

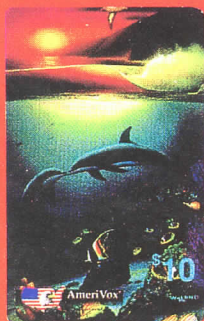
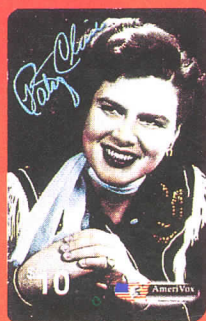
# THE AUSTRALASIAN PHONECARD MONTHLY

## CONTENTS INCLUDE

Australian & NZ News Updates  
Visit to Glencoe  
The Grapevine  
Club & Society News



"SCHOOL CARDS"



AMERIVOX UPDATE

## PAYPHONICS PROFILE



PAYPHONICS FIRST ISSUE



# KNOX-SHERBROOKE PHONECARDS

PO Box 601, Emerald, Vic 3782.  
☎ (059) 685576 Fax (059) 683463

Victoria's leading phonecard dealer  
Supplying quality cards with potential

Mastercard/Bankcard/Visa accepted.  
Prefix Price list available on request

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

## AUSTRALIA - custom cards

### P.A.C.S.

Year of the Dog Packs (1st series).....	\$60
Ettamogah Pub (card) .....	\$15
Ettamogah Pub (pack) .....	\$18
Ettamogah Pub (card +pack).....	\$30

### Beagle Bros

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

### Aussie Rules!

Series of 17 commencing July- \$19.50 per pack (rrp).  
- standing order service available

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

Matching numbers available for series of 17.

### Australian Wildlife Fund '94

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

### Apollo Moon Landings

Collector Pack (5 cards).....	\$195
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### Albury High School Card

\$2 Card (View of School) .....	\$7
Collector Pack .....	\$12

### Victorian Stamp Traders

Catalogue plus card .....	\$10
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### Phonecard Collector

Card .....	\$30
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## SOUTH AFRICA - official issues

Set 6 Trial Cards.....	\$120
"Big 5" Collector Pack-(limited first issue, 1000 Packs only!).....	Still only \$140
Election Cards (30,000 and 10,000 issue).....	\$220 (R100 and R200 face value)
Child Art Set (5 cards) .....	\$90

### Australian Collector Packs

(all available)

Don't pay high prices for these items!

Description	Sell	Elsewhere!
ACT	\$300	\$350
Red Cross	\$200	\$220
A. Day '94	\$80	\$85
Endangered Species I	\$80	\$90

Don't sell too cheap!

Buying all Australian Phonecards

Description	Buy	Elsewhere!
Victoria Pack	\$300	\$100 less!
Brisbane \$10	\$220	\$60 less!
Olympic Pack	\$220	\$20 less!

## ACCESSORIES

Individual Sleeves (pack 100).....	\$4.00
Pages (per pack 10) .....	\$7.50

Dealer rates available

## POSTAGE: \$3.50 (certified)

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

## FAIRS we're attending in August

Sun 7 August - Moonee Ponds, Melbourne

### 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
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Postage	\$3.50 per order/per 5 packs	.....	.....
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Cheque enclosed

Please charge my credit card MC/BC/VISA

expiry date .....

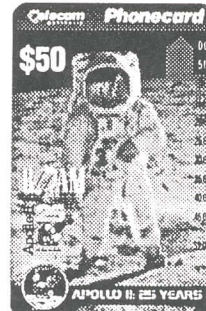
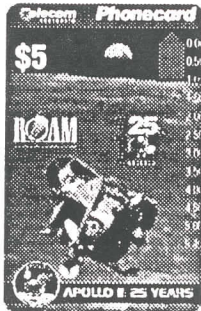
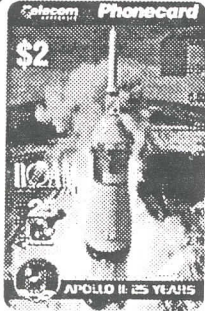
Payable this order \$ ..... Signature .....

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



**NEW  
RELEASE  
TELECOM CARDS**

# LIMITED EDITION



## 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.

*Please note the \$50.00 card represents the first Telecom card with a print run of under 10,000.*

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.

	No. Req.	Total
Complete Full Collectors Pack	.....	.....
Conference Pack	.....	.....
(Containing \$10.00 & \$20.00 Cards overprinted for the September Space Conference)	.....	.....
Certified Post & Packing		\$3.50
Insurance & Postage		\$12.00

TOTAL: \_\_\_\_\_

Sydney Stamp Centre Official Appointed Agents for Roam Pacific

## IT'S EASY TO ORDER NOW!

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

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

I am interested in 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 \_\_\_\_\_

Enclosed is  cheque  money order

Please charge my credit card:

BANKCARD  MASTERCARD  VISA

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

Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

# The Australasian Phonocard Monthly

AUGUST 1994 Vol. 2 No. 8

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- Club & Phonocard/Coin/Stamp Show Promotional Cards
- The World of Elvis : An Inside View - Amerivox

Print Post Approved PP245673/00013

## EDITORIAL

This issues "Australian News Update" section outlines Telecom Australia's newly introduced standing order arrangement. An article at page 28, as provided by Rick Warnecke, also provides a collector's perspective of the arrangement outlining both a 'for and against' case for the system.

I find the proposal interesting, as I feel that at last it may give a 'true' indication of the collector base that actually exists in relation to phonecards.

Whilst Telecom's mailing list for its (now) Australian Phonocard Bulletin is said to be in the vicinity of some 18,000+, this is obviously not a true figure of the actual number of bona fide collectors, ie., the list includes a 'genuine collector' plus his/her husband/wife, a son/daughter, uncle/auntie, next door neighbour, etc., all of whom were co-opted by the 'genuine collector' to increase his/her chances at obtaining give-aways such as the \$1.50 Christmas card, the Tamworth (Custom) card when it first appeared (as a perceived forerunner of others) and the Limited Edition Collector Packs.

Some people have indicated to me that the standing order arrangement will mean the end of the Limited Edition Collector Packs, ie., 18,000 collectors x 5 packs. As indicated above, I don't think so, as a collector is less likely to place a deposit in a standing order account for son/daughter, etc., than he/she was in 'signing them up' for the Telecom Newsletter.

I personally feel that the committed collector base is closer to 6-7,000 at present and I venture an opinion that Telecom's standing order arrangement will not attract in excess of this number - in fact I feel it will be a lot less.

The interesting thing will still be though, as to how many (present) Limited Edition Collector Packs will be produced to cater for the forthcoming demand. Will it be in excess of the current 8,000 or, depending on customer reaction, will it actually be less?

Will dealers and speculators chance the system, ie., join up under the names of relatives, etc., on the chance that the packs will remain limited in number and therefore still be 'valuable'? With collectors being able to access them direct however, demand for purchase from dealers will lessen.

**I await with interest developments!**

With the continuing spiral in prices, many collectors have indicated they are unable to obtain accurate information as to current prices. Due to the (almost daily) fluctuations, most dealers do not produce full price lists on a regular basis anymore.

In an attempt to assist collectors, as from the September issue, this magazine will contain an INSERT which will list all Telecom, PayTel and Payphonics phonecards, by prefix and by price, for mint and used cards.

The list will be updated within 48 hours of being inserted and mailed out with the magazine.

A survey of prominent dealers in Sydney, Melbourne and Canberra will form the basis for the update - literally "hot off the press". Labour intensive, but necessary to obtain an accurate indication of movements.

EDITOR



# EDLINS OF CANBERRA

PHONECARD DEALERS & AUCTIONEERS

PO BOX 98, BELCONNEN, ACT 2616

PHONE (06) 248 7859 OR FAX (06) 259 2316

## PHONECARD AUCTION



**PUBLIC & POSTAL SALE NO. 103**

**800 LOT PHONECARD AUCTION**



**TOTAL VALUE IN EXCESS OF \$170,000**

EDLINS of Canberra, Australia's Leading Phonecard Dealer & Auction House Are Pleased To Announce The Date Of Their Forthcoming Public & Postal Sale No. 103

**DATE : FRIDAY, SEPTEMBER 23rd 1994**

**VENUE : GRIFFEN CENTRE, BUNDA STREET  
CANBERRA CITY ACT 2601**

<b>TIME :</b> <u>Phonecard Auction</u>	Lots 710 - 1512	7.00 pm to 10.00 pm
<u>Coin Auction</u>	Lots 1 - 200	12.15 pm to 1.30 pm
<u>Stamp Auction</u>	Lots 201 - 709	2.00 pm to 4.00 pm

**CATALOGUES FOR THE ABOVE AUCTION ARE AVAILABLE  
FREE UPON REQUEST**

SOME OF THE HIGHLIGHTS OF THIS AUCTION INCLUDE THE FOLLOWING:-

- Some items never before offered for Auction -

<u>UNITED STATES</u>	MINT \$1.00 DEMOCRATIC CONVENTION CARD
<u>CAMBODIA</u>	MINT \$50 & \$100 - 1st ISSUE
<u>CAMBODIA</u>	MINT SET of 3 IN COLLECTOR PACK
<u>SOUTH AFRICA</u>	MINT AUTOGRAPHED 1st ISSUE COLLECTOR PACK
<u>NEW ZEALAND</u>	USED COMMONWEALTH GAMES SET of 5
<u>AUSTRALIA</u>	COLLECTOR PACKS INCLUDING THE FOLLOWING; 12 x Geelong, 2 x South Australia, 3 x \$5 Generic 3 x New South Wales, 2 x Victoria, etc etc
<u>AUSTRALIA</u>	MARI SUZUKI BUSINESS CARD 20 + GENEVA BEARS 10 + \$1.50 CHRISTMAS 1992
<u>AUSTRALIA</u>	\$20 ADELAIDE Prefix 38 (1 Hole) \$2 GENERIC Prefix 41 & 43 (9) Multi Hole \$2 VINEYARD Prefix 410 Multi Hole
<u>AUSTRALIA</u>	MINT 3 x COMMUNITY SERVICES 2nd Print, 1 x GENERIC 4th Print, 2 x CYCLING 2nd Print 1 x TELECOM TOWER Prefix 101, 2 x PLATYPUS Prefix 87, 1 x GIRAFFE Prefix 88, \$1.50-\$5-\$10 CHRISTMAS 92 Set of 3
<u>WORLD WIDE</u>	THEMATICS - INCLUDING MOVIE STARS, COCA COLA ENTERTAINERS & MANY, MANY OTHER THEMES



# PAYPHONICS PROFILE



## PAYPHONICS

As previewed in the last issue, a new payphone company, Payphonics, has launched a new range of payphones onto the Australian market. This company, registered in August 1993, is 100% Australian owned.

The company's founder, Craig Hamilton, has stated that Payphonics is "planned to become the market leader in its area of the difficult Australian payphones market". He has also indicated that the company "is unique in that it will tailor payphone services to closely match the individual needs of each of our sites and our customer groupings". Customer service combined with high levels of payphone quality and suitability (eg catering for the disabled) are high on the company's priority list.

### Telecom Australia

Payphonics payphones are connected to Telecom's Telephone network. It is not intended to compete with Telecom but to provide a service in other areas. Telecom itself, is in no way involved in the activities of Payphonics, nor has it assisted the company in any way whatsoever. The phonecards of Telecom and Payphonics are not interchangeable in each others payphones.

### Company Founder

As indicated in the last issue, Craig Hamilton was prominently involved in the engineering component of Telecom Phonecard (Prepaid Card Project) introduction until the Adelaide launch in May 1990, including:-

- . preparations for purchase of payphone equipment from Australian and Japanese suppliers,
- . payphone launch designs,
- . procedures for their installation and maintenance,
- . encoder specifications,
- . supervising acceptance testing of the first batches of payphones and phonecards in Japan and the engineering trials in Geelong and
- . many of the arrangements leading to the manufacture of Phonecards in Australia by Leigh-Marden.

### Payphones

The company's payphones have been in the design phase since September 1993. They utilise the latest technologies and have been in marketing trials since early June, 1994. The payphones are reported to be of a high quality and durability. The company

advises that public reaction to the design and operating procedure has been favourable.

