Taronga Zoo

The card was used as a promotional aid for the NSW State Premier's (John Fahey) visit to Nagoya Zoo in Japan. A limited number of these cards were made available to collectors through the Sydney Stamp Centre.

Bowral Festival

Another attractive issue was done in conjunction with the Bowral (NSW) Tulip Time Festival.



NTT TUL. BOW PPA1-1 Tulip

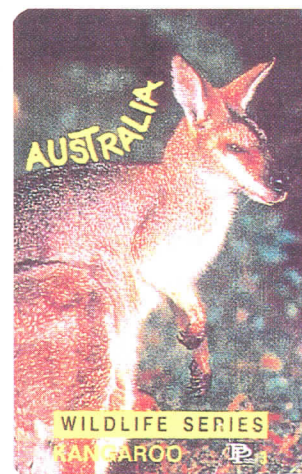


NTT TUL. BOW PPA1-2 Apeldoorn

There is also a Wildlife issue featuring a Koala, a Kangaroo and a Kookaburra. These cards are much sought after by Japanese tourists, as is the "Congratulations Sydney 2000" card.



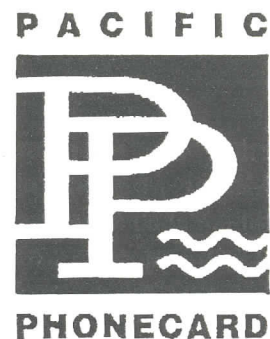
NTT KOOK. PP3-1



NTT KANG. PP3-2



NTT KOAL. PP3-3



LOGO



Cards For Japanese Companies

Pacific Phonecard is also working with many companies wishing to promote their product in Japan.

The first of these cards was produced for a leading Japanese tour company, Kintetsu International Express (Oceania) Pty. Ltd.



PPA-2 KINTETSU SYDNEY 2000 PHONECARD

Logo on Cards

On close examination you will notice the Pacific Phonecard logo on the card itself. This was requested by Kintetsu and agreed to by Pacific Phonecard, as it made the card unique in that it was printed in Australia.

Two Different Cards

There were in fact, two different cards printed. The first had information in Japanese that related to the use of the Phonecard in Japan. It was requested by Kintetsu and again agreed to by Pacific Phonecard. The other version, had the Japanese wording deleted.

Catalogued

All the Pacific Phonecard cards will be catalogued and product coded to ensure easy access by worldwide collectors.

Contacts

Contact with Pacific Phonecards can be made to Rod Galloway (Fax - 02 712 2014) or to Mike Walker (Fax - 02 440 8809) for further information.

Refer also to the Sydney Stamp Centre advertisement on page 1 of the magazine.

ROSS L. CAMPBELL

BUYING & SELLING MINT & USED PHONECARDS

Selling February

		Pack	Mint	Used
Geelong	(6)	95	90	80
South Aust.	(6)	110	95	38
\$5 Generic	(1)	20	15	1
Generic Set	(5)	-	138	30
\$ 5 Grand Prix	(1)	20	13	5
\$5 Qld.	(3)	65	65	35
Victoria	(3)	60	48	7
N.S.W.	(6)	75	70	25
West. Aust.	(3)	26	26	20
A.C.T.	(5)	45	38	21
N.T.	(2)	22	20	15
Tasmania	(2)	19	18	10
\$5 Geneva	(1)	-	120	80
Red Cross	(6)	65	65	12
Aust. Day 92	(1)	30	28	12
Olympics	(6)	80	80	15
Advertising	(4)	-	45	8
Xmas 92		65 (1)	80 (3)	65 (3)
Aust. Day 93	(1)	8	6	1
Sydney 2000	(1)	-	14	6
K Mart	(3)	-	38	18
4 XXXX	(1)	-	13	5

Pay Tel (T & T Line) 1st Issue (3) \$180

Pay Tel (T & T Line) 2nd Issue (3) \$45

PACS Tamworth Festival (Pack-2) \$45

SEND FOR SELLING LIST OF SINGLE
CARDS AND COLLECTIONS
WANT LISTS WELCOME FOR PRINTS

I REQUIRE

MINT & USED CARDS

EXCHANGE WELCOME

ALL ORDERS DISPATCHED NEXT DAY

Postage \$2.50 on orders under \$100

\$2.50 extra for 5 packs

P.O. BOX 10, CHATSWORTH ISLAND
NSW 2469

Phone or Fax - (066) 464386

(No Sunday Calls Please)

PHONECARD ISSUING COUNTRIES

AS AT 1 JANUARY 1994 - COMPLIMENTS OF INTERCARDS

INDEX: L= Landers & Gyr C=Chip U=Urmet A=Autelca G=GTP R=Anritsu
T= Tamura O=Other M= Other Magnetic B=Alcatel-Bell N=GNC

