

THE AUSTRALASIAN PHONECARD MONTHLY

CONTENTS INCLUDE

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- The Grapevine (Whats Happening)
- Fintel (Fiji)
- "A Billboard in Your Pocket"
- Club & Society News



Australian Wildlife Fund
Phonecard/Stamp Packs



PayTel Australia's
"Heritage Collection"



OTUMOETA I COLLEGE - NEW ZEALAND - PHONECARD PACK

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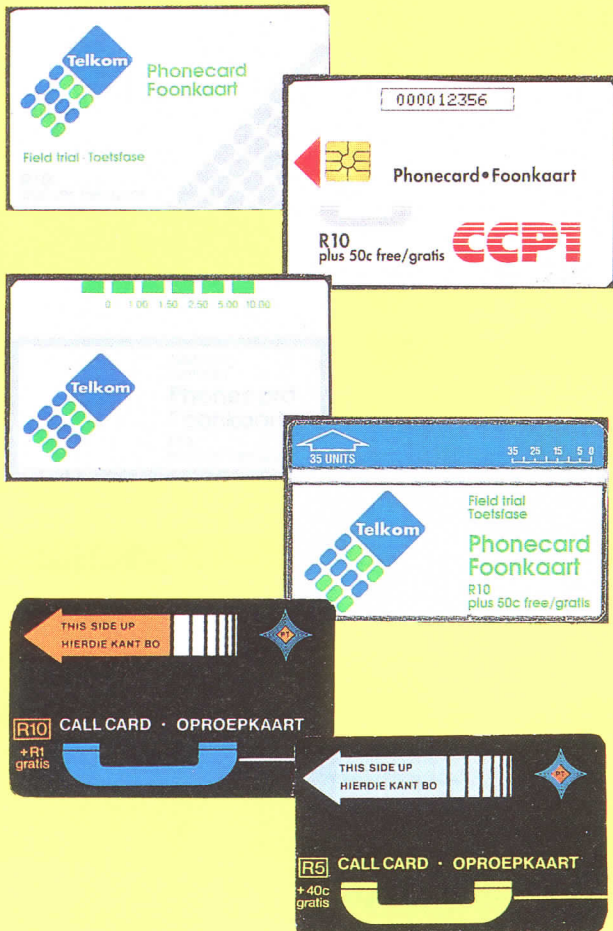
Supplying quality cards with potential

Prefix Price list available on request

Our price list is the only fully comprehensive listing by prefix available in Australia and covers mint, 1-hole and multi-hole cards. It is regularly updated from our computer database to reflect all changes in today's quickly changing environment. Join our mailing list to obtain regular copies automatically. (please send 6 x 45c stamps to cover costs)

SOUTH AFRICA

SET 6 TRIAL CARDS (RRP \$160)
Special price while stocks last **\$120**



AUSSIE RULES Custom Phonecards

First 2 of a series of 17 (commencing June)

Ablett & Modra - \$19.50 per pack (rrp)

We're taking orders for 1st & 2nd issues of this exciting new collection now. The series consists of a single Telecom phonecard in presentation pack, 1 per club and 2 issues featuring the Brownlow Medallist & Grand Finalists. Print-runs envisaged are 10,000 per design. Note these cards will not be available from Telecom. Wholesale enquiries welcome

Australian Wildlife Fund

1st Conservation Stamp & Phonecard Packs
(avail mid-June)

Koala Pack \$5 Mint Telecom phonecard featuring 1994 Koala Stamp design & miniature sheets 1994 Koala stamps. Face value of pack \$25 = issue price \$25.

Wetlands (Duck) Pack \$10 Mint Telecom phonecard featuring 1993/4 Duck Stamp design & miniature sheetlets 1993/4 Duck Stamps. Face value of pack = \$50. Issue price = \$49

Both packs 10,000 print-run, packs available in standard & "folio" presentations

REPLY FORM

Return To: Knox-Sherbrooke Phonecards

PO Box 601, Emerald, Vic 3782, Australia, tel (059) 685576, fax (059) 683463

Name (full name):

Tel no: bh (.....)

Address:

ah (.....)

State: Postcode:

Description	Unit Price	Qty Required	Total
AWF Koala	\$25.00
AWF Koala (folio)	\$40.00
AWF Wetlands (Duck)	\$49.00
AWF Wetlands (Duck) folio	\$64.00
Aussie Rules Ablett	\$19.50
Aussie Rules Modra	\$19.50
Set 6 S Africa Trial Cards	\$120.00
Postage	\$3.50 per 5 packs

- Cheque enclosed
 Please charge my credit card MC/BC/VISA

□□□□ □□□□ □□□□ □□□□

expiry date/.....

Payable this order \$

SIGNATURE:

- Add me to your standing order service for the *full Aussie Rules series of 17 Matching serial numbers.

SYDNEY STAMP CENTRE

(FORMERLY WESLEY COVER & STAMP SERVICE)

ESTABLISHED 1935

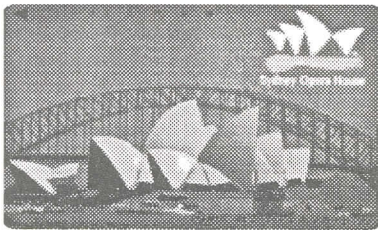
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AUSTRALIA'S LARGEST TOPICAL PHONECARD DEALERS



Sydney Opera House Trust

Pacific Phonecard Group

All cards mint Australian related

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

We are Australasian Agents

Dealer enquiries welcome

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
1993 Illustrated Supp. (11 Pages)	\$33.00
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)	\$16.95
10 Pages with Black Interleaves	\$18.00
100 Clear Celophane Protectors	\$6.00
1994 Australian & New Zealand (64 Page) colour catalogue	\$10.95

New Zealand

Jurassic Park Private (Pack)	(1)	\$60.00
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Advertising Cards

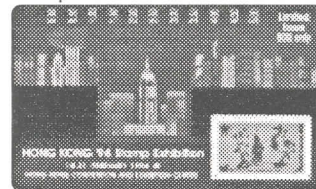
1992 Hertz mint	(1)	\$180.00
1993 Auckland Taxi mint	(1)	\$45.00
1993 Elvis mint	(1)	\$350.00
1992 Airshow mint	(1)	\$15.00
1992 Scouts mint	(1)	\$12.00
1992 Bitter Bear mint	(1)	\$15.00
1992 Ansett mint	(1)	\$15.00
1992 Mitre 10 mint	(1)	\$10.00
1992 Phantom of the Opera mint	(1)	\$20.00

1992 Ace Computers mint	(1)	\$10.00
1992 Financial Planning mint	(1)	\$12.00
1992 Around the Bays mint	(1)	\$10.00
1992 Tuanz mint	(1)	\$15.00
1993 Melbourne Cup mint	(2)	\$100.00
1993 Marilyn Munro mint	(1)	\$95.00

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

We are Australia's leading distributors of
New Issue USA Cards - over twenty-two
phone operators - are YOU on our list?



Hong Kong '94 Stamp Exhibition

IT'S EASY TO ORDER NOW!

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Telephone: Bus: (02) 231 4583; after hours: (02) 428 1259, Fax (02) 418 6862

- I am interested in your new issue service. Yes, I would like a copy of your newsletter.
- I collect the following countries: _____
- I collect the following topics: _____

Name (given): _____

Surname: _____

Address: _____

Postcode _____

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

Customer Number _____

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

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

Enclosed is cheque money order

Please charge my credit card:

BANKCARD MASTERCARD VISA

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Expiry Date _____

Signature _____

The Australasian Phonocard Monthly

JUNE 1994

Vol. 2 No. 6

Managing Editor

Viddy Jermacans
Phone/Fax (067) 65 8006

Publisher

Durrant House Collectables
BRN Q5900505

Circulation Assistant

Jason Jermacans

Printer

Edwards Printing, 13 Lockheed St.
Tamworth, NSW 2340 Ph (067) 657788

Editorial Correspondence

The Editor

The Australasian Phonocard Monthly
PO Box 1309, Tamworth, NSW 2340 Australia

Advertising Subscriptions

As Above

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Next Month:

"A Billboard In Your Pocket"
Phonocards of Scotland
Before Phonocards - Payphone Tokens

Print Post Approved PP245673/00013

EDITORIAL

Readers will note a number of changes to the magazine, commencing with this issue.

Distribution has been brought forward to the first Monday of each month. and all efforts will be made to continue this practice. As from this issue, the page number has increased to forty (plus the cover pages) -

an increase of eight pages on the May magazine. Also, it will be noted that there is an increase to the number of "colour" pages.

Correspondingly, the price of the magazine per copy has increased to A\$3.50, which is the first price increase since the first issue in November 1993. At page 32, readers will note the revised advertising rates as from June 1994.

Whilst the compilation and publication of this magazine is still a "part time" activity for me, moves are continuing for it to become a full time profession.

The magazine continues to grow, with an increase in both local and (particularly) overseas subscribers. Readers will note also, an increase in advertisers, again both local and from overseas, which provides collectors with a wider choice from which to choose phonocards to purchase and collect.

The above expansion is facilitated by the continuing growth in phonocard production and collecting. As readers will no doubt be aware, the present "boom" appears to be focussed on Telecom's Collector Packs, particularly the early issues. Many in the "know" are tipping that the Australian packs will go the way of those in New Zealand and reach the magical \$1000 mark.

A considerable amount of buying and "hoarding" of packs is being undertaken by some major dealers/speculators (both Australian and from New Zealand), which is a prime cause of the current interest and upsurge in price. The low print numbers for the packs, both the early issues as well as the current, mean that it is possible to "corner the market" with a particular item.

This is not a criticism of what is taking place, merely an indication to readers who may rely on the magazine for information as to what is occurring "in the market place".

Some collectors and dealers feel that the current surge will lead to a corresponding fall, particularly as stocks are released back into the market. If there is no response from collectors to buy at the inflated prices, they should in theory fall. We will wait and see.

At long last I have ascertained the winner of the **Cryptic Crossword** (January issue). I apologise for the lateness of this announcement but it was a "horror" to sort out, due partly to some entries being completed on the proverbial "butchers paper with a thumb nail dipped in tar". The winner was **Ashley Miller from Prahān**, who had only one incorrect answer - 31 across is Brisbane as opposed to Printing. June McNab (ironically from Brisbane) was runner-up with two incorrect answers - including 31 across as well as 8 Down - Tramp not Cramp.

Congratulations - two mint, second print swimming cards are on the way to Ashley Miller, Prefix numbers 136 and 137.

