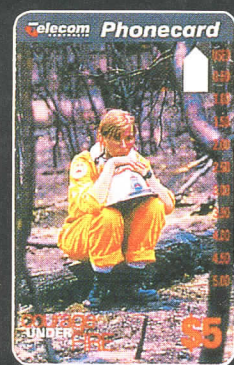
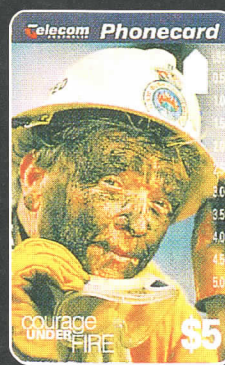
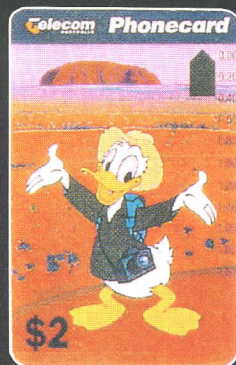
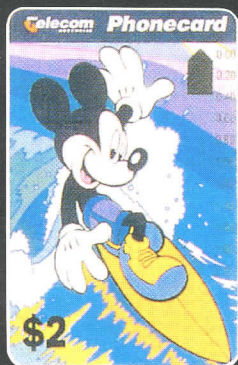


# THE AUSTRALASIAN PHONECARD MONTHLY

See inside how to obtain  
APM's **COMPLIMENTARY**  
**TELECOM AUSTRALIA**  
**PHONECARD**  
**ONLY 10,000 AVAILABLE**



**NORFOLK ISLAND  
FOENKAADS**



*Mickey & Donald Down Under - Courage Under Fire*

# KNOX-SHERBROOKE PHONECARDS

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 ☎ (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

## French Telephone Billet

Ettamogah Pub (card) .....\$40  
 Ettamogah Pub (pack).....\$50  
 Opera House (pack).....\$70

Australian Railway Historical Society (ACT)  
 Steam locomotive 1210 .....\$25

AFL            2.Tony Modra,                 3.Colin Mainwaring  
 4.Steven Silvani..... \$19.50 per pack (rrp).

AWF Koala pack (standard) .....\$25  
 AWF Wetlands pack (standard).....\$49

Albury High School     \$2 Card (View of School).....\$15  
 Collector Pack .....\$22

Victorian Stamp Traders-card .....\$10

Phonecard Collector-Card.....\$30

Early (stamp) type of telephone card.....\$48



## Slovakia Phonecards

75u & 100u Map Cards mint.....\$35  
 50 unit "Telecom" card-mint .....\$10  
 50 unit Girl with Doll-mint .....\$15  
 100 unit Phil Collins-mint.....\$26

## ACCESSORIES

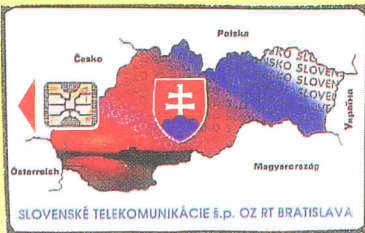
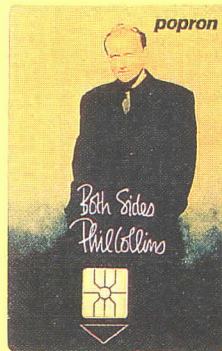
Individual Sleeves (pack 100) .....\$4.00  
 Pages (per pack 10) .....\$7.50  
 Dealer rates available

**POSTAGE: \$3.50 (certified)**

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

## FAIRS we're attending in September

Sun 4 September - Moonee Ponds, Melbourne  
 Sat 10 September - Rosebud Fair, Rosebud



## REPLY FORM:

Return To: Knox-Sherbrooke Phonecards

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

Name (full name): .....  
 Address: .....  
 State: ..... Postcode: .....

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

Description	Unit Price	Qty Required	Total
.....	.....	.....	.....
.....	.....	.....	.....
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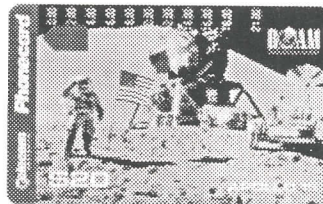
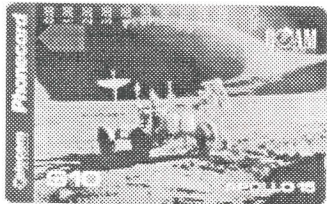
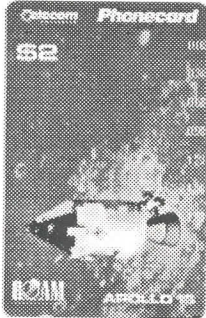
Cheque enclosed  
 Please charge my credit card MC/BC/VISA  
           
 expiry date ...../.....

Postage                     \$3.50 per order/per 5 packs  
 Payable this order \$ .....

Signature .....

**NEW  
RELEASE  
TELECOM CARDS**

# LIMITED EDITION



## A P O L L O X V

ONLY 3000 COLLECTOR PACKS AVAILABLE

### *The Genesis of Discovery*

To celebrate the Apollo missions, 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 second time the entire Telecom range of cards has been used for advertising.

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

Delivery is expected late November. As only three thousand collector sets are available, cheque, credit card payment or money order with order. Orders will be guaranteed in strict order of receipt.

	No. Req.	Total
Complete Full Collectors Pack	.....	.....
Certified Post & Packing Insurance & Postage		\$5.00
	<b>TOTAL:</b>	.....

*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 RE-MEMBER ALL ORDERS ARE COVERED BY OUR MONEY BACK GUARANTEE.

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

# The Australasian Phonocard Monthly

SEPTEMBER 1994 Vol. 2 No. 9

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As Above

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## EDITORIAL

It is evident from this month's "Australian News Update" that Custom Cards are now truly 'upon us'. At the start of the month I thought that there would be three or four interesting cards/series to report on. By the end of the month, it was clearly evident that this was a most conservative estimate.

Some readers have asked as to why I do not produce a Telecom Prefix List anymore. The simple answer is that it is virtually impossible to provide information which is complete, accurate and up to date. I personally feel that if there are any prefix collectors left, they are to be complimented on their determined and persistent (obstinate?) nature.

When compiling the "Update", I intended to leave Telecom's Official Phonocard listing till last. Due to

the increasing number of Custom cards being added to the list, I "ran out of space" - the "Update" being the second last page/s being typed (the Editorial being last). As such, I will briefly comment on the forthcoming Telecom cards in this Editorial.

The next issue contains a set of four cards promoting the 100th Anniversary of the Royal Life Saving Society, two \$5 cards, a \$10 and a \$20. These will be issued in September in both single units and packs. Telecom will be releasing a set of three cards for Christmas, a \$5, a \$10 and a \$20. For the first time, these cards will be available in a Limited Edition Pack. I have seen the proofs for these cards and personally feel that they are the most unflattering yet designed by/for Telecom. Comments made to me so far equate to the negative response to the design of the 1994 50 cent coin. Both designs focus on the "Year of the Family". Telecom has two further Advertising cards due for release. The first features Cardex '94, an International Phonocard Exhibition being held in Amsterdam early in September. Whilst 50,000 of these cards will be released, the interesting point is that 10,000 will be available in Amsterdam in a special package/folder - remember the Geneva card and folder? The second Advertising card features the "Bookmuncher", the recycling service offered through BP Service Stations for disposal of the White Pages Telephone Directories. A total of one million cards are to be released, commencing late September.

