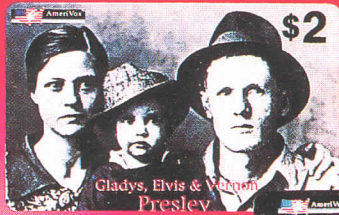
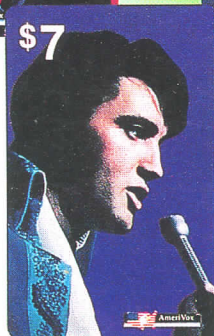
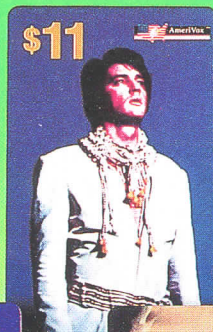


THE AUSTRALASIAN PHONECARD MONTHLY



AUSTRALIAN LAUNCH "THE WORLD OF ELVIS"



CONTENTS INCLUDE

- News Update
- United Kingdom Phonecards
- South African Scene
- A World View - Automobiles
- Club & Society News
- Letters to the Editor

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AUSTRALIA

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PHONECARDS, PREFIXES, PACKS,
MINT, USED.
TOP PRICES PAID FOR ALL CARDS.

South Australia

SELLING	prefix	mint	1-hole	multi
\$2 Vineyard (1)	6	19.00	16.00	5.00
	7	35.00	16.00	5.00
	18	190.00	30.00	6.00
\$2 Vineyard (2)	40	130.00	8.00	4.00
	41	30.00	30.00	4.00
\$2 Murray	8	19.00	16.00	5.00
	9	80.00	16.00	5.00
	17	180.00	30.00	6.00
\$5 Grand Prix (1)	10	45.00	13.00	7.00
	11	38.00	13.00	7.00
	19	42.00	13.00	7.00
\$5 Grand Prix (2)	47	250.00	15.00	8.00
\$5 Flinders	12	25.00	15.00	8.00
	13	27.00	15.00	8.00
\$10 Kangaroo Isle	14	35.00	18.00	10.00
	23	70.00	18.00	10.00
\$20 Adelaide (1)	15	50.00	10.00	7.00
	24	250.00	10.00	7.00
\$20 Adelaide (2)	38			
	39	240.00	10.00	7.00
Set		195.00	83.00	40.00
Pack		200.00		

New South Wales

	prefix	mint	1-hole	multi
\$2 Echidna	49	20.00	4.00	4.00
	50	95.00	4.00	4.00
	57	12.00	4.00	4.00
	58	6.00	4.00	4.00
	59	30.00	6.00	4.00
	80	35.00	6.00	4.00
	81	25.00	6.00	4.00
	82	35.00	6.00	4.00
\$2 Monkey	51	10.00	12.00	4.00
	52	4.00	4.00	4.00
	60	30.00	6.00	4.00
	61	6.00	4.00	4.00
	83	30.00	6.00	4.00
	84	30.00	6.00	4.00
	85	30.00	6.00	4.00
	86	6.00	4.00	4.00
\$5 Platypus	53	25.00	14.00	8.00
	62	25.00	14.00	8.00
	63	14.00	8.00	8.00
	87			
\$5 Giraffe	54	30.00	17.00	7.00
	64	17.00	7.00	7.00
	65	150.00	17.00	7.00
	88	50.00	5.00	5.00
\$10 Cheetah	66	35.00	8.00	8.00
	67	15.00	8.00	8.00
	68	15.00	8.00	8.00
\$20 Taronga Zoo	69	40.00	24.00	15.00
	70	50.00	24.00	15.00
Set		135.00	80.00	42.00
Pack		145.00		

Queensland

	prefix	mint	1-hole	multi
\$5 Gold Coast	33	15.00	12.00	6.00
	34	15.00	12.00	6.00
\$5 Reef	35	15.00	8.00	5.00
	36	15.00	8.00	5.00
\$10 Brisbane	37	120.00	65.00	
	38	120.00	65.00	28.00
Set		135.00	83.00	39.00
Pack		140.00		

ADVERTIZING CARDS

TAMWORTH	(design error)	\$60.00
	(standard)	\$50.00
	(signed by Lee)	\$95.00
PLAYERS BISCUIT		\$28.00

PAYTEL

TT Line 1st issue	(pack)	\$170.00
	(set 3)	\$160.00
TT Line 2nd issue	(pack)	\$60.00
	(set 3)	\$60.00
The Map	(\$5 card)	\$7.00
	(pack)	\$13.00
Crew Card (\$10 card)		\$13.00
Wilderness Rivers	(pack)	\$40.00
	(set 3)	\$40.00

Year Of The Dogs (set 4 mint)	\$30.00
Australia Day '94 (pack)	\$40.00
Dinosaurs (pack)	\$125.00

South Africa

Trial Cards Available (Telkom)		
Cat no.	Value	Price
8E	R5	\$25.00
8E	R10	\$35.00
0000(A)	R10	\$15.00
207A	R10	\$15.00
0000(C)	R10	\$15.00
Tel 0000	R10	\$15.00
10000 only of above trial cards printed		
General Issues:		
The "Big Five" - 1st set (5 cards)		\$55.00
Child Art - 2nd set (6 cards)		\$60.00

SUPER SPECIALS MAY ONLY

Scarce mint prefix numbers - only one of each available.

Description	prefix	mint price
\$2 Vineyard 1st prt	18	\$190
\$5 G. Prix-2nd prt	47	\$250
284 (no copyright)	284	\$900
\$5 Swim -3rd prt	172	\$800
\$5 Cycling -3rd prt	174	\$600
\$5 Generic-4th prt	185	\$950
\$2 Generic-1st prt	55	\$200
\$2 Generic-1st prt	56	\$600
\$20 Adelaide-2nd prt	39	\$240

BUYING-TOP PRICES PAID

Queensland pack	\$100.00
NSW pack	\$100.00
Dinosaurs pack	\$100.00
Australia Day '92 pack	\$35.00
Australia Day '94 pack	\$25.00
\$2 Hockey (1st print)	\$25.00
All mint prefix & used state cards wanted	

STANDING ORDER SERVICE

Enquire about our standing order service and ensure delivery of all new issues at issue price (individual cards may have a slight premium)

NEW YORK TELEPHONE

\$5.25 Skyline	\$190.00
\$1 Complimentary (yellow phone)	\$140.00
\$1 Dem. Convention Complimentary	\$2950.00
\$5.25 New York by Nite I	\$60.00
\$5.25 New York by Nite II	\$12.00
Ellis Island (set 4)	\$100.00
\$5.25 Student Games	\$18.00
\$5.25 Summer in the City	\$12.00
\$5.25 New York Tennis	\$12.00
Postcard Scenes (set 5)	\$55.00
\$5.25 Luge Lillehammer (25000 issued) POA	
\$5.25 Spirit of Service	\$12.00

CHINA

Chinese Catalogue (inc postage)	\$47.50
Jiangsu Mau (set 6)	\$78.00
Hebei Art (set 4)	\$75.00
Tibet (set 4)	\$238.00
Guizhou (set 5)	\$113.00
Jiangxi (set 11)	\$170.00
Gansu (set 5)	\$162.00
Inner Mongolia (set 3)	\$75.00
Ningxia (set 5)	\$142.00
Henan (flower pair)	\$39.00
Xining (set 6) 1st issue	\$80.00
Zhejiang (set 3)	\$72.00

Individual mint and used available from \$5.00

Others in stock. All stock is limited in quantity.

PHONECARD SLEEVES

The sleeves used by leading dealers to protect mint cards. Now used in all Paytel Packs

Price per 100 sleeves \$3.50

FAIRS we will be attending in May/June

Rosebud Fair May 14th
Int Phonecard Fair Brisbane May 15th
Moonee Ponds June 5th

POSTAGE: All orders less than \$100 please add \$2.50. Orders over \$100 sent free. All packs add \$2.50 per 5 packs. Sleeves add \$3.00 per order. Subject to stock and price changes. All orders are sent certified/insured

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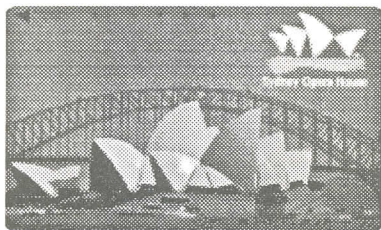
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Pacific Phonecard Group

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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
Sydney Opera House Trust	(3)	\$60.00

We are Australasian Agents

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Collectors Packs

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

Paytel Tasmanian Group

Mobile Phonecards 1st Issue	(3)	\$195.00
Shipping Phonecards	(3)	\$45.00
Shipping Collectors Pack	(1)	\$50.00

Elvis Cards

USA Elvis Amerivox Album		
& 21 cards mint	(1)	\$330.00
NZ Stamp Show Elvis card mint	(1)	\$250.00
NZ Elvis Entertainment cards	(3)	\$90.00
Australia Elvis Opt	(1)	\$10.00
Australia Elvis Opt Pack	(1)	\$15.00

Fiji

1994 Rugby Pack Mint	(1)	\$75.00
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Telecom Australia

Private Overprints

1994 Hong Kong '94 Stamp Ex	(1)	\$250.00
1994 Dame Kiri TeKanawa		
Collectors Pack	(2)	\$99.00
1994 Railways Mint	(1)	\$40.00
1994 Railways (Pack)	(1)	\$45.00

(Orders being taken now)

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
1994 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

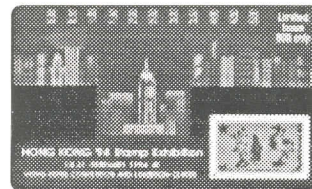
New Zealand

Jurassic Park Private (Pack)	(1)	\$60.00
1994 Stamp Show M/cycle (Pack)	(1)	\$150.00

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
Nylex New York mint	(1)	\$250.00
Nylex Tourism mint	(5)	\$95.00
Sprint Sydney Opera House mint	(1)	\$50.00
Sprint Grand Canyon	(1)	\$25.00
Sprint Statue of Liberty	(2)	\$120.00
AT&T Scenery USA	(6)	\$120.00
Amerivox Scenery (Specimen)	(1)	\$50.00
Amerivox Coins	(1)	\$15.00
Sprint Rushmore	(1)	\$35.00
Sprint World Trade Centre	(1)	\$25.00
Sprint Las Vegas 1958	(1)	\$25.00
Sprint Corvette	(1)	\$25.00
Sprint New Orleans	(1)	\$25.00
Sprint World Cup Soccer	(4)	\$210.00
Global Mona Art	(2)	\$180.00
Global New York	(1)	\$45.00
Alaska Eagle Compliment card	(1)	\$100.00
Amerivox Elvis Drivers Licence	(1)	\$80.00
Hallmark Teddy Bear	(1)	\$30.00

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Hong Kong '94 Stamp Exhibition

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Simply fill in the details below and return or write to: Sydney Stamp Centre, P O Box 638, Lane Cove, 2066, NSW, Australia.

