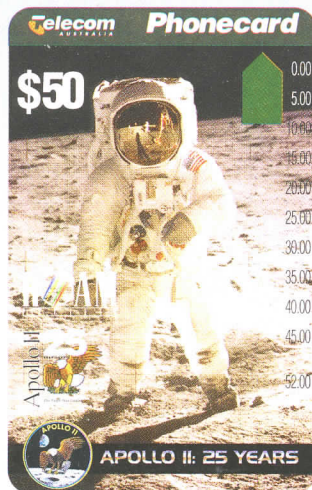
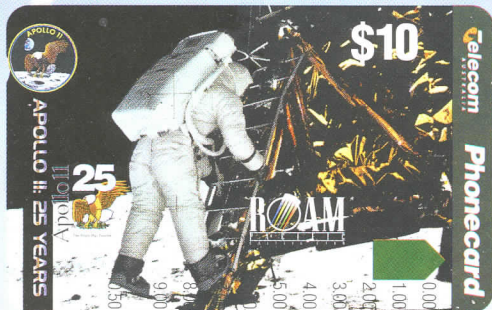


THE AUSTRALASIAN PHONECARD MONTHLY



CONTENTS INCLUDE

- News Update
- Cards of Scotland
- The Grapvine
- Fintel (Fiji)
- Club & Society News



APOLLO II: 25 YEARS



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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)

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Set 6 Trial Cards \$120
"Big 5" Collector Pack \$140
Child Art Set \$50

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TIBET set 4 **mint** \$238
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SICHUAN set 4 \$75
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BUYING AND SELLING ALL MINT AND USED CARDS. & COLLECTOR PACKS

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Tamworth Autographed Packs (500run) \$95
Tamworth "Error" Pack \$70
Tamworth Standard Pack \$60

Beagle Bros

Australian Railway Historical Society (ACT)
Steam locomotive 1210 \$19

Aussie Rules!

Series of 17 commencing July- \$19.50 per pack (rrp).
Orders now being taken for the first 4 issues - standing
order service available

1. Gary Ablett
2. Tony Modra.
3. Colin Mainwaring
4. Steven Silvani

A delay in encoding, means 1st issues will not be available until
the end of July. Apologies for any inconvenience.

Australian Wildlife Fund '94

Koala pack (standard) \$25
Koala pack (folio) SOLD OUT Buying
Wetlands pack (standard) \$49
Wetlands pack (folio) \$64

SPECIAL - JULY ONLY

DRAGON set 4 \$25
Many others available, mint and used.
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ACCESSORIES

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Pages (per pack 10) \$8.50
Dealer rates available

POSTAGE: \$3.50 (certified)

For all packs and sleeves please add \$3.50 per 5 items.

FAIRS we're attending in JULY

Sun 3 July Moonee Ponds, Melbourne
Sat-Sun 9-10 July Melbourne International Phonecard
Fair (Southern Cross Hotel)
Sat 23rd July A.P.C.C. Fair, TOC H Hall, Adelaide

We look forward to seeing new and existing customers

REPLY FORM:

Return To: Knox-Sherbrooke Phonecards
PO Box 601, Emerald, Vic 3782, Australia, tel (059) 685576, fax (059) 683463

Name (full name):
Address:

Tel no: ah (.....)
bh (.....)

State: Postcode:

Description	Unit Price	Qty Required	Total
.....
.....
.....
.....
Postage	\$3.50 per order/per 5 packs

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

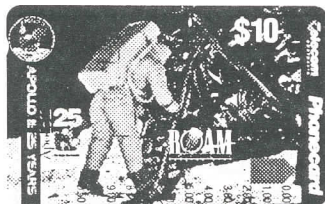
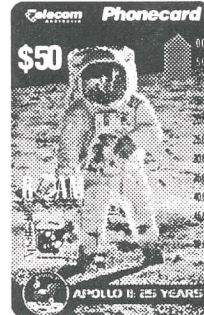
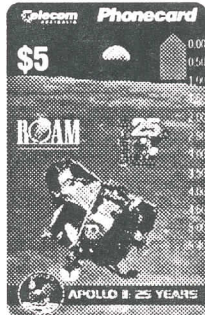
expiry date/.....

Payable this order \$ Signature

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

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RELEASE
TELECOM CARDS**

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APOLLO II: 25 YEARS

ONLY 2000 COLLECTOR PACKS AVAILABLE

The Eagle Has Landed

To celebrate the 25th Anniversary of the first manned Moon landing, Roam Pacific is releasing five Telecom Australia phonecards. The cards are \$2.00, \$5.00, \$10.00, \$20.00 and \$50.00, and represent the first time the entire Telecom range of cards has been used for advertising.

Delivery is expected late August. As only two thousand collector sets are available, early ordering is advised. Cheque, credit card or money order with order. Orders will be guaranteed in strict order of receipt.

Complete Full Collectors Pack \$195.00
 Conference Pack \$95.00
 Certified Post & Packing
 Insurance & Postage \$12.00

No. Req.	Total
.....
.....
	\$3.50

TOTAL: _____

Sydney Stamp Centre Official Appointed Agents for Roam Pacific, P O Box E481 St James NSW 2000

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Simply fill in the details below and return or write to: Sydney Stamp Centre, P O Box 638, Lane Cove, 2066, NSW, Australia.
 Telephone: *Bus*: (02) 231 4583; *after hours*: (02) 428 1259, *Fax* (02) 418 6862

I am interested in a Roam Pacific 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)
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Enclosed is cheque money order

Please charge my credit card:

BANKCARD

MASTERCARD

VISA

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Expiry Date _____ Signature _____

The Australasian Phonocard Monthly

JULY 1994

Vol. 2 No. 7

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Payphonics Launch - Melbourne
Melbourne's International Phonocard Fair report.
Phonocards of Scotland

Print Post Approved PP245673/00013

EDITORIAL

Whilst much has continued to happen since the last issue (including the explosion in the price of Collector Packs), the very **BIG** news is obviously the commencement of the first non-Telecom Australia, open user, payphone supplier and operator. No - its not Optus, but a company called Payphonics. Background information re the company and its phonocards is at page 6 of the magazine.

Without sounding as if I'm repeating myself (which I am), the tranquility of phonocard collecting as we knew it six months ago is well past.

The advent of Payphonics is but the fore-runner to other payphone operators commencing, both before 1997 (when full deregulation takes place) and after that date. Many others are already in the "pipe-line".

What this means obviously, to collectors and dealers is, more phonocards to possibly collect and stock. Readers will note articles and letters in this issue which calculate (very conservatively) how much it will cost someone if they want at least "one of everything". Viewing the present situation (and the future) I personally cannot see how this can be done anymore.

To quote the Walrus, "the time has come" - if it hasn't already - for collectors to become quite discerning in what they collect. The need to specialise is becoming more evident - Telecom (the variety of single issues and Collector Packs), PayTel and now Payphonics - which one interests and suits.

The obvious positive side to the expanding number of suppliers of phonocards (either those purely involved in the manufacture of Custom and Advertising cards or those with their "own" payphones) is that there is a selection of themes, designs, etc., available to collectors to select from be it first issues, used cards, mint cards, Collector Packs, etc.

This magazine has attempted to offer to readers, information on the variety of choices available to them. This has been done mainly through "guest" writers, contributors and the Letters to the Editor section. I personally have not written a great deal, due to other commitments to my time. I have tried to act as a facilitator to opinions. It is human nature in that opinions obviously vary, both amongst all the writers of and to this magazine, as well as those reading it.

I am a believer in giving people the opportunity to make a judgement on their own part, based on material supplied to them. I don't expect every reader, be they collector, dealer, advertiser, phonocard producer or payphone operator, to agree with all that is written in this magazine. I welcome comments or criticisms on articles if any one has them, be they of a factual or of a philosophical nature.

Briefly, the other big news of course is the surge in prices for Collector Packs, both in Australia and New Zealand. As **predicted** in the last issue of the APM, collector packs (the South Australian set) have reached the "magical \$1,000 mark". Even more amazing, have been the happenings across the Tasman in New Zealand. An article later in the magazine looks at a recent Telecom Public Auction at which a \$100 phonocard was auctioned for **\$26,000!!!**

What's the chance of Telecom Australia producing a similar card for Australia?

EDITOR

EDLINS OF CANBERRA



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\$3.00 Float & Wave	\$10
\$6.00 Reach to Rescue	\$12
\$1.50 Surf Boat	\$40
\$3.00 Zodiac	\$10
\$6.00 Surf Crew	\$75
Geelong Used Set (6)	\$190

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	\$35
\$20.00 Adelaide 1st Print	\$30
\$20.00 Adelaide 2nd Print	\$10
South Australia Set (6)	\$75

N.B. Set price includes cheapest Print

SELECTED ISSUES

\$5.00 Grand Prix Wreath	\$20
\$5.00 Australia Day 1992	\$20

QUEENSLAND

\$5.00 Great Barrier Reef	\$12
\$5.00 Gold Coast	\$12
\$10.00 Brisbane (scarce)	\$70
Queensland Set (3)	\$85

VICTORIA

\$5.00 Melbourne 1st Print	\$ 5
\$5.00 Melbourne 2nd Print	\$ 8
\$5.00 River Murray	\$ 6
\$10.00 Grampians 1st Print	\$12
\$10.00 Grampians 2nd Print	\$12
Victoria Set (3)	\$20

NEW SOUTH WALES

\$2.00 Echidna	\$ 4
\$2.00 Orangutan	\$ 4
\$5.00 Platypus	\$30
\$5.00 Giraffe	\$25
\$10.00 Cheetah	\$10
\$20.00 Zoo	\$35
New South Wales Set (6)	\$90

TASMANIA

\$2.00 Cradle Mountain	\$40
\$5.00 Hobart	\$25
Tasmania Set (2)	\$60

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Always keen to Buy
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9th JULY - INTERNATIONAL BANKNOTE FAIR (inc PHONECARDS)
SOUTHERN CROSS HOTEL

MELBOURNE

10th JULY - INTERNATIONAL PHONECARD FAIR
SOUTHERN CROSS HOTEL

MELBOURNE

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

ADELAIDE

23rd JULY - AUSTRALIAN PHONECARD COLLECTORS CLUB FAIR
TOC-H-HALL, 30A DELAINE AVENUE, EDWARDSTOWN

PERTH

20th, 21st AUGUST - NAA COIN FAIR (inc PHONECARDS)
SHERATON HOTEL

SYDNEY

27th, 28th AUGUST - NATIONAL STAMP & COIN SHOW
MENZIES HOLIDAY INN, SYDNEY

MASSIVE PUBLIC AUCTION & MAIL BID SALE

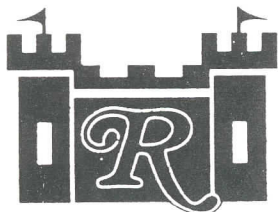
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PHONECARDS - Australian & World, Cards & Packs

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AUSTRALASIA



AUSTRALASIA

FIRST NON-TELECOM OPEN USER GROUP OPERATOR ARRIVES!

I have just learnt that a new 100% Australian owned payphone supplier and operator has begun trading in Australia. The company known as Payphonics, is the first non-telecom operator of open user group phonecard payphones in Australia.



Payphonics was registered in August 1993, and according to managing director, Craig Hamilton, is building market presence by providing high standards of customer service combined with technical excellence. The company won't at this stage elaborate, but they say that collectors of phonecards will be in for "a real treat".

Payphone Expertise

Craig was the **engineer in charge** of Telecom Phonecard until the Adelaide launch back in May, 1990. Working behind the scenes he was responsible for all of the engineering aspects of Telecom Phonecard.