The payphones are designed for installation in busy locations such as shops, side walks and in clubs and community centres. The Payphonics payphones will be easily recognisable by their red colour. There may be some variations to the colour however, depending on customer choice.

The company's phonecards will be useable across the network of its payphones which include those in sites where the public has unrestricted access and so form an open user system.

### People with Disabilities

The company has advised that it will be progressively introducing a range of payphones suited to the needs of a varied customer base, including those with disabilities. Amongst the payphone range is a registered design especially formulated for people who use wheelchairs. Another provides a large visual display and dial pad to suit the requirements of the people with sight impairment. There are plans in place for a special brail based product for people with little or no ability to see. The company itself, is a sponsor of Wheelchair Sports Victoria.

### The Installations

The company advises that the installation of card operated payphones has commenced in Melbourne and will continue in a controlled roll-out in sites in and around the city. Technical and operational performance of the payphones is being monitored to provide data for use in the payphone roll-out in other Australian states and in subsequent designs.

The present sites include;

- . "Melbourne's Smallest Shop" (affectionately known as "The Mouse Hole") adjacent to the Block Arcade off Collins Street and is destined to become a major tourist attraction,
- . the BP Service Centre at the St Kilda Marina,
- . various disabled services groups.

Payphone installations are planned, shortly, for other states.

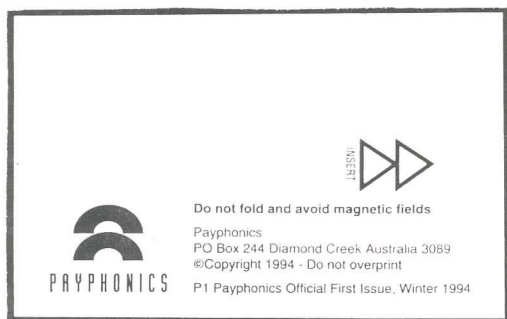
### New Phonecards

The phonecard construction is a type not before used in payphones in Australia. The cards comprise a quality plastic substrate and contain securely encoded data. Images are protected by a special



clear film so that they will not be damaged during normal handling or proper storage in a purse or wallet.

The cards depict a technical motif symbolising, "through purpose and elegance of form, Payphonics innovativeness blending with the skills of Australian graphic and industrial designers, to produce items of great strength, useability and beauty". (see cover of the magazine). Each card is marked "First Issue".



#### Reverse of the \$5 Card - P1

There are four card values to suit individual caller requirements - \$5, \$10, \$30 and \$50.

The following number of loose cards were prepared for the first 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 commemorative **Limited Edition Collector Packs** were issued to mark the occasion of Payphonics' phonecard operated payphone launch in Australia:-

- . Pack A is limited to 2,800 packs and contains one of each of the \$5, \$10 and \$30 cards.
- . Pack B is limited to 1,000 packs only and contains one \$50 card.

Each pack is individually serial numbered ranging from one to 2,800 and 1,000 respectively.

After phonecard preparation the printing plates were destroyed so that no further prints are possible.

Based on feedback from the collector industry, Payphonics advises that high quality thematic and pictorial images will be featured on later phonecard issues.

The company also advises that as it is first and foremost a payphones supplier and operator, new phonecard issues will not be over frequent.

#### Card Supplies

Phonecards will be sold at face value through resellers nearby the payphones. Payphonics has set in place a "Fair Allocation Policy" to ensure that dealers and collectors alike have ample and fair access to new issues.

During the first 30 days after issue, 50% of phonecards and packs will be available to dealers and 50% directly to collectors. However, for the first issue only, as public awareness will be

relatively low, 70% of cards and packs will be made available through dealers.

After the expiration of one month, this division will be removed and so all remaining stocks will be freely available to all. It is anticipated that Payphonics phonecards and packs can be ordered from most phonecard dealers.

Alternatively, collectors may order direct from Payphonics by post (cheque or money order) or by facsimile (credit card) to:-

**Payphonics,  
PO Box 244, Diamond Creek,  
Victoria, Australia 3089.**

**Fax: (03) 432 8488**

Cards are available from Payphonics at face value whilst packs are available at face value plus \$10.

Post, packaging and insurance fees apply - Australian deliveries less than \$100 in value \$3, greater than \$100 free of charge, overseas for each 200 cards or part thereof \$9.

#### Phonecard Value

Like anything, the collector response will decide the value of these cards but some key points in relation to these cards should enhance their value:-

- . first issue from a new payphone company,
- . first non-Telecom open user group,
- . growth and expansion proposals for the company,
- . first issue of both single cards and Collector packs in limited numbers.

**Information as provided for this profile was obtained from discussion with Craig Hamilton and from material supplied by Payphonics - Ed.**

## **DISCOUNT ACCESSORIES**

- Phonecard Albums and Catalogues
  - All Stamp, Coin and Banknote Accessories
- from

## **SAPPHIRE COAST PHILATELIC SUPPLIES**

*For price lists write to:*

PO Box 285, Pambula, NSW. 2549 or  
Phone/Fax: (064) 95 7382



# CYRIL FOX

68 CHELSEA PARK DRIVE  
CHELSEA HEIGHTS  
VIC. 3196 AUSTRALIA  
Telephone: (03) 772 1950

Prices Include Postage  
Orders from Overseas  
Please Add \$10 for the  
Cost Of Registration

Accept: VISA - BANKCARD - MASTERCARD  
All Prices Valid Until 20th August 1994

## AUSTRALIAN PACKS

Geelong	\$360
South Australia	\$1050
Grand Prix Wreath	\$100
Australia Day 1992	\$120
Western Australia	\$95
Tasmania	\$80
Northern Territory	\$80

## AUGUST SPECIAL

PayTel - Abel Tasman	
Set of 3	\$100

## THE OLD .....

### Geelong Issue

Telecom Australia's First Phonecards - Used 1 Hole	
\$1.50 Cartoon	\$85
\$3.00 Cartoon	\$10
\$6.00 Cartoon	\$10
\$1.50 Surf	\$30
\$3.00 Surf	\$15
\$6.00 Surf	\$95

## .....AND THE NEW

\$5 Australian Ballet and the  
\$5 Sydney Dance Company  
the two cards numbered

\* consecutively \*

Prefix 464 pair	Mint \$18
Prefix 468 pair	Mint \$18

## PAYPHONICS

Australia's New Telephone Co.  
We stock these cards  
Please call to check Availability  
and Prices

## YEAR OF THE DOG

Reprinted Issue	Mint
437 Dog with Vase	\$9
438 Dog with Ribbon	\$9
439 Dog with Trumpet	\$9
440 Dog with Ball	\$9

## FOREIGN

### Ukraine Telecom

US\$10 Trident	Mint	\$25
Test card (Autelca)	Mint	\$35

### Yalta Telephone Co.- Ukraine

20 Rouble - Harbour Terminal	
	Mint \$45

### Russia

Nishny Novgorod Telephone Company, 20 units Used	\$18
---	------

### Vietnam

New issue from this difficult  
country. Phoncard of 30 Dong  
to celebrate the Chinese New  
Year Mint \$15



## INVESTMENT SPECIAL

\$5 Geneva 1991	Mint \$265
-----------------	------------

## Coming Soon.....

### PRICE LIST NO. 7

Featuring Phoncards from  
165 Countries including  
such impossible places as  
Sao Tome Guinea-Bissau,  
Kazakhstan, Libya,  
Bermuda, Bahamas,  
Bolivia, Chile, Bonaire,  
Botswana, Cameroon,  
Jamaica, St. Martin etc.

To secure your copy, send  
us your name and address  
and two fine used  
phoncards.

## BUYING

Quoted Prices Are For  
Unblemished MINT Cards

### South Australia

\$2 River Murray	\$30
\$10 Kangaroo Island	\$50

### First Generic Issue

\$5 Telecom Logo	\$35
\$10 Telecom Logo	\$100
\$20 Telecom Logo	\$30

### New South Wales

\$5 Platypus	\$30
\$5 Giraffe	\$30
\$10 Cheetah	\$100
\$20 Taronga Zoo	\$40

### Oympics

\$2 Hockey	\$40
\$5 Swimming	\$15
\$5 Cycling	\$15

### Tourist Cards - Old Logo

\$50 Koala	\$60
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### Other

\$5 Wreath (Grand Prix)	\$40
\$5 Australia Day 1992	\$50

Prices Quoted Are For  
Unblemished 1 Hole

USED Cards

### South Australia

\$2 Vineyard	\$15
\$2 River Murray	\$20
\$5 Grand Prix	\$10
\$5 Flinders Ranges	\$15
\$10 Kangaroo Island	\$20

### Other

\$2 Western Australia	\$12
\$10 ACT Tower	\$40
\$2 Tasmania	\$15
\$5 Australia Day 1992	\$12
\$2 Blood Transfusions	\$8
\$50 Koala (Old Logo)	\$30
All \$5 94 Landscapes	\$1



# AUSTRALIAN NEWS UPDATE

## ALBURY HIGH SCHOOL

Albury High school is the first school in Australia to issue an official Telecom Australia Phonocard. The card depicts the majestic front view of the main building which was completed in 1928 (*see article on page 26 of this issue - Ed.*).



A total of 10,000 x \$2 cards will be available as single cards (4,000) and Collector Packs (6,000). About half of the single cards will be made available to the pupils and staff for the reduced donation of only \$3, with the offer to buy back perfect used copies for \$1. Not many are expected to be returned however!

The cards are expected to have been available at the end of July and can be obtained from the school as follows:-

Albury High School  
PO Box 13, Albury NSW 2640  
Australia

Donations by cheque to;

"Albury High School P & C Fund"  
Cards - \$5, Collector Packs - \$10

Postage & Packaging;

Cards \$2 Certified  
Packs per 5 \$2.50 plus \$1.50 Certified

Enquiries;

Tel.: (060) 213488 (10am - 3pm)  
(060) 215050 (Evenings)  
Fax.: (060) 413782

All cards will be in safe keeping at the local Bank but they can also be purchased from Rod Pike, Chemist Shop, in Kiewa Street, Albury.

All profits from the sale of cards will go to P & C funds to help purchase school resources.

## TELEARCH

The first of the AFL series of cards (Gary Ablett - "The Mark"), was due for delivery from Telecom in late July. The second card in the series (Tony Modra - "Modra Magic") is due in the last week of August. It is expected that the 3rd and 4th cards (Chris Mainwaring & Stephen Silvagni) will be

available to dealers in the first half of September, 1994.

Telearch advises that it is unlikely that any more individual player cards will be released this year. It is proposed to still issue a Grand Final/Premiers card as well as one depicting the AFL Brownlow Medalist for 1994.

In conjunction with Australia Post, Telearch's next issue of Phonocards will feature stamp images and will be released in the first half of October, 1994. The release will consist of 2 x \$2 cards which "jigsaw" to make up a stamp mini sheet which will be included in the pack. This will be a unique release as there are four different pack designs, each of 1,250 packs only, of which the artist of the stamps and the pack art, will be signing a limited quantity.

Telearch also proposes to produce phonocards in 1994, relating to significant, past, present and future horse racing events. A contract has been entered into with the Victorian Racing Club to produce cards featuring both "Racing Legends" as well as possibly, winners of the 1994 Melbourne Cup, Victorian Derby and the Oaks.

*Thanks to Frank Wilden for the Update - Ed.*

## PAYTEL AUSTRALIA UPDATE

### West Coast Railways

After some delays caused by the transference of carriage sets from V/Line to West Coast Railway, payphones are about to be installed in PayTel's first railway application.

West Coast Railway operates the Melbourne to Warnambool (via Geelong) passenger rail service, a journey of 267 km. They run thirty six single journey trips involving 9,612 km of train operation each week. Three carriage sets are utilised to provide this service and a PayTel payphone will be installed on each set.

The large University population in Warnambool, together with commuters and holiday makers make this a well patronised rail link.

As mentioned in previous articles, PayTel will be producing three phonocards to service this new user. These cards will be of \$3, \$6 and \$10 denominations, which will be available to passengers at stations or from the train conductor and buffet attendant. Individual cards (at face value) and a limited edition Collector's Pack at \$25 will be available direct from PayTel.