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- I collect the following topics: _____

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Surname: _____

Address: _____

Postcode _____

Phone (Bus) () _____ (Home) () _____

Customer Number _____

(Your customer number is above your name on the address label)

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Please charge my credit card:

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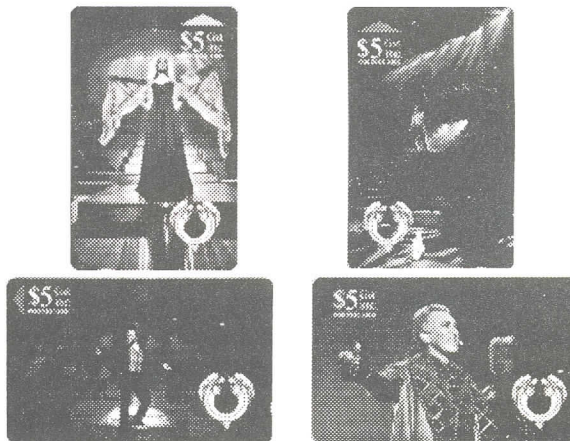
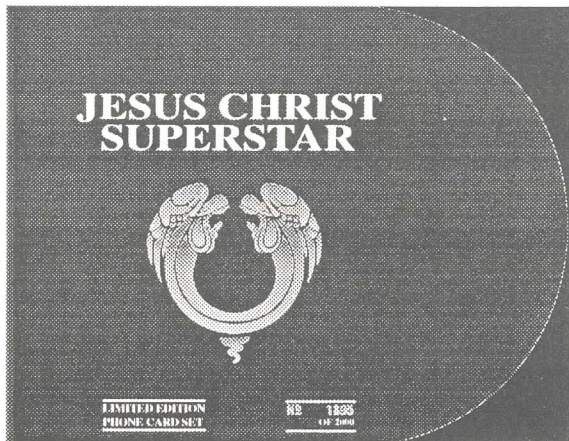
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Expiry Date _____

Signature _____

**NEW
RELEASE**

LIMITED EDITION



Event Masters
NEW ZEALAND

We are proud to present our collectors pack for the Andrew Lloyd Webber New Zealand production of *Jesus Christ Superstar*.

Collectors attending the Auckland premiere at the Aotea Centre on February 16th 1994 were able to order this collectors pack which has a print run limited to 2000 packs.

In acknowledgement that many Australian collectors collect New Zealand Phonocards, we have a few collectors packs for Australian clients.

Early ordering is essential.

One Jesus Christ Superstar pack \$125.00

Certified Postage and Packing _____ \$3.00

Total: _____

Prices are in Australian dollars

IT'S EASY TO ORDER NOW!

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Enclosed is cheque money order

Please charge my credit card:

BANKCARD

MASTERCARD

VISA

Expiry Date _____ Signature _____

The Australasian Phonocard Monthly

MAY 1994

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As Above

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Next Month:

Telecom Payphone Services
Phonocards of Scotland
Before Phonocards - Payphone Tokens
Report on Brisbane's International Phonocard Fair

Print Post Approved PP245673/00013

EDITORIAL

Still the phonocards come! As evidenced in the "News Update" section of the magazine, collectors are in for either a "treat" or a "nightmare", depending on whether one has already decided as to what they will collect or whether this decision is still to be made.

In addition to the confirmed current releases or the confirmed forthcoming phonocards, rumours (some quite founded) abound as to designs and proposals "in the system". These proposals are in multiple figures and as forewarned some months ago the previous tranquility - some said boredom - of phonocard collecting is gone. (January Editorial - "there will be more independent wholesalers producing phonocards in reduced numbers").

Telecom in fact, has a considerable back-log of printing requirements and (two weeks ago) was seeking a second printer to clear this problem. The production of the 2.3 million Social Security cards alone, was a huge order!

In next month's issue I will focus an article on Telecom's Payphone Services, including one of its "arms", the Phonocard Collector Service. This article will include clarification as to Telecom's policy in relation to the production of advertising or custom cards. Basically and briefly, any individual, company, organisation, etc., can approach Telecom with a phonocard of their design and seek Telecom's approval to have them (Telecom) print the cards for them.

Phonocards can be in denomination of \$5, \$10 and \$20 (Advertising) and \$2, \$5, or \$10 for Custom cards. The minimum print run considered is 10,000. Telecom has two pricing structures for any cards proposed, firstly for Advertising cards and secondly for Custom cards. As an example, if one wants to have 10,000 x \$2 Custom cards printed it will cost \$26,000, ie. \$2.60 per unit. This unit cost decreases as a print run is increased, eg., 50,000 x \$2 cards cost \$2.20 per unit. It should be remembered that there are other costs such as for design, possible royalties (Custom Cards) etc. Payment terms to Telecom are such that a deposit must be lodged with at time of the order, with the balance to be paid either at the time of delivery (Advertising) or 45 days after delivery (Custom).

In short, it is not that expensive to have 10,000 cards printed as an advertising medium, when one considers the cost of advertising in the press (this magazine excluded) and television. With particular reference to Advertising cards, the companies using this medium will usually be large and with considerable advertising budgets.

In summary - you can expect many, many more designs of phonocards to appear on the scene. Prefix collectors are in for a challenge!

Readers will note major advertisements in this issue for Telecom Australia and Telecom New Zealand overprinted phonocards. The production of these cards adds another avenue (at this stage) for those wishing to advertise. It also adds another decision to be made for collectors, ie., do I collect these cards?

I reiterate, is all of what is happening, a "treat" or a "nightmare"?

EDITOR

HOBBY or PORTFOLIO

A Topical Article by Rick Warnecke.

Hobby or portfolio? A good question that many collectors are having to ask themselves! It's not an easy question to answer. So many cards to buy to just make sure that you have got all the "numbers" and then so many more cards that you will just have to buy and use, to get your used or one hole cards.

Many people are trying to help by advocating the "good buys" and listing the the better investment cards or packs, but can you or I really afford to stay in the industry and collect everything?

Collecting or Investing?

The hobby is screaming out for some form of regulation - especially price and issue wise. It's already been written in a previous Editorial (in this magazine) of the possible need for a Dealers Association or licenced body. This will go a long way in helping people decide whether to stay in the hobby as a genuine collector and will also assist the collecting investor in making their decision.

Every hobby needs financial support from a wide range of people and everybody has a right to make a profit. After all, without trying to offend any political group, isn't everyone a capitalist at heart?

What's the Option?

Well, what does the average collector have to do to help make up their minds? Firstly, you have to decide as to whether you have the money to "perhaps lose" if in fact the market "crashes".

Stamp collectors from the eighties remember only too well, the crash caused by over supply and high prices into the bargain. Many, many fingers were burnt as investment portfolio's simply went down in a spiralling drain.

We surely cannot let this happen to our relatively new hobby! How do we not let it happen though, as the prices are already skyrocketing and probably out of reach for most, first phonecard investors?

Obviously, if the price is too high, then you must look for something that's cheaper - which at the moment seems to be the simple cards that usually are overlooked until they are off sale. These cards are the ones with long runs with several "numbers", equating to several hundred thousand per run.

Why not make sure you get a couple of sets of each - it won't "cost you the earth" and you won't make a huge "killing", but you won't lose "heaps" either.

Have a Look!

Look what's happened to the Generic Bridge/Opera House first series of some sixteen cards - slowly creeping up to an average of \$20 per card. Yes, a set could now cost you around \$300. Even a one hole set could put you back some \$40 or more. Better check to see that you have got all of those old Bridges.

Going back a year or so, if you had adopted this policy with long runs of say, the common (at the time) \$2 NSW Orangutan, having the full set of prints would now save you spending around \$250. Now that's a lot of money for only eight x \$2 cards!

More recently, what if you had decided to spend your pocket money on buying just one \$5 Swimming card from each of the ten prints as they were issued? Well, you could have spent just \$50 initially, whilst today the value has zoomed to around \$500 - very handy!

If you are on the verge of making a decision about staying in the hobby or not, why not "stick around" and stay collecting these common long run issues?

Build a Portfolio

Today, there are so many cards being issued and so many new categories being created, that it is getting very costly to keep collecting all of the cards.

Here's where the portfolio aspect comes in. Take for example, the Endangered Species, Indigenous People and Landscape Series. If you had bought two of each \$5 card at the time of issue for a reasonable investment of \$240, spread over about 3-4 months, you would now have a realistic portfolio valued at around \$500. If you take this approach with other issues such as the Microscopic, Environmental and perhaps the new Generic range, you can build a very interesting and profitable portfolio and it can be achieved over a few months time frame so as to help you keep inside any small but realistic budget.

Whatever you decide, you should plan to buy two of each card - you can always sell one set to finance the purchase of those harder to get single issues such as the \$5 Geneva or the \$1.50 Christmas, if you need these cards in your collection.

After all, that's what a portfolio is all about - creating a means of making money in a safe and "friendly" fashion.

What to do?

Maybe now is the time to have a good look at what you really want to do - collect "numbers", "pictures", "custom", "advertising", etc., etc., phonecards or perhaps just collect two sets of all the long run issues!

Rick Warnecke, from Melbourne, will be a regular contributor to this magazine. He provides a perspective as viewed by a long time "grass roots" collector with likes and dislikes based on experience - no "frills or fancy edges" - Editor.

WESTLAND

STAMPS

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SELLING

CHRISTMAS ISLAND

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\$10 1st Issue	475	250	200
\$20 1st Issue	100	75	50
\$10 Fish Cove	45	30	25
\$20 Red Crab	30	30	25
<u>Reprints</u>			
\$10 Fish Cove	20	15	10
\$20 Red Crab	40	35	30

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EVENT MASTERS PRIVATE OVERPRINTS

An enormous amount of controversy has been caused recently by Event Masters first Limited Edition Phonocard Collectors Pack released in the Australian Market.

The Kiri Te Kanawa 50th Birthday set is arguably the most attractive Collectors Pack produced in Australia to date. Being the first ever Collectors Pack, whether private Collectors Packs continue or not, with only 1500 sets produced, it will be a sought after item in years to come.

FREE CATALOGUE

Event Masters have produced a catalogue of all their Australian and New Zealand issues to date, which will be mailed free of charge on request. You can also be placed on their preferred phonocard collectors list to receive advanced notification of any future issues by writing to:- Event Masters, PO Box 638, Lane Cove, NSW 2066.

FIJI RUGBY CARD SEREVI: THE WORLD'S GREATEST

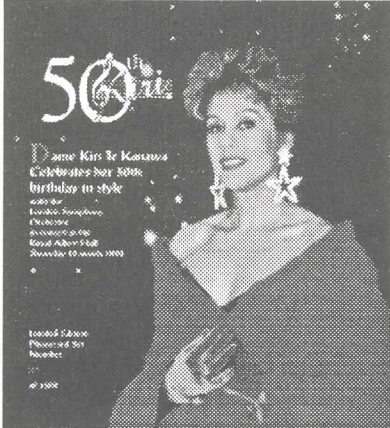


Waisele Serevi is to Seven-a-Side Rugby what Cassius Clay was to boxing or what Maradonna is to soccer. This 24 year old from Lonaiviti, Fiji, has been outstanding wherever he plays, whether for Mitsubishi in Japan, or for the local sides Nasinu or Nabua. He was twice honoured as "Player of the Tournament", in 1990 and 1991, at the internationally recognised Hong Kong Seven-a-Side Rugby competition, in which Fiji took top honours. In 1994, Serevi led the Nadi based Cavalier team to win the Uruguay 7's championship over the All Blacks and Argentina. Acclaimed by the sports media around the world, Serevi has been unanimously endorsed as "one of the greatest sevens rugby players the world has ever seen".

This Card is available from the Sydney Stamp Centre. See Page One.

**NEW
RELEASE**

LIMITED EDITION



Event Masters

Dame Kiri Te Kanawa

NEW ZEALAND AND AUSTRALIAN PHONECARD RELEASE

To commemorate the 50th birthday of New Zealand born Opera diva Dame Kiri Te Kanawa, event masters have released telephone card collectors packs for both New Zealand and Australia.