This included the preparations for the purchase of payphone equipment from Anritsu and phonecards from Toppan, as well as the final design of the payphones and the procedures for their installation and maintenance. He was also responsible for phonecard encoding specifications and many of the arrangements leading to the manufacture of Phonecards in Australia. Craig also supervised the pre delivery technical testing of the first payphones and phonecards in Japan and then the engineering trials in Geelong.

First to See Australian Phonecards

Craig was the first in Australia to see Telecom Phonecards as it was he, who, in December 1989, freed the Geelong cards from their wooden shipping crates packed in Japan by Toppan.

Cambodia and Geneva Cards

Craig photographed the Lao temple and monument images that appear on the phonecards that were

subsequently used by peace keeping troops in Cambodia - *see APM Feb 1994*.

He also knows the story behind the Australian and Anritsu Geneva Koala cards as he arranged for their design and manufacture and staged the payphones display in Geneva where the cards were used as give aways. At the exhibition, he presented the entire production run of Anritsu Geneva Koalas to the Anritsu officials.

First Installations

Payphonics commenced installing card operated payphones this month in and around Melbourne, Victoria. The technical and operations performance of the payphones will be monitored to provide data for use in subsequent designs and in the payphone rollout in other Australian States.

New Phonecards

The phonecards used in these payphones will be a type new to Australia utilising PVC plastic and magnetic data storing techniques. They feature graphics portraying a technology theme and are marked as "First Issue".

As the cards were not officially released at the time of going to press we will show them in the August issue of "The Australasian Phonecard Monthly".

Thematic images will be featured on forthcoming releases of Payphonics cards.

There are four card values - \$5, \$10, \$30 and \$50.

The following number of loose cards were prepared for issue:-

\$5	P1 First Issue	12,000
\$10	P2 First Issue	10,000
\$30	P3 First Issue	8,000
\$50	P4 First Issue	2,000

In addition, **two** individually serialised Limited Edition collector packs were produced. The first collection is limited to 2,800 packs and contains one of each of the \$5, \$10 and \$30 cards. The second set, is limited to 1,000 packs only and contains one \$50 card.

Plates Destroyed

After phonecard preparation, the phonecard printing plates were destroyed. This means that it is not possible to issue any more First Edition cards.

Value

Being the first issue from the new company Payphonics (founded by the engineer previously in charge of the introduction of phonecards into Australia), which is the **first non-Telecom operator of open user phonecard payphones in Australia**, I expect that the first issue of Payphonics phonecards will be highly sought after.

Card Supplies

Payphonics phonecards and packs will be available to collectors this month through most phonecard dealers. More information will be provided in the next issue of APM.

TELECOM UPDATE

OFFICIAL RELEASES

The **1994 Landscape series** was released through the shops to the public in late May. 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.

The **1994 Commonwealth Games series**, to be released through the shops in July, commemorates the XV Games to be held in Victoria, Canada. The sports featured on the cards - diving (\$5), cycling (\$5) and shot put (\$10) and weight lifting featured on the Limited Edition Pack (\$28.50), are those in which Australia has traditionally excelled.

The **Australian Ballet and Sydney Dance Company Advertising (A) cards** started going out through the shops in June and are currently available for sale through Telecom's mail order service. Initially, there is a print run of 800,000 for the two \$5 cards (one each for the Ballet and Dance Company), 500,000 of the Dance Company card and 145,000 of the \$20 Ballet card.

Printing Information

There have been many enquiries concerning the printing of the \$5 cards in the Landscape series. Because, for the first time, there are five cards of the same value within one series, the proofs of the designs were laid out for printing in what is known as a composite layout. Instead of printing one design for a complete batch of 100,000 and then resetting the printing presses with a new design to print the next batch, the five designs have been printed at the one time - in the same way that sheets of stamps are printed - for five complete batches of 100,000 phonecards..

For the serial number collector, this means that within each batch, there are five different designs,

100,000 of each design, with random serial numbers. This has occurred within the number ranges of 448 - 452.

It has **also occurred** for the \$5 Dance and \$5 Ballet cards, of which 800,000 were produced within the batch range of 464 - 471.

Upcoming Official Issues

Forthcoming issues for the remainder of 1994 are a joint **Royal Life Saving Society (RLSS) and the Surf Life Saving Association issue**, to be released in September, containing four cards (2 x \$5 a \$10 and a \$20 card). This issue commemorates the 100th birthday of the RLSS as well as the very first cards ever to be released in Australia, the Geelong Trial issue in late 1989.

In November, there will be three cards celebrating **Christmas 1994**, and for the first time, the Christmas issue will be available in a **Limited Edition Pack**.

CUSTOM CARDS

The following cards will not be available for sale through Telecom. Details will continue to be supplied through the 0055 Hotline regarding the release of Custom cards.

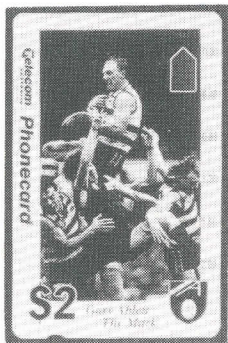
The **Australian Wildlife Fund** is producing 10,000 x \$5 cards and 10,000 x 410 cards for fund raising purposes. The cards will feature postal stamps illustrating a koala and a duck. This set was due to be released in late June. Please ring (02) 416 6632 for further information.



The **Beagle Bros.**, a private company, is producing 10,000 x \$5 cards featuring a photograph of the steam locomotive 1210. These cards were due for release in early July. For further information call the "Order Line" on (06) 239 1972.

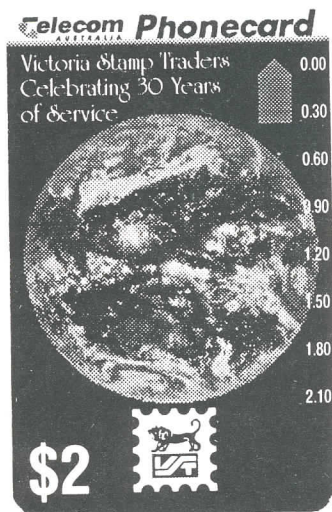
The magazine, **Phonocard Collector**, is producing 10,000 x \$2 cards which will be given free to subscribers. Ring (02) 264 7060 for further details.

Telearch Phonocard Advertising and Promotions will be producing an ongoing series of seventeen cards featuring Australian Football League (AFL) players. The first two cards (each \$2), featuring Gary Ablett and Tony Modra, will be available in late July. Ring (03) 772 3116 for dealer outlets.



Phonocard Advertising and Collector Services (PACS) will be releasing a series of three cards featuring the Sydney Opera House, as well as a \$5 card featuring the famous Ettamogah Pub. There will be 10,000 of each design produced, available from June.

Victoria Stamp Traders (whom are celebrating "30 Years of Service") have designed a card which will be available in July, only together with a purchase of their new catalogue, "Collect Phonecards of Australia".



Upcoming custom cards that have been marked in for production include a series of five cards for **Roam Pacific**, featuring the Apollo 11 Moon Landing (twenty five years ago), three more AFL players for **Telearch** and a series for **Strategic Media** featuring Madonna, Elvis Presley and Marilyn Monroe.

Watch out for the next mailing from Telecom - the new look Phonocard newsletter and catalogue, **The Australian Phonocard Bulletin**, now combines

Australian news from the collecting scene, information about upcoming releases, as well as, for the first time ever, full colour reproductions of all the cards currently available for sale through Telecom's mail order service for collectors.

This will make it easier for collectors, especially those who are new to the hobby, to see exactly what they are ordering.

STANDING ORDER SYSTEM

The long awaited standing order system has now been fully trialed and an application form will be included in the next issue of the Bulletin. **Registering with this system** will mean you will be guaranteed new Phonocard releases as they are issued. Customers will have the choice of automatically purchasing Limited Edition packs, Advertising cards, individual design National issue cards combinations, or all of the previous mentioned items.

Customers can establish an account with Telecom by providing either credit card details, or opening an account, which the customer will have the responsibility of keeping in credit. If sufficient funds are not maintained in the account, the order cannot be processed. The standing order arrangement will not be run on a debit and invoice basis.

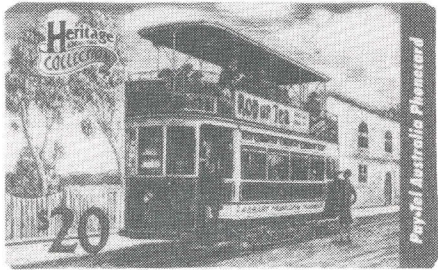
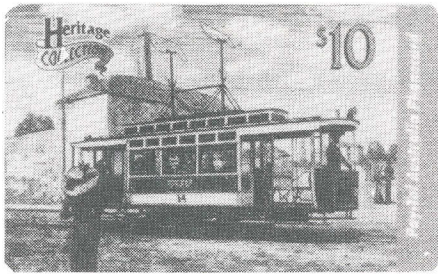
There is a limit of five Limited Editions per collector and no limit on the number of individual cards ordered, however, the quantity cannot be adjusted from issue to issue. If an account is established with a certain number of items ordered and the customer wishes to change this number, the present account must be cancelled and a new account opened with the new number required. The number of Limited Edition sets produced will be reviewed after the standing order system has been fully implemented. Until then, there will continue to be 8,000 Limited Editions produced.

Thanks to Emma Rogers, Telecom Phonocard Collector Service, Parramatta, NSW, for the update on happenings with Telecom issues, etc.

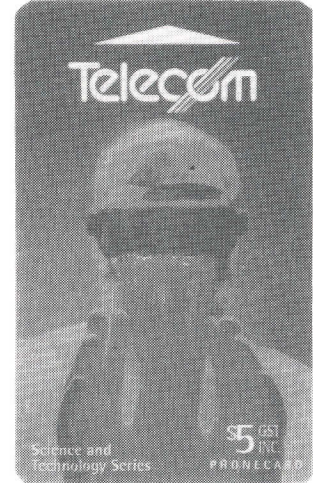
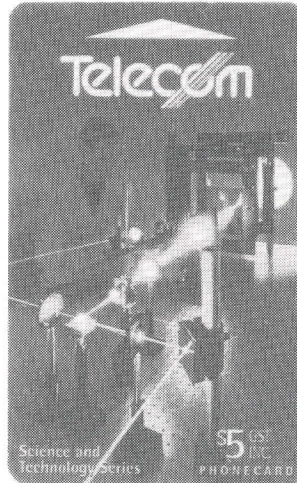
PAYTEL AUSTRALIA UPDATE

The first set of three cards in PayTel Australia's "Heritage Series" is now available (see order form in this issue). A very limited issue of this series was released on the 16th of June and contains the following cards;





Distributors for their International Limited Edition Series. This series will initially be limited to 1,000 sets, of which PACS will have available a total of 500. The first series, Science & Technology, is featured as follows:-

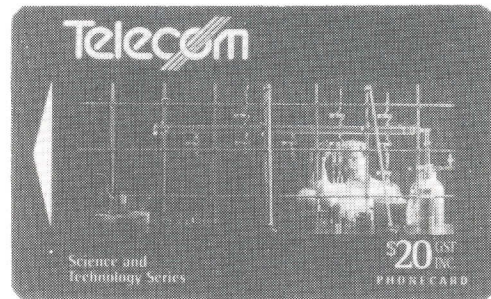
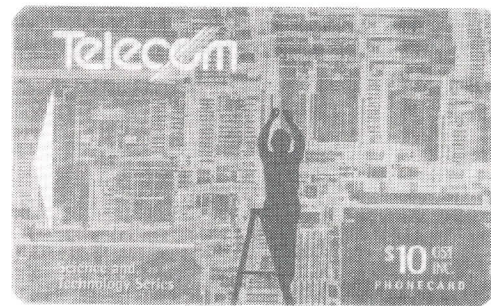
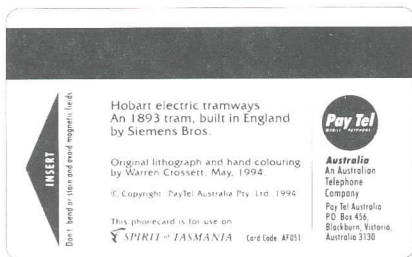


Total card production will be:

\$5 - 9,000; \$10 - 4,500; \$20 - 4,500

From this total production, 2,500 sets will be made available separately, with the remainder being reserved for use by passengers to operate the PayTel mobile payphones on the "Spirit of Tasmania". Copyright of the original artwork is owned by PayTel Australia. Phonocards using this artwork will never be repeated.