Please note, that as from now, Telecom has advised that their Order Forms will no longer be published in this and similar magazines. They will be obtainable only from Telecom's quarterly Bulletin.

What does all this mean. For a start, it means that this magazine will be going "full time" as from November of this year. The volume of phonocards being produced and the resultant demands on time to "chase up" relevant information for inclusion in the magazine, requires full time attention.

The result will be an increase in quantity in magazine content and with full attention devoted to its compilation, quality will also improve. I have chosen November as the appropriate time, this being the first month of my second year of publishing the magazine. It has been hard at times, but it has been published each month and I am pleased of this fact.

To celebrate the 1st anniversary, readers will note at pages 8 and 38, details of a \$2 Complimentary Card, which has been approved by Telecom, 10,000 of which are to be printed and distributed as 'giveaways' with subscriptions to this magazine.

Finally, I must apologise to all those readers whom have contacted me in relation to the Qantas card. My comment in the last issue re my obtaining "surplus stock" was in jest - something that backfired, as evidenced by the letters and phonecalls received seeking this card. No more 'backhanded jokes'.

EDITOR



# LETTER TO THE EDITOR

There has been considerable speculation recently in relation to the "rise and fall" in prices for New Zealand Collector Packs. Everyone has a view on what has transpired, why, and what the future holds for New Zealand. Following discussion between myself and Robert Gill of Strategic Media Limited (the producers of Telecom NZ Collector Packs), Mr Gill wrote to me to outline to myself and readers, his views of the New Zealand PhoneCard situation and its future. This letter is reproduced as follows. - Editor.

Dear Sir,

## Re: The New Zealand Market

Many thanks for the opportunity to have a talk with you via the phone today in relation to the current market situation in New Zealand.

It is certainly fair to say that the New Zealand market has gone through over the last 3-4 weeks a price correction which was certainly overdue as far as the Telecom New Zealand collector packs are concerned.

The price in the secondary market had reached such substantial heights that there was little profit left in the product for people to be continuing to purchase at these top end prices and then for them to be able to realise any type of financial gain at the other end. This therefore put some pressure on to bring prices down to ensure the ability for all participants to be able to buy and sell product in the market.

The New Zealand dealers, I believe, have responded to this and in doing so, the price correction will allow for the market to continue to enjoy growth not only in those collector packs we issued in the past but also to ensure a continued success of the new product being released.

The market has reduced down approximately 30% literally across the board for collector packs; so in saying this, many products still return phenomenal results over their issue price and to prove this point, I have accompanying this communication a series of graphs that demonstrate the collector pack issue prices versus the current secondary market prices over the 1992, 1993 and 1994 years. (*Due to page constraints these graphs could not be re-produced in this issue. See next month - Ed.*)

I have also despatched to you graphs that show the averaged annualised return or increase over the issue price for each of the 1992, 1993 and 1994 years.

If you were to average those as one of the graphs does, you will see that the average annual return over the two and a half years we have been issuing

collector packs is 360% per year. This is based on the new prices after the market correction.

Equally, it is fair to say that every market will experience ups and downs and certainly the Telecom Auction that we staged, drove prices to a point that were well beyond the reach of most PhoneCard collectors and/or investors.

It is also important that you and your readers understand some of the key facts in regard to New Zealand as opposed to the scene in Australia.

These facts are:-

1. The New Zealand Market has been used to paying premiums for collector sets and single cards since we developed the Telecom PhoneCard collector market.

In Australia, premiums are not paid for your Telecom issued packs other than a \$4-\$7 charge over and above face (*slightly more now-Ed*).

Also, our collectors are used to receiving substantial returns on their collections which are currently not yet being recognised in the Australian market.

2. The New Zealand market has a very substantial collector base given the population. For example, we currently need 11,800 collector sets if we were to supply the number that everybody is requesting.

In addition to this we would require a further 3,500 to satisfy our dealer demands.

Currently we have only been issuing 4,000 sets but are now about to move up to 5,000 - 6,000.

Therefore, there is obviously a substantial difference between the amount of product we are putting into the marketplace and the huge demand.

We also have over 3,500 people on our list waiting to become a standing order customer and this grows by 40 - 50 per day.

Therefore, for anybody to be reporting or talking about the market being depressed, turned downward or collapsing in New Zealand is non sensical.

In addition to the above waiting lists, we also have a list of over 30 people applying to be major PhoneCard dealers in New Zealand on top of our current network.

This when you look at the hugely successful international product launch we have just done for the international collector sets and the fact that we now have orders exceeding 5,000 units per issue of our international product on top of the numbers I have indicated above, you start to see what a huge demand there is existing around our product.

Most people fully understand that a 360% average return per year over the last two and a half years is an incredible investment achievement and certainly gives both the Collector Service and the product a substantial position in the market and also substantial credibility.

Going into the future, we are also going to be running over October and November 1994, three major regional auctions in Auckland, Wellington and Christchurch, that will again move the market forward as well as implementing a buy and sell service to all of our customers and a major bi-monthly **PhoneCard magazine** which the Collector Service will be producing as an information and educational booklet going out to the 16,000 names that we have on our list.

The Collector Service will be undertaking advertising in major publications in Australia and also in America and the International Telecard Collector Magazine out of the United Kingdom.

Further we will be attending major Fairs around the world and undertaking major direct response marketing campaigns in certain markets.

In summary, we have not even started yet to develop the success of the New Zealand PhoneCard collector packs and the PhoneCard market. The returns collectors and investors are going to receive into the future will, we think, be spectacular indeed. If you require any further information, please do not hesitate to contact me.

Best Regards

Yours Sincerely

Robert Gill - Principal Strategic Media Limited

## DO YOU SUFFER FROM UNNECESSARY GAPS IN YOUR PACKS?

A handfull of Australian phonecards that were not released in Collector's Packs, have now been catered for in very low print unofficial packs. These are:-

	EMPTY PACKS \$	WITH CARDS \$
YEAR OF THE DOG	SOLD OUT	49.50
1992 CHRISTMAS \$5 & \$10	9.50	49.50
1993 CHRISTMAS \$5 & \$10	12.00	39.00
OLD LOGO TOURIST SET	9.50	165.00
NEW LOGO TOURISR SET	9.50	115.00
SYDNEY GAMES BID \$5	12.00	44.00
K-MART 3 CARD PACK	9.50	65.00

These packs can be supplied with or without cards to suit your collection. Prints of all unofficial packs are restricted to **ONLY 500** of each issue - **selling fast** - order yours soon!