In acknowledgement of the many Australian collectors who do not have easy access to this issue we have reserved a number of packs for our Australian clients.

Early ordering is essential as the New Zealand edition is already at the sellout stage.

New Zealand edition (limited 3500 collectors packs) *\$80.00

Australian Private overprint edition (limited 1500 collectors packs) \$99.00

Certified Postage and Packing _____ \$3.00

Total: _____

* Prices are in Australian dollars

IT'S EASY TO ORDER NOW!

Simply fill in the details below and return or write to: Sydney Stamp Centre, P O 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 Event Masters new issue service.
 Yes, I would like a copy of your newsletter.

I collect the following countries: _____

I collect the following topics: _____

Name (given): _____

Surname: _____

Address: _____

_____ Postcode _____

Phone (Bus) () _____ (Home) () _____

Customer Number _____

Enclosed is cheque money order

Please charge my credit card:

BANKCARD MASTERCARD VISA

(Your customer number is above your name on the address label)
PLEASE REMEMBER ALL ORDERS ARE COVERED BY OUR MONEY BACK GUARANTEE.

Expiry Date _____ Signature _____

AUSTRALIAN NEWS UPDATE

TELECOM UPDATE

Phonocard Collectors Hotline

Telecom indicates that its recently established **0055 "Hotline" number has been well received and utilised**. The number for calls within Australia is **0055 29469**. Callers to the service are given a choice between three types of Phonocard information, plus access to an answering machine to have their details added to the Telecom Phonocard Collector Service mailing list. This service provides all the news on the upcoming Phonocard releases (Step 1.), what is still available and what has sold out (Step 2.), and the latest information on serial and batch numbers (Step 3.). Callers can select from a menu, the type of information they wish to hear and can proceed through all the information if they wish, or may terminate the call at any time. Calls to the Hotline from anywhere in Australia are charged at the budget rate of 35 cents per minute.

The service is updated weekly with details for all the most recent releases and will provide the opportunity to join the Telecom Phonocard Collectors Club.

Standing Orders

Telecom advises that the introduction of a standing order system for collectors, who wish to automatically be sent the latest Phonocard issues every time they are released, is well advanced. The Phonocard Collector Service is currently finalising such a system and it looks likely that it will be implemented, possibly, during late May or early June. Collectors will be notified of definite details as soon as they are available. Please **do not** contact Telecom before then regarding this matter.

New Releases

The \$4.00 Phonocard

On the 12th of April, the Minister for Communications and the Arts, The Honourable Michael Lee, announced his intention to allow the tariff increase from 30 cents to 40 cents for local phone calls from a public payphone. The tariff introduction includes an assistance package for people on low incomes.

As part of this package, Telecom will produce a special, one-off complementary \$4 Phonocard for pensioners and unemployed people. There will be 2.3 million cards provided to pensioners, people on unemployment benefits and low income earners who receive government assistance. Eligibility will be determined by

the Department of Social Security and the Department of Veterans Affairs.

When the \$4 Phonocard is produced for this purpose, it will not be made available for sale to the public through normal resellers or to collectors through Telecom's mail order service. Such a card will carry the "C" ID Code. It is likely that when this card is produced, it will not carry a serial code on the reverse of the card. The serial code is intended as a security precaution to aid Telecom staff with the internal stock control, handling and distribution of Phonocard. The \$4 Phonocard will be distributed by DSS and DVA staff and as such, the serial numbers will not be necessary for their intended purposes.

Custom Cards

There are a number of new custom cards in the initial stages of production. These cards will **not be available** for sale through Telecom.

- The Australian Wildlife Fund are producing two cards which will be packaged and sold as a fund raiser. There will be a \$5 and a \$10 card, featuring stamps with a duck and a koala.

- The Beagle Bros, a private company, are producing a \$5 card featuring a train.

- The Phonocard Collector magazine is producing a promotional \$2 card available to subscribers of the magazine.

- A series of cards featuring Australian Football League stars is to be released.

- Rentlo is producing two promotional cards as a give-away for the company's clients. There will be two x \$2 cards, featuring the products available for hire from the company. These cards, of which there are 50,000 of each, will be given free to customers.

- See the PACS Update for more information re their forthcoming issues.

All of the above cards will be available from late June, except for Rentlo's which are to be available in May.

Official Issues

In July, an official issue of Phonocard will be released to commemorate the **1994 Commonwealth Games**. There are three cards in the series, two \$5 cards and a \$10 card, featuring the sports cycling, diving and athletics. They will be available through the shops in July and in a Limited Edition Pack in the July Catalogue.

The next **advertising issue** (A) to be released will be two sets of Corporate Sponsorship cards featuring the Australian Ballet (\$5 and \$20) and the Sydney Dance Company (\$5 and \$10). Further production quantities and release date details are not known at this stage, but the cards will be released through the reseller network and be available through Telecom's mail order service.

The Landscape, Commonwealth Games and Ballet/Dance Series have not been produced as yet. Please do not place and forward orders for these cards as they will be returned.

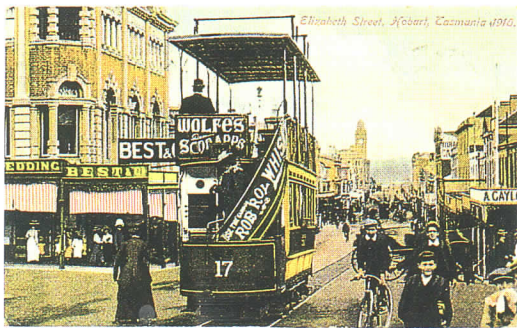
See page 10 for further information re forthcoming Telecom releases.

PAY TEL AUSTRALIA UPDATE

Trams - Heritage Series

PayTel Australia will unveil the first of their "Australian Heritage Collection" in June. It will feature Hobart's electric tramways. The collection will contain a series of phonecards depicting the early Hobart tramway era from 1893 onwards and offers a fascinating glimpse of the first fully commercial electric tramway in the Southern hemisphere. The phonecards (\$5, \$10 and \$20) feature prints of the original double-decker trams built in Hobart.

The numbered collector pack provides a short history of the management of the tramways and sets the "Heritage" scene with illustrations and pictures of the era. Pictured below is an early Hobart scene to be utilised in pack and card production.



PayTel's "Australian Heritage Collection" will be issued once or twice each year and cards in this collection will be committed to some aspect of Australian culture belonging to a "bygone era". Buildings, bridges, ships, lighthouses, trains, etc., will be some of the topics featured. Each card in the collection will feature the specially designed, Collection "Crest".

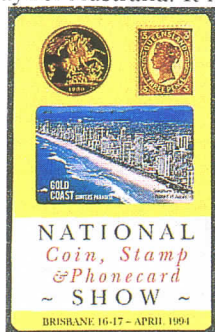
Closed User System - Trains

The latest rumour is that PayTel will be installing their mobile payphones on a train in the very near future. Hopefully we will be seeing some exciting railway themes from the PayTel Graphics Department soon.

SOUVENIR COLLECTOR CARDS

Edlin's Brisbane Show

The recently held Edlins of Canberra, National Coin, Phonocard and Stamp Show in Brisbane (16-17 April) had available to those attending, a special limited edition Collector's Card. This card was produced for the organisers by PayTel Australia. It is not a phonecard.



Christchurch Phonocard Expo

Collector cards were produced for the two days of the Christchurch International Phonocard Expo, held the Anzac weekend in April. A total of 2,000 of each of the two cards were produced by the Expo's organisers, Linstudy Phonocard Society Inc.



Collectors can enquire re availability of these cards direct from the Society, PO Box 24-199, Christchurch, New Zealand, or from the Sydney Stamp Centre. Again, these cards are not phonecards and not be confused with a phonecard as produced by Telecom New Zealand for the Expo. This phonecard (which was featured in the March issue of this magazine), also features the "Britten" supermotorcycle.

OVERPRINTS

The issue of overprinted, Telecom Australia and Telecom New Zealand Phonocards, was featured in the April issue of APM. As indicated, whilst in its infancy in Australia, the practice is quite prolific in New Zealand.

A recent Limited Edition Phone Card Set (2,000 in total) features scenes from the Andrew Lloyd Webber and Tim Rice masterpiece, "Jesus Christ Superstar". Below are two of the four cards as overprinted on Telecom NZ's Phonocards and attractively packaged.



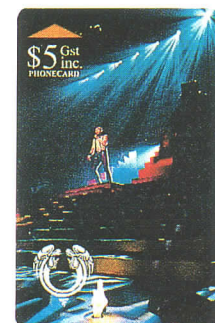
Darryl Lovegrove as Jesus



George Henare as Pilate



Margaret Urlich as Mary



Jay Laga'aia as Judas

Telecom Australia's "official policy is that it does not sanction any overprinting of Phonocard". It wants collectors to be aware that the Hong Kong '94 Stamp Exhibition cards as well as the Dame Kiri cards, are not a design as issued by Telecom.

Telecom New Zealand is currently negotiating with the "overprinters" of their cards (some fifteen different groups or individuals to date) in an attempt to reach an agreeable solution to all parties.

TELECOM UPDATE Continued

"Year of the Dog"

Telecom Corporate Marketing, which commissioned the initial printing of 30,300 of each of four "Dog" cards, has decided to onprint a further 30,000 of each of the same designs.

These cards are classified as Advertising cards and are \$5 in value for each card. It is understood that these cards will be available for sale through both the mail order service and through Telecom's usual reseller network.

Christmas Island Cards

Telecom Australia is currently negotiating with the administration of Christmas Island in regards to the possible availability through Telecom's mail order service, of the Island's phonecards.

Whilst these cards are in Australian dollars (and have Telecom's prefix numbers) they are not able to be used in Telecom's Australian payphones.

Trade Mark Registration

Collectors and dealers may have noticed Telecom's recent emphasis on the word **Phonecard** in their official publications and media releases, together with the insertion of the letters **TM** after/above the word when it is produced in large letters. Telecom has applied for registration of the word as an official Trade Mark and its identification as above is part of the process of acceptance.

Thanks to Emma Rogers, Telecom's Phonecard Collector Service, for much of the information relating to the Telecom Update. - Ed.

PHONECARD ADVERTISING & COLLECTOR SERVICES

Tamworth Country Music Festival

PACS do not have any more of the Collector Packs available. The appointed distributors are still carrying stocks, but in limited numbers.

Swiss

This series has apparently been selling quite strongly. PACS will be out of stock by mid May and Players Biscuits will continue their promotion until the end of August, 1994.

"The Majors"

As indicated in the last issue, this series is currently suspended, pending further negotiations with Telecom and the players involved. PACS sincerely regret the inconvenience this has caused prospective customers, but the issue was beyond their control.

Upcoming Series

Opera House - Three x \$5 event/advertising cards which will be packaged are currently awaiting approval

by the Telecom Design Committee. Further information will be provided as it becomes available.

Ettamogah Pub - One x \$5 Advertising phonecard featuring this famous landmark. These cards will be available in collector editions and loose. Advice of print run, release date, etc., will be published when approved by the Telecom Design Committee.

Year of the Dog - PACS will be producing a special presentation pack containing Telecom's four "Dog" cards. Telecom policy allows their cards bought on the open market to be packaged by a second party.

Cards depicting rare **Matchbox Toys & Equine** cards for Melbourne's Spring Racing Carnival are also on PACS's drawing board for later in the year.