The phonocards will all feature railway engines. The \$3 card depicts an 1856, British built Stephenson engine used on the original Melbourne to Geelong passenger service. The \$6 card features a



V/Line "R" Class passenger service steam locomotive. The \$10 card features a West Coast diesel painted in the brilliant new West Coast Railway livery (*see page 11*).

The "Railways - First Issue" Collector's Pack provides a history of the Warnambool railway, including the stations along the route. It will be produced in a **limited run edition of 1,750**.

The cards and Collector Packs will be released at the time that the payphones are commissioned. This is presently planned for mid August. The actual phonecard release date will be advised in the next issue of the "PayTel Collector".

For further information or details, write or call:-

**PayTel Australia Pty. Ltd.,**  
**PO Box 456, Blackburn, Victoria 3130.**  
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**PHONECARD ADVERTISING & COLLECTOR SERVICES**

**Ettamogah Pub**

The Ettamogah Pub Collector Pack and loose cards are now available from dealers (*see page 11*).

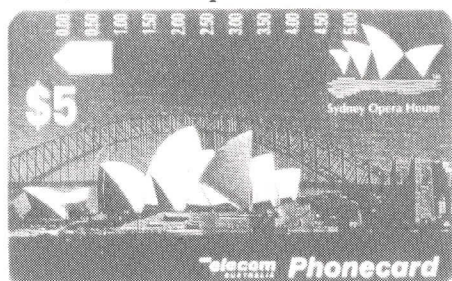
A total of **5,000 packs** have been produced together with **5,000 loose phonecards**. The Ettamogah Pub Gift Shops will take a minimum of 2,000 packs and 2,000 cards, whilst a certain percentage will also be exported. The balance of packs and cards are available through the PACS Distributor Network.

**Year of the Dog Pack**

PACS has also distributed to its network the Limited Edition (**2,000**) Year of the Dog Packs (*see page 11*). These Packs have been designed and personally autographed by Sophie Zhang (the designer of the Telecom Phonecards) and contain four x \$5 Year of the Dog, Telecom cards (first print run). These are **not** official Telecom Packs but have been commissioned by PACS.

**Sydney Opera House**

The Sydney Opera House Trust has commissioned PACS to produce Limited Edition phonecard sets promoting this famous landmark. The **3 x \$5 cards** will be promoted and marketed at the Opera House gift shops, duty free stores in major capital cities and at departure points of high traffic. The launch date for these cards is expected to be 16 August. One of the \$5 cards is reproduced below.



**Colour** is necessary however, to obtain the full effect of the three cards - the other two depict the Opera House by night and during festivities.

**Museum of Contemporary Art**

PACS also anticipates to distribute in August, a set of two cards on behalf of the Museum of Contemporary Art, Sydney. A **\$2 card** will feature the MCA Building in Sydney's "The Rocks" area, whilst a **\$20 card** will feature Andy Warhol's famous "Campbells Soup Can". The pack with the two cards will be available from The Museum and through PACS distributors.

For further details or information, write or call:-

**Phonecard Advertising & Collector Services**  
**PO Box 1546, North Sydney, NSW 2060.**  
**Phone (02) 9005350 Fax (02) 955 3895**

*Thanks to Alan Dunlop for material re the above - Ed.*

**AUSTRALIAN RAILWAY HISTORICAL SOCIETY**

The ACT Division's **10,000 x \$5** phonecards are now available in **Collector Packs**. The cards (prefix No. 454) and Collector Pack, feature the Steam Locomotive 1210, which was constructed by Beyer, Peacock, Dubbs and Company, of Manchester, England in 1878 (*see page 11*).

In 1914, the locomotive 1210 hauled the first train into Canberra. Following its withdrawal from service in 1962, 1210 was placed in a plinth outside Canberra Railway Station. It remained there until September 1984, when it was removed for restoration by the ACT Division of the Australian Railway Historical Society, assisted by a grant from the Australian Bicentennial Authority. It re-entered service in 1988. Ownership is vested in the ACT Government.

An **interesting sideline** to the current service of the 1210 on the Michelago tourist route (Queanbeyan to Michelago - 46 km) was provided by David Daw of the ACT, who is a member of the ACT Division of the Australian Railway Historical Society. David is the owner of the **two tickets numbered 1210** from the "Inaugural Train" trip (hauled by the locomotives 1210 and 3016) on 26 April, 1993. The tickets were offered for sale by tender and David's bid was successful.

Australian Railway Historical Society  
 (ACT Division)  
**Canberra-Queanbeyan-Canberra**  
**SPECIAL STEAM TRAIN**  
 Child or Concession  
 Car Seat  
 Time..... No..... No.....  
*Celebrating 40 Years of the ACT Railway*

**1210**

A.R.H.S. (ACT Division) Inc.  
**MICHELAGO TOURIST RAILWAY**  
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**AND RETURN**  
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## **THIS MONTH'S SPECIALS**

### **\*World Cup Soccer - USA\***

A 25 card masterpiece from GTI America. Each card depicts the 24 teams playing plus a montage card. The entire set is superbly mounted to produce a 5 page folder classic collectable. This is the 1st World Cup telephone card presentation of its type.

Supplies are limited. Book now.

**ALL MINT - \$235**

### **\*Perillo Indian Series USA\***

Acclaimed 1st Issue set of 3 cards by Gregory Perillo for Amerivox. Superbly set on art backing pages.

#### **1st Issue Set**

Sitting Bull - Lovers - Blackfoot Chief

**MINT - \$75**

#### **2nd Issue Set**

Geronimo - Sweet Dreams - Chief Tree

**MINT - \$65**

### **\*Indian Motorcycle - USA\***

2 card set featuring a great picture of the famous motorcycle plus simply the best hologram logo you will find. Widely acknowledged as one of the country's best set of cards.

Wonderfully finished. **MINT Issue: Less than 2000 - \$79**

## **ELVIS PRESLEY**

21 card World of Elvis Album plus extra artwork, photos folder etc Masterpiece  
**ALL MINT - \$320**

\* **French MINT Elvis card**  
Beautiful - Rare **\$120**

\* **Gold Elvis Card - 1 Gram** of Pure gold  
Simply the best **- \$185**

## **USA CARDS**

\* **Gold Chief John Tree**  
1 Gram of Pure Gold-Classic card - Superb **- \$165**

\* **Gold World Peace**  
Stunning - 1 Gram of Pure Gold **- \$185**

\* **NASA Astronaut Gordon Cooper - 500 issued.** Genuine hand autographed at San Francisco Fair  
Great Package **- \$165**

Nynex World Uni Games **\$28**  
Amerivox 1st Coll Card **\$125**  
Sprint Eagle & Flag **\$50**  
Brill. Debit Card Woman **\$105**  
Liberty Atlanta Card **\$35**  
Sprint Las Vegas **\$20**  
Salvador Dali Artcard **\$18**  
Top Secret Card **\$25**  
Sprint Yacht Racing **\$25**  
Sprint Sydney Opera Hse **\$35**  
Nasa Global Card **\$35**  
Empire State Building **\$30**  
Jimmy Connors Lipton **\$35**

## **AUSTRALIAN PACKS**

\* Some Stocks are Available

## **MARILYN MONROE**

\* "Lost Photos" set of four cards in an embossed presentation folder plus artwork plus photos

Limited issue - looks brilliant  
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## TELECOM UPDATE

Telecom's much awaited **standing order arrangement** has arrived. The recently issued edition of Telecom's revamped newsletter (now called the **Australian Phonocard Bulletin**) provides details on the order system proposed. Basically, Telecom has announced that "customers can establish an account with Collector Services by providing either credit card details, or opening an account, which the customer will have the responsibility of keeping in credit". Further, this will "mean you (the collector) will be guaranteed new Phonocard releases as they are issued. Customers will have the choice of automatically purchasing Limited Edition packs, advertising cards, individual designs, National issue cards, combinations of or all of the previous items".

The merits and implications of this arrangement have been addressed in the editorial and in an article at page 28 of this issue.

### TELECOM INTERNATIONAL PHONECARD

Shown below is a \$10 phonocard with the Telecom Australia and Qantas logos on it. The card featured is one of a 1,000 (I'm told) which were issued by Qantas as a trial, to its international passengers.



The card enables users to "make up to \$10 worth of calls back to Australia from participating countries". The denomination is in A\$ and it is promoted as a "cheap way of calling back home". A user simply dials an access number, then the number required. Each call costs 40 cents connection fee "plus the Telecom Australia peak or off-peak IDD rate per minute". The card is not usable in Australia.

Qantas issued a questionnaire with the card, seeking the recipient's reaction to its idea and use.

It would appear certain that this trial will have positive results and will lead to another variety of phonocard being issued. *PS Don't bother ringing Qantas as I have already obtained all of their surplus stock - Ed.*

### PHONECARD VARIETY

On the opposite page is featured a copy of an Environmental card without a number or barcode. Anyone wishing to know more about the card or whom may be interested in making an offer for it, should contact the **City Stamp Market in Melbourne on (03) 654 3549**.

Page 10 — Phonocard Monthly

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	\$		\$
Geelong	450	Red Cross	300
South Australia	1200	Olympic Games	500
Generic	180	Aust Day 93	35
Grand Prix	140	Endang Species 93	100
Victoria	500	Aboriginal	50
Queensland	550	Landscape 93	50
NSW	650	Microscopic	90
Western Aust.	120	Environment	90
ACT	350	Aust Day 94	90
Northern Terr.	100	Dinosaurs	200
Tasmania	90	Endang Species 94	100
Aust Day 92	150	<b>CHRISTMAS ISLAND</b>	
<b>Loose Cards</b>		Trial Set of 2000 issued	
K-MART Set	50	Mint	675

Postage Extra. All above prices are subject to stock availability and price changes.

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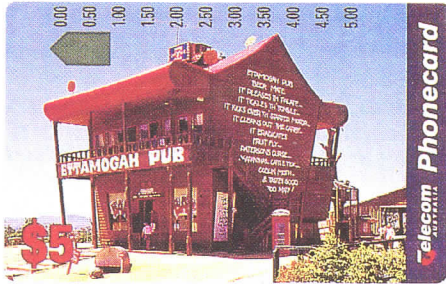
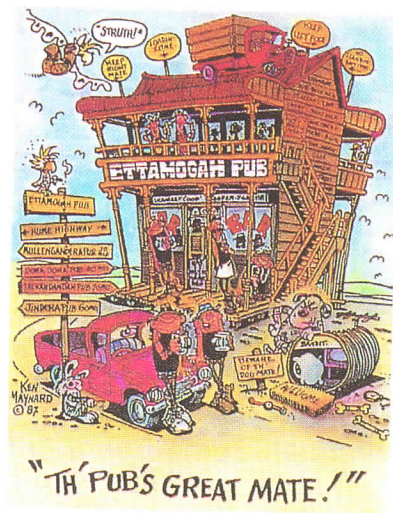
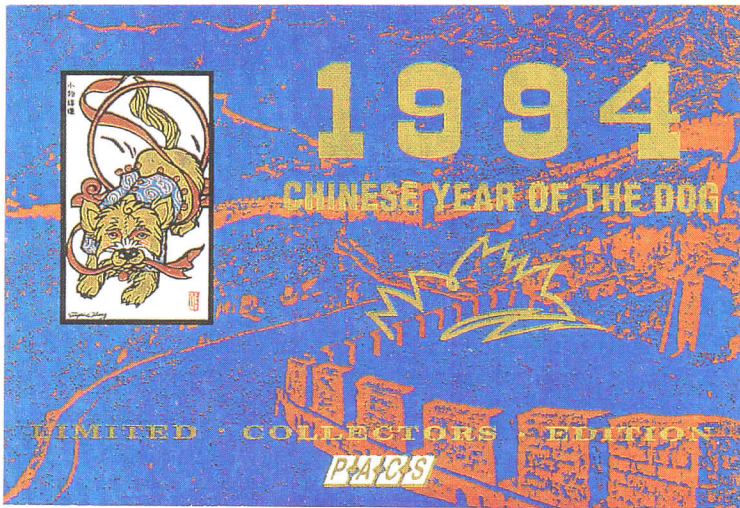
Phone: (067) 66 1368

## SELLING COLLECTOR PACKS

PACS Tamworth (with fold)	\$45
PACS Swissh	\$20
PACS Ettamogah Pub	\$25
PACS Year of the Dog	\$70

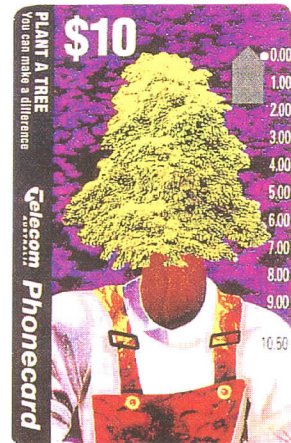
ALSO OFFICIAL TELECOM PACKS



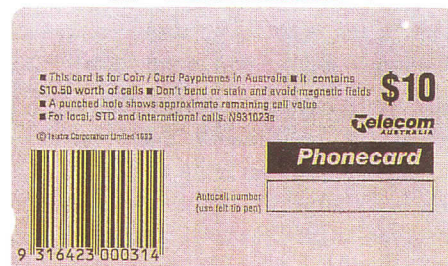


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# THE GRAPEVINE

## by Insider

This month's article will discuss the current price rises, custom card issuing policy with reference to collector and investor interest (and the likely future for events as has occurred in the countries that started with phonecards earlier than here in Australia) and a report from the July Fairs.