EDITOR

EDLINS OF CANBERRA



POSTAL ADDRESS: PO BOX 98, BELCONNEN, ACT 2616
PHONE (06) 258 6845 OR (06) 248 7859 - FAX (06) 259 2316



PHONECARDS

AUSTRALIAN USED FOR SALE - MULTI HOLE

GEELONG

\$1.50 Go Together	\$45
\$3.00 Float & Wave	\$ 8
\$6.00 Reach to Rescue	\$ 9
\$1.50 Surf Boat	\$15
\$3.00 Zodiac	\$ 9
\$6.00 Surf Crew	\$60
Geelong Used Set (6)	\$140

SOUTH AUSTRALIA

\$2.00 Vineyard 1st Print	\$ 8
\$2.00 Vineyard 2nd Print	\$ 6
\$2.00 River Murray	\$10
\$5.00 Adelaide GP 1st Print	\$ 8
\$5.00 Adelaide GP 2nd Print	\$12
\$5.00 Flinders Ranges	\$10
\$10.00 Kangaroo Island	\$15
\$20.00 Adelaide 1st Print	\$ 8
\$20.00 Adelaide 2nd Print	\$ 6
South Australia Set (6)	\$50

SELECTED ISSUES

\$5.00 Grand Prix Wreath	\$12
\$5.00 Australia Day 1992	\$15

QUEENSLAND

\$5.00 Great Barrier Reef	\$ 8
\$5.00 Gold Coast	\$ 8
\$10.00 Brisbane (scarce)	\$40
Queensland Set (3)	\$55

VICTORIA

\$5.00 Melbourne 1st Print	\$ 4
\$5.00 Melbourne 2nd Print	\$ 5
\$5.00 River Murray	\$ 4
\$10.00 Grampians 1st Print	\$ 6
\$10.00 Grampians 2nd Print	\$ 6
Victoria Set (3)	\$12

NEW SOUTH WALES

\$2.00 Echidna	\$ 3
\$2.00 Orangutan	\$ 3
\$5.00 Platypus	\$18
\$5.00 Giraffe	\$10
\$10.00 Cheetah	\$ 5
\$20.00 Zoo	\$20
New South Wales Set (6)	\$50

TASMANIA

\$2.00 Cradle Mountain	\$30
\$5.00 Hobart	\$20
Tasmania Set (2)	\$50

POSTAGE ON ALL ORDERS \$3.00

ALL ORDERS OVER \$100 VALUE

SENT FREE

BUYING

Always keen to Buy
Phone or Fax for latest Buying Prices

SEE US AT THE FOLLOWING SHOWS

BRISBANE

11th, 12th, 13th JUNE - R.N.A. SHOWGROUNDS

CANBERRA

17th, 18th, 19th JUNE - AUCTION & SHOW
CASINO CONVENTION CENTRE

ADELAIDE

25th, 26th JUNE - ST PETERS TOWN HALL

SYDNEY

3rd JULY NSW - PHONECARD STAMP COIN & COLLECTABLES
FAIR HOLIDAY INN MENZIES

MELBOURNE

10th JULY - INTERNATIONAL PHONECARD FAIR
SOUTHERN CROSS HOTEL

MELBOURNE

16th, 17th JULY - NAA COIN FAIR
DALLAS BROOKS CONVENTION CENTRE

ADELAIDE

23rd, 24th JULY - AUSTRALIAN PHONECARD COLLECTORS
CLUB FAIR TOC-H-HALL EDWARDSTOWN

RUNDLE COINS

(incorp. ADELAIDE PHONECARD CENTRE)

214 RUNDLE STREET, ADELAIDE, SOUTH AUSTRALIA 5000

PHONE: (08) 232 0660

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TELECOM - PACS - PAYTEL - TELEARCH - PHONECARDS

ORDER NOW - FIRST ISSUE AFL TELECOM PHONECARDS

LIMITED NUMBER OF PACKS ISSUED

by TELEARCH

FIRST TWO PACKS IN A SERIES

GARY ABLETT & TONY MODRA

Single Card Packs \$19.50 each Plus Postage

MASSIVE PUBLIC AUCTION & MAIL BID SALE

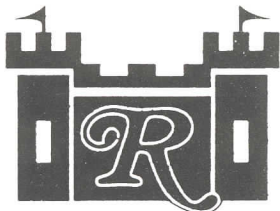
REGULAR AUCTIONS 1300 - 2500 LOTS

STAMPS, COINS, PHONECARDS, BANKNOTES & COLLECTABLES

SEND FOR YOUR **FREE** CATALOGUE NOW

ALWAYS BUYING PHONECARDS, PAYING \$100 FOR QUEENSLAND
PACKS. ALL OTHER CARDS WANTED - ESPECIALLY MINT CARDS

SEND & IF SUITABLE WE WILL FORWARD PAYMENT BY RETURN MAIL
(NO DAMAGED CARDS PLEASE)



ROXBURY'S AUCTION HOUSE

231 GEORGE STREET

BRISBANE 4002

MEMBERS ANDA ASDA

PHONE: (07) 229 9466 FAX: (07) 229 3852

AUSTRALIAN NEWS UPDATE

TELECOM UPDATE

Standing Orders

The standing order system is currently being trialed. Applications to register for this will be in the next issue of the new format newsletter to be sent out in early July. Those who wish to register for the standing order system will start receiving all sets issued after the Commonwealth Games edition.

Upcoming Phonecard Releases

Official Issues

The Endangered Species 1994 series is now on sale. Orders for the Limited Edition series are currently being processed.

The 1994 Australian Landscape series will be released through the shops to the public in June. The seven cards in this series, each representing a state or territory of Australia, were designed by HERO Communications of Sydney and feature panoramic photos taken by Australian photographers. This series is the first released in Australia to include seven cards. Early Phonecard policy states that Official issues will contain up to six cards and so, collectors purchasing the Limited Edition series will only pay for six of the seven cards in the pack. The card designs have been well received by collectors so far and the pack is expected to sell quickly, so place your orders early to avoid disappointment. There is a limit of five packs per customer. Watch for advertisements in trade publications such as this magazine for order forms for this series prior to the release of the catalogue in July.

The 1994 Commonwealth Games series, to be released through the shops in July, commemorates the XV Games to be held in Victoria, Canada. These striking and stylised photographs were specially commissioned by Telecom to appear on this series of cards and were taken by Fuji's International Photographer of the Year, Pat Scanlon. The sports featured on this series of cards - diving (\$5), cycling (\$5) and shotput (\$10) and that featured on the Limited Edition pack (weight lifting) - are those in which Australia has traditionally excelled.

The Commonwealth Games, an amateur sports competition, is open to countries that are members of the Commonwealth of Nations. In the tradition of the Olympics, the Commonwealth Games celebrates the spirit of comradery, co-operation and national pride, not only within the team but between members of the

Commonwealth of Nations the world over. Telecom Australia is proud to be Official Sponsor of the 1994 Australian Commonwealth Games Team.

Advertising Issues

The Australian Ballet and Sydney Dance Company cards will start going through the shops in June and will be available for sale through the July catalogue. Initially, there will be a print run of 800,000 for the two \$5 cards (one each for the Ballet and Dance Company), 500,000 of the \$10 Dance Company card and 145,000 of the \$20 Ballet card.

If the advertiser (Telecom Corporate) so desires, these designs may possibly be onprinted. **This is an option that is available to all companies that advertise on Phonecard.**

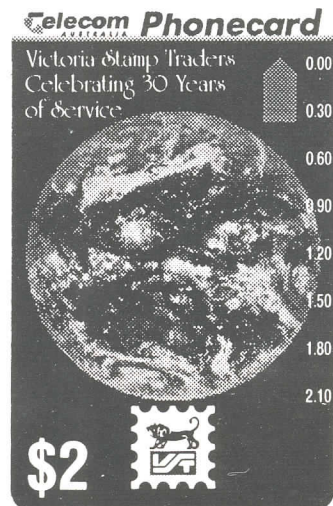
"The Australasian Phonecard Monthly" understands that five new Telecom Australia, Advertising phonecards will be released in July on behalf of Roam Pacific. These cards featuring the 25th anniversary of man's landing on the moon will be released in denominations of \$2, \$5, \$10, \$20 and \$50. A strictly limited number of 2,000 sets will be available to Australian collectors.

Collectors and dealers may obtain an order form by writing to **Roam Pacific, PO Box 638, Lane Cove, NSW 2066.**

Custom Cards

There are a number of new custom cards in the initial stages of production.

Depicted is a new Telecom Australia Phonecard from Victoria Stamp Traders, whom are celebrating "30 Years of Service". This card is only available with a purchase of the new Collect Australian Phonecards Catalogue which will be available in July.



Persons who have already ordered the catalogue will automatically get the card. Other collectors and dealers requiring the catalogue should contact the **Sydney Stamp Centre, PO Box 638, Lane Cove, NSW 2066**, or the **Publisher, Victoria Stamp Traders, 65 Station Street, Malvern Vic. 3144**, for an order form.

The **Australian Wildlife Fund** are producing two cards for fund raising purposes. The cards will feature postal stamps illustrating a duck and a koala. The stamps will be released in conjunction with the cards in a packaged set. This set is due to be released in late June.

See cover and separate article in this issue for more details - Ed.

The **Beagle Bros**, a private company, are producing a \$5 card (in a packaged folder) for the **Australian Railway Historical Society (ACT Division)**. This card features a photograph of the steam locomotive 1210, which the Society is currently in the process of restoring. The Society is expecting to receive these cards in late June and they are expected to be available for release in early July, at \$20 for card and folder (inc. postage). **For further details call the "Order Line" on (06) 239 1972.**

The **Phonocard Collector** magazine is producing a promotional \$2 card which will be given to subscribers of the magazine. For further details contact **Brian Moore on (02) 264 7060.**

Telearch Phonocard Advertising and Promotions is to release a series of seventeen cards featuring **Australian Football League** stars (one for each club - 15) plus one featuring the Brownlow Medalist and one featuring the Grand Finalist. The images of Gary Ablett (Geelong) and Tony Modra (Adelaide) are the first two cards to be released (see advert inside front cover). A **binder** will be produced to house the full set.

The Telearch philosophy in producing collectable phonocards is to take traditionally collectable themes (such as football memorabilia) and to marry them with the desirability of phonocard collecting to create a "super" collectable. Telearch considers that the **A.F.L Classic Action Series** for phonocard collectors represents a true high value added product and provides an exciting theme for Australian phonocard collectors to follow.

Telearch Australia have secured print space with Telecom to release up to three cards per month over the next six months.

Amongst these cards will be the exciting **Victoria Racing Club** series featuring racing legends, particularly Melbourne Cup winners, as well as a special **Melbourne Cup Spring Carnival** pack to include the winners of the Oaks, the Derby and of course, the Melbourne Cup.

Telearch hope to bring to collectors the very best in sporting themes to create the most highly desirable phonocards for collectors.

Thanks to Frank Wilden, Telearch (Aust) Pty Ltd, for the information on the forthcoming Telearch designed, Telecom Australia Phonocards. - Ed.

Rentlo, an electrical appliance company is producing **two promotional cards** as a give-away to the company's valued 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 clients who have rented electrical equipment through the company for six months or more.

The intention is that the presentation of a Rentlo phonocard will enable the bearer to receive a discount on item/s to be hired. These cards are due for issue in the second week of June via Rentlo's Accounts Section.

The cards are not available for sale to the public.

Note: The Custom Cards as indicated will not be available through Telecom Australia's Phonocard Collector Service.

Latest Prefix Numbers

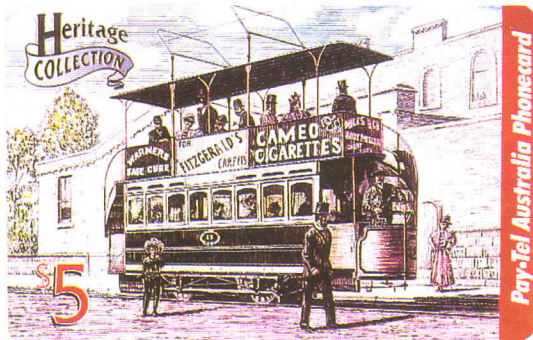
427	\$5 Opera House	100,000
428	\$5 Opera House	100,000
429	\$5 Bilby	100,000
430	\$5 Bilby	50,000
433	\$2 Rentlo	50,000
434	\$2 Rentlo	50,000
435	\$10 Christmas Island Fish Cove	6,000
436	\$20 Christmas Island Red Crab	4,000
437	\$5 Chinese Dog with Vase	31,500
438	\$5 Chinese Dog with Ribbon	31,500
439	\$5 Chinese Dog blowing Trumpet	31,500
440	\$5 Chinese Dog on Ball	31,500
441	\$5 Landscape Limited Edition	8,000
442	\$5 Landscape Limited Edition	8,000
443	\$5 Landscape Limited Edition	8,000
444	\$5 Landscape Limited Edition	8,000
445	\$5 Landscape Limited Edition	8,000
446	\$10 Landscape Limited Edition	8,000
447	\$20 Landscape Limited Edition	8,000
448	\$5 Landscape	100,000
449	\$5 Landscape	100,000
450	\$5 Landscape	100,000
451	\$5 Landscape	100,000
452	\$5 Landscape	100,000
453	\$10 Australian Wildlife Fund	10,000
454	\$5 Beagle Brothers Train	10,000
455	\$2 Phonocard Collector Magazine	10,000
456	\$20 Ballet Card	100,000
457	\$20 Ballet Card	45,000
460	\$10 Mt Hotham Landscape	100,000
461	\$10 Mt Hotham Landscape	70,000
462	\$20 Crescent Head Landscape	100,000
463	\$20 Crescent Head Landscape	20,000
464 - 471	\$5 Ballet & \$5 Dance Cards	800,000
472	\$10 Dance Company	100,000
473	\$10 Dance Company	100,000
474	\$10 Dance Company	100,000
475	\$10 Dance Company	100,000

Thanks to Emma Rogers, Telecom's Phonocard Collector Service, Parramatta NSW, for an update of information on Telecom's forthcoming phonocard releases, etc. -Ed.