Country	Systems	Country	Systems	Country	Systems	Country	Systems
Aland	LC	Egypt	UR	Malta	C	Tchad	LC
Algeria	LC	Eq. Guinea	C	Mauritius	L	Thailand	L
Andorra	C	Estonia	B	Mexico	GCB	Trinidad & Tob	AG
Anguilla	G	Faeroe Islands	M	Micronesia	T	Togo	A
Antigua	G	Falkland Is.	AG	Monaco	C	Tunisia	LCU
Argentina	UC	Fiji	GG	Montserrat	G	Turkey	UGBL
Aruba	L	Finland	GCLM	Morocco	L	Turk/Cyprus	B
Ascension	GA	France	CLM	Namibia	C	Turks & Caicos	AG
Australia	RBM	Fr. Polynesia	C	Netherlands	LC	Uganda	T
Austria	L	Gabon	AC	New Caledonia	C	Ukraine	A
Azerbaijan	CB	Gambia	C	New Zealand	G	Un Arab Emirate	T
Bahamas	G	Germany	CLMA	Niger	L	U.S.A.	LCO
Bahrain	AGC	Ghana	LC	Nigeria	AC	Uruguay	T
Bangladesh	U	Gibraltar	L	Norway	CGM	Uzbekistan	C
Barbados	G	Great Britain	LGCA	Oman	GA	Vanuatu	C
Belgium	L	Greece	C	Pakistan	BCLUG	Vatican	U
Benin	L	Grenada	G	Papua New G	LB	Venezuala	TGC
Bermuda	LA	Guernsey	G	Paraguay	L	Vietnam	G
Bolivia	T	Guinea Bissau	L	Peru	TC	Virgin Is.	G
Bonaire	L	Guyana	G	Philippines	GBT	Wallis & Futuna	C
Botswana	C	Hawaii	T	Poland	ULGB	Yugoslavia	A
Brazil	GM	Hong Kong	A	Portugal	CL	Yem Arab Rep	AG
Brunci	A	Hungary	C	Qatar	A	Zimbabwe	
Bulgaria	MG	Iceland	IC	Roumania	C		
Burkina Faso	LC	India	C	Russia	LGBA		
Burundi	L	Indonesia	T	St. Eustatius	L		
Cambodia	A	Iran	C	St. Helena	G		
Canada	GL	Ireland	CLAGM	St. Kitts/Nevis	GA		
Cameroon	CA	Isle of Man	GL	St. Lucia	GA		
Cape Verdi	L	Israel	LC	St. Martin	C		
Cayman Is	AG	Italy	U	St. Vincent	GA		
Cent Af Rep	LC	Ivory Coast	AC	San Tome	L		
Chile	TC	Jamaica	G	Saudi Arabia	GLB		
China	TABG	Japan	TR	Senegal	CL		
Colombia	TCB	Jersey	G	Seychelles	L		
Comores	C	Jordan	M	Sierra Leone	U		
Comsat	C	Kazakhstan	C	Singapore	GR		
Congo	C	Kenya	A	Slovenia	A		
Cook Is	G	Korea (South)	AC	Slovakia	C		
Costa Rica	GC	Kuwait	GAT	Solomon Is.	G		
Croatia	GC	Lebanon	C	South Africa	GLCO		
Curacao	L	Libya	C	Spain	CL		
Cyprus	G	Lithuania	U	Sri Lanka	GRA		
Czechoslovakia	C	Luxembourg	C	Sweden	CLTGM		
Denmark	MLGC	Macau	G	Switzerland	L		
Diego Garcia	A	Malaysia	GL	Syria	T		
Djibouti	C	Maldives	GA	Taiwan	L		
Dominica	G	Mali	LC	Tanzania	L		

SELLING PRICE UPDATE

Bonaire	18	Mint
Canada	7	Mint
India	15	Used
Maldives	60	Mint
Mali	18	Used
Phillipines	5	Mint
Slovenia	10	Mint
Solomons	8	Used
Syria	10	Used
Uruguay	8	Used
USA from	7	Mint

**SEE
INTERCARDS
ADVERT**

on inside back cover for
other world cards.