As from this series, the reverse side of all PayTel's cards will be printed in colour and will contain details of the front image. A sample of the reverse of the new \$5 "Tram" card is illustrated below:-



PayTel now produces a regular newsletter for all phonocard collectors - "The PayTel Collector". This free Newsletter is available by writing to:-

**PayTel Australia Pty. Ltd.,
PO Box 456,
Blackburn, Victoria, 3130, Australia.
Phone/Fax (03) 877 9499**

Acknowledgement is given to Graham Rooke for use of information as produced in the newsletter, "The PayTel Collector". - Ed.

PHONECARD ADVERTISING & COLLECTOR SERVICES

PACS has been involved in negotiations with Telecom New Zealand and Strategic Marketing (producers of Telecom's Packs). The outcome has been that PACS have been appointed Australian



The above \$5 card is only available in a pack or loose from dealers - 9000 only, produced.

There is also a strong possibility that PACS will be exporting up to 20% of their future issues to New Zealand and other countries. Those for New Zealand will be packaged in their "format" in limited series.

This will effectively reduce the availability to the Australian market of advertised product to less than 80% of the cards printed - and this is an "at most" figure given that the advertiser will normally take 20% to 30% of the issue.

To use the Ettamogah Pub as an example, the expected distribution will be as follows:-

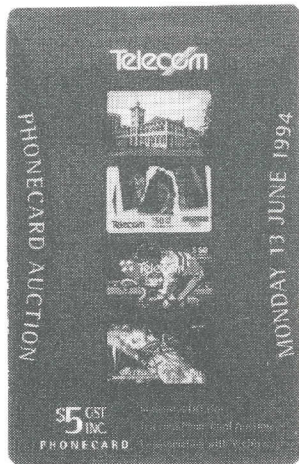
Client	3000 units
Export	2000 units
Aust Distribution	5000 units.

Thanks to Allan Dunlop for the above info. - Ed.

NEW ZEALAND NEWS UPDATE

The big news this month is the inaugural, official Telecom New Zealand, PhoneCard Auction held in Auckland on the 13th of June, which raised over one million dollars. Cards and packs were in strong demand, generally selling for over double retail prices prevailing at the time.

Featured below, is a \$5 phonecard issued to commemorate the Auction:-



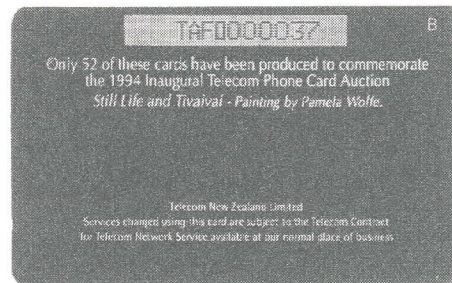
PhoneCard produced to commemorate the Inaugural Telecom Official PhoneCard Auction



Fifty of a special \$100.00 Art Card, were released for sale at the auction and sold for an amazing average of \$18,000 each.

The cards were offered in a variety of lots. One lot of ten cards sold for NZ\$145,000, two lots of five cards each, sold for NZ\$82,500 and NZ\$77,500, whilst the thirty individual lots sold for prices

between \$17,000 and \$26,000!!! The last amount may well be a world record for a phonecard. The New Zealand market is certainly setting the pace!



ADVERTISING CARDS

These are appearing at a rapid rate, almost one a week and are proving very popular amongst the topical collectors.

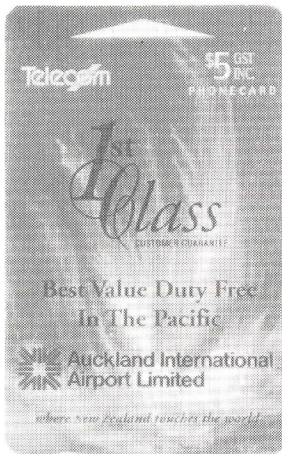
An example is a card below issued for the RNZSPCA, depicting a large variety of animals.



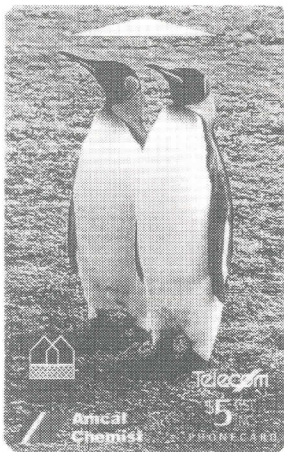
Auckland International Airport is the gateway to New Zealand. As a result it has a wide range of duty free goods available within its group of on-site retail outlets. As the Airport sells a large quantity of phonecards during its daily service to travellers, it considered it appropriate to sell this advertising card, featured on the opposite page.

Benson & Hedges Fashion Design Awards commemorated its 30th year and the card featured on the next page, formed part of the publicity and advertising campaign for this years awards. Open to all New Zealander Fashion Designers, a category award within the Benson & Hedges Fashion Design

Awards is recognised as the most prestigious honour for fashion.



The Christchurch based **Hornby Mall Pharmacy** commissioned a card for release in June, which featured King Penguins. The Pharmacy retained 4,000 cards for their own sale, whilst Telecom distributed the rest throughout their PhoneCard retail network. 5,000 cards were placed in the NZ AdCard Volume 6 pack, whilst 2,000 cards were placed in the International AdCard Volume 6 pack.



Early cards have now started to rise in value, a trend which will fast pick up in pace as Telecom New Zealand are about to reduce some of the print quantities from 10,000 to 3,000 cards.

Michael Hudson, having just returned from New Zealand (the "Shakey Isles" - and having suffered three quite large earthquakes whilst there),

confirms that our New Zealand Friends see no let up yet in the demand for phonecards.

Thanks to both Nathan Mercer, Christchurch, NZ, and Michael Hudson, Sydney, Aust., for provision of PhoneCards and editorial - Ed.

PAPUA NEW GUINEA

USED PHONECARDS

ALL PRINTS AVAILABLE
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LARGE QUANTITIES
OF DESIGNS
SEND WANT LIST
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Australain Collector Packs, Mint Cards, Special
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THE GRAPEVINE

by Insider

The last six weeks have seen a phenomenal development with early Collector Pack and key mint card prices. The price rises mentioned in last month's article are already history! Readers who took the advice from the last two month's articles will have seen the following happen:-

Price Movements

South Australia \$200 to \$1000, Queensland \$110 to \$320, Geelong \$180 to \$350, New South Wales \$150 to \$450, Australia Day '92 \$40 to \$90, Grand Prix Wreath \$35 to \$90, \$5 Generic \$35 to \$75.

Other packs to have moved up are; Victoria to \$330, ACT to \$280, Red Cross to \$200, Olympic to \$300, Northern Territory and Tasmania to \$70 and Western Australia to \$80. In addition to the packs, the Geneva and \$1.50 Bird have moved to \$275 and \$180 respectively.

Individual mint cards have also moved upwards as can be seen from the table from the May article below:-

DESCRIPTION	QUANTITY ISSUED	OLD PRICE	NEW PRICE
A - Generic (original)	250,000	\$40	\$90
B - Kangaroo Island (SA)	100,000	\$35	\$60
C - Brisbane (QLD)	100,000	\$90	\$280
D - Grampians (VIC)	225,000	\$70	\$80
E - Bungle Bungle (WA)	50,000	\$20	\$40
F - Cheetah (NSW)	240,000	\$35	\$150
G - Tower (ACT)	100,000	\$40	\$120

These prices are only a guide. I found it difficult to get some dealers to give me a price at all as they were not keen on breaking up packs and no-one seemed to know exactly what they were all worth anyway.

Why is all this happening and what set it off? Articles have been written in the last three months with forewarnings of these developments but I suppose it is human nature to expect things to continue along as they are at a point in time and so most people did not act on these warnings - **except the New Zealanders!** They have experienced these events a few months earlier than here in Australia. I spoke to a friend in New Zealand last week to get some background on the events over there and apparently the NZ Collector Packs were printed in quantities of between 500 and 3000, with the earlier packs of low mintage going for incredible amounts. When the prices "took off" in New Zealand, the signs were the same over here in Australia - warning about shortages, followed by dealers running out of stock and demand increasing at the same time.

My friend also told me of the results of the **Telecom Auction** held on **June 12th in Auckland**. All the Collector Packs continued to go for higher prices and an individual \$100 card (mintage of only 52 - 2 retained by Telecom) which was specially issued for the PhoneCard Auction, **sold for NZ\$25,000!!!**

This demand from New Zealand alerted everyone to the shortages and so the prices went up. Unless someone is sitting on a few thousand packs, then the prices will not come down. Unlike stamps and coins these are truly scarce. An item is scarce when demand exceeds supply. I will get back to this point later on. Are these packs held in any great number? Other than those that Telecom sold out - WA, TAS, and the NT - probably not!

Prefix Numbers

Didn't we get a surprise when we found all those \$5 Landscape cards with the same prefix number! Rumours were rife as to how this happened.

- Rumour 1. Telecom employed a team of sorters to make sure all the cards were together in their correct picture groups resulting in them being completely mixed up!
- Rumour 2. Telecom dropped the box on the way to the encoding machine!
- Rumour 3. Whilst waiting for the encoding machine to become free (it was printing 4 million x \$4 phonecards for pensioners at the time), Telecom employees played snap!

Actually, the reason is due to the printing processes and Telecom's efficiency drive. Normally, each sheet of cards (5 rows of 7 cards) are printed with the one design. After the appropriate number are printed, the machine has to be cleaned down and set up for the next design. This is a time consuming process so it was decided to print

one sheet with all five designs (7 cards of each) and this saved considerable time and effort, not to mention money! This process will in all likelihood be used whenever the same number of each design are to be produced. **It may be that different series of cards are printed on the same prefix number.** An interesting diversion would be to find a consecutive run of five numbers with one design from each of the five pictures. It sounds quite a challenge - like Tattslotto perhaps?

This will make it **harder for prefix collectors** but Telecom are **running a business** which is primarily not designed for collectors but to service Telephone users. I for one will continue to collect by prefix as I enjoy the challenge! Others I know have told me that they have stopped at a particular number so as to collect all the Custom cards due to limited resources - something we all suffer with!

What ways have collectors chosen to collect Australian phonecards and how does the stamp history relate to these forms of collecting?

The ways are:-

- . One of each picture in mint or 1-hole or multi or maxi hole,
- . One of each prefix in mint or 1-hole or multi or maxi hole,
- . Collector Packs,
- . Varieties.

All of the above can be collected on issue at face value except recent Collector Packs which have a premium to face of about 30%. The events with Australia Post when "manufactured" items were thought up en-masse, such as gutter pairs, koala imprints in booklets, first day covers never sent in the mail, stamp packs, year albums, etc., etc., (the list goes on!) caused many collectors including myself to give up on stamps. I did not like the fact that I was being targeted and at the time I wanted to collect each type of product. I have since decided to collect only those items that I have a genuine interest in.