## WESTLAND STAMPS

PO Box 94, Kelmscott, WA 6111

Phone (09) 496 1413, Fax (09) 496 1550

# STAR TREK

## TELEPHONE CARDS HAVE LANDED

THESE ARE THE OFFICIAL ISSUE FROM GREAT BRITAIN (Mercury) UNDER LICENSE FROM PARAMOUNT PICTURES IN THE UNITED STATES

\*\* 1st Issue Card: U.S.S. ENTERPRISE \*\*

\*\* 2st Issue Card: CAPT. JEAN-LUC PICARD \*\*

Already the ENTERPRISE is SOLD OUT IN THE U.K.

Star Trek holds tremendous appeal worldwide and these cards are certain to become a sought after collectable

IN ADDITION, each card comes with an official issue "DATA SHEET" and is housed in an official folder to produce a truly magnificent series

Further issues will include CAPT KIRK and MR SPOCK

Collectors who subscribe with us for the first two cards will be GUARANTEED the opportunity to purchase the remaining releases. This will ensure that you can complete the valuable set. The issue is limited to 10,000 sets worldwide.

To avoid disappointment, PLEASE BOOK EARLY

**U.S.S. ENTERPRISE \$22      CAPT PICARD \$20**

Phone, Fax or Post  
your orders.

Cheque or Money  
Order

Dealers Welcome

**J & M's ELEGANCE  
IN PHONECARDS  
P.O. BOX 26  
THIRROUL NSW  
2515**

Phone: 042 - 681992

Fax: 042 - 681814

Total Postage & Handling  
is \$3.00 - Please include

## CAMBODIA

### Second Series - Temple

\$20 (Aust Prefix no 185)    \$35 1 hole  
\$20 (Aust Prefix no 258)    \$50 multi hole  
\$50 (Aust Prefix no 185)    \$35 multi hole  
\$100 (very slight wear - 191) \$145 multi hole

### THIS MONTH'S SPECIAL

#### Third Series - Earth Map & Satellite

\$2 & \$5 pair (289 - 290) \$75 1 hole \$55 multi hole  
Mint Pair \$145.00 - \$2 Mint \$30.00

### CHRISTMAS ISLAND

#### First Series - Earth Map & Satellite

\$20 (Aust Prefix no 290) \$75 mint

#### Second Series Flying Fish Cove & Crab Migration

\$10 & \$20 pair (384 - 385) mint \$79.50

### PAYTEL SOUVENIR CARDS

Australian International Phonenumber and Banknote Fairs. Complete set of five different cards includes Sydney (2), Brisbane (1) and Melbourne (2)...\$40

National Stamp, Coin & Phonenumber Show. Complete set of six cards from Brisbane, Darwin, Perth, Canberra Melbourne and Sydney.....\$40

## **M.E.F. BOOKS**

**P.O. Box 523, Narrabeen, NSW 2101**

**Telephone: (02) 913 3036**

# **RUNDLE COINS**

incorporating

**ADELAIDE PHONECARD CENTRE**

**214 RUNDLE STREET ADELAIDE**

**SA 5000 PH/FAX (08) 232 0660**

# **BUYING**

**&**

# **SELLING**

## **TELECOM - PACS**

## **PAYTEL**

## **AFL SERIES**

## **ALL NEW AUSTRALIAN**

## **RELEASES**

## **MAIL ORDER WELCOME**

## **SELLING PACKS**

	\$		\$
Geelong	450	Red Cross	500
South Australia	1450	Olympic Games	600
Generic	325	Aust Day 93	75
Grand Prix	140	Endang Species 93	250
Victoria	600	Aboriginal	90
Queensland	550	Landscape 93	90
NSW	750	Microscopic	130
Western Aust.	130	Environment	130
ACT	425	Aust Day 94	120
Northern Terr.	125	Dinosaurs	275
Tasmania	115	Endang Species 94	135
Aust Day 92	225	Landscape 94	160
		Comm Games	160

### CHRISTMAS ISLAND

Trial Set Only 2,000 Issued    \$750

1st Set Only 4,000 Issued    \$ 95

2nd Set Only 3,000 Issued    \$ 65

*Postage Extra. All above prices are subject to stock availability and price changes. Please phone or fax to confirm order.*

## **THE GREAT AUSSIE**

## **PHONECARD CO**

**PO BOX 373, Claremont, WA 6010**

**Phone: (09) 386 5113 Fax: (09) 386 7453**

## **WISHART PHONECARDS**

**PO BOX 845**

**MT GRAVATT QLD 4122**

**TEL/FAX (07) 849 2682**

## **SELLING**

### **SELECT MINT AND USED AUSTRALIAN PHONECARDS**

**Mint NSW Prefix '86**

**\$540 (one only)**

**Used NSW Set - \$120 (two only)**

**Mint \$20 SA - \$270 (one only)**

**VARIOUS STATES**

**AND OTHER**

**PACKS AVAILABLE**

**PLEASE PHONE OR FAX WANT LISTS**



## Sample of my PHONECARD

# POSTAL BID SALE

### COLLECTORS PACKS - MINT CARDS - USED CARDS: ONE HOLE/MULTI HOLES/MAXI HOLES

Prices quoted are ESTIMATES only. (You may bid higher or lower. We send our price list with the postal bid catalogue for your guide). Usual Postal Bid Sale Conditions Apply

### CLOSING DATE 30 SEPTEMBER 1994 COLLECTOR PACKS LIMITED EDITIONS

<u>Lot</u>	<u>Description</u>	<u>Estimate</u>
001	Full set of packs (Geelong/SA/\$5 Generic 500th Grand Prix/Aust Day 92/Qld/Vic NSW/WA/ACT/NT/Tas/Red Cross/Oly. Endang Species 93/ Aust Day 93/Indig. People/Landscape 93/ Micro/Environm't Aust Day 94/Dinosaurs/Endang Spec 94 Landscape 94/Comm Games/\$1.50 Xmas 26 x different packs INVEST!!	\$6200
002	As above (26x)	\$6200
003	As above (26x)	\$6200
004	As above (26x)	\$6200
005	As above (26x)	\$6200
007	Geelong Pack (1x)	\$400
008	As above (5x)	\$2000
009	\$5 Generic Pack (1x)	\$160
010	\$5 500th Grand Prix (1x)	\$100
011	As above (5x)	\$500
012	\$5 Australia Day '92 (1x)	\$140
013	As above (5x)	\$680
014	Queensland Pack (1x)	\$425
015	ACT Pack (1x)	\$385
016	Northern Territory Pack (1x)	\$95
017	As above (5x)	\$450
018	As above (10x)	\$900
019	Tasmania Pack (1x)	\$85
020	As above (5x)	\$400
021	As above (10x)	\$750
022	As above (50x)	\$3500
023	Red Cross 1st (1x)	\$340
024	Red Cross 2nd (1x)	\$340
025	93 Endangered Species (1x)	\$130
026	93 Australia Day (1x)	\$35
027	Indigenous People (1x)	\$80
028	As above (5x)	\$380
029	93 Landscape (1x)	\$80
030	As above (5x)	\$380
031	Microscopy (1x)	\$130
032	93 Environment (1x)	\$130
033	94 Australia Day (1x)	\$100
034	As above (5x)	\$490
035	Dinosaurs (1x)	\$230
036	As above (5x)	\$1150
037	As above (10x)	\$2250
038	94 Endangered Species (1x)	\$145
039	As above (5x)	\$720
040	As above (10x)	\$1400
041	94 Landscape (1x)	\$110
042	As above (5x)	\$500
043	Commonwealth Games (1x)	\$95
044	As above (5x)	\$425
045	\$1.50 Christmas '93 (1x)	\$230
046	As above (5x)	\$1100
047	As above (10x)	\$2250

and much, much more.....!