Any other information on their products can be obtained by contacting PACS direct :-

Alan Dunlop

Level 7, Konica Building,

275 Alfred Street, North Sydney,

Ph. (02) 900 5350 Fax. (02) 955 3895

or through one of their distributors listed below:-

QLD	Bob Dean, GPO News	(07) 229 2888
	Tony Boyd Phonecards	(07) 369 0488
NSW	Gabriele's Philatelic Service	(02) 283 1311
	Status Retail	(02) 267 6116
	Ross L. Campbell	(066) 46 4386
VIC	Max Stern & Co	(03) 654 6751
	Knox-Sherbrooke Phonecards	(059) 68 5576
ACT	Edlins of Canberra	(06) 258 6845
WA	Magamba Collectables	(097) 25 4440
NZ	Shades Stamp Shop	0011 64 3 366 6390

OPERA HOUSE FAIR

The next **Sydney Stamp and Coin Fair** will be held at the Sydney Opera House in the Exhibition Hall, Ground Floor, on the **3rd, 4th and 5th of June**. It will be open to the public from 10.00am to 6.00pm on the Friday and Saturday and from 10.00am to 5.00pm on the Sunday.

The new Australian fifty cent coin commemorating the Year of the Family will be available at the Fair, as a single item or in the official Royal Australian Mint bags of 400.

Well known Australian numismatic author, Greg McDonald, of Greg McDonald Publishing and Numismatics, will be attending the Fair and signing copies of the second edition of his pocket book, "Guide to Australian Coins and Banknotes", which has just been released.

Many of Australia's Coin, Stamp and Phonecard dealers will be attending the Fair. Dealers will have a tremendous range of phonecards, stamps, covers, postcards, coins, mint products, gold, medals, tokens, banknotes, militaria, books and catalogues, for collectors to choose from. Due to the very bouyant market, dealers are also very keen to buy the above items and will offer very competitive prices.

The return to the original Exhibition Hall on the ground floor has proven very popular with collectors and dealers alike. The ease of access to the Hall is excellent, especially from the nearby, recently opened, car park.

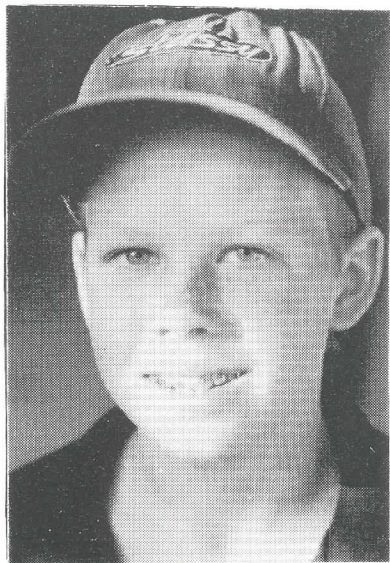
NSW PHONECARD FAIR

This month's NSW Phonecard, Stamp, Coin and Collectables Fair held at the Holiday Inn Menzies, Sydney, on the 1st of May, was the most successful and active since the Fair started in July, 1992. Attendance was also up by an additional 100 which included many new collectors, especially children and families.

Once again, phonecard collectors dominated the Fair but good sales of stamps, medals, postcards and catalogues were reported. Sales of the key Australian phonecards were strong with a number of dealers having multiple sales of \$5 Geneva, \$1.50 Christmas, \$1.50 Go Together and \$6.00 Surf Boat cards. Collector packs were again very strong, especially the rarer issues. Excellent sales in all areas of Australian and World cards were reported and dealers were kept constantly busy for the first two and a half hours looking after collector needs. Organisers are expecting another strong turnout of collectors for the next Fair which will be held at the Holiday Inn Menzies again, on Sunday, the 3rd of July, 1994.

SUBSCRIPTION PRIZE WINNER

As reported in the last issue of the magazine, **Leighton Booth** from Broken Hill, is the winner of the **Return Air Fare to London** as donated by "The Australasian Phonecard Monthly" as a **subscription prize**. This was drawn at the last International Phonecard Fair in Sydney in March.



Leighton, who is 12 years old, is currently "negotiating" with his parents in regards to an acceptable arrangement for his travel. I understand that Leighton became an instant celebrity at his school as a result of his win.

PAPUA NEW GUINEA

USED PHONECARDS

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1994 FAIR DATES

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at the**

OPERA HOUSE

MAY SPECIAL - FOR SALE

**Complete Collection of 15
Packs to Christmas 1992 \$1,190**

**Complete Collection of 23
Packs to Dinosaurs \$1,590**

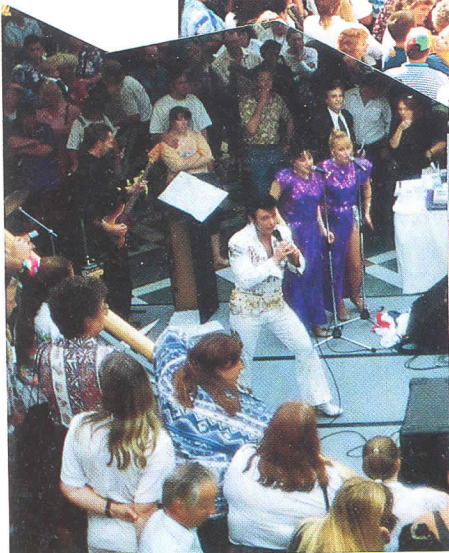
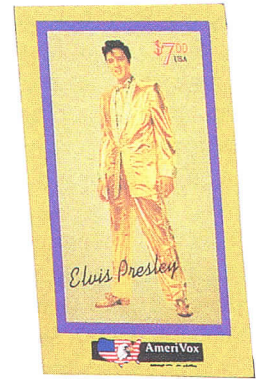
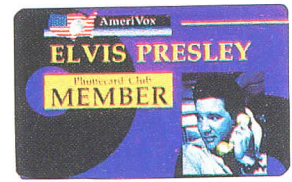
**PO Box 1, Hughes ACT 2605
PH: (06) 286 3931 FAX: (06) 239 1062**



Dr. Gary S. Felton & David Eastis



Kathy Young



Left: Elvis Talent Quest Entrants?

Right: David Eastis with Eddie Youngblood

AMERIVOX

AUSTRALIAN LAUNCH

"THE WORLD OF ELVIS"

World Telecom Group Inc

World Telecom Group Inc., the company behind AmeriVox, was formed in July 1991, and is a fully integrated telephone company, operating its own digital central office switches, operators and independent sales force. It is incorporated in the state of Nevada with corporate headquarters in Mountain view, California.

World Telecom Group is responsible for the conceptual design and development and holds the exclusive rights for the AmeriVox system, which it introduced on March 27, 1992.

"World of Elvis"

On November 30, 1993, World Telecom Group announced that it had successfully reached a licensing agreement with Elvis Presley Enterprises Inc., to utilise the image and likeness of Elvis Presley on their AmeriVox prepaid Telephone calling cards.

From this agreement, came the development of the AmeriVox "World of Elvis" Limited Edition series which comprises 20 cards - five sets of four cards each, with a first edition production limited to 100,000 sets. A specially designed card/record album prominently displays the letters "E" "P" in honour of the King of Rock and Roll. Artist Dana Nyson was commissioned by AmeriVox to illustrate the album cover. It is a haunting portrait of Elvis conveying the powerful magnetism of the star, while capturing the inner vulnerability of the man.

Launch

Following the successful multi-media and multi-city launch of the "World of Elvis" from Graceland on 6 January 1994 in the United States, AmeriVox officially brought this collection to Australia on the 30th of April, 1994. This came about through the efforts of a Mt Pleasant (NSW) resident, Kathy Young, whose efforts led to the first launch of the phonecards outside the United States at the Penrith Plaza on Saturday, the 30th of April.

Whilst not a phonecard collector, Mrs Young is an Elvis fan of some "notoriety" who read about the Presley phonecards in a collector's magazine. She rang AmeriVox in the States to enquire about them and was put in contact with Dr. Gary S. Felton whom she enquired as to how a launch of the Presley

cards in Australia would be received. One thing led to another, culminating in the Australian launch of the cards (and other items) at the Penrith Plaza which was an excellent choice of venue.

Features

The launch commenced with an excellent and an extremely well received performance by Eddie Youngblood, an Elvis Presley impersonator. Other features of the launch included an "Elvis Look-a-like" Competition (not won by either of the two Cummings's) and a Charity Auction (with all proceeds going to the Camperdown Children's Hospital) of autographed Elvis Presley Collectables.

Enormous Public Interest

The interest by the public in this launch of phonecards was enormous, primarily no doubt, due to the person featured on the cards. Thousands of people would have witnessed at least some of the activities during a four hour period. Hundreds lined up to purchase the large numbers of Elvis associated material during the afternoon.

The seriousness with which AmeriVox treated the Australian launch can be gauged by the fact, that two senior company executives spent a week in the country leading up to the launch on the Saturday at Penrith.

Australian "Elvis" Cards

Of particular interest during the afternoon, was an announcement by David Eastis, Vice President of AmeriVox, that he and Gary Felton had discussions during the week with Telecom Australia executives in regards to a joint AmeriVox-Telecom Australia production and launch of Australian "Elvis" phonecards. I gained the impression that Telecom was interested in the venture. If the launch of the American cards was a gauge, an Australian card would be very well received.

Editor.



THE GRAPEVINE

by Insider

Welcome to this second article in *Grapevine*. The focus of this month's article will be a comparison of the price of \$10 cards issued to date by Telecom Australia, card quality and the Geneva card price history and analysis.

\$10 Card Prices

Upon reflecting on dealer lists, I paused to consider why some past cards had the prices that they are now attracting. Obviously, since they have been sold out for some time they will cost more than face value but why are cards with the same face value attracting different prices? Assuming that the demand for each card will be the same (as each collector would require the same number of say a \$10 Grampians card and a \$10 NSW card), then the price differences must be due to supply being different for each card. Below is a table showing the quantity printed of each \$10 card to date (for cards that are no longer available from Telecom). The other factor in price movements would be in relation to how long ago the card went off sale.

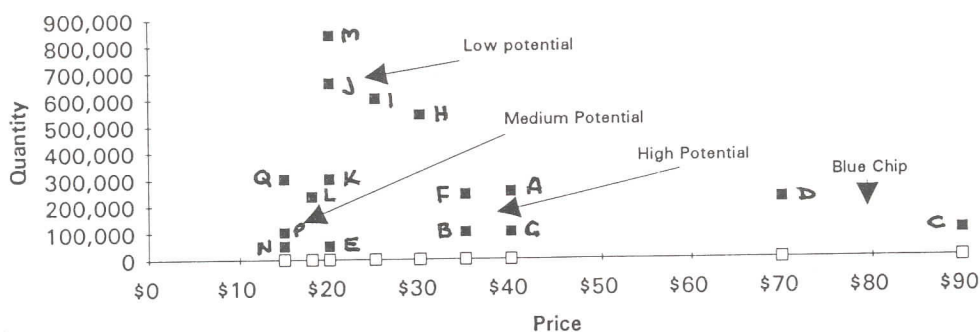
DESCRIPTION	QUANTITY ISSUED	PRICE
A - Generic (original)	250,000	\$40
B - Kangaroo Island (SA)	100,000	\$35
C - Brisbane (QLD)	100,000	\$90
D - Grampians (VIC)	225,000	\$70
E - Bungle Bungle (WA)	50,000	\$20
F - Cheetah (NSW)	240,000	\$35
G - Tower (ACT)	100,000	\$40
H - Disaster (Red Cross)	540,000	\$30
I - Track/Field (Olympic)	600,000	\$25
J - Volume (Advertising)	660,000	\$20
K - Koalas (Xmas '92)	300,000	\$20
L - Numbat (Endang.Sp.)	235,000	\$18
M - Kangaroo (no logo)	840,000	\$20
N - Jackaroo (K-Mart)	50,000	\$15
P - XXXX (Castlemaine)	100,000	\$15
Q - City (Xmas '93)	300,000	\$15

After plotting the table of values on a graph of price v quantity printed, it can be seen that the data falls into four main areas. I have called these areas low, medium, high potential and blue chip cards. The low potential area comprise cards with more than 500,000 printed and they seem to be limited to \$30 in price. The medium cards appear to be those that have only recently gone off sale and so should gain in price as time passes. The high potential cards are where the future bargains lie. On inspection it can be seen that some early cards lie in this group with surprisingly low print quantities. It is to be noted that these cards came out around the same time as the Grampians and Brisbane cards and so are just as old as the blue chip cards.