But lets get back to the point!

Of all the phonecard collecting forms listed above, the only two that are similar to the mistakes of Australia Post would be the Collector Packs and Custom cards. Is there a difference or will the end result be the same? I believe there is a **significant difference** but that does not mean that Telecom should continue with their present policy re custom cards (see last month's article and write in if you have an opinion). The difference is that 10,000 (Custom cards) and 5,000 (Collector Packs) is a very tiny number on the collecting scene and future increases in the number of collectors should ensure that demand is increasing for these items. People could go out and buy as many gutter pairs as they could afford and as two rows of stamps separated by a space of paper is quite cheap, many people did just that. Telecom have a bona-fida reason to print cards on the same prefix number but I have not heard a reason why koala symbols need to appear on stamp booklets to signify different print runs.

The **main problem**, I feel, is when the majority of a product is designed to be collected by collectors and is not intended to be used as per the original concept. Telecom have issued about **450 million** phonecards to date and the majority have been used by consumers making phonecalls. The collectors gathered up the used ones and bought mint ones but have only a tiny fraction of the total of mint cards ever produced. The number of used cards printed is not determined by collectors - they just gather up the spent cards. If **phone users** demand more cards, Telecom produce more and so the price for used cards would go down. Luckily for us Telecom change the design regularly or we may have become bored with the 450 millionth \$1.50 Geelong Go-Together!! I believe Telecom have a good policy re the number of cards with the same design before going on to another design. I certainly do not think or feel that Telecom is milking my wallet of cash!

Some recent issues have been **bought up big** by collectors or have had a small proportion actually used in phones as supposedly intended. These are the ones that are mainly in collector's hands. I have jotted down the following list and will look at the situation behind each type of issue.

K-Mart and 4XXXX Many were bought up by collectors thinking that they would be good investments. The result is that used cards are expensive and are in short supply, whilst mint ones are hoarded up somewhere! It will take a long time to run these hoards down but they are still a limited issue of 50,000 and 100,000, so they will eventually gain in price as per normal issue. They are not expected to ever be a \$10 Generic for example (no one liked the \$10 Generic back then - but they do now!).

Tamworth and Swiss Nearly all of these cards went to collectors (80% and 50% respectively) and very few became used. These cards appeal as a new form of collecting, being the first Custom cards (and packs) produced.

PayTel (1st issue) Only about 600 were "grabbed" by dealers and collectors before the boat sailed (so to speak) and so its originality as the first non-Telecom phonecard in Australia and its scarcity, will ensure a continuing high price in the future.

PayTel (subsequent issues) A high proportion (90%) are sold to collectors and will probably take the same time to sell out as a 10,000 issue advertising card.

Year of the Dog Mint cards are difficult to find but used are even harder, so most must have been found and kept by collectors. Many also went overseas to Chinese collectors. These facts should keep the price up to around double face in the short term. With the reprint, it is easier to obtain a set but still only around 60,000 in total released, which puts it on the same level as the K-Mart \$20 or on a better level than the \$10 XXXX.

A.F.L. Series A total of 5,000 (50%) will be sold to collectors with the other 5,000 going to football supporters through the AFL. This effectively leaves us with an issue of only 5,000 for a card with strong thematic appeal and general interest. Should be a nice set with value later on.

World Wildlife Fund Nice designs and many non-phonocard collectors are liable to purchase this set. The folio editions should do best with the Koala folio having already sold out prior to issue. The Duck one should follow suit.

The added complexity with all Custom cards is that they may be reprinted if the producer so desires. Any card getting reprinted will keep the price for the card at a low level indefinitely as collectors will not pay too high a price for a scarce card that can be reprinted at any time in the future. A card printed as a limited issue, etc., such as the Folio Edition of the World Wildlife Fund, is unable to be reprinted as they are advertised by the producer as a limited issue.

What do **YOU** think of all that is happening???

INSIDER

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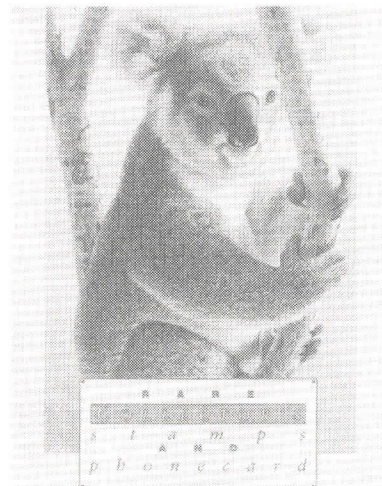
Packs due for release mid June



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.



THE GREAT AUSSIE PHONECARD COMPANY

SELLING

CHRISTMAS ISLAND

TRIAL SET (ONLY 2000 Issued)

Prefix No: \$10 (289) \$20 (290) **\$675** Per Set

FIRST SET (ONLY 4000 Issued)

Prefix No: \$10 (384) \$20 (385) **\$95** Per Set

FIRST SET REPRINTED (ONLY 4000 Issued)

Prefix No: \$10 (435) \$20 (436) **\$75** Per Set

PAYTEL (TT LINE CARDS)

Abel Tasman - First Set (3) Cards **\$150**

CHINESE YEAR OF THE DOG

Prefix Nos 388, 389, 390, 391 **\$30** Per Set

AUSTRALIAN PREFIX NUMBERS

284 (No Copyright) **\$900**

145 Second Print **\$150**

207 Second Print **\$ 40**

(Other Numbers & Prices on Request)

PACKS - MINT, ONE HOLE, MULTI HOLE

Phone, Fax, or Drop Me A Line For Prices

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\$5 Community Service 2nd Print **\$1400**

\$2 Generic Prefix 43 **\$1400**

PACKS, MINT CARDS, ONE HOLE CARDS
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MINT - USED - COLLECTOR PACKS

**WANT LISTS WELCOME
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Phone: (075) 923 685

SELLING

SINGLES	PREFIX	MINT	1 HOLE
\$50 Generic	130	59.00	-
\$6 Cartoon	2	13.00	-
\$5 2000 Bid	Both	19.50	-
\$5 Snag	198	7.00	-
\$5 Snag	209	9.50	-
\$20 Bats	222	36.00	-
\$5 Xmas 92	All	-	\$2.00
\$10 Xmas 92	233	20.00	-
\$5 Aust Day 93	All	7.50	\$2.50
\$5 Wombat	253	-	Multi \$2.00
\$10 XXXX	306	13.00	-
\$5 Xmas 93		7.50	-

SETS

Geelong	-	149.00
Northern Territory	-	29.00
Tasmania	-	29.00
Western Australia	-	36.00
K Mart	44.00	-
Year of the Dog (1st)	26.00	-
Spirit of Tasmania Pack	42.00	-

** BUYING **

Good Quality Used Australian Phonecards
No Bends or Scratches - Bulk Lots Wanted
\$100 Fine Used Multi hole For \$12.00

OTHER CARDS & PREFIXES AVAILABLE

Postage Extra on Selling Prices

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**Telecom - PACS
PayTel - AFL Series**

We are attending the Banknote
& Phonecard Fair
at the Southern Cross Hotel
Melbourne, 9 - 10 July

"A BILLBOARD IN YOUR POCKET"

"The innovative and effective new way to extend your advertising campaign.

Phonecard is a new and exciting medium for your advertising message. Combining the benefits of frequency, value, visual impact, versatility and collectability, Phonecard represents a unique promotional opportunity that has proven to be highly successful in over 100 countries around the world. In essence, Phonecard is billboard in your customers pocket".

The above is reproduced from a Telecom Australia publication promoting the benefits of advertising on a Telecom Phonecard. This article briefly focuses on the publication, to provide readers with an insight into how an individual or company can easily access the benefits of advertising via Telecom Phonecard. - Editor.

Telecom has made available their Phonecard to the public for advertising and promotional purposes, either as an Advertising or a Custom card.

Basically, the difference between the two is that the majority of Advertising cards will be available to the public through Telecom's usual reseller network of Phonecards and will also be offered through Telecom Collector Services. Examples of these cards include the K-Mart and the Castlemaine XXXX cards. The Custom cards, which include categories such as promotional event and charity cards, will only be available for sale through either the instigator of the Custom card or their distributors. Examples of these cards include the Tamworth, The Wildlife Fund, AFL Series, etc.

An application can be made to Telecom, with a card design of choice, the front of which can be anything from graphics to full colour photography.

Telecom has a number of conditions and a clear policy outline in relation to images which may be reproduced on these cards. Some of the key points include:-

- . All advertisements shall comply with the Australian Advertising Code of Ethics,
- . Advertisements considered to be of a controversial nature or addressing issues deemed to be controversial will not be permitted,
- . Advertisements for tobacco or tobacco products will not be accepted,
- . Advertisements on Phonecard where it adversely impacts on Telecom's community image will not be accepted,
- . Advertisements for political purposes (including those for candidates of political parties) will not be accepted.

In relation to the design of the card itself,

- . The Advertiser's logo or copy must not appear within close proximity to the Phonecard logo on the face of the card,
- . Telecom Australia's word mark must be in full corporate colours,
- . Any design concept will need to be approved by Telecom.

Telecom has introduced a price schedule for both the Advertising and the Custom Cards:-

Advertising Cards (\$5, \$10 and \$20 Cards)

<u>Print Run</u>	<u>Cents Per Unit</u>
10,000	\$0.80
20,000	\$0.70
30,000	\$0.60
40,000	\$0.50
50,000	\$0.45
51,000-100,000	\$0.40
101,000-201,000	\$0.30
201,000 +	P.O.A.

Custom Cards

<u>Print Run</u>	<u>\$2 Card</u>	<u>\$5 Card</u>	<u>\$10 Card</u>
10,000	\$2.60	\$5.40	\$10.40
20,000	\$2.50	\$5.30	\$10.20
30,000	\$2.40	\$5.20	\$10.00
40,000	\$2.30	\$5.10	\$ 9.80
50,000	\$2.20	\$5.00	\$ 9.60
51 - 100	\$2.10	\$4.90	\$ 9.40
101 - 201	\$2.00	\$4.80	\$ 9.20
201,000 +	\$1.90	\$4.70	\$ 9.00

Costs additional to the above which are a liability to the agent commissioning the cards include, design costs and possible royalties, eg. for use of image (Gary Ablett, Elvis Presley, etc). The latter cost can obviously be quite expensive in certain cases.

As can be seen, there is a clear distinction between the advertising and custom cards, in distribution method and in cost. In relation to return, advertising cards bring exposure for a product or service. Custom cards, in addition to this possibility, bring to the producer a financial return. The extent of this return depends on the pricing structure for re-sale as opposed to total production costs.

Cards deemed by Telecom to be of a promotional nature for use as premium gifts with a product or service, must be sold at no greater price than their face value. The \$2 promotional card is available only as a premium offer and is not to be sold individually, eg., the Rentlo cards.

Event cards are specially packaged souvenir cards which are to be sold only as a "commemorative set". Each card contains the message "Not to be sold individually". All denominations are available.

Acknowledgement is given to Telecom Australia's publication "A billboard in your pocket" - Ed.

Pay • Tel *Australia Pty Ltd*

Price List/Order Form

Please complete the order form below
and post to:

PayTel Australia Pty Ltd
PO Box 456, Blackburn, Victoria 3130,
Australia.