## JACK KOCH

GPO Box 1701, Adelaide, SA 5001  
Phone (08) 212 1787

# PACKS & CARDS FOR SALE

## MINT PACKS

Geelong	\$400
\$5 Generic	\$255
Queensland	\$495
Western Australia	\$115
Northern Territory	\$95
Tasmania	\$95
Red Cross 1st	\$450
Bird Choir	\$240
Microscopy	\$120

## AUSTRALIA DAY PACKS

Australia Day '92	\$155
Australia Day '93	\$55
Australia Day '94	\$120

## SPECIAL

One of Each Pack	\$310
------------------	-------

## INVESTMENT PACKS

10 x Australia Day '93	\$550
10 x Indigenous	\$700
5 x '93 & 5 x '94 Landscape	\$950
10 x '93 & 10 x '94 Landscape	\$1900
1 x Australia Day '93, 1 x Landscape '93, 1 x Landscape '94 plus	
1 x Commonwealth Games	\$350

## SPECIAL

5 x 1994 Comm Games	\$475
10 x 1994 Comm Games	\$925

## MINT CARDS

\$2 River Murray Prefix 8	\$60
\$20 Adelaide Prefix 39	\$370
Victoria Set	\$130
\$5 Geneva 1991	\$295
\$2 Hockey Prefix 116	\$125
\$2 Echidna Prefix 82	\$45
\$5 Wallaby Prefix 258	\$35

## USED CARDS

1 x \$1.50 Geelong (cartoon) used 1 hole vfu	\$100
---	-------

## Geelong Sets

1 x 1 hole set vfu	\$330
1 x multi hole set vfu	\$200

# STEPHEN DOWD

121 DYSON RD. CHRISTIES BEACH  
SA 5165 - FAX (08) 326 0094

All orders add Cert Post & Pack \$5  
Insurance (if required) \$5 per \$500 extra  
All prices subject to change without notice

# AUSTRALIAN NEWS UPDATE

## AUSTRALASIAN PHONECARD MONTHLY

The first issue of "The Australasian Phonecard Monthly" was launched on Sunday, the 14th of November, 1993, at the International Phonecard Fair in Sydney.

To commemorate the anniversary of Australia's first monthly phonecard magazine "The Australasian Phonecard Monthly" will be issuing a FREE (Complimentary) \$2 Telecom Australia Phonecard to all original (or backdated) subscribers who renew their initial subscription, to those commencing a subscription or to those extending an existing subscription. A total of 10,000 of the cards will be produced and will depict the original issue cover.



Telecom has advised that the cards will be available for distribution with the November issue of the magazine. See Subscription form at page 38. - Ed.

## AUSTRALIAN PHONECARD COLLECTABLES Pty Ltd

A new producer of Phonecards has emerged upon the scene. Australian Phonecard Collectables Pty Ltd is a company which has committed itself to a long term strategy which has an objective "to produce value for money, quality advertising cards and custom packs with unique value added benefits primarily featuring Australian themes". Their aim is also "to increase the phonecard market and promote phonecards as an advertising medium".

Company Director, John de Bree, has over twenty years experience in corporate life in management positions with customer service driven, financial services and advertising companies.

The company has researched the phonecard market for some time now in an attempt to identify market needs and interests. John de Bree indicates that this research revealed that there was a strong, growing

interest in top quality, value for money, thematic packs. These findings culminated in the forthcoming launch of its first Collector Pack, "Courage Under Fire" which features the drama of the raging 1994, New South Wales bushfires.

The company will be only using official Telecom Australia Phonecards.

The packs produced by APC will be high quality, high gloss, consistent "CD" size with a protective sleeve and archival pockets. The packs can be opened up to view the phonecards in the collector's album. Telecom's official Limited Edition Pack producer (Sprintpak-whom are considered experts in their field) will also be producing APC's packs.

Australian Phonecard Collectables has instigated a 'Master Dealer' network in each state to accommodate the growing phonecard market on a more localised basis. The packs themselves will be launched with the endorsement of official associations and Departments such as the NSW Department of Bushfire Services and the Australian Gem Industry Association.

### "Courage Under Fire"

This pack is the first in APC's Nature Series. It consists of 6,000 packs each containing 2 x \$5 cards. A further two x 4,000 loose cards have also been produced. A percentage of the profits from the sale of the packs will be going to the NSW Department of Bushfire Services. The pack has been endorsed by Phil Koperberg, Commissioner of the Department of Bushfire Services in NSW.

The two cards and the Limited Edition Pack are visually spectacular and depict the emotion, courage and drama of the 1994 bushfires.



Fire Fighter



The Aftermath

The recommended retail price for these packs is \$39.50. They are due for release in late September. APC has planned further releases in the Nature Series, as well as a series featuring Australian Gemstones (commencing with the black opal) as well as an Art Series.

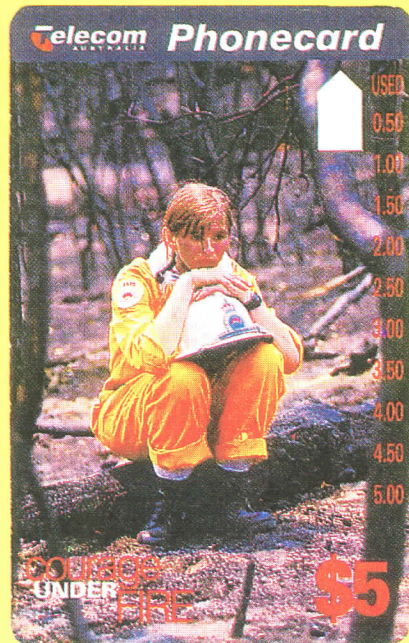
Enquiries re the forthcoming issues can be made to John de Bree by phone (02) 484 0665 or by fax on (02) 484 0885.