PAY TEL AUSTRALIA UPDATE

Heritage Collection Series

The next regular phonecard issue for the "Spirit Of Tasmania" PayTel payphones will be released in June. This issue (designated the AF series) is the first of the PayTel "Heritage Collection" and features Hobart's (Tasmania) electric trams from 1896. It comprises a \$5, a \$10 and a \$20 card, available as individual cards and as a limited run (2500) of numbered Collector Packs.



Apart from the interest in the heritage aspect of the series, the phonecards themselves offer unique pictorial presentations of the (long departed) trams. PayTel engaged a specialist artist to create original lithographic plates of three different trams representing the period 1896 to 1930. These originals were then hand coloured with pale colour "washes" to produce three unique presentations which characterise pictorial representations of that era. These original artworks are reproduced in the finest detail on the "Tram" series of phonecards.

PayTel has purchased an assignment of copyright of the original artwork from the artist and no phonecard reprints of this art will ever be considered. Collectors are thus offered a unique opportunity of adding some Australian history to their collection, together with owning limited run copies of original art! From the "Tram" issue onwards, the reverse side of PayTel cards will be printed in colour and will provide a brief description of the front side images.

Closed User System - Trains

As mentioned in the last issue of this magazine, PayTel will be installing payphones on a train service in July. Associated with this installation will be the issue of PayTel's first "train cards". These will comprise \$3, \$6 and \$10 cards, which will be available separately or in packs. Consistent with PayTel's collector-orientated pricing policy, cards will be available at "face" value and packs will be available at a small premium.

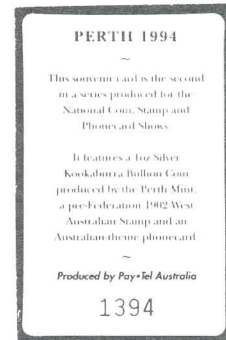
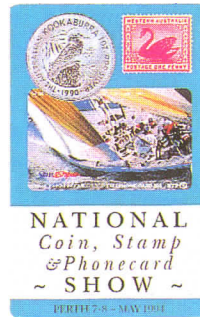
PayTel wishes to advise that the "Spirit of Tasmania" packs and cards (AB Series) are sold out. They are still available however, through dealers.

SOUVENIR COLLECTOR CARDS

Edlins Perth Show

The Edlins of Canberra, National Coin, Stamp and Phonecard Show in Perth (7-8 May), 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.



International Phonecard Fair

A Collector Card was produced by PayTel Australia for the organisers of the Brisbane International Phonecard Fair on the 15th of May.



New Zealand Collector Cards

Two Collector Cards, produced by Event Masters for New Zealand Exhibitions, are depicted below. These cards are overprinted Telecom New Zealand Phonecards and feature the recent Hamilton, National Stamp Exhibition (at which phonecards featured prominently) and the forthcoming Philatelic Youth Camp.



OVERPRINTS

Readers of this magazine will be aware that the issue of overprints (overprinted Telecom Australia and Telecom New Zealand Phonecards) has been covered extensively in recent issues. Advertisements for overprinted cards in Collector Packs will also have been noted.

The situation in New Zealand has been resolved in that Telecom New Zealand and Strategic Media Limited (producer of Telecom's Collector Packs) have reached an agreement with Event Masters (a major overprinter of Telecom's Phonecards) and their printer (Jason Crooks).

The following is reproduced to clarify the situation in regards to the overprinting of phonecards in New Zealand and as to their status:-

Dear Sir,
Over the last couple of months there has been a great deal of talk and speculation in the marketplace with regard to **overprinting of cards** by **Event Masters** and other parties and the claimed action that Telecom will be taking.

This letter serves to address that speculation and clarify the issue.

The Telecom Phonecard Collector Service and Telecom Payphones have settled the outstanding issues with Event Masters on the following basis.

1. That Event Masters will produce any further issues of Phone Cards that they undertake as an overprinted product with the words "Private Issue" written clearly on the front of the Phone Cards and on the back, the statement "Private Issue by Event Masters".

All advertising and promotional material and packaging will also quite clearly carry the statement that these are "private issue" cards by Event Masters.

2. All reference to Telecom will continue to be completely removed from the cards.

3. The word PhoneCard as one word has been acknowledged as being Telecom's property and therefore any reference to the word PhoneCard on the cards or in any support, promotional or packaging material will feature the word Phone Card as two words.

Telecom's position on this exercise has always been and remains that we wish to ensure that the market clearly understands the difference between a Telecom (official issue card) and a overprinted (private issue) card.

We believe now that the agreement that has been reached with Event Masters, the clear branding that will now be on the cards, packaging and promotional material, will address the issue and at the same time allow both parties to be able to get on with their commercial activities within the market.

Telecom will continue to undertake an educational campaign with its collectors and in particular with new collectors to ensure they understand the difference between the two types of cards.

Ultimately, it should remain the consumer's choice to decide whether they wish to support or purchase official or private issue cards.

With regard to other people who are overprinting Telecom PhoneCards, Telecom will be pursuing these people to ensure an outcome that is satisfactory to Telecom and the market.

We hope this clarifies the position for you.

Best Regards
Yours Sincerely
Strategic Media Ltd

Robert Gill
Principal.

To date, Telecom Australia has stated that its "official policy is that it does not sanction any overprinting of Phonecard".

PHONECARD SUPPLEMENT RELEASED

National Binder System has released the 1993 Australian Phonecard Illustrated Supplement pages. The eleven illustrated pages retail at \$33.00. Collectors and dealers requiring the pages should contact:-
Sydney Stamp Centre, PO Box 638, Lane Cove, NSW 2066.

NORFOLK ISLAND PHONECARD RELEASE

The **Norfolk Island Philatelic Bureau** is to soon release a set of phonecards for use on the Island. These cards will be printed by Telecom Australia and will have the present system of prefix numbering. It is not clear at this stage as to whether the cards will be available through Telecom's Phonecard Collector Service and/or from the Bureau on Norfolk Island. More information as it becomes available.

CHRISTMAS ISLAND PHONECARDS

Readers will note on **page 9**, that a further 6,000 and 4,000 of the Christmas Island, \$10 and \$20 phonecards respectively, have been printed. These are **reprints** of the Fish Cove and Red Crab Migration cards.

PAPUA NEW GUINEA

USED PHONECARDS

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

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

TELECOM PAYPHONE SERVICES

Established in 1988, Telecom Payphone Services operates as a Telecom business unit, dedicated to providing the best possible payphone service for all Australians. From commencement, Telecom Payphone Services concentrated on improving the number of working payphones in both metropolitan and regional areas. Success was almost immediate and due in no small part to the introduction of **Phonecard** in 1990, a product that further enhanced payphone reliability and convenience.

During 1993 calls made by Phonecard as opposed to coins, increased from 25% to 35%. The trend has continued in 1994. The Phonecard collectors' market increased by 107% in 1993 and again, continues to expand rapidly in 1994. The Phonecard reseller network exceeds over 15,000 outlets nationally and the conversion of Telecom's payphones has continued to the extent that over 75% of public payphones now accept Phonecard.

Phonecard Collector Service

The Phonecard Collector Service is a section within one of Telecom's two recently restructured organisational areas, the **National Business Unit** - the other arm being **Corporate Services**.

The Service has the responsibility for overseeing the production of Telecom's official Phonecard issues as well as formulating and monitoring policy in relation to Phonecard distribution through resellers, dealers and direct to the public.

In the last six months in particular, the Service has come in for considerable criticism in relation to its marketing strategy, particularly in relation to firstly, its (non) distribution of Custom cards and secondly, its distribution of the (recently reduced in number) Limited Edition Collector Packs.

Following the experience of the Tamworth cards - whereby an available stock of 2,000 x two cards were made available for mail order - the Service decided that it would not handle the small number of cards associated with a limited issue.

The Service simply does not have the capacity to cope with orders in excess of 10,000 for 2,000 available cards. The labour and administrative costs far exceed any income derived from the sale of the limited number of cards. The postage used to reply to unsuccessful applicants for the Tamworth cards was alone quite considerable without including the person hours involved in replying.

Processing of Orders

The following is a brief outline of what is involved in processing orders received by the Phonecard Collector Service.

All orders are entered manually into a computer for processing, which takes time. Payment by cheque

awaits clearance, again taking time. Payment by credit card (estimated to be approximately 80% of all orders) is also time consuming as lists have to be prepared which then need to be cleared with the relevant credit provider.

Once these steps are successfully accomplished, orders are forwarded to Sprint Pack, a company in Melbourne, which stocks Telecom's Phonecards and Packs and which processes orders to the original applicant.

Whilst the (approx.) six week delivery time is frustratingly slow for many, the present staffing levels in the Phonecard Collector Service associated with the volume of orders and process to be followed, means that the time frame is difficult to "short circuit".

Pack Distribution

In relation to the distribution of Limited Edition Packs, Phonecard Collector Services has arrived at a formula which in the present circumstances (of limited numbers) appears fair and equitable.

Prior to the introduction of Limited Editions, the percentage of Collector Packs sold to the public was approximately 70%. Conversely, sales to dealers were 30%. Collector Services has applied this formula in the present sense, ie., 70% of stock is allocated to the public and 30% to dealers.

Collector Services has further allocated Packs to dealers on another percentage formula, ie., based on individual dealer purchases prior to the introduction of Limited Editions. Obviously, the larger dealers will (due to past purchases) be offered a higher number of Packs as opposed to "smaller" or more recently commenced dealers.

Dealers are presently advised of their "quota" and offered the opportunity to purchase that number by a certain date. If they either decline or do not reply, their allocation goes back "into the pool" for redistribution.

Dealer's Purchase Prices

As a matter of interest to readers, dealers obtain Phonecards from Telecom at 3% off face value and Collector Packs at 15% off face value. The profit margin (if reselling at face value) is small in the first case but more attractive in the latter.

Phonecard Designs

Phonecard Collector Services is also responsible for designing Telecom's official Phonecard issues. An exception to this is the Bi Annual Telecom Phonecard Design Award, at which stage young graphic designers have the opportunity to compete for award winning designs, eg., the 1993 Environmental Series of three cards.

Note: The article on Advertising Cards "A Billboard In Your Pocket", has been held over until the next issue. -Editor.

MELBOURNE'S BIG COLLECTOR WEEKEND

Considerable interest is already being shown in Melbourne's Big Collector Weekend to be held at the Southern Cross Hotel on Saturday and Sunday, the 9th and 10th of July, 1994. The Melbourne International Banknote Fair will be held on Saturday 9th of July, from 10.00 am to 4.00pm and the Melbourne International Phonecard Fair will held on Sunday the 10th of July, from 10.00 am to 5.00pm. Both Fairs will be held in Ballroom A at the Southern Cross Hotel.

Australia's leading banknote dealers and possibly several from New Zealand will be attending the Banknote Fair. Collectors will be able to choose from one of the largest stocks of Australian and world banknotes seen in Victoria.

Members of the International Bank Note Society will have a special competitive exhibition on display at the Fair. Note Printing Australia is expected to exhibit part of their archives as well.

Phonecards will be featured at the Fair as many banknote dealers also deal in phonecards. A special limited edition collector card will be available for sale at the reception desk from 10.00 am on the Saturday.

Most of Australia's and several of New Zealand's leading phonecard dealers will be attending the Melbourne International Phonecard Fair. Telecom Australia and PayTel Australia will also be in attendance.

A special limited edition collector card will be produced by PayTel Australia for the Phonecard Fair and will be available for sale at the reception desk from 10.00 am on the Sunday.

The two Fairs will be held at the Southern Cross Hotel, 131 Exhibition Street, Melbourne, Victoria.

For further information please contact M.E.F Books, PO Box 523, Narrabeen, NSW 2101. Telephone (02) 913 3036, Fax (02) 913 2028.