OR Fax your order to:

(03) 877 9499 (within Australia)
+ 61 3 877 9499 (international)

Please supply the following products :

Item	Code	Description	Quantity	Unit price (\$)	Item total (\$)
1	AC.101	Crew card		\$10.00	
2	AD.051	"The Map" card		\$5.00	
3	AD.PRS	Map card presentation pack		\$10.00	
4	AE.051	"Wilderness Rivers" \$5 card		\$5.00	
5	AE.101	"Wilderness Rivers" \$10 card		\$10.00	
6	AE.201	"Wilderness Rivers" \$20 card		\$20.00	
7	AE.SET	"Wilderness Rivers" card set (\$5, \$10, \$20 cards)		\$35.00	
8	AE.COL	"Wilderness Rivers" numbered collectors' pack		\$40.00	
9	AF.051	"1893 Hobart electric tram" \$5 card		\$5.00	
10	AF.101	"1904 Hobart electric tram" \$10 card		\$10.00	
11	AF.201	"1920 Hobart electric tram" \$20 card		\$20.00	
12	AF.SET	"Hobart electric trams" card set (\$5, \$10, \$20 cards)		\$35.00	
13	AF.COL	"Hobart electric trams" numbered collectors' pack		\$40.00	
14	AF.SPE	AF.COL + video, special combination offer		\$77.00	

Items total \$ _____

Add packing & postage : within Australia, \$3.00; international (security post), \$15.00 :

Please note : All prices shown are in Australian dollars.

Order Total \$ _____

Deliver to :

Name / Business name _____
 Street / PO box _____
 Suburb / Town _____
 State _____ Post code _____
 Country (other than Australia) _____
 Telephone contact number _____

Payment Details :

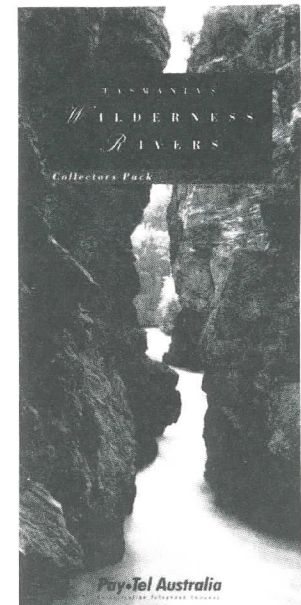
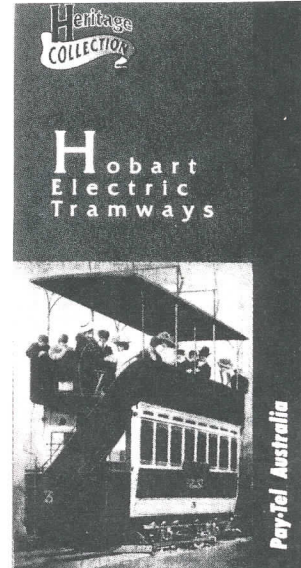
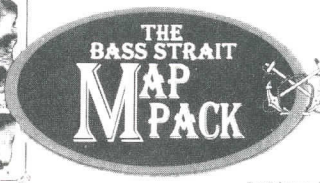
Payment attached : (circle one)
 Cheque (Aust. orders only), Australia Post Money Order, Bank draft in Aust. dollars.

Payment by credit card : (circle one)
 Amex, Bankcard (Australia & New Zealand only), Diners, Mastercard, Visa.

Card number : _____
 Expiry date : _____
 Name on card : _____
 Cardholder signature : _____

PayTel Standing Orders :

Please send me more information on the PayTel Standing Order Service.



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P.A. 70c per minute maximum rate

Dinosaurs

\$

Geneva

\$

Grand Prix

Collector Packs

Buying & Selling

Prices quoted subject to change



▼ Buying	Pay (\$)	▼ Selling	Price (\$)
Geelong Trial Pack	225	\$5 Generic Pack (less than 6,000 sold)	125
SA Pack	600	WA Pack	110
\$5 Generic Pack	80	NT Pack	90
Grand Prix Pack	60	Tasmania Pack	90
Queensland Pack	250	ACT Pack	325
Victoria Pack	210	Austalia Day '93 Pack	35
New South Wales Pack	360	Indigenous People Pack	50
Australia Day '92 Pack	70	Microscopic Pack (only 5,000 sold)	90
Red Cross	140	Environment Pack (only 5,000 sold)	95
Olympic Pack	200	Tamworth Pack, without fold (only 2,000 sold)	90
Christmas '92 (\$1.50 Bird) Pack	125	Tamworth Pack, folded (only 6,000 sold)	60
Endangered Species '93 Pack	60	Australia Day '94 Limited Edition (only 7,000 sold)	85
Microscopic Pack	60	Dinosaur Limited Edition (only 5,000 sold)	200
Endangered Species '94 Limited Edition	80	Endangered Species '94 Limited Ed (only 8,000) ..	115

STEPHENS PHONECARDS

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NSW, VICTORIA & OTHERS

MINT CARDS

\$1.50 Geelong	\$25	\$10 Cheetah	\$120
\$10 Kangaroo Is	\$40	\$20 Zoo	\$35
\$20 Adelaide	\$120	\$2 Canb View	\$20
\$10 Brisbane	\$160	\$5 War Mem.	\$20
\$5 Giraffe	\$30	\$10 Tel Tower	\$60

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PETER ERI

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A WORLD VIEW

BULGARIA

From INTERCARDS
by Peter Granfield

As a "lifetime collector", I have found that what one person finds of interest and what another finds of interest, can often be poles apart. Having come from the world of philately, I always wondered why people collected the myriads of pictorial issues (wallpaper) that had no end to it and really no beginning.

For myself, I was always more interested in collecting the sets of definitive (or as they are known in the phonecard world - generic) issues that had a very real ongoing philatelic function, not just a revenue raising function. For me, the question has to be asked about the many advertising cards that are flooding the world phonecard markets - to what degree are they truly for advertising purposes as against raising revenue for someone, not necessarily associated with the product being advertised.

With this in mind, I have undertaken to take a look at the fascinating generic cards of Bulgaria. For a majority of collectors, these cards are probably drab and boring. However, for the specialist or serious collector, the progression in the changes are quite intriguing.

Issued in East Germany

Bulgaria's first public issue were made in 1988 in East Germany, with a set of four cards of the same design, but in varying colours and values. 1 Lev, 2 Lev, 5 Lev and 10 Lev. These can be distinguished by the **88** in both the bottom right corner on the reverse and by the **black serial number** printed in the top right corner on the front.

See card below



Many Varieties

A constant variety exists, a few cards where the "r" in the serial number appears in the wrong font. Normally it is "r", occasionally you will find a card with a serif "r". No information is available on quantities printed, but the 1 Lev value is by far the hardest to find, followed by the 2 Lev.

Further cards were manufactured in 1989 in the same values and colours and can be identified by an **89** on the reverse in the bottom right corner. The serial number was deleted from the front, from these and all further issues.



Ag 713/PKM-645/89

Inflation

More cards, same design, same values and colours were manufactured in 1990 and are again distinguishable by a **90** on the reverse. However, inflation meant that the 1 Lev and 2 Lev cards were now uneconomical, so most of these, along with remaining 88 and 89 stock had the values **overprinted in black** and the value was re-encoded. The 1 Lev became 20 Lev and the 2 Lev became 50 Lev. A shortage of 10 Lev cards apparently saw the 89 1 Lev card overprinted as 10 Lev.

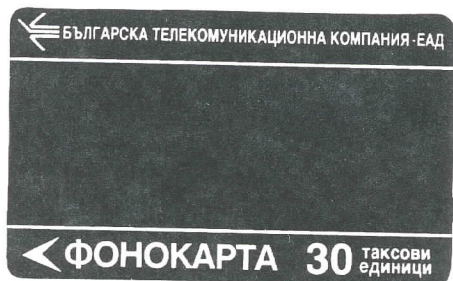
The year 1991 saw the issue of a new set of five cards manufactured in West Germany, in values of 5, 10, 20, 30, and 50 Lev. Two other changes in design were the inclusion of **PTT** in the wording on the front and **Made in West Germany** on the back.

- ВАЖИ ЗА ВСИЧКИ ВИДОВЕ ТЕЛЕФОННИ РАЗГОВОРИ
- МОЖЕТЕ ДА ПРОВЕРИТЕ СТОИНОСТТА НА КАРТАТА ЧРЕЗ ПОСТАВЯНЕ В АПАРАТА
- ИНДИКАТОРЪТ НА АПАРАТА ПОКАЗВА НЕИЗРАЗХОДВАНА СЪДЪРЖАНАТА ОТ КАРТАТА СТОИНОСТ
- Valable pour tous les appels téléphoniques
- Mettez la carte dans l'appareil pour contrôler la somme y contenue
- L'indicateur de l'appareil désigne la somme contenue dans la carte

Made in West Germany

In 1993, with changes in the country and continued inflation, a change was made to units instead of monetary value, thus removing the effects of inflation on card designs. Rather than reprint a lot of new cards, it was chosen to cover the face with a black sticker. This at first appears to be an overprint of the design, but with a little effort it can be peeled off. The new values are 10, 30, 50, 100, 150, and 200 units. The interesting fact for the collector however, is that these values appear to have been put on cards of any previous value or year of manufacture.

I have a few that have been put on 1980 and 1990 cards. All are green or orange, so no doubt they are residual overprinted cards, but I am not about to peel it off to find out. A list below shows the combinations known to date.



A service card was also introduced in 1989, that was white and orange and had no value on the front and the instructions omitted from the back. At least twenty two picture cards have also now been issued and these are highly sought after and expensive to acquire - some with issue quantities of only 2,000.

1988

1 Lev Green
2 Lev Orange
5 Lev Blue
10 Lev Yellow
20 o/p Green
50 o/p Orange

1990

1 Lev Green
2 Lev Orange
5 Lev Blu
10 Lev Yellow
20 o/p Green
50 o/p Orange

1993

10 unit on 1991/10 Lev.
30u on 88/20 Lev, 89/20 Lev, 90/20 Lev,
91/20 Lev, 91/10 Lev, 91/5 Lev.
50u on 88/50 Lev, 89/50 Lev, 90/50 Lev,
91/50 Lev, 91/30 Lev, 91/5 Lev.
100u on 88/5 Lev, 90/5 Lev, 91/5 Lev.
150u on 88/20 Lev, 91/20 Lev, 91/10 Lev,
91/5 Lev.
200u on 91/50 Lev, 91/10 Lev.

1989

1 Lev Green
2 Lev Orange
5 Lev Blue
10 Lev Yellow
10 o/p Green
20 o/p Green
50 O/p Orange

1991

5 Lev Blue
10 Lev Yellow
20 Lev Green
30 Lev Pink
50 Lev Orange

"The Australasian Phonocard Monthly"

DISPLAY ADVERTISING RATES

(As From June 1994)

Description	To Be Typeset		
	Black & White	Spot Colour	Inside 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.

Special Rates for Clubs & Societies
Contact Editor for Quote

Dealers Directory Mini Ads (Six Boxes per page)

\$120 per Box For 3 Months
\$220 per Box For 6 Months
\$400 per Box For 12 Months

All Ads to be Prepaid. They may be varied monthly,
eg for "Specials". Box size to remain constant.

Clubs & Societies (Six Boxes Per Page)

\$50 per Box for 6 Months
\$80 per Box for 12 Months

Classifieds

40 Cents per word (minimum advert of \$8.00)

Inserts (Single or Multiple Sheets, Booklets, etc)

- . Ready for Insertion
 - . To be prepared by A.P.M.
- Contact Editor For Quote

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.

SUBSCRIPTIONS SHOULD BE SENT TO:

**BRUCE PHILLIPS PHONECARDS
PO BOX 24199 CHRISTCHURCH
NEW ZEALAND**

FINTEL

Thanks to John Kruger of Melbourne, for providing material on which this article is based - Ed.