# Australian Phonocard Collectables Pty Ltd



## presents **Courage Under Fire**



Dedicated to our firefighting heroes from all over Australia, who courageously fought and won the battle against the raging New South Wales bushfires in the summer of 1994. The first of APC's Nature Series, *Courage Under Fire* depicts the emotion, courage and drama of our firefighters in graphic form and includes a commentary and endorsement by the Commissioner, Phil Koperberg. A percentage of profits from sale of the *Courage Under Fire* series will be donated to the NSW Department of Bushfire Services. Only 6,000 Limited Edition, individually numbered packs will be produced and released in late September and these can be ordered **NOW** from the following APC Master Dealers:

### New South Wales

**Gabriele's Philatelic Service**  
Ground Floor, Mirvac Building, 160 Castlereagh St.,  
Sydney Phone (02) 283 1311

**Status Retail**  
Shop 533, Royal Arcade, 255 Pitt St.,  
Sydney Phone (02) 267 6116

### Australian Capital Territory

**Edlins of Canberra**  
PO Box 98, Belconnen Phone (06) 258 6845

### Victoria

**Knox-Sherbrooke Phonecards**  
PO Box 601, Emerald Phone (059) 68 5576

**Max Stern & Co**  
234 Flinders St.,  
Melbourne Phone (03) 654 6751

### Victoria

**Universal Coin Company**  
20 Centre Place  
Melbourne Phone (03) 654 2997

### Queensland

**GPO News**  
GPO Lane (Off Queen St),  
Brisbane Phone (07) 229 2888

**Tony Boyd Philatelist**  
200 Latrobe Terrace  
Paddington Phone (07) 369 0488

### South Australia

**Rundle Coins (inc Adelaide Phonocard Centre)**  
214 Rundle St., Adelaide Phone (08) 232 0660

### Tasmania

**Abacus Phonecards**  
10 Mathers Lane, Hobart Phone (002) 34 3494

## PAYTEL NEWS UPDATE

### PAYTEL AUSTRALIA and the KODAK GOLD SYDNEY/HOBART YACHT RACE, 1994

PayTel Australia is proud to announce that they have been established as an exclusive licensee to produce phonecards relating to the Kodak Gold Sydney/Hobart Yacht Race in 1994.

PayTel is delighted to be associated with this world famous event, particularly in this, the 50th anniversary year.

A limited edition print of special race cards will be produced in time for release early in December, 1994. The cards will be available at face value on-board the "Spirit of Tasmania" and to collectors. A handsome, numbered Collector's Pack will be produced. The pack will include the special card set and detailed background information on the race and its history, etc.

#### Spirit of Tasmania Issues for the Remainder of 1994

Because of the Sydney/Hobart Yacht Race phonecard license and the resultant major card release in December, PayTel will not be producing the Tasmanian Flora set as had been previously advised. There will however, be a new "filler card":- The "Tasmanian Tiger" and an associated "Tiger Pack" produced for release early in October. More information on both of these issues will be included in the September issue of "The PayTel Collector".

#### Pay Tel Collector

The August issue of "The PayTel Collector" is now being distributed to all Collectors on the PayTel mailing list.

#### "West Coast Railways"

PayTel's set of three phonecards and Collector Packs (as featured on the cover of this magazine) are now available direct from PayTel or from dealers.

## 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

## PAYTEL PHONECARD FRAUD

Three different incidents involving PayTel phonecards have been brought to our attention during the past fortnight. PayTel considers them to be extremely serious and we have made contact with the Victorian Police Fraud Squad who will be instigating an investigation in the near future.

The first was a Sydney collector who purchased what he believed to be an "Abel Tasman" collectors pack and which turned out to be a card set fitted to a PayTel phonecard holder. The set was packed in a white envelope which was numbered and sealed with the small "Australian Made" logo sticker. Outwardly it appears genuine. The collector had two other "Abel Tasman" genuine packs and rang us to enquire whether we had two different type of card holders for that original set.

Please be aware of this fraud. Before purchasing any "Abel Tasman" packs, carefully prise open the sealing sticker and ensure that there is a genuine pack inside.

The second was a person in Melbourne who approached a dealer at the recent Coin Fair selling a "Wilderness Rivers" card printed in strange colours. This incident was repeated in Sydney when a person called on a Sydney dealer.

These cards are part of a rejected print run where the printing press colours "went wrong". We instructed that all these cards be destroyed and in fact supervised the destruction - but obviously a small number escaped.

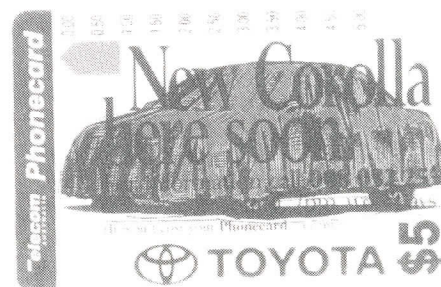
These cards are not genuine, have no mag stripe and there must be only a very few in existence.

Many thanks to the dealers who reported these activities to us. We are doing everything within our power to put a stop to these fraudulent actions and will take the appropriate legal actions based on the results of the Fraud Squad investigations.

Graham Rooke - PayTel Australia

## "SURPRISE CARD"

The Toyota card pictured below caught "everyone" by surprise when it appeared with NSW resellers late in August.



It is a Telecom "Advertising" card (prefix no. 557) and has been printed in a run of 30,000 of which 10,000 will be available through Telecom's Collector Service (wait for the Bulletin) and 20,000

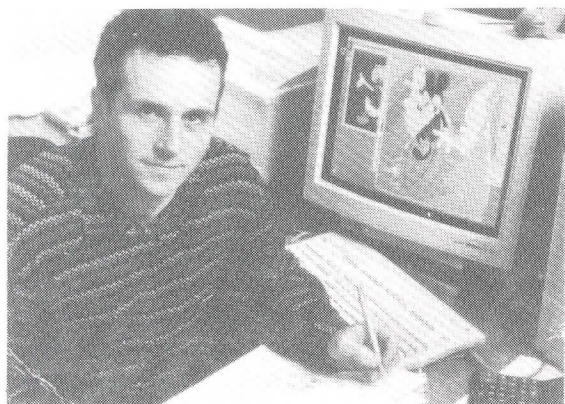
available (at face value) through resellers only in NSW. At the Edlin's Phoncard, Stamp and Coin Show in Sydney on the weekend of 27-28 August, the card was selling for \$15.00.

This card should be in demand with collectors and dealers, particularly in states other than NSW.

### AUSTRALIA'S FIRST DISNEY PHONECARDS

Phillip Jones from Melbourne, commissioned local designer Mick Sowrey to design a set of two Telecom Australia Phonecards and an A4 size Wallet, featuring those two well known Walt Disney characters, Mickey Mouse and Donald Duck. The cards and pack feature 'Mickey and Donald Down Under' with two strikingly colourfull, \$2 Custom cards. The theme is uniquely Australian; Donald is pictured with Ayres Rock in Central Australia in the background whilst Mickey is featured on a surfboard riding the brilliant blue surf. (See magazine cover).

To achieve the affect and high quality required for the presentation pack and cards, the images were proofed many times before the final result was achieved. Mick Sowrey used a combination of Disney produced images, original hand drawn illustrations and computer generated graphics.



The proofs suggest that the final product will be stunning - even by the most exacting Disney standards. It is expected that an exhibition will be staged before Christmas showing all the design stages involved (complete with original illustrations, rejected designs and proofs). Only 10,000 Limited Edition collector sets will be available (in late October) and no reprints will be made at any time. Status Stamps in Sydney will be handling the distribution and sale of these cards and they can be contacted by phone on (02) 2676116.