ABACUS STAMPS & COINS

10 MATHERS LANE, HOBART 7000.

Ph: 002 34 494 Fax: 002 291032

SELLING

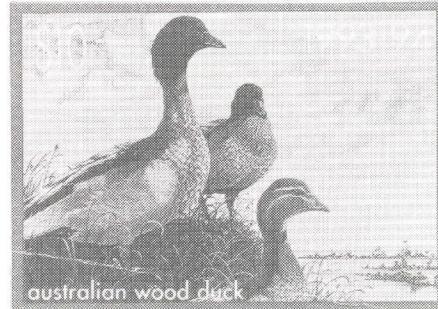
AUSTRALIAN WILDLIFE FUND

Combination Conservation Stamp
and Phonecard Packs

Orders being taken

NOW

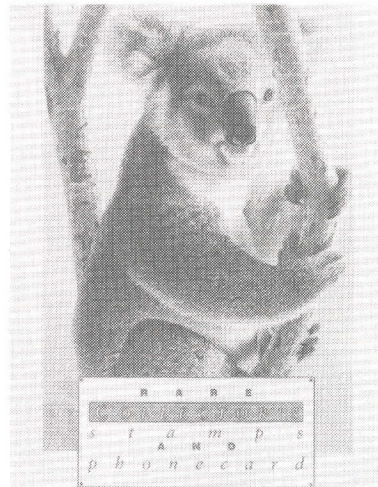
Packs due for release mid June



AWF Koala	\$25.00
AWF Koala (folio)	\$40.00
AWF Wetlands Duck	\$49.00
AWF Wetlands Duck (folio)	\$64.00

Both Packs are a 10,000 Print Run and are available in a standard and folio form of presentation.

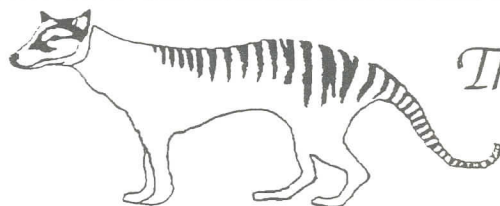
See article on page 14.



FAIRS - SHOWS - AUCTIONS

17	June 1994	Edlins of Canberra - Auction No. 102		Canberra
18-19	June 1994	National Stamp, Phonocard & Coin Show	Canberra Casino	Canberra
3	July 1994	Phonocard Club of Tasmania Fair	Masonic Hall	Glenorchy
3	July 1994	NSW Phonocard, Stamp & Coin Fair	Holiday Inn Menzies	Sydney
9	July 1994	International Banknote Fair	Southern Cross Hotel	Melbourne
10	July 1994	International Phonocard Fair	Southern Cross Hotel	Melbourne
16-17	July 1994	NAA Coin Fair	Dallas Brooks Centre	Melbourne
31	July 1994	Gold C'st Phil Soc Stamp Coin Phone Fair	CWA Hall	Southport
23-24	July 1994	Aust Phonocard Collectors Club Fair	TOC-H-Hall	Edwardstown
27-28	Aug 1994	National Stamp, Phonocard & Coin Show	Holiday Inn Menzies	Sydney
10	Sept 1994	Rosebud & Dist Phone Coll Club Fair	Anglican Church Hall	Rosebud
16-18	Sept 1994	Sydney Coin and Stamp Fair	Opera House	Sydney
24	Sept 1994	Edlins of Canberra - Auction No. 103		Canberra
24-25	Sept 1994	National Stamp, Phonocard & Coin Show	Convention Centre	Canberra
22	Oct 1994	National Stamp, Phonocard & Coin Show	Novotel Hotel	Launceston
23	Oct 1994	National Stamp, Phonocard & Coin Show	Westside Hotel	Hobart
18-20	Nov 1994	AEROPEX 94 Exhibition	Town Hall	Adelaide

FOR FREE ANNOUNCEMENTS IN THIS SECTION, WRITE TO THE EDITOR



*The Phonocard Club of
Tasmania Inc*

TASMANIA'S FIRST PHONECARD AND COLLECTABLES FAIR

SUNDAY JULY 3RD 1994

9.00 AM TO 3.00 PM

TO BE HELD AT THE

**MASONIC HALL, PELTRO STREET
GLENORCHY**

STALL HIRE AVAILABLE - DISPLAYS AND DOOR PRIZES

FOR ENQUIRIES CONTACT; SAM BAILEY PH (002) 445745

OTUMOETAI COLLEGE PHONECARD

Otumoetai College a large co-educational, state school in New Zealand, is out to show that big ideas come in small packages with its recent launch (late March) of a unique fundraising venture.

The product itself is the first ever school (Telecom New Zealand) phonecard and features a painting by promising artist and former College student, William Furneaux, of his sister Seini, framed by an intricate tapa pattern and the luxuriant foliage of the fruit salad plant.

Otumoetai College is likely to be the only school in New Zealand to ever take on this endeavour, due to restrictions on "ad cards" that have now been put in place by Telecom New Zealand.

The initial idea for the card was investigated by staff member, Alan Galletly. With the inside knowledge of phonecard collector Hamish Wilson, the project took a step closer to reality. Brian Ducker (Asst Principal), supported by a team of seven staff, has seen this project through to fruition. Funds raised through the venture (7000 of the 10,000 cards have already been sold - all 500 of the signed presentation packs have been sold as have 750 of the 1000 unsigned packs) will be put back to benefit College and student activities.



William Furneaux

OTUMOETAI COLLEGE PHONECARD

\$7.00 (NZ)

A limited Edition \$5.00 phonecard with
a \$2.00 donation to support the school.

While stocks last

Cards as well as packs are available directly from the college. Please make bank cheques payable to Otumoetai College, and send with the return slip below to:-

Otumoetai College, PO Box 8033,
Cherrywood, Tauranga, New Zealand.

I REQUIRE :-

- College Phonecards at \$7.00 N.Z. each
- Presentation Packs at \$20.00 N.Z. each. Limited to 1000
- Signed Presentation Packs at \$25 N.Z. each. **SOLD OUT** Limited to 500

Name:

Address:

.....
.....

Postage & Packaging

\$2.00 (N.Z.) Up to 10 cards
\$4.00 (N.Z.) Up to 5 packs

AUSTRALIAN CUSTOMERS

BANK CHEQUE IN AUSTRALIAN \$'s PLEASE

AUSTRALIAN WILDLIFE FUND KOALA AND DUCK STAMPS BREAK NEW GROUND IN CONSERVATION FUND RAISING PURSUIT

CONSERVATION STAMPS AND MATCHING TELECOM PHONECARDS IN SPECIAL PRESENTATION PACKS TO BE RELEASED JUNE 15

On 15 June, 1994, The Australian Wildlife Fund will release its first unique collector's issues; the **Koala and Duck Stamp/Phonecard Conservation Packs**.

"This is a new and innovative way to generate funds for koala research and wetlands conservation projects of the **Australian Nature Conservation Agency**" announced Mr James G, Jude, The Executive Director of the Australian Wildlife Fund.



The Koala Stamp/Phonecard Pack features the image of the 1994 annual Koala Conservation Stamp on the \$5 Phonecard and is combined in a pack with the 1994 \$8 Koala Stamp miniature sheet and an "exclusive to the pack" issue of the 1994 \$7 and \$5 Koala Stamps which feature dramatic burnt out Koala habitat. The total face value and selling price of the Koala pack is \$25.

The horrendous effect of recent bushfires on Koala colonies and habitat has created real concern for Koala preservation. This can be converted into much needed funds for research, medical and relocation needs of the Australian Koala and with the purchase of the Koala Stamp/Phonecard Pack.

The Duck Stamp/Phonecard Pack features the 1993/94 Australian Wood Duck Wetlands Conservation Stamp image in the \$10 Phonecard and is combined in a pack with the Duck Stamp sheetlet of four, overprinted to identify it as an "exclusive to the pack issue". Total face value of the pack is \$50. Selling price of the pack is \$49.

The matter of wetlands conservation is one that has been given great importance by the Australian Nature Conservation Agency (formerly the Australian National Parks and Wildlife Service) as part of its involvement in the RAMSAR Convention, an inter governmental group concerned with the protection and management of wetlands of international importance. Wetlands support vulnerable and endangered subspecies of plant and animal life, as well as being the natural habitat of ducks and other waterbirds.

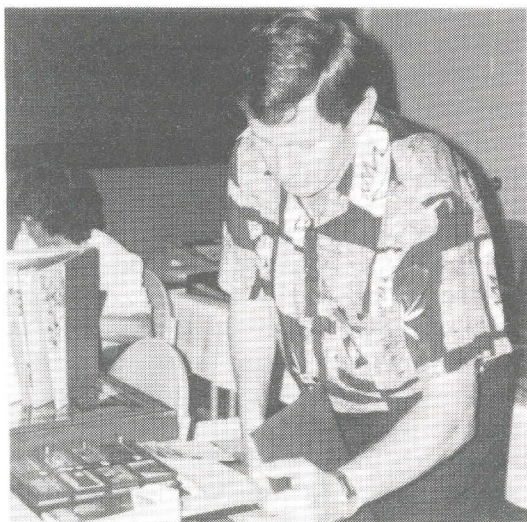
Each pack is issued in an edition of 10,000 of which 1,000 have been earmarked as a **Collectors Folio Edition**, hand assembled so that each item in the content of the pack has matching gold numbering. A Certificate of Authenticity accompanies each of the Folio Editions.

The new Stamp/Phonecard fund raising program will feature the work of prominent wildlife artists to ensure that the quality of the stamp and phonecard designs are maintained at their high standards.

The packs can be acquired through Phonecard or Stamp Dealers or directly from **The Australian Wildlife Fund, PO Box 214, Lindfield, NSW 2070 Australia. Fax 61 2 416 6639.**

BRISBANE INTERNATIONAL PHONECARD FAIR

Brisbane's first International Phonecard Fair was held on **Sunday the 15th of May 1994** at the Brisbane City Travelodge. The Fair proved a great success with twenty of Australia's leading phonecard dealers in attendance. Nearly 600 collectors, including many children and families kept dealers busy throughout most of the day. The first two hours being particularly busy.



Bob & Judy Shaw

Collectors were able to choose from the largest range of Australian and world phonecards ever seen in Queensland. Limited Edition Collector Packs and mint cards once again proved to be in great demand, as were one hole cards. Many prefix collectors were also active.



The Limited Edition Collector Card produced specially for the Fair by PayTel Australia also proved popular with collectors.

Good sales of world phonecards were reported, with cards from New Zealand, Fiji, Papua New Guinea, USA and Japan proving popular. Thematic collecting is growing with many more collectors expanding into this area. A very wide range of thematic subjects are being collected including movie stars, cartoons, Coca Cola and transport, to name only a few. "One card per country" collecting is also gaining in popularity.

Telecom Australia were kept busy with sales of their current cards and many Queensland collectors were able to meet Nelda Slezak and Emma Rogers from Telecom's Phonecard Collectors Services for the first time. They also renewed friendships with old clients and Telecom Club members. Collectors also found Telecom's archival exhibition fascinating.

PayTel Australia were kept busy looking after customers needs at their retail table. They had on sale all of their current cards and packs and were able to meet many new Queensland clients.

Australia's two monthly phonecard magazines "The Australasian Phonecard Monthly" and the "Phonecard Collector" both had sales tables.

Brisbane's Kangaroo Phonecard Club also had an information table, where collectors could obtain details about collecting and joining the Club.

The Fair received good publicity with the organiser, Mark Freehill doing several radio and newspaper interviews. Follow up articles were also timed to appear in the Brisbane fortnightly "Independant Newspaper" and Sydney's "Sun Herald".

Thanks to Mark Freehill - MEF Books, Narrabeen NSW



Above: Alan Dunlop of PACS together with Tony & Pamela Boyd.

Left: Not as the caption says, Emma Rogers (foreground) & Nelda Slezak of Telecom Australia.

THE GRAPEVINE

by Insider

This month's article will focus on two issues mentioned in last month's "Letters to the Editor" from GH of NSW (on cards that have dropped in price) and from FA of the ACT (Telecom issuing policy re custom cards). I thank these two readers for taking the time to write in with suggestions.

Firstly, why have some items dropped in price?

Basically, the answer is simple - supply and demand. The demand for phonecards has not fallen, so the change must have occurred to the supply side. I will look at how this has happened for the items below - all of which have dropped in price from their initial selling price.