### Price Rises

Early (and not so early) collectors packs from Telecom are still on an upward trend due to a huge demand from investors and collectors. It is now emerging that there is a group of packs that are definitely harder to obtain than the others. Both groups will continue to gain in price, as all of these items are less than 10,000 in number and so will always be chased by the present collector base of more than 10,000 collectors. The two groups are as follows and are ranked in order of difficulty from top to bottom in each column:-

<u>Group A (the hardest to find)</u>	<u>Current Price</u>	<u>Group B (easier to find)</u>	<u>Current Price</u>
South Australia	\$1250	Australia Day 1993	\$ 35
Victoria	\$ 500	Red Cross	\$220
Queensland	\$ 450	Microscopy	\$ 90
Australian Capital Territory	\$ 350	Environmental	\$ 80
New South Wales	\$ 550	Northern Territory	\$ 90
\$5 Generic	\$ 150	Western Australia	\$ 90
Endangered Species 1	\$ 160	Tasmania	\$ 80
Australia Day 1992	\$ 120		
Australia Day 1994	\$ 100		
Dinosaurs	\$ 200		
Endangered Species 11	\$ 120		

Why will these items always be considered as "blue chip" items whereas decimal stamps purchased in the 80's will attain their best return by "use on mail" (quoted from the Stamp News - July 1994 edition) ?

Basically, a limited number were produced and the majority were not kept in mint condition. If an item is produced and you, along with everyone else, can buy as many of them as you want, then the item will never have value.

Take stamps as an example. In the 80's, everyone thought stamps were a sure fire investment vehicle so collectors and investors (including investment companies), bought sheets and sheets of postage stamps. The result now, is that 'millions' exist and this is far more than present and future stamp collectors will ever need. Hence the suggestion from "Stamp News" that decimal stamps will attain the best return by actually using them for their original purpose.

### Custom Cards

Custom cards are presently being bought by collectors and appear to be quite popular. I have to admit that some of the designs and themes are very striking and appealing - the Apollo Series just jumped out from the page of last month's magazine and said "buy me", so I placed an order with my local dealer straight away!

Readers have written in to this magazine and the majority have expressed the view that Telecom should make all cards which carry the Telecom logo, available through the Phonecard Collector Service in Parramatta. I fully support this view. Telecom could charge a nominal fee of say \$3 per card to cover costs which is the situation in Singapore. Even with this charge, cards would be well below what is currently being asked. Those making Custom cards to simply access the collector's pocket would then lose interest in producing them.

Why is it so important to change Telecom's issuing policy - after all, since all these issues are being printed in 'runs' of 10,000 maximum at this point in time, why should they not do as good as the Christmas \$1.50 Bird Choir which was also an issue of 10,000. The answer is, because at some point soon, Telecom are going to be releasing many more Custom cards than at present and then there is a danger of the German situation occurring here in Australia. In Germany, companies and individuals manufactured Custom cards solely for the collector and



distributed them at around four times face value. The market in Germany for this type of card has now changed. Whilst normal official issues, etc. are unaffected, the Custom cards are now being produced for their original intention which was as a company or promotional handout.

The lesson is here for all to learn. If you are a collector, you should weigh up whether you can afford the quantity of Custom cards that appear will be originating through Telecom, at their present 'mark up' rate. If you buy a custom card for investment purposes be sure to consider its 'growth potential' carefully.

### Geneva Update

This card which was previewed in an earlier issue, continues to climb steadily in value. It is commonly found amongst dealers in the \$280 - \$290 dollar range. It is only a matter of time before it reaches the \$300 mark, something that may already have happened as this issue goes to print.

### Three Weeks and Three Fairs

July 9th and 10th saw the International Banknote and Phonenumber Fairs visit Melbourne again, smack, bang in the middle of the school holidays. Attendance was lower than expected at the two Fairs as well as at the huge Collectables Fair held at the Malvern Town Hall. It seemed the good weather combined with the school holidays managed to keep people occupied elsewhere. Dealers came from all the usual places such as New Zealand, interstate and locally. More dealers than usual attended from far afield places such as Queensland and this resulted in a very wide selection of cards from many countries being on display. The phonenumber market has come a long way from just one year ago and collectors now have a big range of cards to collect just to complete an Australian set.

The variety of world cards on display was impressive and varied. Collectors do not realise the effort that these dealers put into establishing contacts to bring in these attractive world theme cards and the Australian collector has a wide choice of cards available because of this work which means that they can seek out many nice theme cards for their collections.

Whilst the 9th was to be a Banknote Fair, interestingly, there were only five actual banknote dealers in attendance on the Saturday. A TV crew visited to do a segment for the news and should perhaps have mentioned the 'other' dealings in the room as well ! Many phonenumber dealers hired tables for the two days and it appeared that their returns justified this action.

Dealers were keen to buy all collector packs and it was noticeable during the weekend how low many dealers stocks are in the earlier states cards and packs. I saw nothing all weekend to suggest the market was anywhere near stabilising with regard to prices. Early state cards are fast disappearing as is evidenced by dealers trying to buy other dealer's used stock!

### Anyone who thought that used cards were always destined to be cheap had better think again!

At the end of the two days most dealers seemed happy that sales had at least been reasonable, even if the number of collectors through the door had been less than expected.

The weekend after saw the Coin Fair and this turned out to be very well attended. Dealers who had tables at the Phonenumber Fair the weekend before were not expecting a huge turnout (non Melbourne dealers were beginning to think bad thoughts about Melburnians), but everyone came back from the school holidays early and attendance was good. Phonenumber sales were also back to the usual levels and interstate dealers were once again happy!!

The third Fair was organised by the Australian Phonenumber Collectors Club and held at Edwardstown in South Australia. Although I was unable to attend this Fair, I did hear that it was well attended with a good demand for early state packs, mint and used cards. Some world cards were available but only a limited range due to the smaller number of dealers present. Interstate dealers do not usually travel to Club events (Edlins and Knox-Sherbrooke excepted) as apparently, expenses are so high that many dealers make a loss on interstate trips except for the International Fairs in Sydney and Melbourne - this surprised me but dealers say this is true.

Results from the Club auction were very good. A \$5 Generic pack went for over \$130 to a dealer and a bent Geelong Cartoon (I don't know which one), went for \$40! Huge interest was shown in the \$5 Landscape Series of cards and any in the room were snapped up early.

All in all, the day was deemed to be a success by all involved and attending.

Until next month - keep the letters coming.

*Insider*



**NEW  
ISSUE**



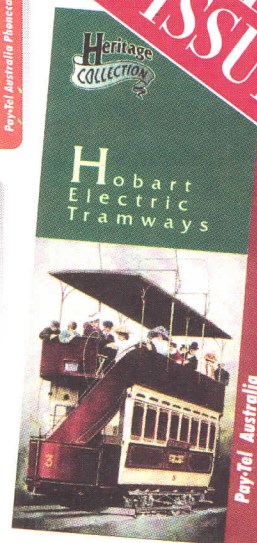
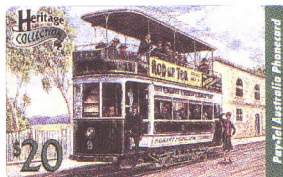
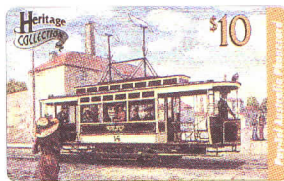
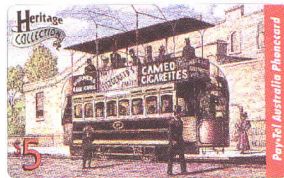
# Heritage COLLECTION

In 1983 the first carriages shuddered along the tracks of Hobart's electric tram system. They stood tall and proud during the early decades of the 20th century, eventually succumbing to the canners of economic reality 50 years on...

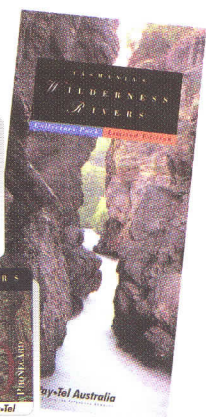
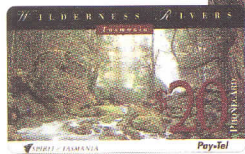
This is their story.

Original lithograph artwork commissioned by Pay•Tel. Limited run (2,500) numbered Collectors edition.

A quick reply will be necessary to secure your pack.



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3	AD.PRS	Map Card presentation pack			\$10.00	
7	AE.SET	"Wilderness Rivers" card set (\$5, \$10, \$20 Cards)			\$35.00	
8	AE.COL	"Wilderness Rivers" numbered collector's pack			\$40.00	
12	AF.SET	"Hobart Electric Trams" card set (\$5, \$10, \$20 Cards)			\$35.00	
13	AC.COL	"Hobart Electric Trams" numbered collector's pack			\$40.00	

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# PHONE CARD AUCTION

**PACKS ONLY - *Closes 26th August 1994***

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1.	Geelong	(1)	\$300	13.	Microscopy	(2)	\$140
2.	South Australia	(1)	\$950	14.	Australia Day 94	(1)	\$70
3.	\$5 Generic	(1)	\$100	15.	Australia Day 94	(3)	\$210
4.	\$5 Grand Prix	(1)	\$100	16.	Dinosaurs	(1)	\$175
5.	Queensland	(1)	\$300	17.	Dinosaurs	(2)	\$350
6.	Victoria	(1)	\$320	18.	Endangered Species 94	(1)	\$90
7.	New South Wales	(1)	\$425	19.	Endangered Species 94	(2)	\$180
8.	Aust. Capital Territory	(1)	\$285	20.	Tamworth (with fold)	(1)	\$60
9.	Red Cross 1st Print	(1)	\$265	21.	Tamworth (with fold)	(2)	\$120
10.	Australia Day 93	(1)	\$40	22.	T.T. Line 2nd Issue	(1)	\$45
11.	Australia Day 93	(3)	\$120	23.	N.Z. Year of the Dog		
12.	Microscopy	(1)	\$70		<u>Official Issue</u>	(1)	\$950

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\$10 Bungle Bungle - \$5 Uluru - \$2 Cradle Mountain - \$5 Hobart - \$5 Swimming - \$5 Cycling

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# NEW ZEALAND NEWS UPDATE

## ADVERTISING CARDS

**ROCHE Aurorix** - This card was produced during April. A total of 13,500 were printed, 5,000 of which are in an AdCard Volume. About 6,000 were given to GP's in a special pack as part of an introductory package for Roche's new anti-depressant medication - Aurorix. (see opposite page)