Alternately, enquiries can be made to the 24 hour "Disney Phoncard Information Line" on:-

0055 33 327

"Tricom: Premium - 25c per 21.4 seconds"

### ROAM PACIFIC

Roam Pacific have released the design of their second set of "Space Cards" with again, five cards

featured in their "The Genesis of Discovery" set. Three thousand Telecom Phoncard collector sets (only 3,000 of the \$50 card are to be produced) will be available in late November. (See cards and order form at page 1.)

### PACS

PACS have released their 3 x \$5 Sydney Opera House pack. They have also produced two cards for the Museum of Contemporary Art and are to produce 1 x \$5 card for the Australian Stamp Dealers Assoc. featuring the "White Tiger". It is also producing 3 cards for an automotive company.

### PRACTICAL PROMOTIONS

Practical Promotions in Melbourne, is distributing 10,000 x \$2 Phonecards featuring the Nicatell anti-smoking patch, on behalf of a pharmaceutical company. These cards will be "given away" to medical practitioners and pharmacists. They will obviously be hard for collectors to obtain.

### PACIFIC COIN COMPANY

The New Zealand company, Pacific Coin, has commissioned 4 x \$50 Telecom Custom cards with an "Animal Eyes" theme. Note at page 18, depiction of two of the Company's New Zealand PhoneCards with the same theme. The Company has also ordered 5 x \$5 cards with a Chinese theme.

### SHEEPSKIN WHAREHOUSE

This company has a \$2 giveaway card featuring its Lanolin beauty products.

### AUST. TICKETING DISTRIBUTORS

This company will be releasing 10,000 of each of three cards (2 x \$5 and 1 x \$10) which feature the 1994 Telecom Rally Australia Event.

### NICHOLSON & WILLIAMS

This company is to release 2 x \$5 cards and 2 x \$10 cards featuring the "One Australia Challenge".

### AUSTRALIAN POSTAL AGENTS

The Post Office Agents Association is to release the first card in what is proposed to be a series entitled, "Historic Post Offices of Australia". The first \$2 card will feature the Fingal Post office in Tasmania and will be available through Licensed Post Offices operated by the Association's members, for about \$10.00.

### TELEARCH

The second and third cards in the AFL series have now been released. Telearch is also to release two cards featuring the Melbourne Zoo.

Due to the large number of Custom Cards now appearing on the scene, it would take half a page to acknowledge all who provided information on them. I collectively say "thanks to all" - Ed.

# NORFOLK ISLAND FOENKAADS

Formed approximately three millenium ago at the same time as Pitcairn Island, Norfolk Island, two hours east of Australian by plane, remained uninhabited until the late 18th Century. Now it is a tourist destination offering boutique shopping, fine cuisine, golf, fishing and water sports as well as beautiful beaches.

At that time, it became a place of refuge for the descendants of the "Bounty" mutineers. Ultimately, the Pitcairners, many of whose forebears had escaped transportation to Norfolk as convicts, found themselves its owners.

Three inaugural Phonecards to be issued by Norfolk Island in October celebrate this amazing story. The cards depict three scenes:-

- . the famous ship the "Bounty"
- . Bounty Day, and
- . Kingstown.

These cards will be issued in Australian Dollars, in denominations of \$5.00, \$10.00 and \$20.00. They will only be able to be used on Norfolk Island itself. Their primary purpose is to enable the thousands of tourists who visit Norfolk Island annually to make international telephone calls in the recently installed Cardphones on the island.

## \$5.00 Kingston

The Norfolk Island founding party was dispatched from Port Jackson, New South Wales, on the vessel "Supply" on 15 February, 1788, under the command of Lieutenant Philip Gidley King. The "Supply" arrived off Norfolk Island on 28 February, 1788. Lieutenant King had to wait five days in the lee of the island before he could lead a scouting party ashore at Anson Bay on the 4th of March. He found passage through the reef at Sydney Bay and landed the convicts and supplies on the 6th of March.

Sydney Bay later became known as Kingston and it is Kingston that is depicted on this attractive card.

In 1790, "Supply" was to again sail, this time with "Sirrius" to the penal colony of Norfolk Island, the latter carrying 281 people. "Sirrius" met her end on a reef off Norfolk Island. Fifty Five days earlier the "Bounty" had been burnt off Pitcairn Island.

## \$20 Bounty

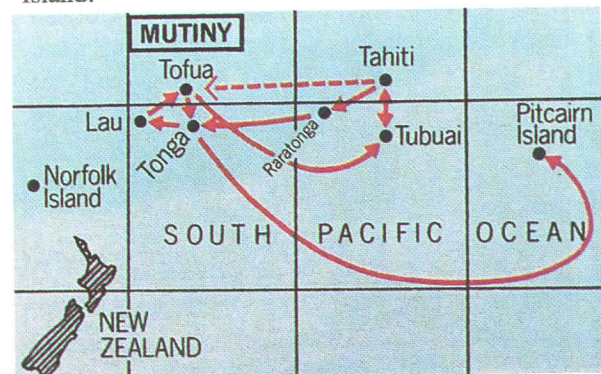
On 23 December, 1787, His Majesty's Armed Transport "Bounty" left England with a crew of 44 men under the command of Lieutenant William Bligh. The ship was bound for Tahiti from where she was to take a cargo of breadfruit plants to the West Indies.

The "Bounty" was not a large vessel, being only 28 metres (just over 90 feet) in length and 215 tons burthen. She had been modified to accomodate the breadfruit plants by converting the great cabin (below decks) into a 'garden' for them, complete with a complicated system of water pipes and drains.



Due to the ship's size and the modifications made to it, there was no room for any marines on board; in fact, there was to be no commissioned officer apart from Bligh. This meant that the task of maintaining discipline fell to him alone.

Early in September, 1787, Mr Fletcher Christian signed on as a member of the "Bounty's" crew. No-one could have foreseen how a quarrel between these two men would affect the fate of all on board and impact dramatically upon the future of Norfolk Island.





The "Bounty" off Norfolk Island  
Norfolk Telecom Foenkaad



Kingsdon, Norfolk Island  
Norfolk Telecom Foenkaad



Bounty Day Norfolk Island  
Norfolk Telecom Foenkaad

## First Foenkaads of Norfolk Island

Available at issue price from Status Retail! Norfolk Island Telecom's first official foenkaads — a beautiful set of three cards depicting scenes from the island's colourful past — will be available late in October from the Norfolk Island Foenkaad Bureau Norfolk Island Foenkaad Bureau (PO Box 95, Norfolk Island, via Australia 2899) and, by special arrangement, from Status Retail, at issue price. The set of three mint cards is available while stocks last at A\$35 and an attractive descriptive pack containing all three cards is also available at A\$45 (delivery extra).

# Status Retail

PO Box E176, St James, NSW 2000, Australia  
☎ (02) 267 6116 Fax (02) 267 6124 International Fax +61 2 267 6124

----- Clip and mail -----

To: Status Retail, PO Box E176, St James, NSW 2000, Australia

Fax +61 2 267 6124

Please supply the following Norfolk Island foenkaads:

Quantity	Description	Unit Price	Sub-total
.....	Set(s) of three mint Norfolk Island foenkaads (\$5, \$10, \$20) .....	A\$35.00	.....
.....	Limited edition pack(s) containing set of mint Norfolk Island foenkaads .....	A\$45.00	.....
	Delivery charge (see notes below) .....		.....