(a) Specimens and Display Boards;

(b) Mint prefix numbers 50, 136, 137;

(c) Cambodian 2nd issues;

(d) Japanese Tourist cards.

The first three (a, b, c.) were initially limited in supply and later became more abundant.

Specimens & Display Boards

For Specimens, an oversupply existed from the start but these were tied up in a few dealer's/collector's hands, which meant that the market did not perceive them to be abundant. Prices were set at very high levels (rip off?) and demand was low. Very few collectors were around at the time and due to the initial high price, later collectors to a very large extent ignored them.

The Display Boards were distributed to retail outlets such as chemists and newsagents and then found their way into the dustbin! The early price on these boards was related to the difficulty in obtaining them but again demand was low so the dealers buy/sell lists of the time fell regularly until Telecom did a clean out of their cupboards and sent boxloads of them to every club in the country. This permanently dropped the price, although some are still harder to find than others.

Generally, the above were not collected (they are not phonecards after all) and appear only to have appeal as cinderella collectables so long as they are cheap!

Mint Prefix Numbers 50, 136, 137.

Of over 400 mint prefix numbers, only a few have dropped in price. The 50 Echidna was always hard to find even in a used condition (it still is) as it was used as an overprint. Recently, a person contacted every dealer in Australia and offered varying quantities of this card according to how many he thought the dealer would "go for" at high prices. After this, he then sold the rest to one dealer at a much lower price and this dealer was then able to set the price at around \$30 retail.

How this person ended up with such a large number is unknown. Most early prefix numbers had long since disappeared before collectors became interested in them, so there was no motivating force behind hoarding them for the future at that stage.

The 136 and 137 2nd Print Swimming cards were selling for around \$70-80 which was the same price as the 3rd Print Swimming at the time. The 3rd Print is now selling for \$800 whilst the 136-137 are only attaining \$40. A large distributor fed his vending machines in the Lismore area of NSW with these two cards that were in his huge stock and one was found by a collector. The collector then emptied the machine!! When this quantity is absorbed into the marketplace the price will rise again but not to the level of other reprints. Most collectors who bought these cards may have lost a few dollars on the cards but a dealer lost a lot more as he bought more!

Tip 1. Beware of the \$2 Vineyard Reprint (currently retailing for approx. \$130) - literally hundreds (491 to be precise-Ed.) exist in one place and are ready to hit the market place sooner or later. This price will then plummet to around \$20 per card.

Cambodian 2nd Issue

The first issue was so hard to obtain that dealers just assumed that the second would be also. Hence higher initial buy and sell prices were set, only to drop as more and more appeared on the market.

Tip 2. Watch out for the Christmas Island cards as many dealers seem to be able to supply them.

Japanese Tourist Cards

Again a case of no real demand with initial prices being set too high!

In a newly developing hobby such as ours, these sort of problems were bound to happen. As the market develops this will occur less and less because the market will become better informed and the chance of surprises appearing will recede with time.

This point brings me on to the second section re Telecom's issuing policy for Custom cards.

Telecom's Issuing Policy

Telecom's original policy regarding Custom cards was that they would produce extra cards of up to 10,000 to sell to the collector market through the Phonecard Collector Service. Telecom saw the

development of the two types of Custom card which they called Advertising cards and Custom cards. The ones they saw as Advertising cards were for example, the K-Mart cards. They were designed as an advertising vehicle for a specific company. In such a case, Telecom saw the need to supply direct to collectors to avoid the company being "bugged" by individuals trying by "hook or by crook" to obtain the cards they required. They were also aware of the need to prevent individuals from printing small runs (say 500) of one design to sell to collectors at inflated prices. This is why they settled on a minimum print run of 100,000 cards before changing it to 10,000.

The other type of card was envisaged as a card for internal use within a company (say with a pre-programmed number) and these were obviously not able to be released to the general public.

The other concern was that Telecom did not want to be "stuck" with unsold advertising issues which they would then have to dispose of through the normal retail outlets, thereby holding up their regular issues. With such small numbers of the Tamworth cards kept for the collector market combined with the huge demand for them, the work load swamped the staff at Telecom's Phonocard Collector Service and everyone's order took six weeks plus to service and even then most people missed out on obtaining a card.

Telecom took a lot of "flak" from collectors over this one and decided not to give themselves so much unrewarding work in future!

The cards from PACS already had a distribution network in place so collectors could still obtain cards (albeit at above face value) and so this did not cause too many worries. After all, collectors could now obtain them quickly and with certainty.

The problem now however, is that no one can obtain other advertising cards such as the Rentlo cards. Telecom could have supplied these based on their previous policy (unless the company concerned said that they did not want them supplied to collectors like this) by printing extra cards to fit the need.

Of the dealers I asked, none seemed to think that Telecom had canvassed opinions before making what appears to be a "knee jerk" reaction - actually a world record for the normally moribund decision making processes usually involved in any decision being made!

A company taking out space on a Telecom Phonocard pays above face value for the card but as the company can then sell the card or give it away free in a promotional campaign, it turns out to be a cheap form of advertising. Advertising cards do not need to be sold above face value - after all they are supposed to be used as an advertisement!

What then has started to occur in the hobby and what are the ramifications of these recent developments?

Recently, quite a few private advertising cards have started to appear on the market (Tamworth, Players) with the Rentlo, the Victorian Stamp Traders, the Phonocard Collector, the World Wildlife Fund and the AFL Classic Action series, all imminent. Because Telecom were looking around for a second card printer, these new Custom cards have been very slow to appear on the market and so most collectors could keep up to date with them even though they are well over face value.

These times will change very quickly however. Telecom now have the services of a second printer and so the flood gates are about to be opened!

I have one big question. What is the difference between an unofficial overprinted card and an official Custom card? Answer - Not a lot!

One is a 500-1500 print run issue and about 20 times face value and the other is a 10,000 print run and anywhere between 5-10 times face value (so far).

Are these good for the hobby? I believe they are not as they (mostly) do not fit in with Telecom's policy on cards being used for advertising - rather they are being used as pure money raisers.

It is not bad that money is raised for charitable events but those involved often take large commissions and who is to say that these cards are not produced solely to raise money with the charity as the excuse or justification for the high price? This is often the case in some other countries.

CONTINUED NEXT PAGE:-

WANTED NOW!!!

BUYING

TOP CASH PRICES PAID for all
Australain Collector Packs, Mint Cards, Special
Issues, Whole Collections **ANYTHING!!!**

SELLING

**ALL Australian Packs, Special Issues, Mint &
Used Cards. Superb Thematic Worldwide
cards from Animals to Movies and Erotica to
Planes, Trains & Automobiles!!!!**

**Full range of CHINA (The Sleeping Giant in
Phoncards!), FIJI, JAPAN and most
World cards.**

**MAIL & PHONE ORDERS WELCOME
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Of course, if someone produces an attractive card that a collector desires for his collection, the collector chooses whether to buy or not. So long as the collector does not buy on the possibly mistaken belief that they are going to go up in price as "hot investment" items, then I see no problem. What concerns me is the situation that happened with First Day Covers around the late 70's early 80's, when "everyone and his dog" manufactured covers such as a cover that was stamped at every post office between here and no-where, then sold as an investment bargain, only to become worthless as soon as the market was saturated!

Overseas Experiences

What is likely to happen in Australia is what happened in Germany and the United Kingdom. In the early days in these two countries, these manufactured items were bought and made the investors big money. The term at the time was "easy money". After a while, collectors gave them away as soon as they realised that they attracted a small resale value. Actually, many of these early purchasers were investors which was the real problem. Nowadays in Germany, these manufacturers are left with large bills instead of a large bank account! The magazines are also refusing to publicise them as they are not really wanted by the real collector - remember that in Europe one can produce an issue of only 500 cards so the risk is not so great. If collectors in Australia treat these Custom cards the "same" as normal Telecom issues then, so long as they can afford them, they will gain in value after they go off sale like other cards. The most likely situation however is that most collectors will leave them alone and this combined with the huge increase in the number of different Custom cards produced, will lead to the price coming down to nearer face value - say twice face value - for new Custom card issues. The Custom cards will take longer to sell and at some point the manufacturers of these cards will drop off as it becomes less profitable to produce and sell them.

Telecom's Responsibility

I think Telecom should put more effort into ensuring that these Custom cards are legitimate advertising cards so as to keep the money makers out of the hobby. If Telecom onprinted 10,000 extra cards and made them available either through Payphone Services or the dealer network, this would stop those wanting to sell at inflated prices to collectors.

Would Telecom do this? Who knows? If you the collector think that they should do so, write in to Insider and I will arrange to send the responses on to Telecom (rather than everyone contacting them by phone direct as this would make them unhappy!)

What would the companies think about this? I would expect that as most companies were producing the cards for advertising themselves or a service, they

THE PHONECARD COLLECTORS NEWSLETTER

The Newsletter is now published 6 times a year. Individual copies cost NZ \$4.50 each. The subscription rate is NZ \$24 for 6 issues.

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would welcome extra cards being produced and distributed at no cost to themselves. Rentlo cards for example are being given away to existing customers as a "thank you", so I do not see such a proposal as a problem to them.

Of course, some companies may wish to have sole distribution rights so as to attract buyers by using them as an incentive of some sort. In this case, they would become difficult to obtain and of course would not be catalogued.

Brisbane

International Phonecard Fair

Melbourne

National Coin, Stamp & Phonecard

Show

Unfortunately, I was unable to attend the Brisbane Fair but I was able to gather that it had a good attendance with many families and youngsters visiting during the day.

Some movement was noted on early Telecom Packs but I couldn't give accurate price movements as I was unable to visit the dealer's tables as I usually do. Edlins recent Coin, Stamp and Phonecard Fair in Melbourne was a spectacular event from the phonecard point of view. The fair was very well attended on both days and activity on all areas of phonecards was strong. The greatest activity was on early Telecom Packs and prices rose throughout the weekend to continue the trend started in Brisbane the weekend before.

Most early packs have doubled in price over the last fortnight. I tried to purchase some of these packs but was too late to get a Geelong for under \$200 or an Australia Day 92 for around \$50!

From what I can gather, the following price changes have occurred over the last three weeks:-

South Australia \$200 to \$400, Queensland \$110 to \$200, Geelong \$180 to \$230, New South Wales \$150 to \$230, Australia Day 92 \$40 to \$60, Grand Prix Wreath and \$5 Generic both \$35 to \$55.

Only a few dealers seemed to have stock of these packs and those that had, were "fighting off" other dealers early on Saturday morning! It would seem that the stock of these early packs are in very short supply on the majority of dealers shelves.

Tip 3. These early packs are truly scarce and if the events of New Zealand are any guide some packs are heading towards \$1000 + each (ie., the SA, Qld, NSW, Geelong, ACT and Vic).

Many stamp dealers have been coming into phonecards over the last few months as they decide that they are not the "flash in the pan" they originally imagined them to be and so many are now trying to obtain cards and packs only to find that they can not just ring up and order them like that. It is doubtful with the low stocks around at present, that any dealer could obtain enough to offer

a complete range of packs, mint, used and prefix cards.

The mere fact that they are trying is producing an upward movement on prices as they compete for stock with collectors and investors alike.

Rumour 1. A very strong rumour exists "around the traps" that the biggest stamp dealer in Melbourne not already stocking phonecards has been "buying up big" with an open cheque book for the last few months!

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All orders sent Certified Mail with Full Refund
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MELBOURNE'S **BIG COLLECTOR WEEKEND**

MELBOURNE INTERNATIONAL BANKNOTE FAIR

Melbourne's Annual Banknote Fair
Saturday, 9th July, 1994
10.00am to 4.00pm

MELBOURNE INTERNATIONAL PHONECARD FAIR

Melbourne's Annual Phonecard Fair
Sunday, 10th July, 1994
10.00am to 5.00pm

**SPECIAL LIMITED EDITION COLLECTOR CARDS
PRODUCED BY PAYTEL AUSTRALIA FOR BOTH FAIRS**

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Overseas Dealers Expected to Participate

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PHONECARDS ARE ALSO BEING FEATURED AT THIS FAIR

With a Number of Phonecard Dealers Attending

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LETTERS TO THE EDITOR

Letters received this month refer again mainly to Telecom's issuing policy re cards and packs. A cross section is provided.