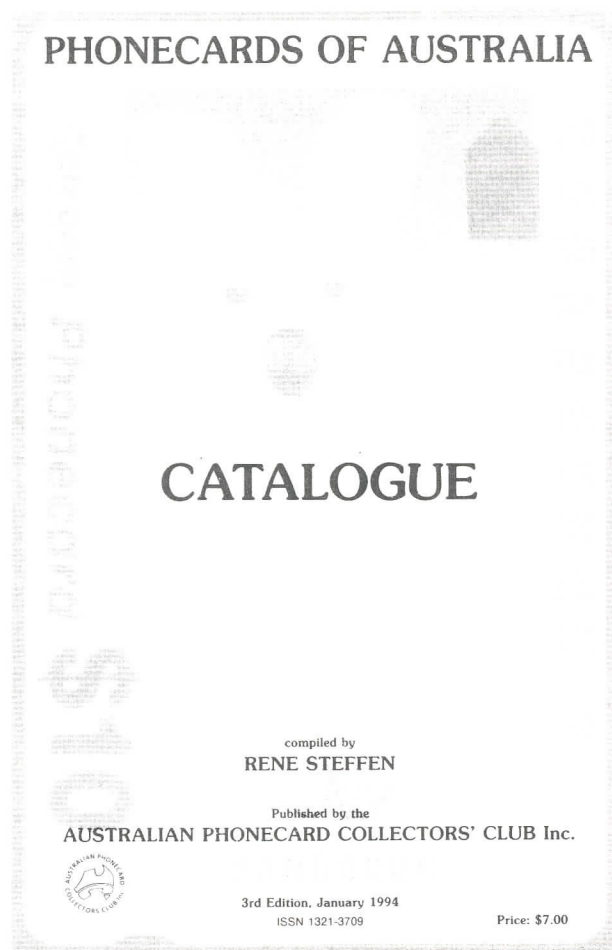
CLUB & SOCIETY NEWS

This Section Is Devoted To Phonocard Clubs & Societies For The Promotion Of Their Activities And Membership. All Articles Provided To The Editor Will Be Reproduced At No Cost To The Club Or Society.

Australian Phonocard Collectors Club Inc.
64 Concord Drive, Reynella, SA 5161.

Secretary: Glenis Hymers

The APCC has just published their 3rd edition catalogue, **PHONECARDS OF AUSTRALIA**. The yellow coloured front cover features the \$10 Kangaroo Generic (Australiana Series) and the catalogue is updated to the new 1994 releases.



Obtainable from the Club

The catalogue can be obtained from the Australian Phonocard Collectors Club at a cost of \$7.00 (plus \$2 for postage & packing), by writing to their secretary, Mrs Glenis Hymers, at the above address. Any enquiries should also be directed to the Secretary, phone number (08) 381 3449.

Foreward

The following is a reproduction of the catalogue's Foreward:-

"It is now four years since phonocards were introduced in Australia and already this is the third edition of the catalogue.

Since the last edition, the catalogue has been rearranged and made much larger. All issues are listed in sections: Regional, National, Generic, Advertising Issues and Overseas Releases, excluding Cambodian phonocards which are outside the scope of this catalogue.

All phonocard related material such as: Specimens, Business Cards, Test Cards, Cleaning Cards, Display Boards and Club Cards are listed after the Serial Number List.

A card code identification chart, which I believe to be the most comprehensive published to date, is also included.

All information concerning Telecom Phonocards was provided by Telecom Australia and we gratefully acknowledge their contribution and assistance.

The last page of this publication (p.29), is dedicated to a newcomer in the business of Phonocards: Pay Tel, the first closed user group and we thank Pay Tel Australia for the information they have provided about their phonocards.

I again stand by what I said in the second edition: I am not a pricing expert and therefore do not include price columns in this edition either. I believe that prices in a yearly catalogue cannot be a fair indication of current market prices for the expected life span of such a catalogue. The prices change much too fast and too often. Monthly or bi-monthly dealer's price lists will give you a much fairer indication of what a phonocard is really worth.

I believe all information included in this catalogue to be true and accurate at the time of printing".

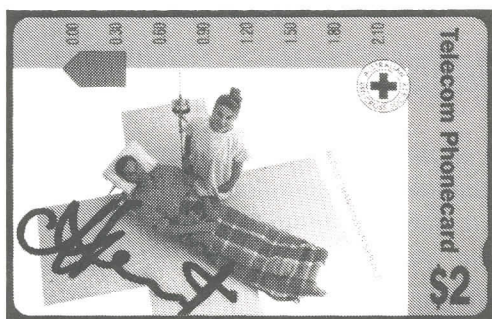
Rene Steffen (APCC Inc.)

Rare Items at the APCC Fair

At the recent APCC Fair, considerable interest was shown in two particular items on exhibit.

First Item

The first rare item is a mint \$2.00 Red Cross Blood Transfusion card N91012-1 (serial number 10803346), signed by the designer of the cards, Alicia Heriot.



The cards were signed (only 100 are known to exist) at a function held after the initial launch of the Red Cross issue to all those who assisted with the actual launch day which was held on 22nd of November, 1991, at the Menzies Holiday Inn, Sydney. The card is displayed in a small flat brass case. On the hinged lid is engraved "Telecom Phonocard". The Club can verify its authenticity.

Second Item

The second rare item is this blue and multi coloured folder, which has enclosed, a 10 cent coin. More recent collectors may not be aware of the actual existence and rarity of this collectable.



Outside View of the Folder

**See Cover for Inside View with Card in Place
Coin Originally in a Slot Behind the Card**

From October 7th to the 15th, 1991, the 6th World Telecommunications Exhibition and Forum was held in Geneva, Switzerland.

Vending Machines

Phonecards were made available and distributed from a vending machine. In order to obtain a phonecard, one had to buy the folder containing the coin which was inserted into the machine, which then produced the \$5 Geneva card, which could then be used in nearby mobile phones.

Those whom purchased the folder then had the choice of disposal or of placing the card, used or mint into the folder. Two slots were provided for this purpose over the coin area.

Most of these folders and those remaining, were placed in the litter bins, so that very few were rescued or returned to Australia. The very few that did (no quantity known), obviously have a high value placed on them.