Fiji International Telecommunications Limited (FINTEL) is a private company, licenced by the government to provide Fiji's international telecommunications links. The Company, formed in December 1976, is jointly owned by the Government of Fiji (51%) and Cable and Wireless PLC of the UK (49%). FINTEL operates a submarine coaxial cable terminal and a satellite earth station at Vatuwaqa. A combination of these two alternatives, provides Fiji with both adequate capacity and reliability through diversity of routes. Access to a world-wide telecommunications network is provided through direct circuits and utilisation of several overseas switching centres.

Few Payphones

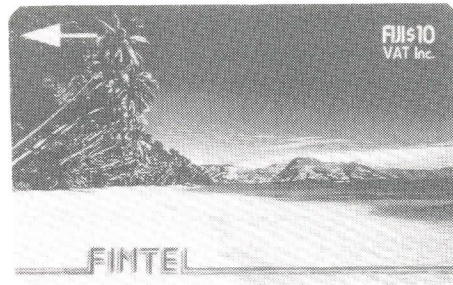
To date, FINTEL have installed very few payphones in the country. John Kruger reports that "the only place I found FINTEL's own phones in use, was at FINTEL House, in Suva, the nations capital. I did not see any other FINTEL booths anywhere else on the island or at any of the Tourist resorts, unlike Fiji Post & Telecom, which are everywhere."

Used Cards

"It is interesting to note that there is quite a brisk "unofficial" market trade in used cards in Fiji, there being no dealers that I was able to find, either in Nadi, Lautoka or Suva. All enquiries as to where I might purchase used cards, led to the same response - see the guys at the Post Office, they will have cards to sell to you. Cards are obtainable at \$1 each for the \$2 and \$5 cards, 42 each for the \$10 cards and \$4 to \$5 each for the harder to find \$20 cards. Duty free stores, souvenir shops and resort tour desk operators are also good sources for used cards, although prices at these outlets are substantially higher - at a standard asking price of 50% of face".

FINTEL's First Cards

The first two phonecards produced by FINTEL are as follows:-



LUCKY FIND IN TASMANIA

A Tasmanian collector reports that "while doing my usual phonebox rounds, I had the surprise of my life when I dragged out an Olympic 2000 Bid card. Finding such a card is rare enough but to my disappointment, some "thoughtless idiot" had scribbled all over the face of the card. Upon further investigation, I realised that the scribble was in fact a signature, which has since been authenticated as that of Stephen Hawkins, winner of one of our few Gold Medals at the Barcelona Olympics.

Therefore, I must apologise to Stephen Hawkins for branding him prematurely as an "idiot" and thank who-ever had the audacity to discard this national treasure - thank you!.



I don't know if there are any more of these cards in existence, but I can only assume that he would not go to the bother of signing only one or that I could be so fortunate? What could this card be valued at??? I would be very interested to know if there are any other recorded incidents of athletes signing these cards and how this occurred".

The April 27, Status International, 152nd Auction in Sydney, had for auction a lot of two of the Olympic Bid cards. One carried the signature of Barcelona gold medalist Clint Robinson and swimming star Stacey Gartrell and the other the signature of singer, John Williamson. The two mint cards sold for \$572.00. The above used card would obviously be "worth" much less - never the less it would certainly be worth more than an average used card without a signature - Ed.

NEXT STOP SYDNEY

ARE YOU GETTING OFF?

by Rick Warnecke

Telecom Australia's News Update shown in the June issue of "The Australasian Phonecard Monthly" stated, and I quote, "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 above statement was featured as a supplement paragraph to information about the Ballet and Sydney Dance Company, June release of cards. When will the cycle end? If Telecom Corporate decide to reprint (on-print) more cards because their first reasonable quantity (approx. 30,000) is sold out - therefore creating a dilemma for the collector - should they buy the second print or not?

Different Designs

In my opinion, a short print (30,000) advertising issue should NOT be reprinted. This would surely guarantee the sellout of the issue. If "Corporate" or any other advertiser decide that they need to make more profit than they are already, surely they can do it by releasing **another different** design. Yes, still more profit from collectors, but only if they want to stay "on board".

After saying this, I must now also state that there are fast becoming **too many** issues. Too many cards will put a strain on the already stretched finances of most collectors. The way current prices are heading, can you picture where our **hobby** will be in say, the **year 2000**? By the time the Sydney Olympics come around, the average mint collection (one of each prefix), will probably be worth about ????? - well, lets have a look.

Dollars and Issues

Let's make a few estimates from information already supplied from Telecom and several of the custom and advertising phonecard companies.

- * Firstly, we can assume that Telecom will release about ten issues per year
- * Next, lets guess and say that Telecom Corporate will have about five issues per year
- * Now, we should break down the custom cards to the two larger groups at present:-
 - PACS, we can guesstimate, will issue fifteen sets and Telearch will release about twenty issues
- * Throw in another twenty issues for miscellaneous companies getting onto the merry-go-round.

	<u>Issues Per Year</u>	<u>Value</u>	<u>Print Quantity</u>	<u>Number of Cards</u>	<u>Total Cost</u>
Telecom	10	\$5	500,000 - 5 cards	10 x 5 = 50	\$250
	10	\$10	300,000 - 3 cards	10 x 3 = 30	\$300
	10	\$20	200,000 - 2 cards	10 x 2 = 20	\$400
	3	\$50	50,000 - 3 cards	3 x 1 = 3	\$150
Telecom Packs	10	\$50	(estimate & average)		\$500
Corporate Issues	5	\$5	400,000 - 4 cards	5 x 4 = 20	\$100
	5	\$10	400,000 - 4 cards	5 x 4 = 20	\$200
	5	\$20	200,000 - 2 cards	5 x 2 = 10	\$200
Telearch	20	\$20	(estimate & average)		\$400
PACS	15	\$40	(estimate & average)		\$600
Misc Issues	20	\$50	(estimate & average)		\$1000
					\$4100

If we multiply this yearly figure (\$4100) by six years to bring us up to the Olympic year 2000, you and I - the collectors - will have spent close to **\$25,000!!!** Add on what you have already spent and this could mean possibly another \$3-4,000 - if you did in fact start a year or two back and were lucky enough to get the reprint cards at a reasonable price. Well now, how's your collection looking? I certainly hope that you have got it itemised (including card serial numbers) for insurance purposes.

The hobby is certainly moving very fast - perhaps too fast. Do **you**, the average collector, need **all** these cards that are being produced? Are you going to **try** and collect all, but then fall away? Do we collectors need Telecom to create **another** division of cards, segregating standard issues from the Custom, Advertising and Overseas phonecard releases. Collectors, Telecom and private companies alike, all have a lot to think about. **As I said earlier, where will you and your collection be in the year 2000 ??????**

FOCUS ON FARAWAY PLACES

This Month: BERMUDA

by Cyril Fox (with additional information kindly supplied by Mr Charles Cumming of Bermuda)

British Colony

Bermuda is the oldest British colony (since 1684). There are over one hundred small islands of which only about twenty are inhabited. The total area of the islands of Bermuda is only 53 square km. and the population about 60,000. The principal sources of revenue for the islands are tourism and international banking (Bermuda is a tax haven with zero personal income tax and zero company tax). An Australian finding himself in Bermuda will relish the taxless situation but undoubtedly curse the thirty miles per hour speed limit throughout the country.

Limited Number

Although there are several hundred payphones on Bermuda, only ten payphones and one fax machine are card-operated; hence the shortage of phonecards from Bermuda.

There is no incentive for locals to use phonecards since the cheapest card costs B\$10 (US\$10) whilst the cost of a local call is only 20 cents. Unlike Australian phonecards, the cards of Bermuda provide no bonus value above the actual cost of the card. Consequently, phonecards are used mainly by tourists for international calls.

Strategically Located

The local telephone service is provided by the Bermuda Telephone Company, whilst the international service is provided by Cable and Wireless under a special licensing agreement with the Bermuda Telephone Company. The ten card Telephones are strategically located - at the airport - at the Dockyard, Hamilton and St. George's Island ship terminals - in the Hamilton commercial area and on Somerset Island.

At the principal Cable & Wireless office in Hamilton, there is also a card operated fax.

"Collector Unfriendly"

The card-operated payphones are "collector unfriendly" units which have no card disposals. The payphone hardware is a mix of United States equipment from Southern Bell, Northern Bell and Northern Telecom.

Started With Tokens

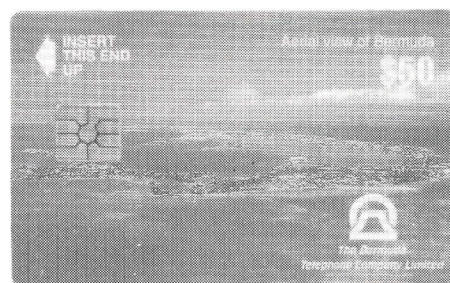
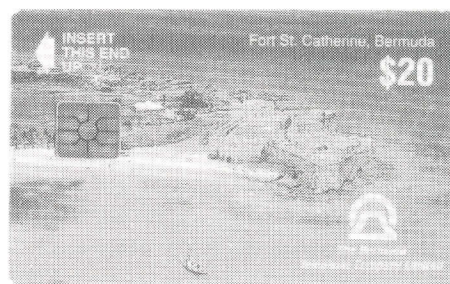
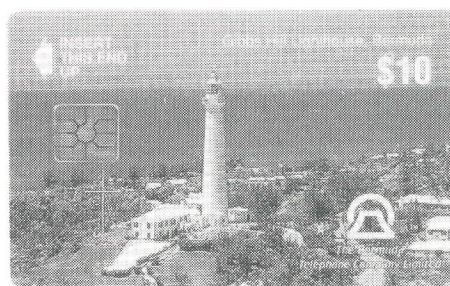
The Bermuda Telephone Company first installed dial telephones in 1932 and introduced grooved telephone tokens costing three pence each. The use of tokens was discontinued in 1945.

In 1986, Autelca of Switzerland supplied Bermuda with 48,000 magnetic phonecards. For reasons which are unclear, the cards were never put on sale and all but a handful of the cards were destroyed.

In February 1987, optical cards by Landis & Gyr were introduced. These were plain blue and white cards of 40 units, 100 units and 200 units. These optical cards were reprinted in December 1987 and again in 1989/90.

In December 1993, Gemplus chipcards were introduced. The three card values are \$10, \$20 and \$50. Used examples of the \$50 card are particularly difficult to find.

See illustrations below for the three latest releases.



LETTERS TO THE EDITOR

A majority of the letters received this month express concern as to just what a collector should collect! A cross section of these concerns is provided together with general information.

Please continue to write to:-

The Editor

The Australasian Phonocard Monthly

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

Dear Sir,

Firstly, let me congratulate you on an excellent publication. I don't know how you can produce such a top quality magazine and not devote 100% of your time to it. Generally, I would not write letters to magazines, but I have a few issues that I am sure some of your readers would share with me.

My Phonocard collecting days started in about 1992 when I used to visit coin fairs and began to notice some dealers had limited stocks of used Phonecards. Back then I thought "why would anyone pay \$8 for a used \$20 Adelaide card - looking back on that today, what a bargain? Then I found my first Phonocard, a \$2 NSW Orangutan. I can still remember the phonebox I found it in on Manly Corso. Since that day, I have never looked back on the hobby. My best find was a \$3 Float & Wave in a Sydney phonebox - what a joy that day was!