Please continue to write to:-

The Editor

The Australasian Phonecard Monthly

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

Dear Sir,

I have a suggestion to allow everyone to obtain a collector pack and for Telecom to sell them all at the time of issue and thereby have none left over to store for 12 months.

It is simply this - Telecom advises that a pack is going to be issued on (say) the 4th of July to celebrate American Independence Day and takes orders for as many packs as customers wish to buy. The orders would be paid for, four weeks in advance of the issue date. Telecom then prints exactly the number of packs ordered and sends them out on the issue date.

The benefits of this method are:-

(a) Everyone who wanted a pack/s could obtain them including dealers who could obtain the number they need for future collectors.

(b) Speculators would be reluctant to try and corner the market!!!

(c) Telecom would maximise its sales and at the same time minimise the customer complaints and dissatisfaction!

Perhaps you could pass a copy of this letter on to Telecom?

R.A NSW

Dear Sir,

After reading the April edition of your magazine I discovered that there are so many prefixes to collect. All I need to complete the set up to number 431 is number 41 (\$2 Generic - 600 printed). On the "Hotline" though, it said that there would be more prefixes up to 472!

I am curious to know how much each of the prefixes is worth in mint, one hole, multi hole and maxi. (If it costs me money, let me know).

Every day I go out on bike rides to check the fifty payphones in the area. That is the main way I accumulated my 782 phonecards. It is a pretty good collection. I have three specimens and five Limited Edition Packs.

Back when I bought the packs, they were very cheap. One dealer was selling the Geelong pack for \$50! So of course I bought it, knowing it was worth around \$75 at

the time. The Geneva card was priced at \$7.95. The Mobil card and one of the BP cards I obtained for \$100. About a week ago I found out that one of my friends had a prefix 86 in mint condition (I have the card in maxi). Apparently it is worth \$500 plus. Is this true? Well I suppose that is all. I can't wait for a reply.
S.S. VIC

The best way to price your collection is to contact a dealer and obtain their latest, full price list and compare with your collection. Be aware however, that this list will contain the dealers selling prices and not his/her buying prices. Dealers who have comprehensive price lists include: Tony Boyd, Edlins of Canberra and Knox-Sherbrooke to name a few. Contact other dealers advertising in this magazine. I'm sure they would be interested in your collection. The \$2.00 Orangutan (prefix 86) is currently quoted as being worth between \$400 and \$500.

Dear Sir,

I recently received the first six magazines in the mail. I have found the magazine to be very interesting and a highly enjoyable read.

I would like to say that the idea of having a major Telecom outlet shop in each capital city is a great one. (F.K. - Vic, March 94). It would be good if your magazine could push this thought further. Would Emma Rogers be able to help? Also, surely Telecom could have a 008 number for their Hotline. Still, the 0055 number is better than a 4000 km + STD call!

C.N. (remote) WA

Dear Sir,

Regarding our letter which was printed in the April issue, we did receive the "Year of the Dog" phonecards. I also sent a letter to **Telecom Phonecard Collector Services** similar to the letter sent to you. I received a **prompt reply** (within a week), which I have enclosed a copy of.

T & B B NSW

Dear T & B B,

Thank you for your letter of 20 March expressing concern over some recent Phonecard orders you have placed through this office.

Regarding the Tamworth cards; Telecom had only a limited allocation of these cards (2,000 of each design) which sold out quite literally within days. All orders received in the office on or before the 24th January were able to be filled. Unfortunately, had you returned your order form on the day you received it (21 January), your order for these cards would have been processed.

With regards to the Chinese Year of the Dog series; I have checked our records and your order for these cards was processed on 11 March. The cards are dispatched from a security warehouse in Melbourne, so you should be receiving delivery of these very shortly, if not already.

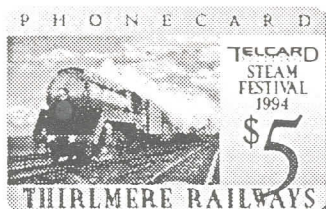
Following the immediate sellout of the Tamworth cards, Telecom has reviewed and revised its policy regarding the classification and sale of certain issues of advertising cards. This has resulted in a change to the ID Codes which appear on the reverse side of the cards which we believe will make it easier for collectors to maintain complete collections of official issue and advertising cards. This policy is explained in depth in the next issue of the newsletter, which is due out after Easter.

In the meantime, Telecom has established a Phonocard Collectors Hotline which provides information regarding upcoming releases, cards currently available and serial numbers. This service is charged at 35 cents per minute and is regularly updated with all the most recent news; 0055 29469.

Yours Sincerely,

Emma Rogers,
Public Relations & Advertising Manager.

RAILWAY SERIES No. 1



This is card number one in a series of mint railway cards. This private overprinted card will operate any Telecom telephone. Five-hundred cards have been reserved for mail order collectors. Collectors requiring to be placed on a new issue service should tick the New Issue Box.

- Single Cards \$40.00
- Numbered Collectors Pack \$45.00
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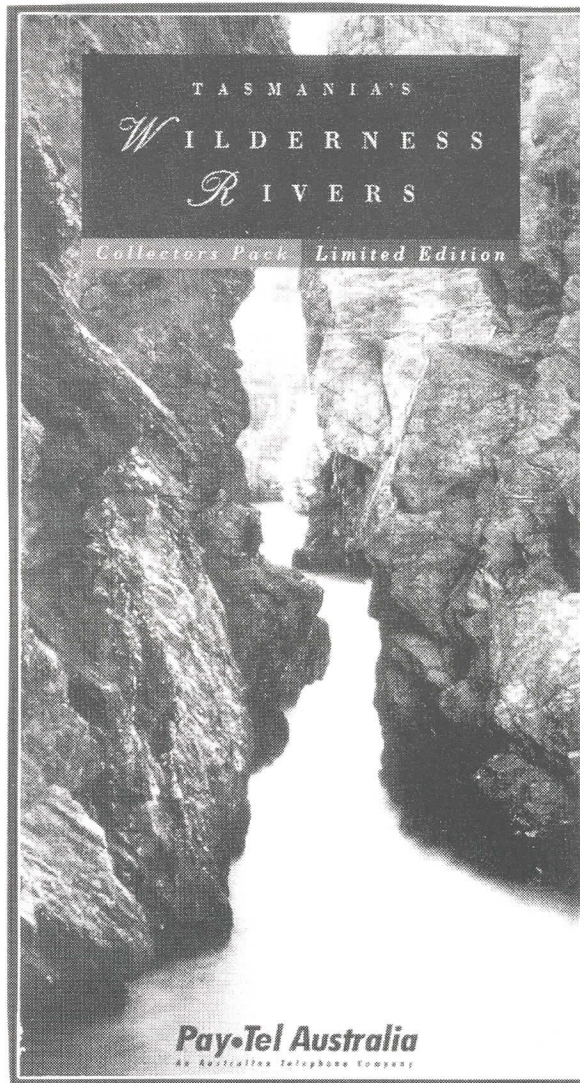
PAYTEL AUSTRALIA

NEWS UPDATE

The first issue of PayTel's Newsletter, "The PayTel Collector" will be printed and despatched to collectors on the PayTel mailing list during the first week of June. This regular publication is printed in colour and is free.

Contact PayTel if you are not on their mailing list. See page 33. of this magazine for details.

The beautiful "Wilderness Rivers" Limited Edition Collector's Pack is still available at issue price from PayTel.

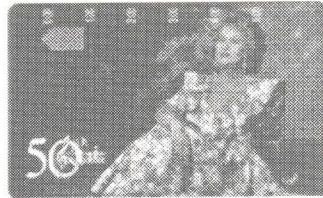
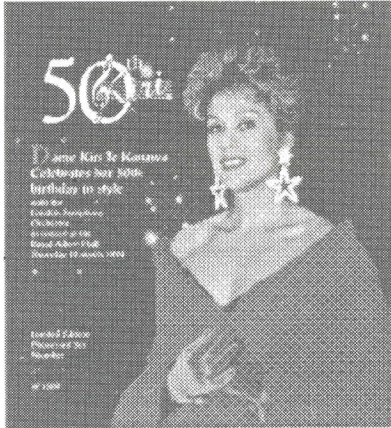


More information may be obtained from;

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Blackburn
Victoria 3130
Ph/Fax (03) 877 9499.

**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

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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

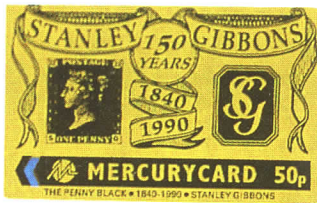
Expiry Date _____ Signature _____

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

FIRST PHONECARD

FIRST FOR PHONECARDS WORLDWIDE

GREAT BRITAIN



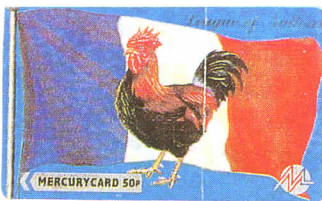
STANLEY GIBBONS \$12



1ST EDITION FINANCIAL TIMES TOKYO \$10



TMA SEMINAR \$12

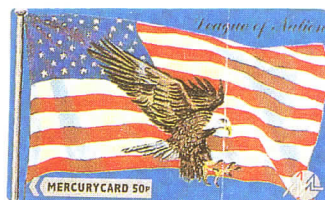


LEAGUE OF NATIONS SET OF 4 \$75



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ONLY 500 PRINTED. \$32 CARD ONLY OR CARD
PLUS VHS VIDEO \$51



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INCLUDED ARSENAL, LEEDS, LIVERPOOL, MANCHESTER UNITED.
SET OF 26 CARDS NORMALLY \$425 SPECIAL \$315



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OVERSEAS CARDS

SHOULD I????

by Rick Warnecke

Now that there are over 150 countries using phonecards, just about every collector sooner or later is going to have the temptation - "should I collect those pretty overseas cards or not?".

Many collectors have already given in to the mystique of foreign cards and are now ardent one, two, or even multiple country "hunters and hoarders". And why not - there must be hundreds of themes to choose from, not to mention the dozens of different styles of manufacturing.

Many people have overseas contacts and swaps are easily arranged and Aussie cards are seemingly in great demand at the moment, so make sure that you get a good deal.

Wide Assortment of Options

What a huge assortment the world has to offer the average "Aussie" collector. Could it be that there are too many different countries to try and collect seriously? I know that from my own collecting habits, my collection may well end up like my stamp collection - half sets and "bits and pieces" for most of my overseas country collections. I'll probably never get most of the incomplete sets as they are too expensive or there are simply too many to go looking for.

Maybe now is the time for all of us to have a look at where we are with our overseas phonecards and perhaps we should take some time to check out some of the options available to us.

Firstly, how about one card from each country - now there's a real challenge. Then, one step further and certainly more expensive, we could try and get the first issue set from each country - worth an effort and it has very good investment potential.

Well, on to our next option. Okay, what about a worldwide theme - there must be "heaps" of them. Hard to decide, but you can choose whatever you like and then set about getting the cards at your own pace and to suit your own budget.

Hey, I think we are on a roll and we even have another option. What about collecting just advertising cards from all countries, or, if that's perhaps too difficult or expensive, specialise in one country?

We could consider great Britain, New Zealand or even simply our very own Australia.

Test and Trial Cards

Test/Trial cards - now there's a worthwhile thought. Just imagine the pride and pleasure you would feel every time you showed your test and trial sets to your fellow collectors! These cards rate very highly in the investment stakes as well, as we all know.

Challenge!

If you are considering taking up the challenge of overseas phonecards, take your time in making a decision. Obviously, finances play a big part in the game (?) and certainly time and personal likes and dislikes are strong factors.

So, which way do you think you may go? A flowers theme? There are certainly a lot of countries that have incorporated flowers in their design on a phonecard issue.

Perhaps a landscape theme - there are many of these as well. Personally, I think that I will go in the direction of the trial cards. There are new phonecard issuing countries coming into the picture just about every day, so I can pick the sets that best suit my own needs.

After all, isn't that what a hobby is all about.

Rick Warnecke - Melbourne, Victoria.



Graham, Fiona and Stuart Rooke from PayTel Australia, at the recent Brisbane International Phonecard Fair.