Both of the two items described, are for sale through the Club. Interested collectors should contact the Club Secretary. See the "Club & Society Display Ads" page for details.

Rosebud & District Phonocard Collectors Club Inc.

PO Box 211, Rosebud, Victoria, 3939.

President: John Thomas

The Club will be holding its next meeting of collectors on Saturday the 12th of February, 1994, at the Rosebud Swimming Pool, Foreshore, Point Nepean Road, Rosebud, opposite the end of Boneo Road, Melway 170 A. 1. The meeting will commence at 2.00 pm and all visitors are welcome.

The following are the dates for 1994 for Club activities:-

February	12th	Display
March	12th	Display
April	9th	White Elephant Sale
May	14th	Fair
June	11th	Display
July	9th	Junior Competition
August	13th	Display
September	10th	Fair
October	8th	A.G.M.
November	12th	Display
December	10th	Christmas Break Up

Dealers tables are available at a fee for Club Fairs. Any person interested, should contact the Club Secretary at the above address or on (059) 86 5633.

STOP PRESS

I have just received correspondence from John Thomas, President of the Rosebud Club, that as from their April meeting (the 9th), the Club will meet at the Anglican Church Hall, Corner of Sixth Avenue and Point Nepean Road, Rosebud. Melway 158 D 12.

The reason for the change is that the Club's membership has increased dramatically and as from April the 9th, meetings will be held in the new premises which are three times bigger than the present hall.

Bunbury Schools Phonocard Club

C/- Withers Primary School, Westwood Street, Bunbury, W.A. 6230.

Co-ordinator: Bruce Cornish

I recently received correspondence from Bruce Cornish in regards to the above Club. As evidenced by the address, this Club has its activities based and co-ordinated at the Withers Primary School in Bunbury, in the South West of Western Australia.

More information on this Club in future issues.

The Melbourne Phonocard Club Inc.

PO Box 197, Heidelberg West, Vic. 3081.

Treasurer: Keith Sykes

The following are the Meeting dates for the Club for the balance of the 1994 year.

5th	March
2nd	April
7th	May
4th	June
2nd	July
6th	August
3rd	September
1st	October
5th	November
3rd	December

The Club meets the first Saturday of each month at 1.00 pm, at the Northcote Senior Citizens Centre, 18A Bent Street, Northcote.

Capricorn Phonocard Collectors Club P.O. Box 3069, Rockhampton Shopping Fair, Qld. 4701.

Secretary: Len Cooper

The Capricorn Club has recently produced the 4th issue (December) of its newsletter and it is proposed that future issues will come out on a quarterly basis, commencing with March 1994. Issue 4 addresses a number of interesting points in relation to Clubs and collecting, including the idea of a Club badge for members of individual Clubs as well as a national badge for the identification of members of all Clubs.

I'd be interested to hear thoughts on this point.

A number of pages in the Newsletter, address and identify changes in the text and variations in colours and logos, of numerous comparative Telecom Phonecards.

I will reproduce these in future issues of the magazine.

In discussion with the President of the Club (Lionel Sendon), at the recent Kangaroo Phonocard Club Fair in Brisbane, I learnt that the Club is gradually increasing its membership and that an interest in Phonocard collecting in Rockhampton appears on the increase.

Remember - Send your Club & Society News to The Editor of this magazine so as to promote your Club or Societies activities - it's free!

IS THIS A PHONECARD?

Italy experienced much trouble with vandalism of its phones for the money they contained and so was one of the first countries to introduce phonecards. Prior to the introduction of phonecards in their present form, the country had used a metal token which served the same purpose. This token (like a coin) has three grooves, two on one side and one on the other, ensuring that normal coins could not be used in these phones. Is this a phonocard? The only difference is that it must be used in "one go". The early "paper" types are well liked in Europe - does anyone know how well known these "coin" type tokens are in Europe? Unfortunately I was not able to reproduce a copy of the token for this snippet.

CLUB & SOCIETY DISPLAY ADS

ROSEBUD & DISTRICT PHONECARD COLLECTORS CLUB INC.

P.O. Box 211, Rosebud, Victoria 3939.

Meets Second Saturday, 2pm, Monthly at the
Rosebud Foreshore Swimming Pool
Point Nepean Road, Melway 170 A1
All Welcome

Enquiries (059) 86 5633

KANGAROO PHONECARD CLUB

P.O. Box 706, Springwood, Queensland 4127

This Club Meets Every Second Tuesday, Monthly
At 914 Wynnum Road, Cannon Hill.

For Further Information Ring Either
The Club Secretary on (07) 808 8871

or

The Club President on (07) 209 7915

ADVERTISE WITH THE CLUB & SOCIETY DISPLAY ADS

\$40.00 Per Box For 12 Months

ADVERTISEMENTS TO
REMAIN UNCHANGED
FOR SIX MONTHS

THE MELBOURNE PHONECARD CLUB INC.

P.O. Box 197, Heidelberg West, Vic. 3081.