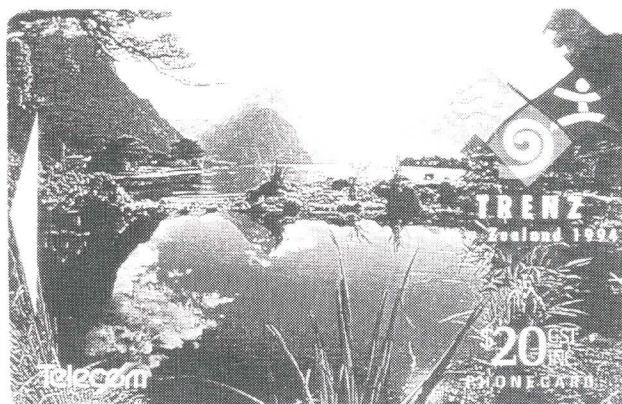
**1994 \$50 'Year of the Dog'** - This AdCard is the second on a series commissioned by the Auckland stamp dealer, A. Brodie Ltd. Last years Collector Pack of the 'Year of the Cock' is currently worth about A\$5,500!! This year's card has a print run of 4,250 of which 2,850 are in a Collector Pack, the balance are available in a numbered folder. The pack is currently worth A\$1,200, the folder is worth A\$700. (see opposite page)

**New Zealand Road Safety Association** - This organisation is a body set up to promote safety standards on NZ roads. With the recent spate of serious accidents on railway level crossings, it was decided to release a card to educate drivers about the dangers of this type of intersection. Each card has a \$2 donation built into it. A total of 17,500 cards were produced. The Association has 10,000 for sale, whilst 5,000 will go into AdCard Volume 6. The balance of cards was distributed to dealers. (see opposite page)

**Whitcoulls Mothers Day Gift Cards** - These two cards are the first in a series of combination greeting card and PhoneCard gifts. A total of 13,250 of each were produced, with 5,750 going to Whitcoulls (a large NZ stationary store) in a shrink wrapped Greeting Card. 5,000 are going into an AdCard Volume with the balance going to dealers in the Greeting Card. They retailed at NZ\$8-9 direct from Whitcoulls. These first two cards are the only gift cards that are being supplied exclusively to Whitcoulls. (see opposite page)

**Tourism Rendezvous New Zealand (TRENZ)** - This card was produced to commemorate the inaugural 1994 Tourism Rendezvous New Zealand Conference held in the New Zealand Exposition Centre in Auckland from 19 - 21 June. TRENZ is a forum for tourism product and service buyers from around the world to meet face-to-face with NZ seller companies. Travel companies can buy the best New Zealand has to offer from a broad range of

premier New Zealand tourism products. Out of the total 10,000 produced, 300 were given away to conference delegates, 2,000 were available for sale at the conference, 5,000 are going into AdCard Volume 6 and 2,000 into International AdCard Volume 6. The balance was distributed to dealers and kept for international trade fairs. (see below)



Many thanks to Nathan Mercer, Christchurch, New Zealand for information and cards as per the above. Natan will be a regular contributor as I attempt to increase the New Zealand content in the magazine - Ed.

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*- 1994 RECENT ISSUES (MINT)*



ROCHE Aurorix

A\$10

Benson & Hedges Fashion Awards

A\$ 9

NZ Road Safety Association

A\$ 8

Mothers Day Pair in folders

A\$20

Auckland Airport

A\$ 6

RSPCA 60th Anniversary

A\$ 7

Happy Birthday in folder

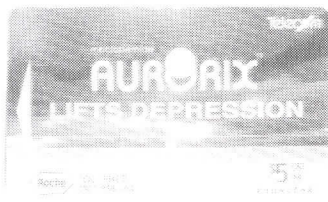
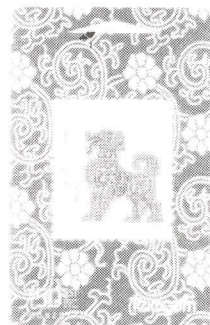
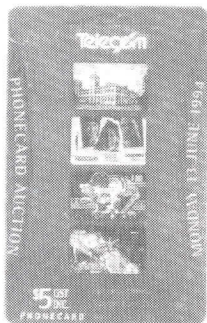
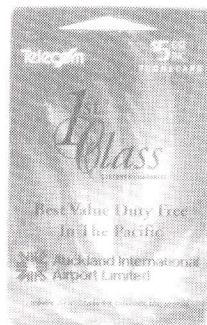
A\$ 7

Science & Technology Set (4)

A\$35

Lord Rutherford - 5th card in set

A\$35



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Send for our free lists for NZ, South Africa, USA (Amerivox, Alaska, Ameritech, NYNEX, US West, US South etc)

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*Dinosaurs*

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Geneva

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*Grand Prix*



# Collector Packs



## Wholesale & Retail

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### ▼ Mint Pack

	Buy	Sell
Geelong Trial .....	260	360
\$5 Generic .....	105	150
\$5 Grand Prix.....	70	100
South Australia .....	700	1,050
Queensland .....	240	360
Victoria .....	315	440
New South Wales .....	400	580
Canberra .....	210	350
Western Australia.....	80	120
Northern Territory .....	55	90
Tasmania .....	50	85
Australia Day '92.....	90	140
Red Cross .....	175	220
1992 Olympic Games.....	220	360

### ▼ Mint Pack

	Buy	Sell
Christmas '92 (\$1.50 Bird).....	140	220
Australia Day '93.....	20	35
Endangered Species '93.....	75	100
Indigenous People .....	33	50
Landscape '93.....	30	45
Microscopic World .....	65	95
Environment .....	70	105
Australia Day '94 Limited Edition .....	55	90
Dinosaur Limited Edition .....	155	220
WWF '94 Limited Edition .....	90	125
Landscape '94 Limited Edition .....	65	95
Commonwealth Games Limited Ed. ....	35	55
Tamworth (no fold...\$100); with fold .....	55	
Collection of 1st 15 packs .....	POA	POA

Prices quoted subject to change — Buying subject to stock requirements — Phone me first!

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Victoria	\$300	Aust. Day 93	\$20
\$5 Generic	\$100	End. Species 1	\$80
Aust. Day 92	\$100	Aust. Day 94	\$60
Red Cross	\$175	Comm. Games	\$40
Olympic	\$240		

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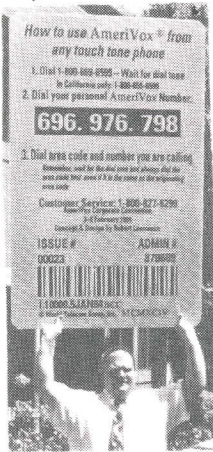
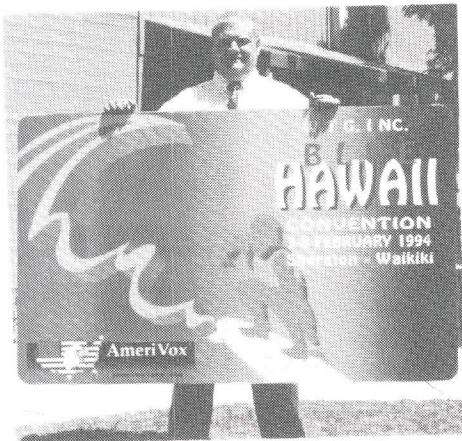


# AMERIVOX UPDATE



## THE WORLDS LARGEST PHONECARD

Amerivox has announced that its "Blue Hawaii" phonecard has been accepted as "The World's Largest Phonecard". The card was designed by Robert Lawrence and is five feet wide x three feet 2 inches high (*I'll let you convert it to metric*).



### Designer Robert Lawrence with the Card

The card is an actual \$10 prepaid calling card with an active PIN (Personal Identification Number). An actual 5,000 have been issued in standard size. Dr. Steve E.R. Hiscocks of the United Kingdom is the preeminent expert of prepaid phonecard collecting in the world. Dr Hiscocks has confirmed Amerivox's Blue Hawaii card as the "World's Largest Prepaid Calling Card" by stating:- "Your Blue Hawaii card must be the largest working card in the world by a wide margin".

### RECENT RELEASES

Amerivox has released one card featuring the popular "Three Stooges". See below.

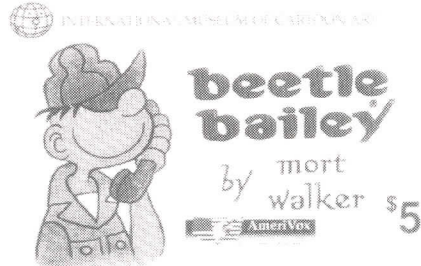


Featured on the cover of this issue is one of a set of five cards designed by the Hawaiian artist, Bill Wyland. The "Wyland Whales" set is particularly attractive and is an issue of 5,000.

Featured also on the cover is Country and Western singer Patsy Cline, again a 5,000 card issue.

The third card featured on the cover, is one of 2,500 of a private issue commissioned by Telefonkarten News a German phonecard magazine

In June, Amerivox released a five card set featuring the cartoon character "Beetle Bailey". A total of 5,000 sets were issued with the first 2,000 sold in album/presentation sets.



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BTP008	100 Millionth Card	12.00	MER 046	Stanley Gibbons	5.00
BTP011	Kite Promotions	6.00	MER 048	Space Management	8.00
BTP014	First Phonecard	15.00	MER 049/51	B.Reeve Stamp Auctions	8.00
BTP034	Bri-Card	9.00	MER 052	Abraxas 071	9.00
BTP037	Pelennor Squirrel	18.00	MER 053/56	Battle of Britain (4)	35.00
BTP057	A.J. Moss Garage	44.00	MER 057	BMP Business	8.00
BTP066	Thai Pottery	11.00	MER 058	BMW Cooper	8.00
BTP099	Silent Night Beds Hippo	16.00	MER 060	Motivation Strategy	8.50
BTP104	Disability Arts Magazine	12.00	MER 064	Allo Allo Tel 071	3.80
BTG004	Brighton Bell-In Folder	38.00	MER 065	GKN Sankey	4.00
BTG008	R.N.L. Institution	9.00	MER 066	TMA	5.00
BTG010	Forest Gate School	19.00	MER 067	International Thomson	4.00
BTG011	Great Grimsby plus leaflet	33.00	MER 068	Firsteam	5.00
BTG017	Black Museums of Crime	15.00	MER 069	Red Lion Square	4.50
BTG028	Crabble Corn Mill	10.00	MER 070	Financial Times	4.50
BTG030	Earlsfield Junior School	24.00	MER 071	Finland Fox	7.00
BTG034	MG Owners Club	40.00	MER 073/75	Country Cottages (3)	14.00
BTG035	Cunard QE11	38.00	MER 077	3rd Complimentary	2.00
BTG036	Earlsfield School (2)	12.00	MER 083/85	Scandic Crown Tel 843	78.00
BTG045	Showman's Guild	40.00	MER 086	Le Cochonnet	2.50
BTA002a	Mentadent P notched	9.00	MER 092/95	League of Nat'ns flags (4)	35.00
BTA006	Persil	3.50	MER 096/101	Jungle Puzzle (6)	48.00
BTA0011	Palmolive	4.50	MER 167a	Cable & Wire. with Logo	140.00
BYA0023	Record Pasta	26.00	MER 216	T.V. Blank Advert white	345.00
BTI024	Manchester Motorlink	14.00	MER 272	Quatron F/X Trader	2.00
<b>WORLD CARDS</b>			MER 280	Wellhead Electrical-Eagle	4.00
U.S.A.	Manning Prison \$5, \$5, \$10	70.00	MER 302	Wise Owl	5.00
Vatican	Set of 4 Very good looking	18.00	MER 314	Teleworking	2.00
Maldives	D1-D3 \$25, \$50, \$100		MER 405	Genesis Concert	9.00
	1987 mint	85.00	<b>PAYTELCO</b>		
Bermuda	1989 D5-D7 \$6,\$15,\$30 mint	33.00	Arsenal-Tottenham Semi Final Pack		19.00
Canada	BC Tel 3x\$20 mint in env.	62.00	PAY 010	Shell Complimentary	4.00
Greece	Lufthansa 100 units mint	11.00	PAY 024	Parrot Complimentary	3.00
Kuwait	1988 D4-D6 mint 3KD,		PAY 025	Shell Rio Carnival Comp	7.50
	5KD, 10KD	55.00	PAY 030	T.A.V.R Complimentary	3.00
Libya	D1 1990 120 units mint	65.00	PAY 043	Shell Complimentary	3.00
Namibia	D1 Sand Dunes R10	10.00	<b>WORLD CARDS</b>		
U.S.A.	Ameritec Coinsaver sets		Germany	Coca Cola mint set of 3	
	\$1, \$2, \$5, \$10 mint	25.00		only 5,000 printed	125.00
Thailand	150 units Chip card Trial	35.00	Denmark	NEW Denmont Coca Cola	23.00
<b>MERCURY CARDS</b>			South Africa	Lion Cape Town	150.00
MER 011	Waterloo	15.00	Belgium	Coca Cola 1,000 printed	75.00
MER 014	Houses of Parliament	24.00	Denmark featuring 3 ECU IRISH Coin		6.00
MER 025	Abraxas 01	20.00	<b>ALL CARDS MINT unless otherwise stated</b>		

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SEE US ON STAND 171 IN AMSTERDAM 8-11 SEPTEMBER Card Ex 94



# POSTAL PHONECARD AUCTION

Normal auction conditions apply. Successful bid will be one step above second highest bid.