Cash  Cheque  Money Order herewith  Debit my Credit Card .....

American Express  Bankcard  Diners' Club  JCB  MasterCard  Visa A/c #: .....

Expiry Date: ...../..... Name on Card: ..... Signature: .....

Name: ..... Address: .....

..... Daytime ☎ No: .....

### DELIVERY NOTES:

*Australia:* \$4 for up to five packs (including Certified Mail); \$1 for each additional pack.

*Oceania:* We offer three delivery options — United Parcel Service (UPS) courier minimum \$25 (up to 10 packs) with safe, secure delivery in 3-4 days anywhere; Registered International Airmail minimum \$15 (up to 3 packs), with secure delivery in 7-14 days in;

Ordinary Airmail minimum \$5 (up to 3 packs) at customer's own risk. (If unspecified, courier service will be used.)

Be sure to give a physical address for consignments sent by UPS.

The journey from England to Tahiti was a most unpleasant one, the "Bounty" eventually arriving at Matavai Bay on 26 October, 1788, after a voyage of 27,086 miles (44,421 kilometres) in dangerous and difficult conditions.

The Tahitians were friendly and welcoming. Lieutenant Bligh had little difficulty in coercing one of the chiefs, Tinak, into allowing him to establish a nursery garden where young breadfruit saplings were transplanted into pots to be ongrown before commencing their journey to the West Indies. The work was easy. Released from their routine on the "Bounty", it seems that the crew grew soft, doing little other than playing games, eating and indulging in love-making.

The tropical dream came to an end on 4 April, 1789, when the "Bounty", with 1,000 breadfruit plants aboard, sailed for the West Indies. By this time, it should be appreciated that Christian had formed a strong relationship with the chieftan's daughter, Mauatua, whom he had renamed Isabella; indeed, he may have married her and it is possible that two further crew members had married Tahitian women whom they were to leave behind.

When he set out from Tahiti, Bligh anticipated a fearful voyage and a fearful voyage it was. The discipline of the crew had all but disappeared.

In the twenty-four days before she was taken by the mutineers, the "Bounty" sailed through the Leeward Islands of the Society Group, touched at the Cook Islands and anchored off one of the Tongan group, Nomuka, where she purchased provisions. From there, she sailed in a westerly direction to the south of Tofua, it being intended to travel toward Endeavour Strait, north of Australia.

Just before sunrise on 28 April, 1789, with Tofua thirty miles to the north-east, the mutineers seized the ship. It was a bloodless mutiny led by Fletcher Christian. Bligh and those loyal to him were cast adrift in the ship's launch with food and provisions. Christian set sail initially for Toobouai, an island south of Tahiti, subsequently onto Tahiti, and thereafter in search of a safe haven in the Pacific which he ultimately found at Pitcairn Island, sighted on 15 January, 1790. The "Bounty" was stripped of all that was moveable and then set alight on 23 January, 1790.

At about the same time, Bligh was arriving back in England to seek revenge.

#### **\$10.00 Bounty Day**

By the late 1840's the colony founded by Fletcher Christian on Pitcairn Island had grown considerably in size. The Pitcairners were finding it hard to survive. The tiny island they inhabited was becoming unable to support them. After some initial resistance by a minority of the Pitcairners, on 3 May, 1856, the entire Pitcairn community of 186 people sailed for Norfolk Island aboard the vessel "Morayshire". She arrived at Norfolk Island on 8

June, 1856. The day of their landing was the anniversary of the day that the "Bounty" was commissioned.

Each year since, the Norfolk Islanders have celebrated Bounty Day by re-enacting the landing, attending a communal picnic, and finishing off with an old-fashioned ball. This card depicts a feature of that celebration.

The association with the famous "Mutiny on the Bounty" should be enough to ensure the immediate appeal of these cards. But if more were needed, it is there!

The cards will have instructions for their use printed on their back in both Norfolk and English. Norfolk is a combination of 18th Century West Country English and 18th Century Tahitian. The Norfolk word 'Foenkaad' (pronounced foo-en-card) will appear on the front.

The cards, which are a Telstra issue for the Norfolk Island Administration, are useable in Card Phones on Norfolk Island only.

The set of three mint cards will be available to collectors at face value of \$35 whilst the Collector Packs will be available at \$45.00 each plus a handling fee. (*Note advert on page 13*). No further details about costs are available at the time of completing this article.

It is understood that the Administration of Norfolk Island, through the Norfolk Telecom Foenkaad Bureau, intends in the future, to make only three or four issues per annum.

**Stephen Dowd  
Adelaide**

**Note:** Information obtained indicates that the total issue of phonecards will be in the vicinity of 25,000 of which some 14,000 will be available loose (both on Norfolk and in Australia). Further information gained points to the release of three types of packs, i.e., an Australian pack, an American pack and a European pack. This information, re sets and packs is to be confirmed - Ed.

## **BUYING AND SELLING**

**PHONECARDS  
COLLECTOR PACKS  
MINT AND USED**

**CASHBOOK SERVICES  
PO BOX 6226, HALIFAX STREET  
ADELAIDE SA 5001**

**PHONE 015 608852  
OR  
(08) 460 5444**



# NEW ZEALAND UPDATE

## NEW ZEALAND MARKET NEWS

Over the last 2.5 years the **average investment return** on NZ Collector Packs has been 328% per annum. This figure is based on retail prices at 26 August, 1994. Over the last few weeks the pricing on Collector Packs has reduced by about 30-40% from the incredible post auction highs (of 13 June) to a far more realistic level. Whilst there has been a reduction in pack price levels, existing prices are still above those that were established before the auction.

Telecom currently have orders for 11,200 packs of which they will soon be producing 6,000 for each issue. The maximum, before the end of the year, is expected to be around 7,000.

Telecom New Zealand are now publishing buy/sell prices for Collector Packs in the **National Business Review** (a weekly business/financial paper).

**AdCards** are the best sellers at present and it has become clear that no one has any large holdings of the earlier cards. There will be many AdCards coming out in the next few months and I expect that collectors will start becoming more selective to what they buy and only obtain the cards that appeal to them thematically.

## TELECOM NEW ZEALAND NEWS

Telecom's issuing policy has been amended. The \$5 AdCards must now be produced in minimum print runs of 15,000 whilst \$20 AdCards must be produced in minimum runs of 3,500.

Telecom is setting up a new agreement with dealers. There will now be three types of dealers:-

- . General Dealer
- . Accredited Dealer Level 1
- . Accredited Dealer Level 2.

Basically, the differences are that an Accredited Dealer is only allowed to sell Telecom products (no private overprints or PAYCELL cards etc.) There are also different discounts available to Level 1 and Level 2 dealers, depending on how much stock is purchased.