NEW VENUE

We Meet the First Saturday of Each Month At
1pm at the Northcote Senior Citizens Centre,
18 A Bent Street, Northcote - Melway 30 E7.
All Welcome

Australia's First Promotional Card Available For
\$3.00. A Limit of One Per Person Applies.

Enquiries (03) 458 4594 or (03) 484 4112

CAPRICORN PHONECARD COLLECTORS CLUB

PO Box 3069, Rockhampton Shopping Fair,
Queensland 4701

The Club Meets On the Fourth Tuesday of Each
Month at the Orange Grove Hall, Alexandra St.,
North Rockhampton, at 7.30 pm.

All New Members and Visitors Most Welcome

AUSTRALIAN PHONECARD COLLECTORS CLUB INC

64 Concord Drive, Reynella, S.A. 5161.

Meets Second Tuesday of Each Month
at 7.30 pm, TOC-H-Hall, Delaine Avenue,
Edwardstown (off south Road)

Activities Provided for Members Include;
Auction, Direct Sales, Exchange, Discussions,
Reference Library, Postal Auction via
Magazine, Displays.

Information Brochure Available,
Club Secretary Mrs Glenis Hymers
At Above Address or Phone (08) 381 3449

SPRINGVALE CLUB

P.O. Box 194, Ormond, Victoria 3204.

The Club Meets On the 3rd Saturday of
Each Month From 2.00 to 4.00 pm
At The Springvale Council Meeting Room
(Behind The Springvale Town Hall)

Convenors: A. De Sousa & R. De Sousa

LETTERS TO THE EDITOR

This months letters focus on the status and liabilities of Phonocard Dealers, as referred to in the Editorial.

Please continue to write to:-

The Editor

The Australasian Phonocard Monthly

P.O. Box 1309, Tamworth, NSW, AUST. 2340.

Dear Sir,

What am I? Phonocards at this very minute are causing some concerns. Decisions have to be made by the young and old, pensioner and business person, novice and experienced collector alike. Do I buy one of each card for my collection? Can I afford perhaps two - one for now and one to sell later at a profit? Should I buy one of each issue for my collection or ten of anything that's maybe worth something later? Hey, maybe I should just go shopping and look for all the short run special cards - I could make enough to become a dealer!

Now wait a minute - there must be some catches like licence fees, insurance, memberships, not to mention costs like business cards and stationary, stock set up, taxation advice, advertising, etc. Is there a cost to register my new little business? Do I need to register at all or can I just continue on as a more serious collector? I wonder if my suppliers - a couple of reputable city dealers - will still supply to me and at the very good prices they usually give me, especially if they find out that I'm making more money than they are on each transaction? After all, don't the dealers usually have huge overheads such as excessive rental, electricity costs, rates, wages, etc., to cover before they can make a profit.

Maybe I should just stick to buying two of everything that I can afford, with plans to sell the second at a small profit to help offset the cost of the one that I am keeping. That way I won't get caught up in the rat race of spiralling prices as is currently occurring, but I will still get my cards at a good equitable price from my dealer supplier.

I just remembered, I saw that prefix that my local supplier said he needed. I'd better grab a couple to trade him for that Plankton which I need. I should get a good deal - why not - we are both helping each other keep our costs down if I do "my bit"? Maybe the price of some of the easier cards might stabilise or at least not get any higher. Yes, come to think of it, even though I did make a killing on a couple of cards that I speculated on, I

guess overall I've only helped fuel the rising cost of collecting. I think I'll stick to collecting and leave the "wheeling and dealing" and the associated worries to the dealers. Yes - that seems to be the way to go!!!

R.W. Vic.

Dear Sir,

An area which would perhaps make an interesting article is "Trading With a Dealer". Most collectors do not know that, in NSW, all dealers must possess a current Second Hand Licence. The law is similar in most states but many phonocard dealers do not have such a licence.

There are two professional dealer's associations in Australia - ASDA and SCDA. Members of both associations are bound by a strict code of ethics. Collectors who are dissatisfied with a dealer's service can complain to the relevant association which can usually rectify any dispute. In the event of an unlikely event of an unresolved complaint, ASDA and SCDA can and do enforce disciplinary measures against the dealer. Collectors who buy from or sell to, dealers whom are not members of ASDA or SCDA, have very little (if any) recourse for satisfaction if they feel they have been wronged.

All advertisements must (by law) contain the dealer's Company Number (if incorporated) or its Business Registration Number (if unincorporated).

We trust that this information can form the nucleus of an interesting article.

J.P. NSW

Dear Sir,

Collectors throughout the land are congratulating you on your success with the magazine. Australian collectors have been starved for updated information since the introduction of phonocards into this country. However, we are still starved of publications containing updated prices. We realise that prices are very unstable (or at least that's the excuse we continually get) but unfortunately they have been unstable for three years now. How much longer do we have to wait for them to become stable? Some dealers have managed to produce updated price lists every six to twelve months but rarely do they produce a list by serial prefix. The excuse is "the prices are obsolete before they come off the printer's press". Well I wouldn't mind receiving a price list that was outdated even by three months, at least us collectors would have something to go off.