I only collect Australian Phonecards seriously and I never really thought of Phonocard collecting as a passion - but I'm sure my wife would have to disagree. When I look back at the amount of money "we" have spent on these infernal pieces of plastic, I am sure my wife would have preferred to spend the money on clothes. But now, I look forward to getting home from work each evening and collecting the mail to see what Phonocard news there is. Currently I subscribe to the following magazines and clubs to fulfil my insatiable appetite for more information:-

- . The Australasian Phonocard Monthly
- . Stamp News
- . Australian Coin Review (which has now stopped articles on Phonecards)
- . The Phonocard Collector
- . International Telephone Cards
- . The Melbourne Phonocard Club
- . Australian Phonocard Collectors Club

I originally started collecting by Id-Code and had one of each except for the Swimming and Community Services cards. I was so close to getting these and then suddenly people realised that there were serial numbers to collect

and that these two cards were extremely valuable! Now I am hooked on collecting by serial number prefix. I even had to sell my coin collection to purchase new cards - when will it stop! To say the least, this hobby is certainly expensive. Attempting to collect every serial number prefix card is really the challenge and I think this is what keeps me going.

Following, are a number of issues that I wish to raise with you and your readers. I think they are probably pretty common amongst serious collectors.

What I thought would be quite an easy task proved to be extremely difficult. The used cards (single or multi-hole) are quite abundant (except the 600 mintage), but mint cards are another matter. **Where do you draw the line at what to collect?** Now, the serious collector has to get at least three of every Special Edition (Telecom, PACS, etc.) to meet their needs:-

- . one for their presentation pack collection
- . one for their mint serial number collection
- . one that they might "use" for their used serial number collection.

I recently read an article in the APCC, Club Magazine, which suggested that people use the **400 prefix** as a suitable cut-off point. I thought this to be a practical idea, but unfortunately, I do not think that I will be able to stick to it!

With used cards, the collector has to make the decision on whether to collect single, multi or maxi-hole cards. Imagine the time consumed in order to build up a collection of each type. Personally, the only difference I find is that the single hole cards tend to have fewer scratches, but if I can get a multi-hole card with no scratches, this suits me fine.

Prefix Number Cataloguing

Some time ago, I developed a computer database program to record all possible Phonocard details, information on my own collection and produce various reports for me. This was initially compiled from the list produced by Telecom of serial numbers printed. To say the least, this list was very dubious. I don't think Telecom are **very sure** of their issue numbers. Anyway, since my first list, every time a new catalogue of serial numbers is produced (3-4 per year), I check these to my list. Needless to say, nearly each one is different and this is very frustrating. Where do people get their lists - maybe all list producers should sit down and get their lists of serial numbers and print quantities in line?

Since I heard of the new 0055 service offered by Telecom, I use this to initially update my database and then verify it to the official list produced by Telecom in their Newsletter. This is not always a successful process as there are many errors in Telecom's own list - who does one believe?

I think the girl on the 0055 service needs to **slow down while talking** as I often need to replay it a second time to get all the information on paper. I have yet to see the telephone bill for my usage!

Storage of My Collection

Where does the collector store nearly 2,000 cards? I have bought a "plan" cabinet with wide, long, shallow draws so that all cards are accessible. I have settled on the Telecom storage binders as they are excellent quality and I can put mint cards down the left hand side and corresponding used cards on the right hand side for my serial number collection. I also use these binders for my presentation pack collection. I have developed a label printing program for use in the centre of each page which contains details for each prefix number:-

- . Prefix Number
- . Id-Code
- . Low Serial Number
- . High Serial Number
- . Mintage
- . Issue Date

Then, once they are stored, catalogued (by serial number) and secured, the collector has to consider insurance (*editor note - this would be a good article for the magazine*). I figure that as I have the serial number of each card I own on computer, I should have half a decent chance of recovering them if they were stolen.

Advertising Cards

I am not very happy that these are being produced in limited quantities and that they are difficult to obtain by the collector, but as they are within the serial number boundaries, I **must** collect them. I would like to know how much the companies pay Telecom for each card as there is certainly a huge markup on the face value, eg., the \$2.00 AFL cards sell for \$19.50 each!

I believe Telecom should issue enough cards (including presentation packs) to meet the number of registered collectors. This would make a lot of people happy.

Collecting Strategy

Although I would like to own one of each mint prefix number, financial constraints mean that this is not possible. My personal view is that the current high prices for "harder" cards will come down to reasonable levels in a few years and this will be the time to buy them. One only has to look at stamps and coins to verify this fact (ie., serious prices only being paid a long time after issue).

I hope you print this letter as I am sure that many of your readers and more serious collectors share the same views and encounter the same problems as I do, in their endeavour to complete their valuable collections.

One last point on the content of your magazine, I think that you should concentrate on Australian cards. There is plenty of information on this topic to continually fill your magazine. If readers want more information on international cards, then I would recommend the "International Telephone Cards" magazine. This is an excellent publication produced by Dr Steve Hiscocks (world expert on Phonocards) and is issued monthly in full colour.

Good luck with your magazine.

P.B. NSW

I refer you to an article earlier in this magazine which outlines the pricing structure in relation to Advertising and Custom cards. In relation to your request for more Australian content (at the possible expense of overseas material), I can only say that there are many Australian collectors of phonocards, from countries other than this one. Whilst I agree that Dr Hiscocks's magazine is an "excellent publication", it may also be beyond the price range of some collectors, whom are satisfied to obtain information from the APM. My obvious aim is to try and cater for the needs of all collectors and advertisers - perhaps not an easy task - Ed.

Dear Sir,

Being an avid phonocard collector for nearly two years, I have been able (until only just recently) to collect on the secondary scene, virtually all the prefix numbers. With the issue of the dinosaur series, we have now seen an incredible increase in the number of collectors, thus limiting the "finds" of days gone by. Because of this, we must now look to the new issues in mint form to further continue the hobby.

However, with the arrival of your June issue, I was perturbed to see the update of Telecom's prefix number listing and advice of the new issues expected in the months of June and July. Point number one, for **prefix collectors** - one now has to collect the Limited Edition pack as well as the individual card issue. Point number two - one also has now, with the issue of the Landscape Series, to buy the Pack as well as five of each of the cards in each series of Landscape individual card issues! **Has any collector added up how much it will cost to keep up with all of this?** (*see Rick Warnecke's article for an idea - Ed*). I enclose a copy of the prefix number update from your June issue and itemise costs where known and obviously only an estimate on the others. The total of the list is \$534.00 minimum. This costing does not include the Wildlife cards, the 25th Anniversary of the Moon Landing, the 1994 Commonwealth Games cards and Pack, the A.F.L. Football Stars, - a further cost in excess of \$300.00! Add as well the Rentlo cards, the Social Security Cards and who knows what else?

It is easy for one to say, "well, stop collecting prefix numbers and reduce the overall cost", however, the total cost for the two months would still be in the vicinity of \$320 minimum (by excluding the doubling up of issues). Is the Phonocard going to go the way of the Postage Stamp? I gave up collecting stamps years ago, with the number of issues together with the First Day Covers, the stamped envelopes, the gutter groups, the stamped postcards - you name it! Soon, only the dealers will be able to keep up and then who do they sell to when the individual has taken himself out of the market?

Is my concern shared by others? If so, I would welcome any correspondence to be directed to your "Phonocard Monthly" and perhaps a copy to Telecom, the principal issuing body.

R.W. NSW

Dear Sir,

One of my father's friends works for Telecom Australia. One day he gave me a mint \$50 Generic with the word TEST written with a thick black permanent texta on the back in the Autocall number space. This card was given to Telecom workers to check if the phone was working. The card was programed to ring a special 008 number, therefore the card can not be used up.

The number of the card is 0000013030573.

I was wanting to know if anyone else knew of such a card or knows if it is worth anything?

Enclosed is a photocopy of the back of the card.

D.C. NSW

The card was not "clear enough" to reproduce in the magazine. I suggest that you might ring Peter Granfield from Intercards in regards to this phonecard to seek his advice. Alternatively, I'll seek an opinion from him and publish in the next issue of the magazine - Ed.

The following is an extract from correspondence received from Veronica Roche of Scotia Phonecards in Scotland - Ed.

News from this side of the globe is that Private Cards are coming out "like there is no tomorrow". We are just back from the Czech Republic where they have a strong market there for their own cards. The cards are of a chip variety and contain pictures of pop singers, cars and art to name a few. The latest issues include a set of three for D Day. They have a colourfull catalogue which covers cards up to 1993. A new catalogue is due after September this year.

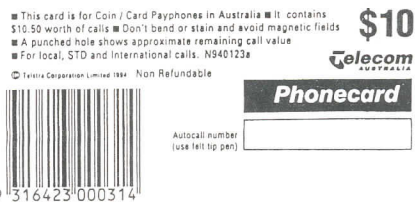
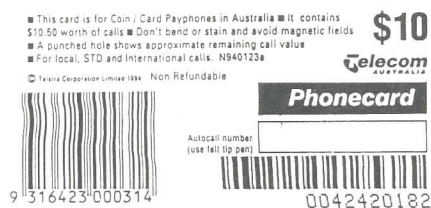
The standard Catalogue of UK Phonecards is going well and is hoped to be printed and issued in September, with all cards issued in the UK to the date of publishing to be included.

Best Wishes Veronica Roche

Dear Sir,

Please find enclosed a copy of two phonecards I bought recently, one is showing the prefix number, the other is blank. I have been told its worth double the price of the card. I was just wondering about the price as you mentioned in your May issue, a 284 Prefix is worth about \$50. I just thought this may be of interest to you for your magazine.

(\$10 Endangered Species Swamp Turtle)



Also, recently I have noticed Telecom have changed some payphones re cash and phonecards and are now putting in cash phones only. My supply of used cards is dwindling!

H. Mc. S.A.

I'm interested to hear about the "re-conversion" back to coins. I'll check with Telecom to see why? In regards to the card above, its worth considerably more than "double the price". Check with a few dealers to see what they think. Rundle Coins in Adelaide would be a good source of information - Ed.

CLUBS SOCIETIES AND ASSOCIATIONS

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

We want to know and so
will thousands of collectors
worldwide.

Send us some information,
news or comments on
phonecard collecting in
your area.

Write to:

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

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

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PRODUCED BY PAYTEL AUSTRALIA FOR BOTH FAIRS**

MELBOURNE INTERNATIONAL BANKNOTE FAIR

Featuring Australia's Leading Banknote Dealers with **LARGE** Stocks
of Australian and World Banknotes and Related Material for **SALE**

Overseas Dealers Expected to Participate

BUYING - Dealers are also Very Keen to Buy Banknotes
PHONECARDS ARE ALSO BEING FEATURED AT THIS FAIR

With a Number of Phonecard Dealers Attending

Many Banknote and Phonecard Dealers will Have Good Stocks of
Australian and World Phonecards for **SALE** and will also be **BUYING**

SPECIAL RELEASE of Limited Edition Collector Card

Sold on a "First Come First Served" Basis

DISPLAYS & EXHIBITS by Note Printing Australia
& The International Bank Note Society

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Featuring Australia and New Zealand's Leading Phonecard Dealers

With Large Stocks of Australian & World Phonecards For **SALE**

TELECOM AUSTRALIA - Retail Sales & Archival Exhibition

PAYTEL AUSTRALIA - Retail Sales & Exhibition

PACS AUTHORISED AGENTS - Retail Sales & Point of Sale Display

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ADMISSION: Each Day - Adults \$2.00, Children Under 12 - Free

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RESERVE THESE DATES - BRING THE FAMILY

SOUTHERN CROSS HOTEL - Ballroom "A"

Mezzanine Floor - 131 Exhibition Street, Melbourne

For Further Information Telephone: (02) 913 3036

CLUB & SOCIETY DISPLAY ADS

ROSEBUD & DISTRICT PHONECARD COLLECTORS

CLUB INC.

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

From April 1994
the Club

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

THE MELBOURNE PHONECARD CLUB INC.