Tip 1. The four cards shown below, should rise in price quicker than the others due to the low quantity printed and the long time since going off sale. Based on the information above, it seems that quantities of more than 350,000 keep the card's long term price much lower

than for cards with less than 300,000 printed. Of course it is possible (due to a finite number of cards being collected in mint condition at the time) that quantity has no bearing on the price trend after the card goes off sale. The next paragraph explains this point.

Price versus Quantity

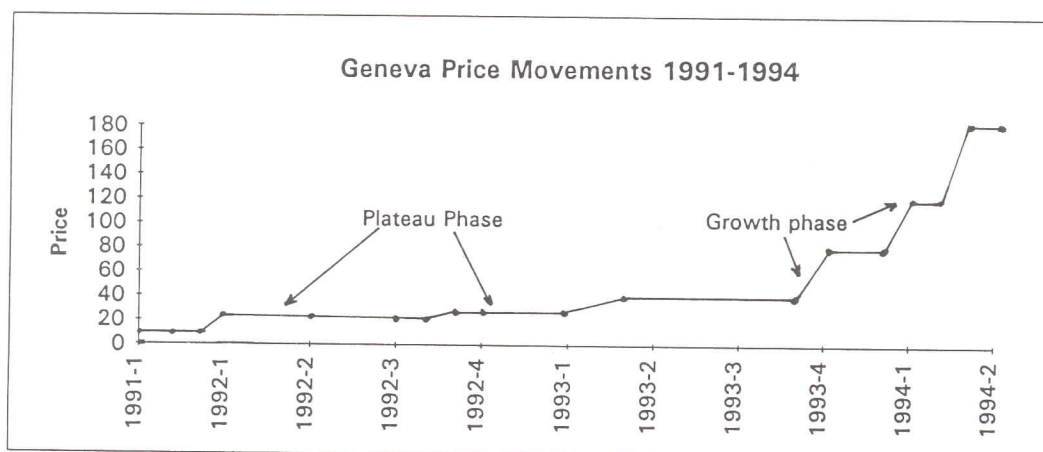


In the medium group two cards are worthy of note. The Bungle Bungle, which is both an early card and a low print run, is cheap compared with the others - why is this so? It is the same price as a Kangaroo Generic no logo! The most likely reason is that there is an **abundance** of this card. Upon asking dealers about it, I am told that all the W.A. Collector Packs sold out at the time of issue and that many are held in large hoards by a few people. One dealer says that he knows of a collector with **over 1,500 packs!** The implication is that the cards that people buy up big on when they are on sale, are going to have subdued prices in the long run. Hence the reason for the price tags for the 4th print \$5 Generic of over \$1200. **No one** thought they were **worth speculating on** at the time of issue. The

Castlemaine XXXX card is another one that was bought up big and so the long term gain for this card looks limited too. The lesson here is that if you want to speculate on a card, choose an ugly, boring, horrible looking design - but don't tell anyone else.

Price Movements

An analysis of how and when price movement comes about is quite interesting and I will look at this point with the Geneva Bear as the example.



All cards show a slight rise in price as they go off issue and tend to hold this price for a certain time into the future. When dealers initial stocks go down, they then buy in and the price moves up to a new high before levelling off for a further period of time. The easier the cards are to obtain, the longer they stay at a certain level and the smaller the movements are, when they do occur. The harder to obtain cards show much more dramatic upward movements. New collectors coming into the hobby have the effect of shortening the level price period as there is more demand at any given time into the future. The graph above plots the price of the \$5 Geneva over the three years since it was issued. From the graph it would appear that the plateau period is shortening over each succeeding cycle and the upward price movement is greater each time from the one before. **Is this card a good investment?** Yes, only 6,000 are in circulation and it is needed by everyone to complete any type of Australian collection. If everyone who collects individual cards also collects packs, what then will happen to the packs with less than 10,000 printed?

Tip 2. The Geneva Bear will probably be over \$180 by the time this article is printed and possibly it will be at \$230 within six weeks or so.

Card Quality

The acceptable condition of cards in mint, one-hole and multi-hole, is becoming more widely established as more collectors appear and less cards are available. Below is a consensus from a range of dealers and established collectors that I have talked to over the last few months about card quality.

Mint - Unused (of course) and may have a machine line on front or back which is caused by Telecom when they encode or print the prefix number on the card. Common examples of cards which easily show this machine line are the \$50 black Generic, the Red Cross \$5 cards and the \$2 Generics. Cards are not expected to be "untouched by human hands" and the shiny surface may or may not be so shiny depending upon the card. The harder the card to obtain, then the greater the chance that the shine is "not as shiny". Any hard prefixes such as the 55 and 56 \$2 Generics only come in, in ones and twos from collectors to dealers and so have a higher chance of showing signs of handling. In general, surface scratches on all but the hard cards render the mint card as worth little. A common card such as a logo \$5 Opera House Generic would be worth nothing with even a 3mm scratch, but a prefix 86 (normally selling for \$500+) would still attract (say) \$300, as it is so scarce.

1-Hole - Generally can be expected to be in the same condition as for mint (after all it was only put in the payphone once), but has more chance to have lost its shine. The more scarce cards in 1-hole (and more easily damaged) are still of value with some marks on the back and sometimes with marks on the front. It would be difficult to find the \$5 Gold Coast or \$10 Brisbane without marks or some small scratches on the front, as these were so easy to damage. One dealer I know sorted through a pile of 200, \$5 Gold Coast cards and found only 8 that were scratch free! The \$2 River Murray is another card which is almost impossible to find free of defects.

Multi - Most multi-hole cards can be expected to show marks on the rear and also on the front. Early collectors had the luxury of being able to be choosy - but those days are long gone! Bad scratches are still frowned upon on the front. Machine lines are more common on the back, this time caused from repeated insertion in a phone and most people are happy with a card that "looks okay" from the front.

The above standards are as seen in normal light without the aid of magnifying glasses, etc.

Insider

MASSIVE PUBLIC AUCTION & MAIL BID SALE

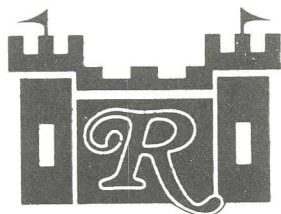
REGULAR AUCTIONS 1300 - 2500 LOTS

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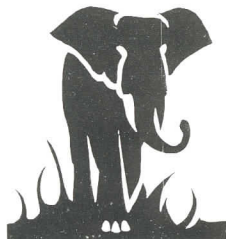
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Four years ago Australia issued 10,000 Geelong Trial Collectors Edition. They are now worth 8 times issue price. South Africa has just released its own First Collectors Edition but only 1000 have been produced.



THE "**BIG FIVE**" LIMITED EDITION COLLECTORS PACK from TELKOM SOUTH AFRICA

Only 1000 issued-each signed and numbered by the artist who painted the designs on the cards.

Pack comprises the 5 cards from the Big Five series plus a complimentary card of which only 15,000 were produced.

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AUSTRALASIA

LETTERS TO THE EDITOR

This month's letters address a number of issues in relation to the number of phonecards actually available to collectors and investors.

Please continue to write to:-

The Editor

The Australasian Phonecard Monthly

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

Dear Sir,

Being an avid collector of Australian Collector Packs, I have been curious to know the precise figures for quantities sold, where packs were withdrawn from sale prior to being sold out. In this context I wrote to Payphone Services and after the usual six weeks delay, received a reply from Leo Funnell. I am enclosing these letters as I am sure they will be of great interest to your readers, especially as they confirm the fact that there are a reduced number of packs available as compared to figures currently indicated.

If the figures are not released in the next (April) Telecom Quarterly Newsletter, the publication of this letter may urge them to release the details in the July Newsletter. I am sure some of the quantities will be very low, adding yet more interest in Collector Packs and giving justification to Australia Telecom for reducing the quantity of packs to 5,000. You never know, some of those early issues may have sold less than 5,000 packs - imagine the excitement if this is confirmed!

Also, in admitting that these figures are known to Telecom staff, there would always be speculation that some people/dealers would know the facts before the rest of us and possibly make an investment killing!

J.S. NSW

Extracts from Letter to Telecom sent by J.S.

Dear Emma,

"...there is one area where I feel you (Telecom) have failed to provide full details of numbers, namely the number of Phonecard Packs sold. Since you have had a withdrawal date for these packs, it is obvious that, except for the Australia Day packs, not all printed were actually sold. If your operations were completely honest the residue of packs should have been destroyed, although, I would imagine the mint cards were removed and sold as such.

I am sure these numbers, ie., packs sold as opposed to packs printed, are available. Could you and your Department therefore see fit to publish these figures? If

the figures are available, they should be made public. It would no doubt confirm that your department, Telecom Australia Payphone Services, is "whistle clean" and would also inject even more interest in Australian Phonecards, both here and overseas.

Reply to J.S. by Leo Funnell, Business Manager, Phonecard Collector Service (late March 1994).

Dear Mr S.,

"As you rightly observe, some of the Special Edition Issues have sold out whilst most have not. This is one of several reasons for the recent changes to the Special Editions to make them truly Limited Editions.

After the withdrawal from sale date, Special Edition folders remaining have been pulled apart and the folders destroyed under secure arrangements. Phonecards recovered have been placed into distribution if the individual card design had not previously been advertised as sold out. If the design was advertised as sold out, those cards were also destroyed under secure arrangements.

We are currently considering releasing details of the numbers of Special Edition Folders remaining after withdrawal from sale date. If a decision is taken to release the numbers, they will be published in the Newsletter which is included in our regular mailing to collectors".

I feel that the above revelations give Telecom little option other than to release the figure of both folders and phonecards destroyed. Collectors are obviously entitled to know as to exactly how many of each series of Special Edition Folder has been sold and is available on the secondary market. Likewise, the number of individual phonecards, available in some issues/prefix numbers, will be less than is currently believed - Editor.

Dear Sir,

Judging from a number of articles in your excellent magazine, it would be easy to believe that the quickest way to achieve wealth is to buy phonecards and wait. April's "Grapevine" column gives details of increases in a wide range of cards and the media has widely reported the sale of a Geneva Anritsu for \$2,700. You have previously published a suggested investment portfolio. While there have no doubt been some spectacular increases, I think you should add balance by reporting on two aspects of the other side of the coin (or should say, phonecard).

Firstly, there is a wide difference between dealer buying and selling prices. For example, at the moment, you can sell the Dinosaur pack for about \$85 to a dealer, but it may cost around \$125 to buy one. Assuming you buy it for \$125, the first \$40 of price appreciation (or over 30%), may be simply the dealer "profit". It is unreasonable to say that an investment gain of 30% has been made, when a buyer cannot be readily found.