At the moment we are "starving to death as prices soar higher, our phone bills are also soaring as we try to seek current prices from dealers and other collectors that are as much in the dark as myself. Perhaps you could feed us a little with the introduction of the "Top Twenty" into your magazine, or something that could indicate sky-rocketing prices on certain cards.

Please don't let us starve to death!!!

Wow TAS.

Purchase

"The Australasian Phonocard Monthly" From the Following Dealers

NSW

Sydney	Gabriele's Philatelic Service	Suite C2, Mirvac Building, 160 Castlereagh Street.
Sydney	Sydney Stamp Centre	14 Martin Place, Colonial Mutual Bldg. Opp. GPO.
Sydney	Status Retail	Shop 16, Royal Arcade, 255 Pitt Street.
Sydney	Kennedy Stamps	Shop 38A, Town Hall Arcade.
Blacktown	Prospect Stamps & Coins	Shop 18, 24 Main Street.
Parramatta	D & L Stamps & Coins	Shop 5, 2 Macquarie Street.
The Entrance	Western Collectables	118a, The Entrance Road.
St Marys	G & C Quality Stamps & Coins	Shop 5, Star Arcade, 182 Queen Street.
Strathfield	Strathfield Stamps & Coins	Shop 68, Strathfield Plaza.

VIC

Melbourne	Max Stern & Company	Port Phillip Arcade, 234 Flinders Street.
Melbourne	Rex & Fair Philatelists	Shop 10, Hub Arcade, 318 Little Collins Street
Melbourne	City Stamp Market	Shop 28, Degraeves Street.
Melbourne	Universal Coin Company	20 Centre Place.
Belgrave	Knox-Sherbrooke Phonecards	PO Box 207, Belgrave, Vic 3160.
Moonee Ponds	R.M.C. Stamps & Books	633B Mt Alexander Road, Moonee Ponds

QLD

Brisbane	Tony Boyd	200 Latrobe Terrace, Paddington, Brisbane.
Brisbane	Rob Dean, GPO Newsagency	GPO Lane (next to public phones).
Brisbane	G.A.Laker & Co.	4th Floor, Bowman House, 276 Edward Street.

SA

Adelaide	Stewarts Stamp Shop	66 Grenfell Street.
Adelaide	Rundle Coins	214A Rundle Street.
Adelaide	Unley Coins	Cnr. 259 Unley Road &

ACT

Canberra	Edlins of Canberra	Shop 10, Garema Arcade, Bunda Street.
----------	--------------------	---------------------------------------

WA

Albany	Jackmans Stamps & Coins	78 Lockyer Avenue.
Kelmscott	Westland Stamps	PO Box 94, Kelmscott, WA 6111.

TAS

Hobart	Abacus Stamps & Coins	Shop 10, Mathers Lane.
Hobart	The Stamp Place	Trafalgar Shopping Centre, 110 Collins Street.

NZ

Christchurch	Shades Stamp Shop Ltd.	54 Shades Arcade, Cashel Street.
--------------	------------------------	----------------------------------

FAIRS - SHOWS - AUCTIONS

6	March 1994	NSW Phonocard, Stamp & Coin Fair	Holiday Inn Menzies	Sydney
19	March 1994	Aust. International Banknote Fair	Holiday Inn Menzies	Sydney
20	March 1994	Aust International Phonocard Fair	Holiday Inn Menzies	Sydney
16-17	April 1994	National Stamp, Phonocard & Coin Show	Gateway Hotel	Brisbane
1	May 1994	NSW Phonocard, Stamp & Coin Fair	Holiday Inn Menzies	Sydney
7-8	May 1994	National Stamp, Phonocard & Coin Show	Kings Hotel	Perth
21-22	May 1994	National Stamp, Phonocard & Coin Show	Southern Cross Hotel	Melbourne
28-29	May 1994	National Stamp, Phonocard & Coin Show	Atrium Hotel	Darwin
18-19	June 1994	National Stamp, Phonocard & Coin Show	Canberra Casino	Canberra
3	July 1994	NSW Phonocard, Stamp & Coin Fair	Holiday Inn Menzies	Sydney

FOR FREE ANNOUNCEMENTS IN THIS SECTION, WRITE TO THE EDITOR

SUBSCRIBE TO A NEW MAGAZINE

(1ST ISSUE NOVEMBER 1993)

"THE AUSTRALASIAN PHONECARD MONTHLY"

SAVE AND OBTAIN YOUR MAGAZINE EARLY !

\$30.00 For Twelve (12) Issues - Australian Surface Mail

\$34.00 For Twelve (12) Issues - Australian Air Mail

(Recommended Retail Price \$3.00 Per Copy)

**ALL SUBSCRIBERS BETWEEN 8 NOVEMBER 1993 & 18 March 1994 WILL BE
ELIGIBLE FOR ENTRY INTO A DRAW TO SELECT ONE PERSON TO RECEIVE A
RETURN AIR FARE (WITH EXPENSES) TO LONDON. DETAILS FEBRUARY ISSUE.
TO BE DRAWN 20 MARCH 1994
AT THE INTERNATIONAL PHONECARD FAIR IN SYDNEY.**

Commence Your Subscription To:

The Australasian Phonenumber Monthly

P.O. Box 1309, Tamworth, NSW, 2340.