Prices shown are estimates. Reserves vary from lot to lot.

**CLOSING DATE 31.8.94**

## FREE CARDS AND JEWELLERY

Tenth and fiftieth successful bidders receive a bonus \$5 Sydney 2000 mint phonecard.  
The highest successful bidder receives a free pair of Sterling Silver and gemstone earrings.

Lot No	Description	Est	Lot No	Description	Est
<b><u>AUSTRALIA</u></b>			<b><u>WORLD</u></b>		
1.	PayTel 1st issue set of 3 mint	170	40.	Christmas Is. 1st issue pair mint	600
2.	Telecom smart card	700	41.	Comsat 5 minute FU	40
3.	Geneva Koala mint	290	42.	Costa Rica 1st issue 50 unit GU	70
4.	GC2 to GC2-8 set of 8 multi	12	43.	Costa Rica 2nd issue set of 3 mint	50
5.	\$5 Generic pref 16, 45, 78, 185 multi	30	44.	Croatia 10 x 1000 unit flag cards	40
6.	\$20 NSW prefix 69 mint	70	45.	Cyprus Satellite dish comp. mint	70
7.	ACT Mint x 10 copies fine multihole	120	46.	Denmark Tall Ships set of 12 mint	150
8.	ACT Mint x 10 copies fine multihole	120	47.	Egypt 1986 trial FU	150
9.	ACT War Mem x 10 copies fine multi	120	48.	Egypt 1987 trial FU	70
10.	ACT Mint x 10 copies fine 1 hole	160	49.	Estonia Alcatel trial mint	75
11.	ACT Mint x 5 copies mint	100	50.	Fiji 1st issue \$1 complimentary mint	45
12.	ACT War Memorial x 5 copies mint	125	51.	Fiji 1st issue \$1 mint x 5 copies	200
13.	\$5 Australia Day 92 mint	115	52.	Finland 1st chip issue FU	12
14.	\$5 Australia Day 92 multi hole	40	53.	G.B. Kite engineers test card mint	25
15.	Barcelona all prints (18) multi	130	54.	G.B. 5 sets of 12 Youth series (60)	75
16.	\$5 Willy prefix 173 mint	70	55.	GPT Albert Dock with Halograph M	200
17.	XXXX mint	20	56.	Kuwait 1st Tamura set of 3 FU	75
18.	Sydney 2000 Bid prefix 288	35	57.	Libya 120 unit chip card	90
19.	\$50 Koala 1st one small scratch multi	18	58.	Lithuania 1st issue mint	25
20.	\$20 Flinders prefix 317 mint	35	59.	Macau Dinosaur Exhibition Pack	90
21.	\$2 Murray prefix 9-90% perfect multi	12	60.	Maldives 1st issue set of 3 mint	120
22.	Aust pictorial seconds \$1400 face	50	61.	Maldives 1st GPT scenes set 3 mint	130
23.	Sel. Geelong to Barc (36) 2nd grade	30	62.	Malta 1993 Small State Games GU	25
24.	Cleaning Cards x 10 mint	100	63.	Namibia R 100 trial mint	125
<b><u>WORLD</u></b>			64.	Nigeria Autelca test card FU	30
25.	Andorra 1st issue FU	70	65.	Paraguay unissued card mint	100
26.	10 x Algeria 100 unit chip cards FU	55	66.	Peru Telkor trial mint	70
27.	Ascension Is. 1st issue set of 4 GU	45	67.	Portugal BMW	45
28.	Bahrain set of 4 paintings used	30	68.	Portugal Etecom 1000 issued GU	80
29.	Bulgaria 1988 5 Lev 'r' variety GU	25	69.	RSA Telkor white trial (600 iss) FU	60
30.	Bulgaria 1989 5, 10, 20, 50 Lev GU	50	70.	RSA Telkor Thin orange trial FU	60
31.	Cambodia 2nd issue \$100 & \$50 mint	425	71.	RSA Telk. Balloons trial (600 iss) GU	40
32.	Cambodia 3rd issue pair mint	150	72.	RSA Telkor Solar System trial GU	25
33.	ditto 1 hole used	100	73.	RSA Telkor Three Faces trial (600) FU	40
34.	Canada Vancouver Summit mint	30	74.	RSA Telkor R100, 200 Election pr mint	250
35.	China Beijing 2000 bid mint (2)	150	75.	Russia Peterstar 20, 50 unit mint	170
36.	China Tianjin set 10 1st issue mint	200	76.	Russia ITC Comstar \$10 mint	30
37.	China Jiangxi stamps set of 5 mint	90	77.	Russia Energia 10, 20 Rbl. pair mint	125
38.	China Jiangxi 1st Mao set of 4 mint	100	78.	Sierra Leone trial set of 3 mint	250
39.	China Anhui set of 8 (30,000 issue)	150	79.	Solomon Is 1st issue set of 4 GU	50
			80.	Solomon Is 2nd Issue x 3 sets GU	85
			81.	Turkish Urmet trial FU	70
			82.	52 Different Cards of 52 diff countries	150

**INTERCARDS**

**INTERNATIONAL**

**PHONECARDS**

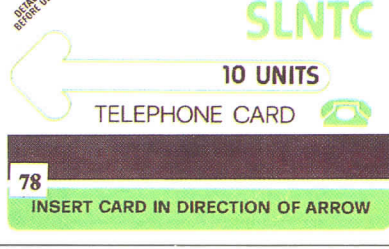
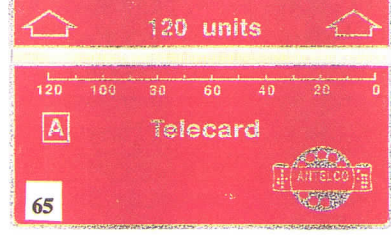
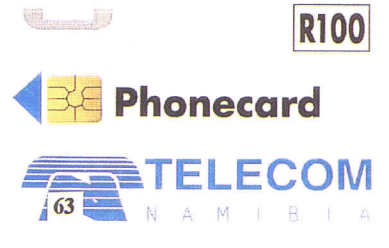
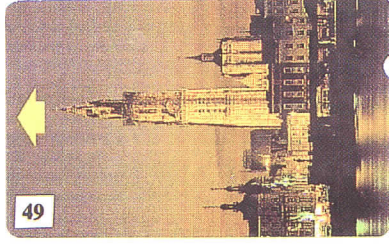
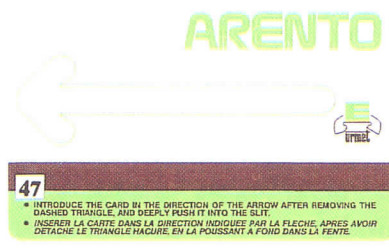
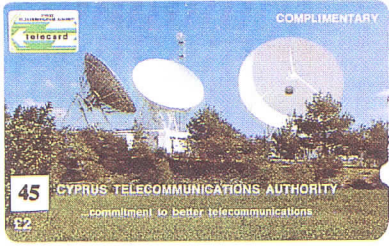
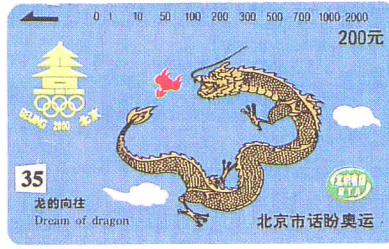
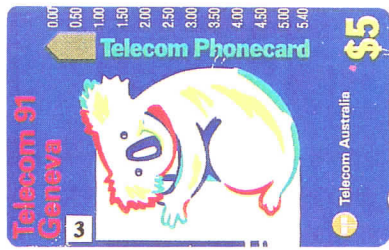
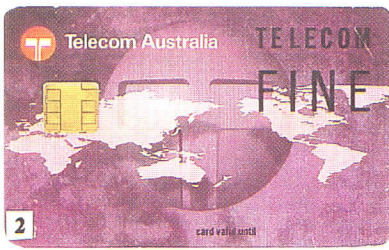
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# FOCUS ON FARAWAY PLACES

This Month: **CYPRUS**

by Cyril Fox

The island of Cyprus is partitioned into two nations. The southern two thirds of the island simply known as Cyprus, is predominantly Greek speaking. The northern third is Turkish and known as the Turkish Republic of Northern Cyprus.

Both nations have phonecards - Northern Cyprus has colourful Alcatel cards very similar in appearance to the cards of mainland Turkey. Our focus, however, is on the southern nation of Cyprus which has been using British made GPT phonecards since 1987.

### First Issue

The first regular issue was a rather bland green and white design. Three values were issued; 2, 5 and 10 pounds. The first issue can be distinguished from the next issue of the same design by the deep notch on the righthand edge of the cards. The first issue is quite elusive today, particularly the 10 pound value of which only 5,000 were made.

### Complimentary Card

A total of 10,000 complimentary 2 pound cards were issued in 1989. These picture satellite dishes and the first issue card in miniature. Today, the complimentary card is the most sought after of the Cypriot cards.

### Second Issue

The second issue was a "re-hash" of the nondescript first issue, the only obvious difference being a small, shallow notch in place of the deep notch present on the first issue. Second issue cards are still easily found, with only the 10 pound value being a little scarce.



### Third Issue

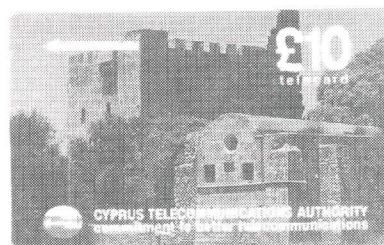
This issue again comprised 3 values:-



2 Pound Aphrodite's Rock



5 Pound Port of Paphos

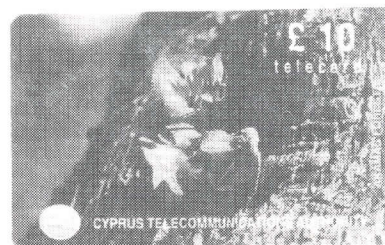


10 Pound Kolossi Castle

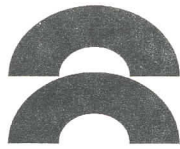
These cards were issued in large numbers; again only the 10 pound value card is a little scarce.

### Fourth Issue

The fourth and current issue, pictures flowers of the Akamas forest. The values are 2, 5 and 10 pounds.