Secondly, there are a number of cards which have actually fallen in value. A most recent example seems to be the "Year of the Dog" series of four cards. At the March 1994, International Phonocard Fair in Sydney, one prominent dealer was handing out a price list which quoted \$45. Most collectors had not received their cards from Telecom at the time of the Fair and were unsure of their availability. Another dealer said that Telecom had received an order for the whole print run for \$50 a set from Hong Kong. Your March issue quoted a reader complaining at having paid \$40. Yet the series is now readily available for as little as \$25! Other items which seem to have fallen in price are, the 2nd print \$20 and \$50 Cambodians, the Willy Speciman and the Japanese Tourist cards. Some of the Display Cards have been poor investments.

It would be a considerable service to your readers if you commented on the declines in a number of card values and didn't encourage people to sell their houses and Government Bonds in favour of the inevitable riches of phonocard collecting.

G.H. NSW

The reasons behind good and bad "investments" are many and varied. As an example, you will note in this issue's "Grapevine", a comparison between the prices of Telecom's \$10 cards and reasons for the variance. The "Year of the Dog" series dropped in price considerably, simply due to the fact that Telecom made it known (perhaps not widely enough) that they were printing another 30,000 of each of the four cards! Whilst this information has only just been officially announced ("International Phonocard News"), Telecom had indicated as early as March that further printings were possible.

The key to "investing" in any item, be it phonocards or whatever, is information. I quote from my January Editorial - "The key to investing is obviously knowledge and understanding, balanced by an available budget. Again I stress, be discerning in what you buy and be aware of type and amount of card to be produced, as well as forthcoming issues"

I certainly don't, advocate selling one's house or government bonds to invest in phonocards!

"Insider" has agreed to address the issues raised in this letter fully, in the next column (June issue) - Ed.

Dear Sir,

For consideration by "Insider". Re the new issuing policy for "Custom" cards by Telecom Australia, eg., the "Tamworth" set and the "Swiss Biscuit" card, now not to be sold through Telecom's mail order service.

As these cards are produced by Telecom and bear their logo etc., I feel that they should be available through Telecom at issue price. I feel that Telecom are morally bound to do so, as these cards are produced by them and can be used in Telecom's pay phones! Not having them available through Telecom would be the same as

Australia Post producing a stamp for an event or anniversary and not allowing the public to purchase it from them, but only through the organisers and then at an inflated price. This of course does not happen!

Any official Telecom phonocard (ie., any bearing the Telecom logo and able to be used in a Telecom payphone), should be directly available from Telecom at the issue price!

F.A. ACT

Whilst the above point of view is logical, Telecom's Phonocard Collector Service indicates that it simply cannot, at present, deal with the workload associated with distributing (the growing) series of limited issue phonocards. I refer readers to the article on Payphone Services earlier in this magazine - Editor.

Dear Sir,

Thank you for the prize of a trip to London. I can't wait until I go away. It will be my first overseas trip and I am really looking forward to it. I really enjoy collecting phonocards and I have a very good collection. I recently went in the Swiss competition and won a Swiss phonocard. It must have been my lucky week!

L.B. NSW

Dear Sir,

I have just finished reading my first copy of "The Australasian Phonocard Monthly", which I must say I found both informative and interesting. There are a number of references in the issue to the \$20 Reef, batch 284 (*without copyright*), one seller offering a mint card for sale at \$1,200! Perhaps you may be able to tell me what it is that makes this particular batch of such interest when there are several other Reef batches *without copyright*. Furthermore, we do have a multi-hole from batch 284 (in excellent condition) and I am curious to know its market value.

Your reporting of the up and coming advertising cards was enlightening and appreciative. However, as a modest collector, I am wondering how we will ever keep up with all the different varieties!

Perhaps, one day you may wish to do a feature, from a collector's viewpoint, on how and where they obtain their cards. My son and I collect mostly used cards which we get from the telephone disposal units, rubbish bins, etc. We could tell you a funny tale or two about our experiences!

R.T. NSW

The cards in the 284 prefix run of the \$20 Reef were all meant to have the word Copyright printed on them. Not all other prefix runs were intended to contain this wording. The fact that some of the 284 cards have been "misprinted" (the word omitted), makes them valuable. A prominent dealer advises that a multi hole in good condition is worth approx. \$50. Any stories, articles of a human nature are welcome and will be printed - Editor.

SOUTH AFRICAN UPDATE

There continues to be a keen interest exhibited by collectors (and readers) in the phonecards of South Africa. The following information has been provided by Gary Levitan of "Phonecards International S.A.", Johannesburg, as an update to articles carried in earlier issues of this magazine - Editor.

"Big Five" Complimentary Card

The Green Complimentary card, which makes up the sixth card of the "Big Five" Collector Pack (by **Telkom** - see the February issue of APM - Ed.), is obtainable in folders or separately in sealed cellophane. The production figure of these cards is approximately 15,000 of which 1,000 make up the Collector Packs.

Telkom and Transtel

The only two operating Telco's in South Africa are **Telkom** (the official monopoly) and **Transtel** (the largest private telephone network operator in South Africa)

Telkom is the leading provider of telecommunications and information services in the country. As a business driven company, the State continues to function as their company's sole share holder.

Transtel is an alternative Telecommunications Network Operator. Being a business unit of Transnet (National Transport Company), it supplies all its transport sites with a telecommunication service and backup.

At present, **Transtel** only have their cardphones operating at South Africa's national airports; namely Jan Smuts, Johannesburg, Louis Botha, Durban, D.F. Malan, Cape Town, Port Elizabeth, East London, George, Kimberley and Bloemfontein.

Transtel plans on expanding into their other transport sites soon, such as railway stations and sea ports.

Telkor

Telkor itself is not regarded as a Telco. In the past they have functioned to manufacture hardware (ie. cardphone systems) for export to countries that have requested their services (mostly Eastern European countries, eg., Hungary, Rumania, the Czech

Republics, etc.), as well as producing some telephones for **Telkom**.

Just recently, **Telkor** has been absorbed into TMSA who will now produce the phonecards.

Telkor have been involved in ongoing field trials at the Police College in Pretoria - this being the only location to date where their cards have been utilised and tested in South Africa.

In the search for a phonecard system in South Africa, **Telkor** was asked to submit Tender Sample Cards in an endeavour to create a short list of manufacturers from whom **Telkom SA** could request field trial cards. **Telkor** was one of four manufacturers chosen for the **Telkom SA** field trial and produced field trial cards for this event (see the April issue of the APM - Ed.).

Cardphones

Both **Telkom** and **Transtel** operate in the airports. **Transtel** operates within the South African Airways Business Class Lounge for domestic flights (ie. a Transnet transport site). **Telkom** cardphones are found in all the public areas of the airport.

Phonecard Retailers

Phonecards are sold in all retail "shops" that are registered with **Telkom** as retailers. These include chemists, sweet shops, cafes, etc.

Gary Levitan includes a footnote to his article as follows, which should be noted - "this (above) information is difficult to obtain and may not be precise" - Editor.

"**Phonecards International S.A.**" will be represented at the following phonecard shows this year. This information will indicate to readers the extent of the growth of international interest in phonecards:-

"**International Phonecard Fair**" in Essen, Germany, from the 5th - 8th of May. Essen Fair Grounds.

"**The Second TCC Croydon Phonecard Fair**" in Croydon, London, England, on the 7th of May. Arnhem Gallery, Fairfield Halls, Park Lane, Croydon.

"**Irish International Coin, Stamp and Collectables Fair**" in Kilmainham, Dublin, the Republic of Ireland, on the 28th & 29th of May. The Royal Hospital (The Irish Museum of Modern Art).

"**Card Expo and Conference 94**", Amsterdam, Holland, from 8 - 11 September. The Amsterdam Rai, International Conference and Exhibition Centre. This Conference will be chaired by Dr. Steve Hiscocks and Henry Dreifus.



AN
AUSTRALIAN
TELEPHONE
COMPANY



Who is PayTel anyway???

PayTel Australia Pty Ltd is a telephone company which has designed the first Australian mobile payphone operating on phonecards and credit cards. PayTel payphones find application on all forms of transport and are already installed on the Bass Strait passenger/vehicular ferry: "The Spirit of Tasmania".

Why would I want to collect PayTel phonecards???

PayTel phonecards are designed and produced in Australia. They feature attractive designs and an increasing range of interesting themes. PayTel produces limited run collectors' sets on a regular basis - not too many, not too few! Cards are available from PayTel at face value, with a small premium for numbered collectors' packs. PayTel produces a unique phonecard style and plans to extend the number of user groups. PayTel is in business "for the long haul".



Are they a good investment???

Yes! The initial card set ("Abel Tasman" reproduced above) appears to have tripled in price in 5 months. Subsequent issues are increasing steadily.



Will I be treated as a valued customer???

Yes! PayTel supports the phonecard collector with the issue of a regular newsletter ("The PayTel Collector") at no cost. A Standing Order service is in place to ensure individual collector's needs are serviced promptly with each new issue. Our Collectors Service Group offers personal attention to all collectors queries and requests.



Where can I get them???

PayTel products are available through all major Dealers, or direct from:-
PayTel Australia Pty Ltd.:

P.O. Box 456, Blackburn Victoria Australia 3130.
Phone/fax: (03) 877 9499



I wish to purchase the PayTel phonecards specified below:

Please send me more information and place my name on the PayTel mailing list

Description	Qty	Unit	Total
Wilderness Rivers collector pack		\$40.00	
Wilderness Rivers set (\$5,\$10,\$20)		\$35.00	
Crew card		\$10.00	
Map pack		\$10.00	
"The Map" card		\$5.00	
		Add postage:	\$3.00
		Total Order: \$	

Payment by cheque attached

Payment by Bankcard Mastercard Visa card (circle one):

Card number: _____ / _____ / _____ / _____
 Expiry date : _____
 Name on card : _____

Name _____
 Address _____
 State _____ Postcode _____
 Country (other than Australia) _____
 Telephone: _____

**I can expect delivery within 14 days, and if not completely satisfied, may return the cards for full refund or exchange.

UNITED KINGDOM PHONECARDS

This article is a forerunner to a series of articles on phonecards in the United Kingdom. This month, I will give a brief outline of the telephone companies and the operating card phone systems in the United Kingdom. Future articles will be more detailed and specific to particular company card issues, themes, etc. -Editor.

The first phonecards were issued in the UK by British Telecom in early 1983, when it had a monopoly as a telephone company. Since the privatisation of British Telecom, now referred to as BT and the consequent end of their monopoly, a number of other telephone companies operate cardphone systems in the UK.

BT

There are five categories of BT cards:-

- . Complimentary Cards - which are given out to introduce new customers to BT's system,
- . Definitive Cards - which are the general use cards,
- . Advertising Cards - which are designed to promote a specific product,
- . Special Cards - sponsored by BT and which relate to or promote a specific event,
- . Private Cards - sponsored by an individual or organisation and not available through BT.



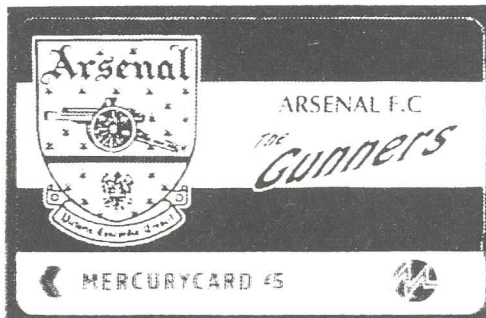
British Telecom Advertising Card - 1990



BT Advertising Card -1993

Mercury Communications Ltd

This company commenced operations on 27 July, 1988, with a number of payphone located at Waterloo Station in London. Their payphones are now established in other cities and towns in the UK. Mercury cards have a similar classification to those of BT - Complimentary, Definitive, Special and Private. The Private cards include cards of an Advertising nature.