FOCUS ON FARAWAY PLACES

This Month: **ARUBA**

by Cyril Fox

The island of Aruba, situated in the Lesser Antilles, lies just above the North East entrance of the Gulf of Venezuela. Aruba is a mere speck, just 30 km long by 8 km wide, with a population of approximately 63,000.

The major sources of revenue for the island are tourism and the refining of crude oil from Venezuela. The principal town on the island is Oranjestad.

The islands of the Lesser Antilles have been occupied by the Dutch since 1634. Once part of the Netherlands Antilles, Aruba became self-governing in 1986 and is scheduled to receive full independence in 1996.

Phonecards Introduced in 1989

Phonecards were introduced by Setar, the local telephone company in 1989. The first issue of dark blue cards came in five values - 10 units, 20 units, 60 units, 120 units and a "double track" card of 240 units (see page 28 - **A1**). The 10 unit card was a "complimentary" card - a give-away to promote the use of cards. Today the 10 unit card is by far the most difficult to find.

The second issue had three cards - 20 units (Divi Divi Tree), 60 units (Natural Bridge) and 120 units (Chapel of Alto Vista - see **A2**).

The third phonecard issue has recently appeared and consists of a 60 unit card (Eagle Beach - see **A3**) and a 120 unit card (Sunset - see **A4**).

Optical Type Cards

All the phonecards of Aruba are of the optical type manufactured by Landis & Gyr of Switzerland. Only 10 different cards have been issued since 1989.

This article, together with supporting phonecards, is the first in a regular series to be written by Cyril Fox, of Melbourne, which will feature countries "off the beaten track". The articles will work through the alphabet. Next month's focus is on **Bermuda**.

CLUBS SOCIETIES AND ASSOCIATIONS

Who are you?
Where are you?
What do you do?

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worldwide.

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news or comments on
phonecard collecting in
your area.

Write to:

Telecard Collector International
Castle House, 97 High Street,
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Essex CO1 1TH ENGLAND

CHILE

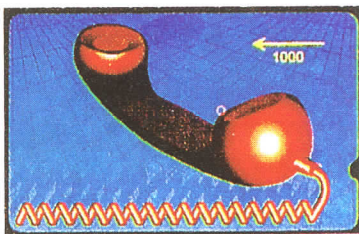
An Unusual Phonecard

The Chilean phonecard pictured at the bottom of page 28, may be the world's first variable value prepaid phonecard. The "ENTELticket" phonecard is encoded at the point of sale with whatever call value the buyer chooses.

For example, the customer may say that he wishes to call the United States for 10 minutes the call value is then calculated and the card is encoded accordingly.

Chile also uses thin magnetic cards by Tamura (known as "ENTELcard") and telephone credit - charge - cards (known as "ENTELfonica" cards).

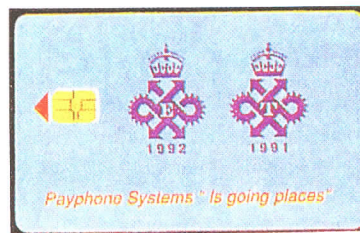
Cyril Fox, 68 Chelsea Park Drive, Chelsea Heights, Victoria, Australia 3196.
Telephone (03) 772 1950



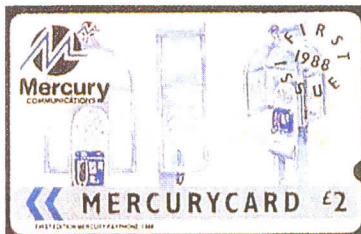
1a.



1b.



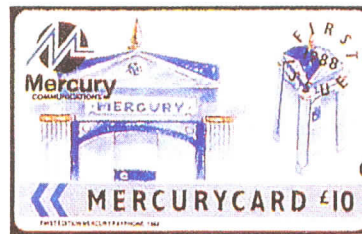
1c.



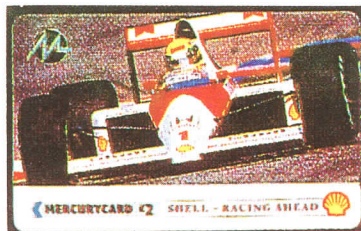
2a.



2b.



2c.



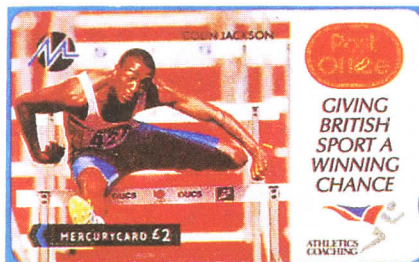
3a.



3b.



3c.



4a.



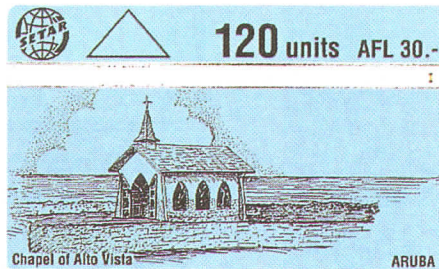
4b.



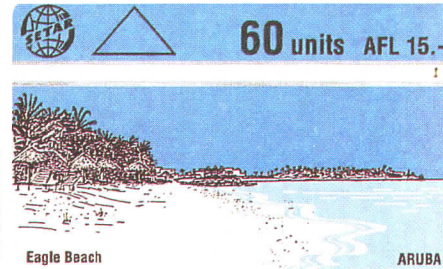
4c.



A1.



A2.



A3.



A4.



Chile

UNITED KINGDOM PHONECARDS

Part 1. MERCURYCARDS

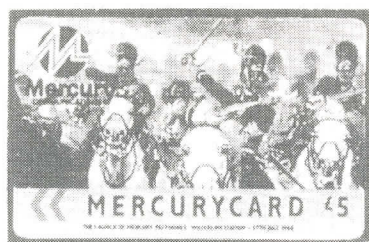
by Viddy Jermacans

As indicated in the last issue of APM, a series of articles on phonecards from the United Kingdom and the companies which produce them, commences this month. In this issue I focus on Mercury cards.

Mercury Communications Ltd introduced its first phonecards through 26 payphones installed at Waterloo Station in London. Since this initial launch on 27 July, 1988, the company's payphones can now be found throughout the United Kingdom. The initial three (Special Corporate) cards produced for use in Mercury Communications payphones are illustrated at 2a, 2b and 2c on the opposite page. They feature the different designed payphone/call boxes for use with the new Mercury cards.

The three first issue cards were also packaged in "Special Folders" which were made available to members of the media as well as to Mercury Communications employees.

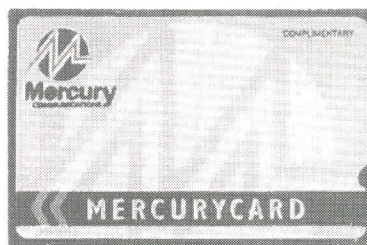
To further commemorate the launch at Waterloo Station, the company in September 1988, issued 15,000, special 5 Pound Mercury cards which featured a painting depicting a scene from the Battle of Waterloo.



Mercury cards are magnetic cards manufactured by GPT. The cards carry denominations in UK currency as opposed to units, which are featured on the phonecards of British Telecom (BT). Card control numbers are located on the reverse of each card. The cards themselves are classified in a number of categories, as follows;

. **Complimentary** - the first issue of 40 pence cards were handed out on the day of the launch to the

public at Waterloo Station. Further 40 pence Complimentary cards were printed in June 1989 and August 1990.

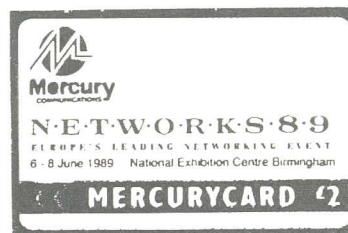


40 pence Complimentary Card July 1988

. **Definitive** - A set of three Definitive Corporate Cards was produced with the same design as the Complimentary, but featuring the denominations as per the first issue of three cards, ie., 2, 4 and 10 pounds. These cards were in shades of metallic bronze, silver and gold and were produced in some quantities (eg . 130,000 of the 2 pound).

. **Special** - These cards are produced by the Company to commemorate some specific event or purpose. They are also classed as the every-day cards of the company.

. **Private** - In June 1989, Mercury cards started to be sponsored by individuals and organisations other than Mercury Communications. These cards (referred to also as Advertising) are printed (usually) in limited numbers; with in some cases the earlier issues being a print run of only 500.



First "Short Run" Card (775) June 1989



"Inn on the Park" (500) September 1989

The Private cards are available only (although some anomalies have occurred) through the sponsor or corporation commissioning them.

These Private cards are quite striking, colourfull and innovative in design and are (in my opinion) the pick of the cards produced by Mercury Communications.

. Paytelco Mercurycards

Paytelco is a joint company made up of both Mercury and GPT, which issues cards through distribution points such as chain stores, chemists, restaurants, football clubs, Post Offices and Shell garages.

At **3a**, **3b** and **3c**, are examples of Paytelco Mercurycards from the **Shell**, First and Second Series, issued in January and March 1990.

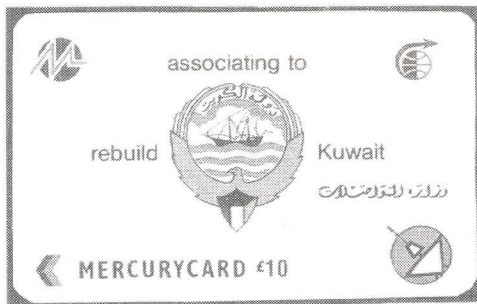
At **4a**, **4b** and **4c**, reproduced are the three cards in the first series of **Post Office Mercurycards**, which were issued in March 1990.

A prolific number of phonecards featuring United Kingdom **football teams** have also been produced by Paytelco Mercury. An example of these cards is featured on **page 25** of this magazine, as are in fact examples of Private Mercurycards.

Cards For Kuwait After the Gulf War

Of particular interest, is that a number of Mercurycards were printed specifically to be used by United Kingdom Forces in the Gulf, following the "liberation" of Kuwait (after the Gulf War).

This has already been mentioned by **Peter Granfield** in his article "A World View - Kuwait", in the **March 1994** issue of this magazine.



In addition to the cards printed for specific use in the Gulf, a number of others were also made available to employees of Mercurycards and to servicemen and women working in the Gulf.

Numbering

Mercury and Paytelco cards are issued with identification numbers. All the Mercurycards contain the letters MER together with a series of numbers, on the reverse of the card. Paytelco cards contain either the letters PAY or are prefixed with the letter P and a combination of others.

At page 36 of this issue, readers will note a card produced for standing order customers belonging to the MercuryCard Collectors Club 94. This Club was formed in the "early days" of Mercurycards but ceased operating in 1992. As can be seen it has recommenced. As indicated on page 36, Scotia Phonecards in Edinburgh, Scotland, is able to assist with further information and access to Mercurycards.

PRIVATE ISSUES

PRIVATE ISSUES is a publication in the form of an A5 size booklet which focuses (mainly) on **Private Issue Phonecards** in the United Kingdom.

For up to date information approximately every 2-3 weeks, as well as advance information on printings - what's been found - your point of view - pictures of new cards - swap/exchange corner - gossip, etc., etc., subscribe to **PRIVATE ISSUES**.

To obtain a **free copy** of **PRIVATE ISSUES**, contact either Scotia Phonecards in Edinburgh or write, phone or fax:-

Private Issues

Community Information & Communication
PO Box 111

Aberdeen AB9 8RH Scotland U.K.

Overseas Ph/Fax: 44 224 636621

Mention Scotia Phonecards for a special discount of **20% off** the normal price when subscribing.

A free Private card is also available to subscribers to the publication.