# PAYPHONICS

## A PIECE OF HISTORY IN THE MAKING

Dear Collector,

*PAYPHONICS is a reputable Australian supplier and operator of quality payphones. PAYPHONICS is Australia's first open user group phonocard operator and is committed to the attainment of excellence in the provision and operation of quality payphones tailored to suit the particular requirements of its customers. This includes groups in our community who are disadvantaged.*

*PAYPHONICS acknowledges your hobby of phonocard collecting and has carefully prepared its phonocards with both User and Collector in mind. To provide Collectors ample opportunity, PAYPHONICS has put in place a "Fair Access Policy" where 50% of all new phonocard and pack stock is made available to Collectors and 50% to Dealers (for this First Issue only, the ration has been set at 30% : 70%) during the one month period after each issue.*

*PAYPHONICS also understands the responsibility it has to you as a Collector and Investor. We therefore are committed to our charter to support your investment by acting wisely and responsibly in all of our activities including in the area of phonocard production management. Your investment in PAYPHONICS quality products is assured. PAYPHONICS provides for you the opportunity for immense enjoyment as together we gradually build a collection of great value and beauty.*

*First Issue phonocards and Collectors Packs are now available from your local dealer or from PAYPHONICS direct. Stocks are limited, so the earlier you order the greater your chance of securing a piece of history.*

*We are always eager to receive feedback from you as to how we are going and what you may desire in our future payphone and phonocard products. Please simply mail or fax us with your thoughts. On behalf of all at PAYPHONICS thank you for your custom and we look forward to being of service to you for many years to come.*

Craig M Hamilton  
PEng MBM AAMI AIMM  
Managing Director - Payphonics

**PLEASE SEND ME:**

Collector Packs	Price (a)	Quantity (b)	Amount (a x b)
First Issue Pack A (P1 P2 P3)	\$55		\$
First Issue Pack B (P4)	\$60	units	\$
<b>Individual Cards</b>			
P1 First Issue	\$5.00	units	\$
P2 First Issue	\$10.00	units	\$
P3 First Issue	\$30.00	units	\$
P4 First Issue	\$50.00	units	\$

**Postage, packaging and insurance:**

Orders greater than \$100 - free of charge

Orders less than \$100 - add \$3

Overseas - add \$9 for each 200 cards or part thereof

Cards Total Cost

Add Post, Pack and Ins

**Amount Payable (c)**

\$
\$
\$

**PAYMENT DETAILS**

Post This Order with Payment by Money Order Bank or Personal Cheque, or	Post or Fax This Order with Payment by Credit Card type (tick)	Bankcard	Visa	Mastercard
	Card Number:			
	Expiry Date:			
	Name on Card:			

**ORDER PLACED BY AND FOR DELIVERY TO:**

**FORWARD YOUR ORDER TO:**

Name	Street (or PO Box)	Suburb or Town	Post Code	Today's Date	Payphonics	PO 244 Diamond Creek	Australia 3089	Fax: Nat (03) 432 8488	Fax: Int +61 3 432 8488
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# ALBURY HIGH SCHOOL

## 1919 - 1994

In 1994 Albury High School is celebrating its 75th Anniversary and to commemorate this special occasion, an official Telecom Australia Phonocard is being produced.

Albury High School will be the first school in Australia to issue a Telecom Phonocard.

The card depicts the impressive front view of the main building which was completed in 1928 and officially opened on March 20th by the Minister for Education at the time, The Hon. D.H. Drummond.



The **Foundation Stone** for this magnificent building in Kiewa Street, in the heart of Albury, was laid in 1926 by Sir Dudley de Chair, Governor of New South Wales.

The original Albury High School was established in 1919 and the first lessons for the 200 students were conducted in the **old Hospital building**, "Tin Ward", next to the gaol in Thurgoona Street.

Major **building extensions** took place in the 70's and 80's culminating in an official opening on the 15th of October 1982 by the Rt. Hon R.J. Mullock, Minister for Education.

Most recently, in October 1993, the Hon Virginia Chadwick, Minister for Education, opened the **Language Centre** using the old Principal's residence, "Corra Linn" and lessons in Italian, German, French and Japanese now take place there.

Albury High School is the largest in the district with **1,200 pupils and 80 teachers** and it is justifiably proud of its great tradition in academic excellence and civic involvement as well as in its sporting and cultural achievements and is widely regarded as one of the finest High Schools in New South Wales.

Of the **10,000**, \$2 cards produced, **4,000** will be available as single cards and **6,000** in an attractive **Collector Pack**, featuring a panoramic view of nearby Lake Hume and the surrounding mountains. The first sod, in the construction of the Hume Dam, was turned by Sir Ronald Munro-Ferguson, the Governor-General, in 1919, also **75 years ago**.



All profits from the sale of single cards and Collector Packs will go to P & C funds to help purchase school resources.

Interestingly, the promoter of the card, **Jim Shearing**, was recently Principal of Earlsfield School in London, which produced several British Telecom Phonecards in 1992 (see separate article-Ed)



The sale of these cards also benefitted school funds as well as increasing awareness in phonocard collecting amongst the pupils. It is hoped that many children in Albury will be introduced to the hobby through the release of this card.

Thanks to Jim Shearing for material and photos-Ed.



# EARLSFIELD SCHOOL

## LIMITED EDITION PHONECARDS

In April, 1992 a party of school children from Earlsfield School in London, visited Glencoe in Scotland and the site of the infamous Masacre in 1692 - an event which took place exactly 300 years earlier.

To commemorate the visit, it was decided to arrange the issue of three British Telecom phonecards.

Earlsfield School chose the "MacDonalds of Glencoe" as the theme for its cards for several reasons;

firstly, the picture on the first two cards depicts an educational experience of great value in the school curriculum, namely, a historical drama involving all the children, which was set to music and called "The Jacobites";

secondly, the 13th of February 1992, saw the 300th anniversary of the Massacre of Glencoe - when upon a dark, dismal and wintry morning in the snowbound highlands of Scotland, a regiment of soldiers billeted on the Clan MacDonalds of Glencoe and acting under secret orders, broke faith with highland traditions of hospitality and rose to massacre their hosts;

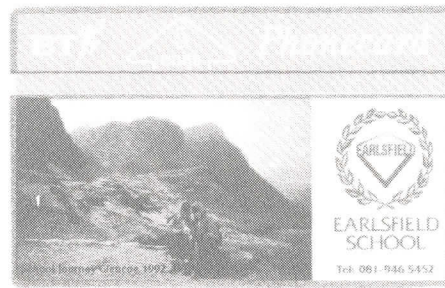
thirdly, Glencoe is the place chosen as the focus for a school journey and for the combined disciplines of history, drama, geography and music.



500 Cards Issued Feb 1992



600 Cards Issued March 1992



500 Cards Issued 1992

As mentioned on the previous page, the Principal of Earlsfield School at the time, Jim Shearing, who is currently the Deputy Principal at Albury High School in NSW, is actively involved with the production of this School's Telecom Phonecard.

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# STANDING ORDERS

## QUICK...GET IN LINE!

by Rick Warnecke

Like several thousand others, I've just received my letter from Telecom detailing their proposed standing order arrangements. For several months now, I like many other collectors have been calling for a more equitable method of allocating the shorter print limited packs. Now its here and with it comes that sense of relief and an easing of the anxious moments, sweating over whether or not you were going to get one of those beaut packs; hoping that you wouldn't have to pay heaps to a dealer - when 6 weeks later you get back your "sorry, we are out of stock notice" from Telecom.

The new arrangement could be our saviour, but could there be some fresh problems for the unwary collector? After several chats with collectors from a mixed range of ages, financial situations and collecting habits, I can make a guess that there will be many collectors who will sit 'on the fence' and not send in their acceptance forms. Maybe it will be to their loss, especially if they have not decided by the return date quoted by Telecom in order to receive the pending 'new' Lifesaving Limited Issue. So, weigh up the pros and cons carefully for the long term - but make your decision a "yes" vote, even if only to get the Lifesaving issue.

Let's have a quick look at the proposal Telecom are offering. Certainly, on the surface, Telecom deserve some 'brownie points' here, as after all, they appear to be trying to offer everyone a reasonable chance of obtaining short issue packs. Let's go a bit further and pick out some of the good and maybe less good (?) points on offer.

Obviously, the key point on offer is the opportunity to get the packs and cards that you really want. Simply keep up your account balance or quote your credit card details (keeping funds up) and bingo, your looking at a very nice collection. Each and every (official) issue will find its way into your letter box and your postman will soon be privy to the fact that you are one of the select 'standing order account' phonecard collectors.

As mentioned earlier, another big plus for the system, is that of being able to buy the packs at issue price direct from Telecom. This may help us all get back to where we started in the hobby - when we could buy all the Telecom cards at face value or

near enough. Kids, pensioners, investors, dealers and collectors alike, all now have a fairer say in their involvement in the phonecard industry.

Okay, enough of the 'sweet talk' - how about the negatives? There are some areas of the arrangement that are already raising a few eyebrows. Firstly, hopefully only as a result of circumstances beyond their control, Telecom state that they cannot guarantee supply! As I said, hopefully this case of the 'extreme' is not expected to happen and there won't be any supply problems?? Secondly, Telecom state that the prices are subject to change without prior notice. Great, when is the public float? On to the six weeks notice for cancellation - a reasonable request as long as Telecom gives an equal time of six weeks notice about pending issues. To date, that has not always been the situation and if this area does not improve, then I can see Telecom and the collector getting into a bind with each other. It could mean a lot more work for Telecom to cancel and to re-open accounts on what could be almost a daily basis.

Still the 'baddies' come. A couple of collector friends are not overly happy with the arrangement condition concerning the return of damaged goods. This condition basically says that Telecom will supply the same Phonecard product of the same value, subject to stock availability. Fine, but having sent back several damaged cards into this system, I know too well not to expect the return cards to be in any better shape. What if this is to happen with your Limited Edition pack? Do you send it back, only to be told that there are none left in stock?

Now, what about the 'real big baddie' - Telecom Payphone Services reserve the right to withdraw the standing order arrangement at any time. I thought the arrangement was a legally binding document and was to make it easier for all collectors to guarantee that you never miss out on a new Phonecard release again? Guess I was wrong....!

Enough of the doom and gloom - there are enough good points to play with to maybe pacify even the harshest critic (me). The serious collector has been catered for - or at least we are in the early stages for that to happen. More packs will be produced and that will hopefully see the end of the 'in and out' investor/collector. Maybe then we will get to see some realistic and rational prices - ones that grow at a genuine pace.

Lets give Telecom a hand - help get this standing order arrangement off the ground; after all, we are the ones whom will benefit in the long term. Sure, have your say about what you don't like with the system - send your views to this magazine. I'm sure that if enough sensible replies are received, Telecom would consider changes for the better. After all, they have a multi-million dollar business so its in their interests to keep the majority of collectors happy!



# LETTERS TO THE EDITOR

An interesting letter (and article) received this month addresses the issue of "what happens to our collections when we die?"

Please continue to write to:-

**The Editor**

**The Australasian Phonocard Monthly**

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

Dear Sir,

One of the topics that has been of concern to me over my 20 plus years of collecting coins, stamps, porcelain and now phonecards, has been the fact that very few collectors turn their mind to disposing of their collections after they are dead.

I have been approached by the survivors of some collectors and asked to "point them in the right direction" in relation to having collections, of which I have knowledge, valued and/or sold and, on occasions, to arrange for the sale of same.

I therefore thought I would submit for your consideration the enclosed article which goes some small way towards highlighting the need for any collector to consider the disposition of his/her collection on his/her demise.

I will not be offended if this article does not find its way into your magazine, but I do think the topic should be brought to the attention of collectors at some time and in some way, particularly given the extraordinary gains currently being made in the value of phonecards and Collector Edition Packs.

Kind Regards.

**Stephen Dowd Solicitor S.A.**

The writer of this letter is an Adelaide based Solicitor with an extensive background in collecting. The letter and following article highlight an (often) little considered aspect of the hobby.

## **Benefit or Burden?**

### **Where There Is A Will There Is A Way**

Countless numbers of collectors spend literally millions of hours each year assembling their cherished collections. However, the average collector spends almost no time considering the proper and orderly disposal of his/her collection when the time comes. Too few of us are able to oversee the disposal of our collections and accordingly, where untimely death intervenes, this task is left to our administrator/executor if a Will has been made.

Commonsense demands that every collector who values his/her collection must have a Will. A Will may leave "that part of my estate constituting my real and personal property known as my Australasian Phonocard Collection" to Tom, but it may also guide either the administrator/executor and/or Tom as to how to dispose of the estate.

It is important that the collector consider giving direction either within the Will itself, or separately, to those expected to survive him/her as to how to value and/or dispose of the assets left behind.

There are a number of ways of doing this.

First, the Will itself may provide that a particular auction house be engaged to sell the collection with the proceeds gained thereby to be divided in such a way as the testator (Will maker) desires amongst certain named beneficiaries.

Second, the administrator etc. may be instructed, in the Will:-

(a) to dispose of all assets through a general (specified) auction house;

(b) to dispose of certain parts of the collection/s through specific auction houses or dealers (thereby picking "horses for courses"); or

(c) the administrator may be directed to a named intermediary who will agree to exercise his/her skill in arranging, for maximum return and minimum effort on behalf of the administrator/executor (who is often one of the bereaved), the orderly sale of the collection or collections through appropriate persons or entities.

If an intermediary is to be used, that person must first be approached and asked to consent to undertake this work. I have been advised that any dealer of the Australian Stamp Dealers Association will do this type of work for a nominal hourly charge and they are obliged to act with total integrity by virtue of the ASDA Code of Ethics.