1991 Football Card

International Payphones Ltd (IPL)

IPL commenced its operations in the UK in January, 1990. Its initial payphones were located in five hospitals and a shopping precinct. A number of corporate takeovers took place however with the result that IPL ceased to exist and a number of separate companies were formed.

Cambridge Telephones Ltd (CTL)

Initially, Integrated Information Technologies Ltd (IITL) took on the property of IPL. IITL then became Cambridge Telephones Ltd through corporate takeover.

New World Payphones

Since April, 1993, this company has issued phonecards under the Cardlink logo.

Kite Communications Ltd

This company took over IPL's payphone service and remaining stock of their cards. The company has since designed its own cards for use in its own system.

HM Prison Service Cards

These cards which are designed for use only in UK prisons, were initially classed as a "closed user" variety. Initially, normal BT cards were used in Prison systems but they were redesigned to be specific only to Prison payphones. The cards, produced by BT, now have their own BT prefixes and are classified in their own section.

Oil & Gas Company Cards

A number companies operating oil and gas platforms in the North Sea, have introduced payphones for the use of company employees located on the rigs.

Note information on page 27. which lists the address's of a number of phonecard companies in the United Kingdom - Ed.

COLLECTING FIRST ISSUES

By Cyril Fox

Collecting the **first** phonecard issues of different countries and telcos (telecommunications companies) is both a challenging and rewarding method of collecting. There is a special satisfaction in tracking down a first issue - a feeling which simply cannot be rivalled by the repetitive acquisition of a never ending stream of new issues!

What is a first issue? A first issue is generally understood to be the first phonecard issue which is available for sale to the public. Sometimes though the first phonecard issue is given away free, in which case it is known as a "complimentary" issue. For example, the first issue of Jordan was a complimentary issue and in the case of Fiji, the \$1 phonecard of the first issue was a giveaway.

First issue collecting is very popular in Europe - some collectors also include trial issues within the framework of first issue collecting - its a matter of individual choice.

The Features of Collecting First Issues

What is the fascination of a first issue? Are there benefits for the collector - and the investor - in adopting this mode of collecting? I believe the special appeal of first issue collecting can be attributed to:-

- (a) The unique nature of the first issue, ie., there can be only one first issue.
- (b) First issues are seldom widely publicised and the number of phonecards released is often far lower than the quantities released in later issues. Because of these factors, some first issues present the collector with a real challenge - the cards can be very difficult to find.
- (c) First issues tend to appreciate steadily in value. Demand tends to be broadly based and steady, rather than speculative or pumped up by slick merchandising. In the longer term, first editions of **private** or "collector only" issues are usually outperformed by the public issues of bona fide phonecards.
- (d) First issues will be collecting "classics" of tomorrow. In many cases demand will exceed supply with the result that first issues will continue to be a highly saleable commodity even in a depressed market.
- (e) From an investment perspective, the values of first issues will rise quite steadily (sometimes spectacularly). When the market experiences a "downward adjustment" - which **must** happen as

with **all** commodities - the first issue is likely to be the least affected (remember the broadly based demand coupled with the relatively small quantities issued).

Identifying and Acquiring First Issues

How do you know which is the first issue of Austria - or Cuba - or Bermuda - or wherever - and where can such cards be found?

In order to correctly identify first issues you should:-

(a) Acquire some phonecard catalogues - e.g.: "The Stanley Gibbons Catalogue of Telephone Cards" and "Telephone Cards of the World, Part 2 - North America, Carribean and Atlantic".

(b) Subscribe to "International Telephone Cards" magazine.

To locate first issue phonecards, you should:-

(a) Join a club or several clubs, preferably ones where there are members with wide ranging collecting interests.

(b) Obtain price lists from knowledgeable dealers and swap lists from collectors.

(c) Browse through the stock in phonecard shops and at phonecard fairs. Occasionally first issues will be found among the general stock.

(d) Ask overseas friends and relatives to help you in your quest.

You will never find every country's first phonecard issue, but you will enjoy the tremendous challenge and appreciate the history and value of the issues which you do find.

See page 24 for reproductions of some first issue phonecards.

Cyril Fox is a Melbourne based dealer who collects first issues for his personal collection - Ed.

NEWS SNIPPETS

Kenya is about to have a new issue of cards after a break of several years without cards.

Botswana is expecting delivery of its first issue of cards after a break of several years without cards.

In **Azerbaijan** there are both Alcatel magnetic cards and chipcards in use. The Chipcard is illustrated here for the first time.



A WORLD VIEW



Denmark



Fiji



France



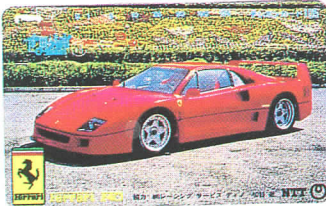
Germany



Great Britain



Italy



Japan



Kuwait

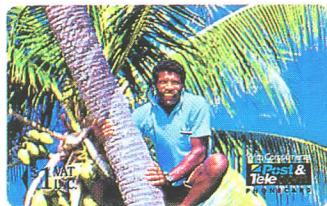


Papua New Guinea

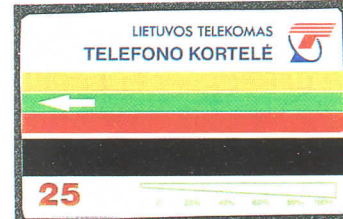
FIRST ISSUES



French Polynesia
60 Units



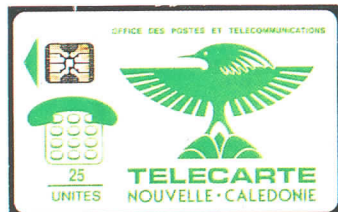
Fiji
\$1 Complimentary



Lithuania
25 Units



Curacao
40 + 5 Units



New Caledonia
25 Units



Mauritius
120 Units

A WORLD VIEW

Part 6. THEMATIC - AUTOMOTIVE - By Peter Granfield - "Intercards"

This theme could include cars, trucks, motorcycles and fire engines, all of which have appeared on phonecards already. However, in the interests of space we will look only at some of the selection of cars that have been issued. In most cases the cars featured are as a result of private advertising by the companies concerned, but a few exceptions do exist, such as the Great Britain card illustrated across on the opposite page.

Denmark

In March 1993, a total of 2,500 cards were issued by the KTAS phonecard company, featuring an Audi.

Fiji

Around April 1993, Fiji Posts & Telecom issued their third series of cards which were a set of advertising cards for the Martin Motor Company, which is a Hyundai agency in Suva and Nadi. The cars featured were: \$2-Scoupe, \$5-Excel, \$10-Elantra, \$20-Sonata.

France

Numerous cards featuring cars have been issued by France. Companies represented have included Renault and Peugeot. Of particular interest has been the recent issue of two sets of six cards of 50 units, featuring the race winning cars of the 1992 and 1993 Le Mans 24 Hour Race. There was also a further issue of at least two cards of 120 units on the same theme. Other cards have featured vintage cars and cartoon caricatures.

Germany

Telekom have issued this stunning card which is actually an advert for the Burago models. The F40 illustrated across is a 1:18 scale model. Volkswagen have also appeared on German cards.

Great Britain

In August 1993, British Telecom issued a set of 12 cards which were "specifically designed for a younger audience". One of this set shows cars and bikes with a distinct youth portrayal. Mercury has also issued a number of cards covering this theme.

Italy

Two cards have been issued featuring the Kenwood cars. One depicts a Le Mans car, the other a

Formula 1 car. More recent has been the issue of a rather nice card showing the Peugeot 306.

Japan

Naturally there have been many issues from Japan. Probably one of the most popular to date has been the F40 Ferrari, beautifully portrayed and pointed out by all the young collectors at fairs. An interesting addition that is not obvious at first glance is the use of a vintage car in the top left hand corner, in place of the arrow indicating the direction to insert the card.

Kuwait

Two cards have been issued with cars so far. Both have been private advertising cards which means that only 10,000 copies are produced. The first was for a BMW dealership and proved so popular that when the second card was announced, one phonecard dealer in Kuwait alone, had orders placed with him exceeding the issue quantity. Needless to say, they have appreciated in value dramatically. The BMW card sells in Kuwait for GBP 35 which is approx. A\$78.

Papua New Guinea

PTC have issued a card of a Suzuki "Chief" for PNG Motors, which is probably a very appropriate car for the PNG conditions. PTC have also issued three cards for Toyota, but only one of these actually portrayed a vehicle - this being a Toyota Landcruiser.

Many More Countries

The aspiring phonecard collector of cards depicting cars, can have much fun searching dealer's stocks for the following countries, all of whom have issued cars on phonecards. No doubt there are still some others that we have missed:-

Anguilla, Australia, Bahrain, Benin, Brazil, China, Croatia, Czwech Republic, Dominica, Finland, Greece, Grenada, Hong Kong, Hungary, Indonesia, Isle Of Man, Jamaica, Jersey, Luxembourg, Macau, Malaysia, Mauritius, Mexico, Montserrat, Netherlands, New Zealand, Philippines, Poland, Russia, Singapore, United Arab Emirates, United States of America.

INTERCARDS

NEWS SNIPPETS

Phonecards are now in use in Cuba. Chipcards by Schlumberger picture local attractions. There are four cards - one for US \$10, two for US\$25 and one for US\$45. It appears that these cards are only for visitors and tourists and can only be purchased for hard cash.

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 Club's second fair held on Saturday, the 26th of March, in Adelaide, was once again very successful, despite a very hot and uncomfortable day. Dealer representation from Adelaide and interstate, together with local club members and members from the Rosebud & District Phonocard Collectors Club (Vic.), displayed a very extensive range of Australian and overseas phonocards for collectors.



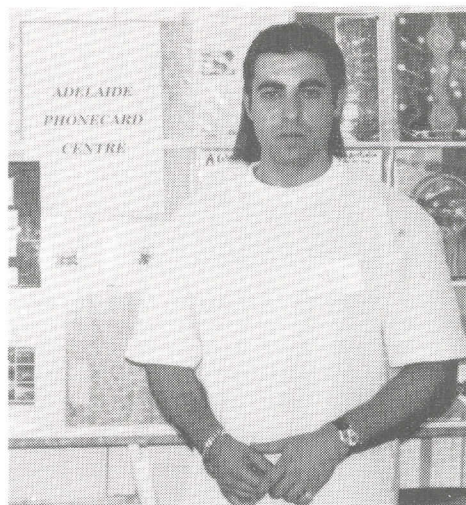
Helena Cole, Dorothy Pix & Glenis Hymers



Barbara & Jim Beauregard-Smith

The youngest table holder was 13 year old Ben Smith of Adelaide, who's interest and work was evident, based on favourable comments received from the public throughout the day.

The popular seller on the day was the PACS advertising card for Swissh Chocolates - both the single card and the pack sold very well.



Mark Stephanos - Adelaide Phonocard Centre

Don Hill (Knox Sherbrooke Phonocards) attractively displayed a basket of chocolate bars, which were given out free with every card and pack purchased. The new issues from PayTel and Telecom's "Year of the Dog", also attracted interest and sold well. It was evident by the number of eager collectors trying to obtain "missing numbers", how difficult this part of the hobby is now becoming for collectors of serial numbers.