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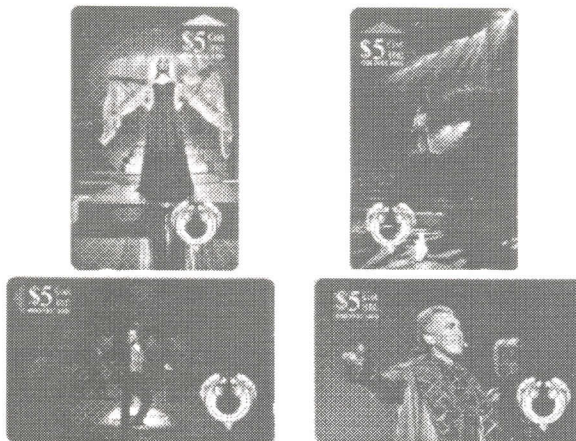
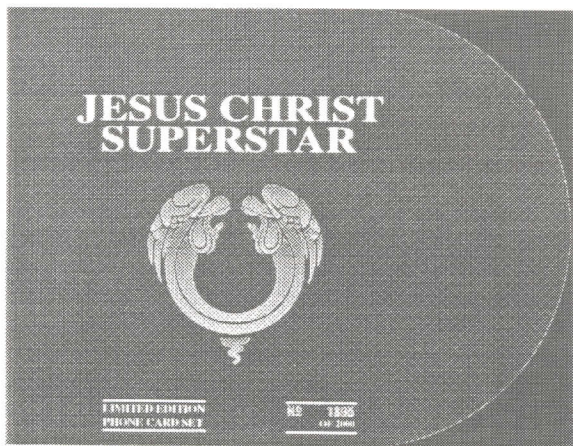
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Event Masters

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!

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 _____

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

Enclosed is cheque money order

Please charge my credit card:

BANKCARD

MASTERCARD

VISA

□	□	□	□	□	□	□	□	□	□
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Expiry Date _____ Signature _____

"The Australasian Phonecard Monthly"

DISPLAY ADVERTISING RATES

(As From June 1994)

Description	To Be Typeset		
	Black & White	Inside Colour	
		Spot Colour	Four Colour
Full Page	\$300	\$350	\$450
Two Third Page	\$210	\$255	\$355
Half Page	\$160	\$200	\$280
One Third Page	\$110	\$140	\$220
One Quarter Page	\$ 80	\$100	\$150
One Eighth Page	\$ 40	\$ 60	\$ 80

Camera Ready and Repeat Material 10% to 20% Discount.

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Contact Editor for Quote

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\$120 per Box For 3 Months

\$220 per Box For 6 Months

\$400 per Box For 12 Months

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\$50 per Box for 6 Months

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. To be prepared by A.P.M.

Contact Editor For Quote

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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:		\$	

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

Payment by cheque attached
 Payment by Bankcard Mastercard Visa card (circle one):
 Card number: _____ / _____ / _____ / _____
 Expiry date: _____
 Name on card: _____

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

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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
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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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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!**

The Phonecard Collector

MARCH/APRIL 1994 No. 24 ISSN 1321-7615 \$3.50



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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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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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

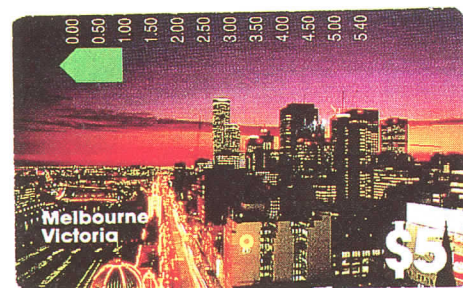
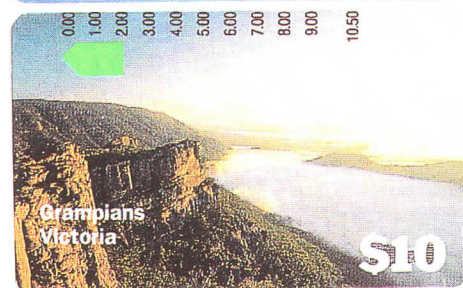
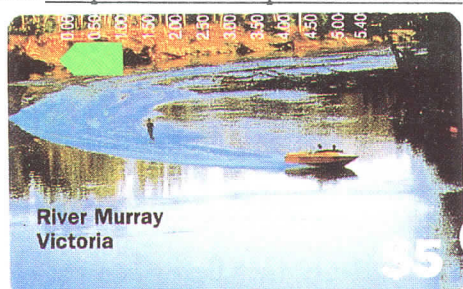
Address: APM04 94

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.

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

With the release of the Murray River and Grampians cards, The Melbourne Phonocard Club Inc. has completed its set of promotional cards.



The cost of the new cards to the public is \$5.00 per pair (post free). Members pay only \$3.00 per pair. As a bonus to new or established members the first 200 people to subscribe for the new financial year (from July 1, 1994) will be given a set of all three Club promotional cards. Club membership fees for for 1994/95 are:-

<u>Membership</u>	<u>Joining Fee</u>	<u>Annual Fee</u>
Senior	\$5	\$15
Junior	\$2	\$8
Associate (non attending)	\$3	\$12

Prices realised in our June Postal Bid Sale may be supplied on request. Please send two x 45 cent postage stamps (unused) to cover costs.

Mercury Card Collectors Club 94

Mercurycards are phonecards as produced in Great Britain by Mercury Communications Ltd (see article in this issue re Mercurycards). The company has formed the Mercurycard Collectors Club 94 and has issued a card to give free to standing order customers (not a phonocard). This card is not for sale.



This card is for illustrative purposes only and is not for sale.

It was in May of 1930 that Amy Johnson made her epic flight from Croydon to Darwin in her tiny DeHavilland Gypsy Moth G-AAAH 'Jason'. Despite having only 100 hours flying experience and battling her way through monsoons and high winds, her flight took just 19 days and proved to be the first of many aerial adventures.

(from an original painting by Ivan Berryman)

For further information in regards to the Special Card and in becoming a "standing order customer", contact:-

Scotia Phonocards
PO Box 66, Edinburgh EH7 5UX
Scotland U.K.
Tel/Fax 44-31-652 0846



Sydney Phonocard Collectors Club
PO Box 773, St.Marys. NSW 2760.
President: Michael Taylor
Treasurer: Derek May (02) 835 2427

The Sydney Phonocard Collectors Club have produced their first Newsletter and the following are some highlights from it:-

The Club had its second General Meeting on the 27th of April, at which time it had nineteen financial members.

Over the next twelve months the Club intends to investigate the production of a Club Promotional Card with the aim being to raise funds for the Club.

The Club is also looking at producing a Logo and perhaps in the future, a limited edition phone card - which would certainly be a first!

An innovation proposed by the Club is to "include free members advertisements" in the magazine, with "one free advert per issue, per member". This is an excellent idea as it is another incentive for people to join the Club.

Anyone wishing to join the Club should write to the above address. Membership costs are as follows:-

Adults \$8 Joining Fee + \$15 Yearly Membership

Children \$5 Joining Fee + \$5 Yearly Membership

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

Rosebud & District Phonocard Collectors Club Inc.
PO Box 211, Rosebud, Victoria 3939.
President: John Thomas

The Club held it's latest Fair on the 14th of May 1994 and was most successfull, especially the launch of its own **Limited Issue Promotional Card**. The Club has sold over half of the issue in less than four weeks. The cards are selling at \$3.00 each and stocks are not expected to last, so if you havn't obtained yours yet, contact the Club as above.

To a sad note, all who knew him miss Bill Kitto, whose sudden passing was a shock to all. The Club card's design was Bill's work and his efforts in establishing the Rosebud & District Club are a testimony to his interest and efforts in the hobby of phonocard collecting in Victoria.

For the month's of June, July and August, the Club will be holding its **regular meetings** on the 2nd Saturday of each month at 2.00 pm. In **September**, on the **10th**, another **Fair and Auction** will be held by the Club.

The Gold Coast Philatelic Society
PO Box 39, Nobby Beach, Qld 4218
President: Diane Jordan

Opposite Page: Veronica Roche from Scotia Phonocards, wearing her "Phonocard Skirt" at a Scottish Fair.

The Society is a stamp and phonocard collectors group, which **meets** monthly (except December), on the **second Monday** of each month, from 6.30 pm onwards at the CWA Hall, corner Young and Gardens Streets, Southport (on the Gold Coast).

The Society has an enthusiastic group of phonocard collectors who meet each month. Circuit books containing phonocards, are circulated at meetings.

The Society's annual Stamp, Coin and Phonocard day is held at the end of July, each year. This year it will be held on **Sunday, 31st of July**, at the Albert Waterways, Community Centre, corner of Sunshine Boulevard and Hooker Boulevard (opposite Pacific Fair).

On this day, the Society will hold an auction, dealers will be in attendance, circuit books will be on view, bargain tables will be featured and refreshments will be available all day.

The Day will commence from 9.00 am and continue until 3.30 pm with the main auction being held at 1.30 pm. **Everyone is welcome.**

For **further information** re the Society and its activities in general or on the annual Fair specifically, contact the Society as above.

Thanks to Ray Newlands (Publicity Officer) re the above information.

The Phonocard Club of Tasmania Inc
PO Box 816, Rosney, TAS 7018.
President: Angus Martin
Secretary: Sam Bailey

The Phonocard Club of Tasmania is holding a **Phonocard Fair on the 3rd of July**. The event will encompass all collectables with the emphasis being on phonocards.

This is a first for the Club. Highlights include: A display from **Telecom**, promotional material as well as the latest cards available from **PayTel** and prizes of annual subscriptions from the "**The Australasian Phonocard Monthly**".

The Fair will be held at the **Masonic Hall in Peltro Street, Glenorchy**. It is felt that this will be an ideal location for the Fair as it is anticipated that the Sunday Markets (held directly opposite) will be a bonus in providing an increase in attendance.

For further details please contact the Secretary as above.

The Club meets monthly, with the next meeting being held at the Goodwood Community Centre on June the 26th, at 11.00 am.

The Tasmanian Club produces a quarterly newsletter which includes a Postal Auction and the latest news from Telecom and PayTel. There is a Swap Shop and a list of High Flyers which predicts the jump in value of certain cards. There is also a monthly "flyer" distributed to members of the Club.

For details of membership, again, write to the Secretary as above.

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(1ST ISSUE NOVEMBER 1993)

"THE AUSTRALASIAN PHONECARD MONTHLY"

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Exp. Date:/..... Phone Cardholder's Signature:

All Information Provided Remains Confidential

"The Australasian Phonocard Monthly" Is Obtainable From the Following Dealers

NSW

Sydney	Gabriele's Philatelic Service	Suite C2, Mirvac Building, 160 Castlereagh Street (02) 283 1311
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, Degraives 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	14 Queens Parade, Brighton (07) 269 1158
Brisbane	Brisbane Coin & Stamp Gallery	Shop 1A, Garden City Shop. Centre, Mt Gravatt (07) 349 3562
Rockhampton	Len Cooper	Rocky Markets, Dennison Street, Rockhampton
Mackay	John Platts Stamps & Coins	Whitsunday Arcade, Macalister Street (079) 57 6602

SA

Adelaide	Stewarts Stamp Shop	66 Grenfell Street (08) 223 4435
Adelaide	Adelaide Phonocard Centre	214A Rundle Street (08) 232 0660
Adelaide	Unley Coins	Cnr. 259 Unley Road & Eton Street, Unley.

ACT

Canberra	Edlins of Canberra	Shop 10, Garema Arcade, Bunda Street (06) 258 6845
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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

TAS

Hobart	Abacus Stamps & Coins	Shop 10, Mathers Lane (002) 34 3494
Hobart	The Stamp Place	Trafalgar Shopping Centre, 110 Collins Street (002) 24 3536

NT

Alice Springs	Alice Sp. Coins & Banknotes	Shop 5, 113 Todd Street (089) 52 1575
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NZ

Christchurch	Shades Stamp Shop Ltd.	54 Shades Arcade, Cashel Street (03) 366 6390
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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.

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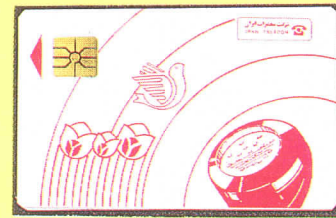
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BERMUDA: \$10 Gibb's Hill Lighthouse Used \$17



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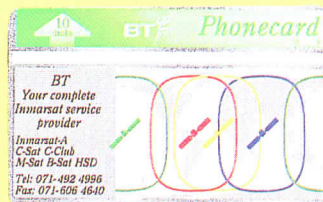
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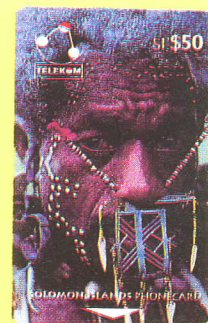
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