I am firmly of the opinion that any other type of intermediary must be independent of both the collector making the Will and the beneficiaries. I also believe it is desirable that he/she agree not to offer to buy all or any part of the collection. If this is not done, then the intermediary potentially has a conflict of interest, given that the intermediary must also be knowledgeable in the particular field of collecting and is therefore almost certainly an active collector in the field.

Finally, care must be taken in selecting someone to prepare your Will. Remember, if you use a Trustee Company, more likely than not, that Company will charge your estate a percentage calculated on a sliding scale depending on the value of your estate for its work in selling your assets, eg., a percentage of the total value of your estate will go to the Trustee Company.

**Stephen Dowd**

**Solicitor**

**154 Fullarton Road**

**ROSE PARK SA 5067**



Dear Sir,

I have just read your magazine a few times and I really like it. I am 11 turning 12 in November and in Grade 6. While reading your July issue, I noticed on the cover the new issue, "Apollo 11 - 25 Years", that there was a \$2 spaceship. I just wanted to know if that means that \$2 phonecards are coming back. I also wanted to find out if one of my cards is worth much? It is a \$5 Willy, 2nd print, prefix 173. It is in mint condition. I have been told that this card is worth \$60. Is this right? I started collecting two years ago because all my friends did and I have not looked back. I also hope phonecards stay around for as long as stamps have so that generations can collect as well.

**PS Please print this letter.**

**D.H. VIC.**

**Telecom has approved the production of \$2 phonecards in relation to both Advertising and Custom cards. There will be no \$2 cards in Telecom's Official issues, ie., the cards you buy either from Telecom or "over the counter" at shops. Your \$5 Willy is certainly worth at least \$60 - Ed.**

Dear Sir,

Thank you for raising my concerns regarding Telecom's issuing policy re Custom cards (APM May 1994). Whilst I understand their approach, I still feel that Telecom should find a way to sell all cards produced by them, direct to the collecting public, if not in packs, then by individual cards or sets.

Many collectors of Australian phonecards (myself included) would like to have one of each official Australian Phonecard in their collections, ie., those that bear the Telecom logo. We like to be complete in our approach to collecting and as matters now stand, this is not possible. It is my opinion that in the long run this will be detrimental to the hobby.

On another matter, I come to phonecard collecting from stamps and coins (which I still collect). I have always found the Cinderella items within these two fields to be of great interest, ie., revenue stamps, local stamps, game tokens, transport tokens, etc., and I find the same interest in Cinderella phonecard items. Items such as the Club promotion cards and the Telecom speciman and business cards. As the hobby progresses, I predict that these will gain a greater following.

I would like to see in the "Phonecard Monthly", an in depth article about the Telecom speciman and business cards, featuring full size colour reproduction. I feel that such an article would be of interest to others as well. In addition, if you can provide full size colour reproductions of these cards, those of us who do not have them can see what they look like "in the flesh" as it were and could cut out the illustrations to put into our collections as space fillers until we can obtain/afford the real thing. Keep up the good work - I look forward to seeing the magazine continue to grow.

**F.A. ACT**

**The next issue of APM will feature an update on Club and Phonecard/Stamp/Coin Show and Fair Promotional Cards. I'll try and organise an article on Telecom's speciman and business cards (with illustrations) in a forthcoming issue - Ed.**

Dear Sir,

I have been collecting phonecards for a few months now and find collecting them to be an interesting and rewarding hobby. The reason I am writing this letter is to express some concern that phonecard collecting is moving too fast for an average collector. Telecom, in my opinion, should limit the amount of Official phonecards to approximately seven per year. That way an average collector might have a chance to collect all of the Official cards issued for the year.

I have found Limited Edition Packs hard to obtain and I have a suggestion for Telecom on issuing these:

1. Limit one pack per collector on the basis of 75% of the total issue of 8,000, ie 6,000 collectors "will be happy";
2. Dealers to have 2,000 packs (25%) allocated to them. I don't find Telecom's 70% public and 30% dealers allocation to be fair and equitable.

**E.G. NSW**

**Note in the News Update, information on Telecom's forthcoming standing order arrangement. It would seem that collector needs will be catered for under this system. See also comments in the Editorial - Ed.**

Dear Sir,

In regard to the "Classifieds" in your magazine - there is really no section where collectors can make contact with each other. Obviously they don't like paying a minimum fee of \$8 and the section in your magazine is all taken up by dealers. I am thinking of something along the lines of the "Swap Shop" page in the magazine, "International Telephone Cards", where an advertisement can be published for the payment of a phonecard worth approximately \$5.

Can you make space for a "Swap Shop" page along these lines for collectors only - it may increase your circulation. Anyhow, I still like the magazine.

**B.C. NSW**

**Why not! As from the September issue of APM, a section to cater for collectors (some dealers are collectors as well) along the lines as outlined above, will commence. See a notice elsewhere in the magazine - Ed.**

Dear Sir,

I refer to the Letter to the Editor in the last issue of APM re the **\$50 Generic Test Card**.

These do exist and were issued by the Wollongong payphone depot to test that the phones would accept the high value when first introduced. They had the word



'TEST' written on the back with a thick, black felt tipped pen, in the box for writing your phone number. As far as the value goes - how many would you like to have duplicated? The black ink after time is absorbed by the card and can not be totally removed so the card can no longer be sold as a normal used card. To my mind, it therefore becomes worth less than a normal \$50 card, unless you can convince a serious collector that this is a genuine test card on the basis of a known supplier in Telecom, which this collector had.

My analysis is that it is a totally wasted, expensive card. Without the TEST it would be worth - say \$70-\$80, with the TEST, I would say it is worth \$10!

Peter Granfield. NSW

## CLUB & SOCIETY NEWS

**This Section Is Provided 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.**

**Sydney Phonocard Collectors Club**  
**PO Box 773, St.Marys. NSW 2760.**  
**President: Michael Taylor**

The Sydney Clubs plans for its first Phonocard Fair on the Sunday of the 9th of October, 1994 are progressing well. The Fair will be held between the hours of 10.00 in the morning to 5.00 in the evening 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.

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**

This Club is holding a Phonocard Fair on Saturday, the 10th of September, 1994, at the Anglican

Church Hall, Corner Sixth Avenue and Point Nepean Road, Rosebud (Melway 158 D. 12.).

Dealers will be in attendance buying and selling. The fair will be open between the hours of 10.00 am and 4.00 pm. At 2.00 pm, an Auction will commence with many interesting lots going up for sale.

Dealers tables are available and prior booking with payment is required by the 1st of September, 1994, to the Secretary at the above address. Tables in size 8ft x 2ft 6 ins cost \$15.00 each.

Collectors wishing to sell items of interest via the Auction, must submit the goods to the President by the 1st of September, in person or by Certified Mail to the above address. All goods sold will have a 10% commission deleted on settlement.

**Kangaroo Phonocard Club Inc**  
**PO Box 706, Springwood, Qld. 4127**  
**President: Wim Matzer**

The Club's Annual General Meeting will be held on Tuesday, the 13th of September at Murarrie. All committee positions will be vacant. Nomination forms need to be returned to the Secretary, no later than the August meeting of the Club on the 9th.

The Club will be holding a Mini Fair on Sunday, the 11th of September. Tables for the day are available at a cost of only \$5. For further information, contact the Club Secretary on (07) 8088871.

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## **CLUB & SOCIETY DISPLAY ADS**

### **ROSEBUD & DISTRICT PHONECARD COLLECTORS CLUB INC.**

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

From April 1994  
the Club

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

### **THE MELBOURNE PHONECARD CLUB INC.**

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

#### NEW VENUE

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

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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,  
each Month

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

### **SYDNEY PHONECARD COLLECTORS CLUB**

PO Box 773, St Marys, NSW 2760

The Club Meets On the 4th Wednesday of  
Each Month  
From 7.30pm

At the St Mary's Bowling Club Auditorium  
Carson Lane (off Queen Street)  
UBD Map 185 Ref G16

All Members and Visitors Most Welcome  
Enquiries: Phone Derek May (02) 835 2427

### **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



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## The **Phonecard Collector**

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



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

## The longer you subscribe, the more cards you get!

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

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China, Hongkong	HK\$350.00	HK\$650.00	HK\$950.00
Japan, South Korea, Taiwan	US\$44.95	US\$84.95	US\$124.95
UK	£39.95	£64.95	£86.95
USA, Rest of the world	US\$59.95	US\$99.95	US\$129.95

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

**Phonecard Collector Subscriptions, GPO Box 3780, Sydney, NSW 2001, Australia**

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**Phonecard Collector Subscriptions, GPO Box 3780, Sydney, NSW 2001, Australia**

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

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

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

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

Address: ..... APM04.94



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\$60.00 - Hong Kong, Japan, Korea, Phillipines, China, India, Vietnam, Burma. (Air Mail)

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# "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
Sydney	Al's Phone Cards	Shop 29, 37 Park Street (02) 267 5931
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.

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Address your ads to:

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- . Telephone Cards

## AUCTIONS

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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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**SOUTH AFRICAN** Phonecards. For all Information **Fax** 27 11 3332491, **Phone** 27 11 291536 or Write to PO Box 10660, Johannesburg 2000 South Africa. **Gary Levitan, Phonecards International.**

**COLLECTOR SELLING** Australian Packs at 80% dealers prices. One each state etc., plus used. Also \$100 Laos. **G. Weeks**, Box Hill (03) 898 7544.

100 different Japan A\$79, 10 Different Jamaica A\$25, 10 Different Bahrain A\$20. Postpaid Registered. Cheques ok. **FREE LIST.** **Evelyn Reece**, 207Q Plaza, Cainta 1900, Philippines.

**COLLECTOR SELLING** excess:- Australian Packs; used & mint singles & sets (Geelong, SA, ACT, NSW, Geneva etc. to Endangered Species 11) at very competitive prices. **Phone (075) 303157.**





**DENMARK** Titanic  
Sell out in Denmark  
2500 issued-MINT \$29



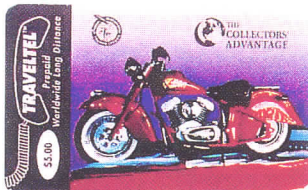
**CESKA** Paul McCartney  
Great looking card  
MINT - \$20



**FRANCE** Bart Simpson  
Incredibly Popular  
Hurry MINT - \$49



**FRANCE** Bugs Bunny  
and all the Disney Crew  
Top Card MINT - \$45



**USA** Indian Motorcycle  
2 cards set + hologram  
Best in world MINT \$75



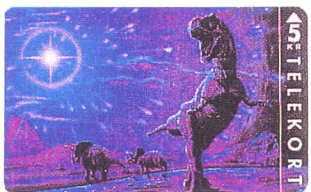
**USA** Luge Card  
Keenly sought after  
MINT - \$55



**GERMANY** 3 card music  
Coke set without folder  
Value MINT - \$185



**CHINA** Coke card  
Hottest theme in world  
MINT - \$49



**DENMARK** World's best  
Dino card (next to Oz)  
Top Card MINT - \$25



**ICELAND** Coke  
Going Fast  
MINT - \$75



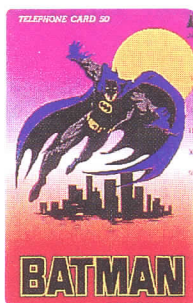
**HAWAII** Stunning  
Atlantis Submarine  
Rare MINT - \$125



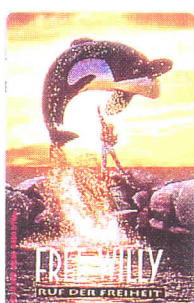
**GERMANY** "Das Boot"  
Rare Set of 3 WW 2  
U-Boats MINT - \$185



**JAPAN**  
Croc Dundee 2  
Hoges  
MINT - \$65



**JAPAN**  
Batman  
Very Rare  
MINT - \$80



**GERMANY**  
Brilliant Card  
both sides  
Rare MINT - \$75



**JAPAN**  
Navratilova  
1 in Stock  
Good Used \$125



**USA**  
4 card set  
Phonecard Fair  
MINT - \$60



**GERMANY**  
Popular  
Superhero's  
MINT - \$35

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