The Auction held at 1.00pm, presented over 300 lots to collectors. Bidding on items revealed interest in single cards, sets and 1-hole cards, in preference to Limited Editions which were popular at the first fair. Telecom's free promotional material was well received by the public. The Club Committee would like to thank them for their contribution and for those that donated door prizes. Thanks go also to the following whom helped make this fair a success. Advertising from "The Australasian Phonocard Monthly", press and radio (Adelaide), members Helena Cole, Dorothy Pix, John Davis, the Rosebud Club, Adelaide and interstate dealers, including Eddie Cummings (Edlins of Canberra) who attended despite another fair being held in Sydney on that day and Don and Barbara Hill (Knox-Sherbrooke), all of whom travelled a distance to attend - "thank you all".

The next **Club fair** will be held on Saturday the **23rd of July**, once again at the TOC-H-Hall in Edwardstown. The following fair will be held on the 26th of November. Tables are provided cheaply, some of which have already been booked. Plenty are still available however. For enquiries, contact the Club Secretary, Glenis Hymers (08) 3813449.

The Editor of "The Australasian Phonocard Monthly" (who is proposing to pay a visit "home" to the Riverland in June) has indicated an interest in attending the 14th of June Club meeting. Further advice will be proved re this possibility in the June issue of the magazine.

The Melbourne Phonecard Club Inc.
PO Box 197, Heidelberg West, Vic. 3081.
Enquiries: (03) 458 4594 or (03) 484 4112

Interest in the Club's "Postal Bid Sale" is reported to be high (see ad opposite). Catalogues are available from either the Club Secretary or by writing to the Editor of this magazine.

Sydney Phonecard Collectors Club
PO Box 773, St. Marys. NSW 2760.
Contact: Derek May (02) 835 2427

The Club which recently commenced as the "Western Suburbs Phonecard Club", has had a name change to the "Sydney Phonecard Collectors Club". Members felt that the latter name gave the Club a significant identity in the city of Sydney.

Meetings of the Club continue to be held at 7.30pm every 4th Wednesday of the month. For additional information, contact Derek May as above.

Rosebud & District Phonecard Collectors Club Inc. - Rosebud, Victoria.

I have just been advised of the sudden passing of the Secretary of the Rosebud Club, Bill Kitto. Bill was a strong instigator of the establishment of the Rosebud Club, as well as being a founding member. I would like to pass on my condolences to his wife and family - Viddy Jermacans.

The following information in regards to Clubs and sources of Information in the United Kingdom, has been provided by "Scotia Phonecards" of Edinburgh, Scotland.

- . BT Phonecard Collectors Club,
PP 330,
Camelford House, 87 Albert Embankment,
London SE1 7TS, U.K. Phone: 0800-838775
- . Telephone Card Club,
PO Box 52, Egham,
Surrey TW20 OQH,
England, U.K.
- . Telecom Eireann,
Callcard Collectors Club,
3rd Floor, 5 Dame Lane,
Dublin 2,
Republic of Ireland Phone 010 353 61 6797091
- . I.P.L. (Scotland),
Unit 108, 50 Washington Street,
Glasgow G3 8AZ, Scotland, U.K.
- . I.T.C.,
PO Box 777,
Colchester CO3 3LQ,
United Kingdom Fax: 0260 768591.

POSTAL AUCTION

JUNE 1994

The

MELBOURNE PHONECARD CLUB INC.

is holding its first

Postal Auction.

ITEMS INCLUDE:-

A NEAR COMPLETE MINT
AUSTRALIAN SET

A COMPLETE (no 600 Series)
ONE HOLE

AUSTRALIAN COLLECTION (one lot)

AUSTRALIAN AND OVERSEAS
PACKS

MANY OVERSEAS CARDS

A Catalogue which lists items and their Reserve Price, is available from the Club Secretary or from the Editor, "The Australasian Phonecard Monthly". All bids must be submitted in writing to the Club by **Noon, Wednesday, June the 8th, 1994.**

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PO Box 66, EDINBURGH-EH7 5UX
SCOTLAND, U.K.

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FREE LIST AVAILABLE

British Telecom & Mercury
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Worldwide Used & Mint
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CLUB & SOCIETY DISPLAY ADS

ROSEBUD & DISTRICT PHONECARD COLLECTORS CLUB INC.

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

From April 1994
the Club

Meets Second Saturday, 2pm, Monthly at the
Anglican Church Hall
Sixth Avenue & Point Nepean Road, Rosebud.
Melway 158 D12
All Welcome

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

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

KANGAROO PHONECARD CLUB Inc.

P.O. Box 706, Springwood, Queensland 4127

NEW VENUE from 12.4.94

This Club Meets Every Second Tuesday, Monthly
At 10 Queensport Road, Murarrie
UBD Street Directory Map 28-C4

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

or

The Club President on (07) 209 7915

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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

SPRINGVALE DISTRICT PHONECARD & COLLECTABLES CLUB

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

The Club Meets On the 4th Saturday of
Each Month From 2.00 to 4.00 pm
At The Springvale Council Meeting Room
(Behind The Springvale Town Hall)

Convenors: A. DeSousa & R. D'Souza

Subscribe to the *other* magazine for telephone card collectors and you'll receive up to **THREE** copies of Australia's **FIRST** Complimentary telephone card absolutely **FREE!**



Telecom Payphone Services is producing Australia's first Complimentary telephone card on behalf of **Phonocard Collector**, to be issued during May 1994. The **Phonocard Collector** phonecard features the front cover of a recent issue of the magazine and will be given away **FREE** while stocks last to those who enter a new subscription (or extend their existing subscription) to **Phonocard Collector** in the period up to September 30 1994. A limited run of 10,000 of the \$2 cards is being produced for **Phonocard Collector** by Telecom Australia's contracted manufacturer, Leigh Mardon Pty Ltd, in Melbourne. The new **Phonocard Collector** card belongs to Telecom Payphone Services' new 'Custom' cards category and will feature the Telecom logo prominently. Being a Custom card, it will *not* be made available through Telecom's mail order service. **IMPORTANT:** The *only* way to obtain the card (other than via the secondary market) will, therefore be to subscribe, or to renew your subscription to **Phonocard Collector**.

The longer you subscribe, the more cards you get!

By subscribing for one year, a reader will be entitled to one free card. By subscribing for two years, a reader will be entitled to two cards. By subscribing for three years, a reader will be entitled to three cards. In other words, subscribers will be entitled to one free **Phonocard Collector** Complimentary card for each year of their subscription.

Subscription Rates

Country/Region	(12 issues)	(24 issues)	(36 issues)
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UK	£39.95	£64.95	£86.95
USA, Rest of the world	US\$59.95	US\$99.95	US\$129.95

A\$ cheques payable to **Phonocard Collector** please. **HK\$, NZ\$, US\$, £stg** cheques payable to The Stamp Collector please. **Sing\$** and **Malaysian Ringgit** cheques payable to Brian Moore.

Phonocard Collector Subscriptions, GPO Box 3780, Sydney, NSW 2001, Australia

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Phonocard Collector Subscriptions, GPO Box 3780, Sydney, NSW 2001, Australia

Please enter my subscription for 36 24 12 Issues and send my **Phonocard Collector** Complimentary phonecard(s) during May.
Cash/Cheque Enclosed Please debit my: American Express Bankcard Diners' Club JCB MasterCard Visa

Card No: Expiry Date:/...../..... Signature:

Please RUSH my **Phonocard Collector** Complimentary phonecard(s) as soon as the card is issued during May.

Name: Phone Best (local) time to call: am/pm

Address: APM04.94

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FREE PHONECARD

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- Phonecard Issuing Countries
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- South African Phonecards
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- etc. etc

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THE AUSTRALASIAN
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also

Crossword & Prizes
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Organized by the
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Sydney	Sydney Stamp Centre	14 Martin Place, Colonial Mutual Bldg Opp. GPO (02) 231 4583
Sydney	Status Retail	Shop 16, Royal Arcade, 255 Pitt Street (02) 267 6116
Sydney	Kennedy Stamps	Shop 38A, Town Hall Arcade (02) 264 6168
Blacktown	Prospect Stamps & Coins	Shop 18, 24 Main Street (02) 622 1399
Parramatta	D & L Stamps & Coins	Shop 5, 2 Macquarie Street (02) 687 2372
The Entrance	Western Collectables	118a, The Entrance Road (043) 34 3730
St Marys	G & C Quality Stamps & Coins	Shop 5, Star Arcade, 182 Queen Street (02) 8331618
Strathfield	Strathfield Stamps & Coins	Shop 68, Strathfield Plaza. (02) 764 3034
Narrabeen	M.E.F. Books	PO Box 523, Narrabeen, NSW 2101 (02) 913 3036
Lismore	Michael Rennie	Shop 9, Lismore Arcade, 108 Molesworth Street (066) 22 4844
Gosford	Alan's Collectables	No1, Shop 4, William Street Plaza (043) 24 6884
Tamworth	Jeff Solomon	"Solomon's Newsagency", 411 Peel Street (067) 66 1368

VIC

Melbourne	Max Stern & Company	Port Phillip Arcade, 234 Flinders Street (03) 654 6751
Melbourne	Rex & Fair Philatelists	Shop 10, Hub Arcade, 318 Little Collins Street (03) 654 7022
Melbourne	City Stamp Market	Shop 28, Degraes Street (03) 654 3549
Melbourne	Universal Coin Company	20 Centre Place (03) 654 2997
South Caufield	MGK Stamps & Coins	357A Hawthorn Road, South Caufield (03) 523 8906.
Belgrave	Knox-Sherbrooke Phonecards	PO Box 207, Belgrave, Vic 3160 (059) 68 5576
Moonee Ponds	R.M.C. Stamps & Books	633B Mt Alexander Road, Moonee Ponds (03) 326 1746

QLD

Brisbane	Tony Boyd	200 Latrobe Terrace, Paddington, Brisbane (07) 369 0488
Brisbane	Rob Dean, GPO Newsagency	GPO Lane (next to public phones) (07) 229 1581
Brisbane	G.A.Laker & Co.	4th Floor, Bowman House, 276 Edward Street (07) 221 4746
Brisbane	Cut Price Coins	114 Queen Street, Brighton (07) 266 5254
Rockhampton	Len Cooper	Rocky Markets, Dennison Street, Rockhampton
Mackay	John Platts Stamps & Coins	Whitsunday Arcade, Macalister Street (079) 57 6602

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Adelaide	Stewarts Stamp Shop	66 Grenfell Street. (08) 223 4435
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ACT

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WA

Perth	Mickel Smits "Philatelists" P/L	Shop 10, London Court Arcade (09) 277 1482
Albany	Jackmans Stamps & Coins	78 Lockyer Avenue (098) 41 6338
Kelmscott	Westland Stamps	PO Box 94, Kelmscott, WA 6111 (09) 496 1413

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Hobart	Abacus Stamps & Coins	Shop 10, Mathers Lane (002) 34 3494
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NT

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DEALERS/NEWSAGENTS/CLUBS & SOCIETIES

ANY OF THE ABOVE WISHING TO STOCK AUSTRALASIA'S FIRST MONTHLY PHONECARD MAGAZINE, SHOULD CONTACT THE EDITOR AS PER DETAILS ON PAGE 3, FOR INFORMATION ON PRINT RUNS, WHOLESALE PRICES, ETC. BACKCOPIES AVAILABLE.

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

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Gibraltar Phonocard picturing the Australian Ship
"HMAS Waterhen" Mint \$20



This ship was part of the
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Registration if ordering from Overseas.

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FIJI - Hyundai advertising cards for the Martin Motor Company Prices for Used cards



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These are beautiful chipcards with attractive pictorials on both sides of the card - Prices are for Used cards

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