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

NEW VENUE

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

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

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

AUSTRALIAN PHONECARD COLLECTORS CLUB INC

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

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

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

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

KANGAROO PHONECARD CLUB Inc.

P.O. Box 706, Springwood, Queensland 4127

NEW VENUE from 12.4.94

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

For Further Information Ring Either
The Club Secretary on (07) 808 8871
or
The Club President on (07) 209 7915

ADVERTISE WITH THE CLUB & SOCIETY DISPLAY ADS

\$40.00 Per Box For 12 Months

ADVERTISEMENTS TO
REMAIN UNCHANGED
FOR SIX MONTHS

CAPRICORN PHONECARD COLLECTORS CLUB

PO Box 3069, Rockhampton Shopping Fair,
Queensland 4701

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

All New Members and Visitors Most Welcome

SPRINGVALE DISTRICT PHONECARD & COLLECTABLES CLUB

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

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

Convenors: A. DeSousa & R. D'Souza

AUSTRALIAN PHONECARD COLLECTORS CLUB INC

PHONECARD FAIR

SATURDAY JULY 23rd 1994

VENUE

TOC - H - HALL
30A DELAINE AVENUE, EDWARDSTOWN,
SOUTH AUSTRALIA

DOORS OPEN 10.00 A.M.

PROMINENT LOCAL AND INTERSTATE DEALERS
WILL BE ATTENDING

- . DEALERS AND CLUB TABLES
- . AUCTION AT 1.00 P.M.
- . DOOR PRIZES - DRAWN ON THE DAY
- . TEA - COFFEE - REFRESHMENTS AVAILABLE

ADMISSION: ADULTS \$2.00 - JUNIORS \$1.00

Entitles a **FREE** entry to Door Prizes

TABLES: \$15 - LARGE \$30 - DISPLAY STANDS \$5

CLUBS SECOND LIMITED EDITION CLUB CARD
WILL BE RELEASED

EVERYONE WELCOME

TABLE BOOKINGS AND ENQUIRIES PHONE (08) 381 3449

PROMOTIONAL MATERIAL AND DOOR PRIZES DONATED BY:-



AUSTRALASIAN
PHONECARD MONTHLY
PHONECARD COLLECTOR



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.

Australian Phonocard Collectors Club Inc
64 Concord Drive, Reynella SA 5161
Secretary: Glenis Hymers

The Club's third Phonocard Fair will be held in Edwardstown, Adelaide on Saturday the 23rd of July. Tables have been reserved by local and interstate dealers, club members, visiting Club representation by Rosebud and District Phonocard Club and the first visit by PayTel Australia.

Promotional material donated by Telecom will be available to the public from the club public relations table. Door prizes to be drawn on the day have been donated by A.P.C.C., Telecom, The Australasian Phonocard Monthly and The Phonocard Collector.

Another large auction is expected to be organised for approximately 1 p.m. Cards will be supplied by the Club and members.

A very special attraction provided for the public will be an interesting computer display of phonocards and their variations, including card flaws. This has been compiled and programmed by club member, Mr Nick Drury, and will be made available for the public's use as an additional insight into the range of phonocard variations of this kind. To our knowledge, this is the first time anything of this nature has been shown at a phonocard fair in Australia.

In conjunction with the fair, the Club will be releasing their second Club Card. It will not feature a phonocard design but will be the first "thematic" collector's card. The \$5 card design chosen, features South Australia's tourist locomotive, "Steam Ranger - Southern Encounter", hauling its vintage carriages along the shores at Encounter Bay. Granite Island and Victor Harbour can be seen in the background.



64 CONCORD DRIVE
REYNELLA S.A. 5161
AUSTRALIA
PH: (08) 381 3449



★ AUSTRALIA'S FIRST CLUB ★

LIMITED EDITION — COLLECTORS' CARD

A2307-94-2

Photo P. A. CARMEN

0599

It is expected the card will attract the interest of the thematic collector of trains.

A total of 3,000 cards have been produced, with a quantity being reserved for existing and new members, who may choose a card number matching their membership number. Card numbering is in red and the Fair date is printed similar to Phonocard ID Coding, ie., A2307-94-2 (A-Adelaide), 23 July 1994 (-2 = second card).

Steam Ranger Tours of Adelaide have donated the Club tourist brochures, of which one will be given with each order. The Club would like to thank them for this and for their permission to use the logo and photograph.

Cards are of a high quality laminated finish and will be sold at \$2.50 (post free). No limit will be placed on orders. Collectors and Clubs may order now, but these orders will not be processed until the release date. Orders can be placed with the Club Secretary, Glenis Hymers (see above).

Club Fees for the financial year, 1 July 1994 to 30 June 1995 are as follows:-

<u>Aust Seniors</u>	\$15 per year	Joining Fee \$10
<u>Aust Juniors</u>	\$6.50 per year	Joining Fee \$5
<u>Overseas Members</u>	A\$25 per year	Joining Fee \$10

The Club would like to advise that VISA, BANKCARD & MASTERCARD are now welcome.

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

As featured in the last issue of APM, the Club has now released the additional two cards for its set of three promotional Club Cards (the \$5 River Murray and the \$10 Grampians).

Demand for these cards is good. They are still available to members of the public at \$3.00 per pair. Write to the Club as above to obtain the pair or the full set of three.

Club membership fees now due 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 the Club's June Postal Bid Sale are available on request and by sending two x 45 cent postage stamps (unused) to cover costs.

Sydney Phonocard Collectors Club

PO Box 773, St.Marys. NSW 2760.

President: Michael Taylor

Treasurer: Derek May (02) 835 2427

The Sydney Club has just decided to organise and hold its first Phonocard Fair on the Sunday of the 9th of October, 1994.

The Fair will be held between the hours of 10.00 in the morning to 5.00 in the evening.

It will be held in the Auditorium at the St Marys Bowling Club, located in Carson Lane (off Queen Street), St Marys.

Tables for the Fair are available for booking now and dealers and Clubs are encouraged to contact Michael Taylor (Club President - (047) 82 4131) as soon as possible to enable the Club to plan for the big day in October.

As this will be Sydney's first Club Phonocard Fair, interest in it and attendance at it, is expected to be high.

Further information will be provided in the August issue of this magazine.

In the meantime, Club meetings are held at 7.30 pm every 4th Wednesday of each month at the St Marys Bowling Club. For additional Information on this Club, contact Derek May on (02) 835 2427.

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

Rosebud & District Phonocard Collectors Club Inc.

PO Box 211, Rosebud, Victoria 3939.

President: John Thomas

For the month's of 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

The Society's annual Stamp Coin and Phonocard Fair will be held on Sunday, the 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).

Kangaroo Phonocard Club Inc

PO Box 706, Springwood, Qld. 4127

The Club will be holding its Annual Phonocard Fair next year on Sunday, the 29th of January. The venue will be the Function Room on the fourth floor of the Bellevue Hotel at 103 George Street, Brisbane. The Club would like to know as soon as possible, how many dealers are interested in attending the Fair to allow it to plan in advance. Dealer's tables are available at \$75 for one table plus \$35 for each extra table. Table sizes are 6 x 3.

Display stands are available on the day from the Club, but orders need to be placed to enable them to be hired. The cost of a double sided partition type stand, size 1.8m x 1.2m is \$32.00.

Parking is available at the Hotel for day visitors or if anyone wishes to stay the night or weekend, the cost per room per night, be it for single, twin or double, is \$75. Any dealers wishing to display their wares at the Fair, should contact the Club Secretary as per the above address.

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(1ST ISSUE NOVEMBER 1993)

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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, Degraeves 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
Maroochydore	Queensland Coins & Collectables	Shop 5, Post Office Walk, 8 Ocean Street (074) 43 1221
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.
Port Adelaide	Hippers Newsagency	172 St Vincent Street, Port Adelaide (08) 47 2961

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 10-11, London Court Arcade (09) 325 3252
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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ANYONE WISHING TO STOCK AUSTRALASIA'S FIRST MONTHLY PHONECARD MAGAZINE, SHOULD CONTACT THE EDITOR AS PER DETAILS ON PAGE 3, FOR INFORMATION ON PRINT RUNS, WHOLESALE PRICES, ETC. BACKCOPIES AVAILABLE.

CLASSIFIEDS

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

Classifieds taken for two months receive the third month free.

Address your ads to:

The Australasian Phonocard Monthly, P.O. Box 1309, Tamworth, NSW, 2340.

Closing date for Classifieds is the 27th of July for the August issue.

Classified Categories are:

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

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

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REGULAR POSTAL BID Sales. Australian Mint Phonecards, Collector Packs, Bulk Lots and Prefix Numbers. **FREE** Catalogue. Phone (074) 641867 or write to:- **Rosewood Stamp & Coin Service**, PO Box 48, Rosewood, QLD 4340.

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

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EASTERN EUROPE: The Slovak Republic's (formerly Czechoslovakia) **First Issue** depicting Map and Coat of Arms. 75u Mint - A\$15 only; add A\$2 for Australia, A\$5 Overseas for Certified Mail. **PETER VASIK**, 2 Ellen Street, Wollongong, NSW 2500, Australia.

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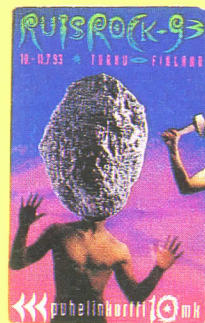
FANCY FOREIGNERS



VATICAN: Lire 2000
Sistine Chapel Mint \$12



SHANGHAI: CHINA "Year of the Cock" Used Pair \$15



FINLAND: 10 Mk
Rock Festival Turku (9000 issued)
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1st Print	Set of 4	<u>Mint \$28</u>
2nd Print	Set of 4	<u>Mint \$32</u>
Telecom Year of the Dog Greeting Card		<u>\$20</u>

CHRISTMAS ISLAND

1st Print, \$10 Cove/\$20 Crabs	<u>Mint \$85</u>
2nd Print, \$10 Cove/\$20 Crabs	<u>Mint \$65</u>

CAMBODIA

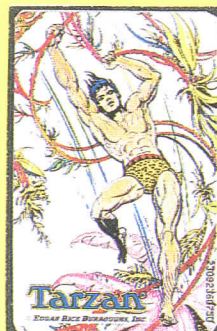
3rd Issue	\$2 & \$5	<u>Mint P.O.R</u>
4th Issue	\$2 & \$5	<u>Mint \$75</u>

AUST LANDSCAPE 94

\$20 Prefix 463 (20,000)	<u>Mint \$30</u>
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PAYTEL AUSTRALIA

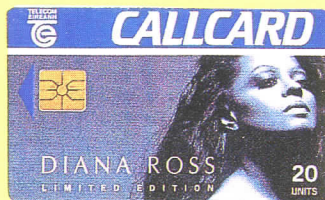
Abel Tasman Pack - Special This Month! \$150



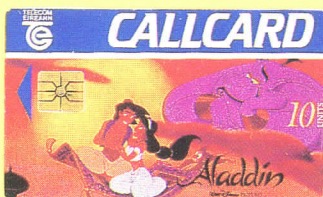
GERMANY
12DM
Tarzan
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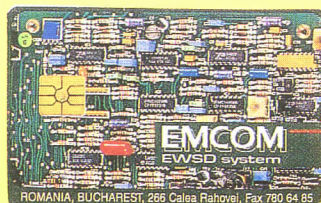


\$5

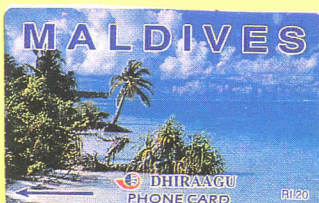


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