Please Send The Australasian Phonenumber Monthly To:

Name

Address

State Postcode Country

COMMENCING MONTH:-

\$30.00 - Australian Surface Mail

\$34.00 - Australian Air Mail

\$40.00 - New Zealand, New Caledonia, Papua New Guinea, Solomon Is., Vanuatu. (Air Mail)

\$48.00 - Indonesia, Singapore, Fiji, Malaysia, Nauru, Samoa, Tonga, Brunei. (Air Mail)

\$56.00 - Hong Kong, Japan, Korea, Phillipines, China, India, Vietnam, Burma. (Air Mail)

\$70.00 - Afghanistan, Bahrain, Hawaii, Mauritius, North America, Saudi Arabia. (Air Mail)

\$74.00 - Africa, Caribbean, Europe, Morocco, South America, South Africa, U.K. (Air Mail)

All Above Amounts In Australian Dollars

Cheque/Money Order Enclosed For \$

All Information Provided Remains Confidential

CLASSIFIEDS

Advertising in the Classifieds costs only 40 cents per word (minimum advertisement \$8.00). Payment may be made by Postal Order or by Cheque.

Classifieds taken for two months receive the third month free.

Address your ads to:
The Australasian Phonocard Monthly, P.O. Box 1309, Tamworth, NSW, 2340.

Closing date for Classifieds is the 28th of February for the March issue.

Classified Categories are:

- . Auctions
- . Banknotes & Coins
- . Fairs & Shows
- . Philatelic
- . Societies & Clubs
- . Telephone Cards

AUCTIONS

POSTAL Auction every month which includes phonocards and philatelic items **FREE** Catalogue from Ron Murphy, Box 88, Wynnum, Qld., 4178. Phone (07) 396 0825.

TELEPHONE CARDS

BUYING Mint Geelong packs, Xmas \$1.50, South Australian packs, Victorian packs, Queensland packs, Geneva Bear. Top prices paid. Knox-Sherbrooke Phonocards, PO Box 207, Belgrave, VIC. 3160. Phone (059) 685576 AHs, Fax (059) 683463 (24 hrs).

EXCHANGE. Send up to eight different Australian cards in good condition and get the same amount of different foreign cards in return. Brian Connett, 19 Tropic Garden Drive, Smiths Lake, NSW 2428.

NEW ZEALAND Phonocard trading partner wanted. Len & Tania Cooper, 42 O'Shanesy Street, North Rockhampton, Queensland, 4701.

SPECIALISING in world wide and Aussie-related phonocards. over 100 countries now in stock including South Africa, Bolivia, Canada, Spain, Russia, Sri Lanka, Greece, Mauritius and the Vatican. Write today for a **FREE** price list. Cyril Fox, 68 Chelsea Park Drive, Chelsea Heights, Victoria, 3196.

BUYING and EXCHANGING all world and Australian phonocards. Want lists a speciality. Photocopies of cards sent. Haxby Stamps, PO Box 462, Lutwyche, Bris., Qld. Phone/Fax (07) 357 9634.

CHINESE phonocards For Sale. Price list welcome. Top price for Chinese Stamps. **CHINA STAMPS & PHONOCARDS**, Shop 615, 255 Pitt Street, Sydney, NSW 2000. Phone (02) 264 5248.

FOR SALE Australian Mixed Phonocards.

\$75 per hundred multi holed
\$100 per hundred one hole
100 mixed world cards \$70
J.G. Beauregard-Smith, Box 226, GPO Adelaide, SA 5001.

BUYING all mint and Australian phonocards. **Top prices paid** for all prefix numbers and reprints. Write or phone. Westland Stamps, PO Box 94, Kelmscott, WA 6111. Phone (09) 496 1413.

MINT PREFIX EXCHANGE I have many spare Mint Prefixes to Exchange. Send me your list of spares, plus your needs list and I will make an offer. 172 Swimming and **182 Encoding Error Available.** New Zealand used exchange partner wanted. Eric Schuenemann, 1 Harricks Road, Keilor Park, VIC 3042. Ph (03) 336 3750.

PAPUA NEW GUINEA Used. All prints available. Send Want List for prices. A. Visca, 6 Woodlea Place, Langwarrin, Vic., 3910. Ph. (03) 789 7799, Fax. (03) 776 5665.

ADVERTISING

RATES

DISPLAY

ADVERTISEMENT RATES

BLACK & WHITE

\$200 Full Page
\$140 2/3 Page
\$110 1/2 Page
\$ 80 1/3 Page
\$ 65 1/4 Page
\$ 40 1/6 Page
\$ 30 1/12 Page

COLOUR

\$450 Full Page (Inside Front & Back Cover, Backcover)
\$250 1/2 Page (As above)
\$300 Full Inside Page
\$170 1/2 Inside Page

CLASSIFIEDS

40 cents per word (min. \$8.00)

DEALERS DIRECTORY

MINI ADS

FOUR TO SIX BOXES PER PAGE

. \$ 30 Per Box For 1 Month
. \$ 80 Per Box For 3 Months
. \$140 Per Box For 6 Months

CLUBS & SOCIETIES

8 x 1 Page Boxes
\$40 per Box for 12 Months
Advertisements to Remain Unchanged for 6 Months.

SUPPLEMENTS

(eg. Dealer's Price Lists)
\$200 Per Page On Print Run Of 3,000. Editor Provides Paper, Copying, Stapling & Insertion.

OVERSEAS PHONECARDS

Ask for our **FREE** price list and up to date issuing countries list by mail, phone or fax.

Country	Mint	Used						
ALGERIA	6.00	-	GERMANY	-	5.00	PAPUA NEW GU	6.00	6.00
ANDORRA	-	17.00	GHANA	-	8.00	PARAGUAY	POR	-
ANGUILLA	-	10.00	GIBRALTAR	6.00	-	PERU	-	7.50
ANTIGUA	11.00	6.00	GREAT BRITAIN	3.50	2.00	POLAND	-	3.00
ARGENTINA	-	7.00	GREECE	-	10.00	PHILIPPINES	5.00	-
ARUBA	-	7.00	GRENADA	-	15.00	PORTUGAL	-	2.00
ASCENSION	-	5.00	GUERNSEY	11.00	-	QUATAR	-	3.00
AUSTRIA	-	2.00	HAWAII	20.00	16.00	ST HELENA	-	25.00
BAHRAIN	-	6.00	HONG KONG	-	2.00	ST KITTS	8.00	-
BANGLADESH	-	5.00	HUNGARY	-	7.00	ST LUCIA	-	5.00
BARBADOS	-	10.00	ICELAND	20.00	-	ST MARTIN	-	7.00
BELGIUM	-	2.00	INDONESIA	-	2.00	ST VINCENT	9.00	-
BRAZIL	-	6.00	IRAN	-	15.00	SEYCHELLES	13.00	-
BRITISH VIRG Is	11.00	9.00	IRELAND	4.00	2.00	SINGAPORE	-	2.00
BRUNEI	-	7.00	ISRAEL	-	4.00	SOLOMON IS	8.00	-
BULGARIA	-	5.00	ITALY	-	2.00	SOUTH AFRICA	25.00	-
CAMBODIA	-	40.00	JAMAICA	-	5.00	SPAIN	10.00	-
CAMEROON	-	7.00	JAPAN	-	2.00	SRI LANKA	8.00	-
CAPE VERDE	5.00	-	JERSEY	7.00	3.00	SWEDEN	-	9.00
CAYMAN IS	-	10.00	KENYA	-	5.00	SWITZERLAND	-	2.50
CHINA	-	5.00	KOREA	-	2.00	TAIWAN	-	2.00
CROATIA	-	7.00	KUWAIT	-	3.00	TANZANIA	-	8.00
CURACAO	-	7.00	LITHUANIA	15.00	-	TCHAD	-	8.00
CYPRUS	-	2.00	LUXEMBOURG	18.00	8.00	TAILAND	10.00	5.00
CZECH REP	-	10.00	MACAU	12.00	-	TOGO	-	8.00
DENMARK	7.50	5.00	MALAYSIA	4.00	2.00	TRINIDAD & TOB	-	15.00
DIEGO GARCIA	-	7.00	MALTA	-	3.00	TURKEY	-	8.00
DOMINICA	-	10.00	MAURITIUS	17.00	-	UGANDA	-	8.00
EGYPT	-	4.00	MICRONESIA	28.00	-	U.A.E.	-	2.00
FAEROE IS	10.00	-	MONACO	-	17.00	USA Amerivox	-	-
FALKLANDS IS	-	3.00	MONTERRAT	17.00	-	sample	6.00	-
FIJI	3.00	2.00	NETHERLAND	-	2.00	USA Nynex	15.00	-
FINLAND	12.00	7.00	NEW CALED'A	21.00	12.00	VANUATU	12.00	8.00
FR POLYNESIA	26.00	-	NEW ZEALAND	-	2.00	VATICAN	8.00	-
FRANCE	-	2.00	NORWAY	-	14.00	VIETNAM	10.00	-
GAMBIA	-	5.00	OMAN	-	2.00	YEMEN	-	10.00
						YUGOSLAVIA	-	10.00

Australian related cards from countries other than Japan, do you have these.



Denmark Mint

Kangaroo \$20
Collage \$15



Germany Used

Opera House \$15

Fiji Used

Peter Thompson
designed course
stated on back \$5



Specialising in one card from each country. Over 100 countries in stock. Virtually all Australian cards in stock at competitive prices. Used prefix numbers available on request.

INTERCARDS

INTERNATIONAL

PHONECARDS

AUSTRALIA

Phone/Fax 044 434 155
MASTERCARD, BANKCARD
AND VISA WELCOME

C/O POST OFFICE
TOMERONG
NSW 2540