Telecom will be producing a catalogue during October. It will feature all cards issued up to the 30th of June, 1994. Telecom will also produce annual updates of this catalogue. In addition, they will also be producing a **bi-monthly Collector News Magazine**.

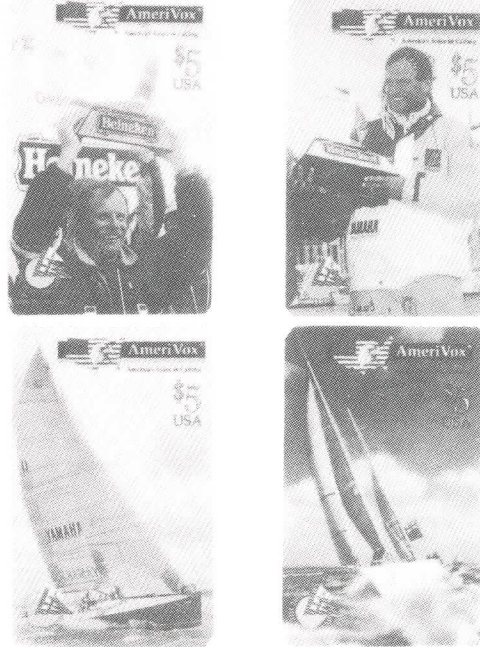
International Collector sets are now available through **PACS in Australia**. Telecom have orders for 4,000 sets. From the next pack onwards (Black Music Legends) not only will the packaging be different but the cards will be overprinted on the reverse with "International Collector Issue", instead of "Collector Issue".

Telecom will be staging **three auctions** in the main centres of New Zealand (Auckland, Wellington and Christchurch) over the next few months. They will also be producing a **\$2 PhoneCard** for each of the auctions. Only 1,000 of each card will be produced and "given away" with large purchases.

Telecom have set up a new **Buy and Sell Service** for collectors and dealers. A letter will be sent to them and they can indicate which product they wish to buy and the maximum price they want to pay. Likewise with the sell aspect, except the collector or dealer will mark the minimum price they will accept. Telecom then match up the people with like values and take a 7.5% commission for doing so.

## AMERIVOX IN NEW ZEALAND

AmeriVox has produced their first New Zealand "theme cards". They consist of a set of four US\$5 cards produced in a Collector Pack (only 1,000) issued to commemorate the Whitbread, Round the World Yacht Race.



## STRATEGIC MEDIA LTD

Strategic Media have announced that they will be "packaging" **Australian Custom cards** for producers for presentation in a New Zealand pack format. It is anticipated that Strategic Media will have 3-4 such Collector Packs coming out over the next 4-6 months. It is proposed that some 1,000 of these packs will be marketed in New Zealand and the balance of 500 will be available in Australia. Strategic Media is also negotiating with **Fiji Post and Telecom** in relation to packaging their cards (including official releases) in New Zealand packs.

Continued on page 18.....

# OVERSEAS PHONECARDS

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



(\$12) Bulgarian adverts and generics in stock



(\$40) Fiji - scarce \$1 and most others in stock



(\$10) Jamaica and other Carribean Many birds worldwide



\$8 Peru - back in stock at last



Slovakia - 1st issue Issues 1-5 \$60 used



\$80 Vatican - 1st issue Rising in price rapidly

Specialising in one card from each country. Over 130 countries in stock. Virtually all used Australian cards in stock at competitive prices. Used prefix numbers available on request. Member S.C.D.A.A.

**INTERCARDS**

**INTERNATIONAL  
PHONECARDS  
AUSTRALIA**

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

C/O POST OFFICE  
TOMERONG  
NSW 2540

## CYRIL FOX

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

Accept: VISA - BANKCARD - MASTERCARD

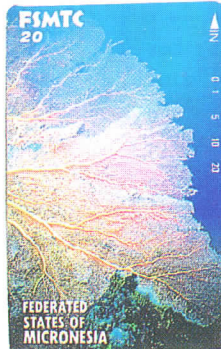
### Selling Australian Packs

Geelong	\$495
South Australia	\$1300
Queensland	\$550
New South Wales	\$700
A.C.T.	\$450
Victoria	\$550
Western Australia	\$125
Northern Territory	\$99
Tasmania	\$99
\$5 Generic	\$300
\$5 Grand Prix	\$135
Australia Day 92	\$225
Australia Day 93	\$50
Australia Day 94	\$100
Red Cross	\$375
Olympics 92	\$575
Endangered Species 93	\$150
Endangered Species 94	\$150
Indigenous People	\$65
Landscape 93	\$65
Microscopic	\$120

Environmental	\$120
Dinosaurs	\$225
Landscape 1994	\$150
Comm. Games	\$140
Ettamogah Pub	\$50

### MICRONESIA

Underwater Scene  
20 units card - Mint \$18



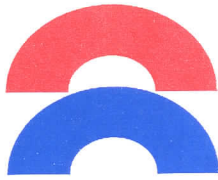
### COCA COLA

The hard to find thematic from Lanka  
Payphones in Sri Lanka. Rs.300 Mint \$75



### SEPTEMBER SPECIALS

<b>ARGENTINA</b>	
Telecom Chipcards 5 Different	\$15
<b>JAMAICA</b>	
5 Different	\$18
<b>FIJI</b>	
5 Different	\$12
<b>SOUTH AFRICA</b>	
"Child Art" Pack	\$140



# PAYPHONICS

## ON THE UP

Dear Collector

Payphonics is Australia's first Non Telecom open user group phonecard operator and is committed to the attainment of excellence in public access solutions.

The payphones currently in service are proving to be very reliable having been fully operational for 99.6% of the time to date. The balance comprised 0.1% downtime during software upgrading and 0.3% when cleaning activities were underway. This is an excellent result at this early stage and is a credit to all involved. From the phonecard collecting side, things are also going well. Strong interest is being shown by Collectors and many first time Collectors of PAYPHONICS phonecards upon receiving their cards and packs, are so pleased that they are re-ordering additional quantities. Already collectors are providing valuable comments including:-

- "I was pleasantly surprised when my order arrived on time and the cards are beautiful. Thank you very much" - EM NSW
- "I must admit I am impressed with the quality of the cards and the pack issue" - PA Victoria
- "(I am) very impressed with your quality of service and speed of delivery" - AE Queensland

First issue phonecards and Collector packs are now available from your local dealer or from PAYPHONICS direct. Simply visit your dealer for immediate response or complete and fax or mail your order through to us. We will have your delivery on its way so that you receive them within a few days of your order.

Thank you to Collectors who have made comment as 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 phonecard products. Please simply mail or fax us with your thoughts.

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	units	\$
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	\$
<b>Postage, packaging and insurance :</b>			<b>Cards Total Cost</b>
Orders greater than \$100 - free of charge			\$
Orders less than \$100 - add \$3			<b>Add Post, Pack and Ins</b>
Overseas - add \$9 for each 200 cards or part thereof			<b>Amount Payable (c)</b>
			\$

ACN 065 493 450

**PAYMENT DETAILS:**

Post This Order with Payment by <b>Money Order</b> <b>Bank or Personal Cheque</b> , or	Post or Fax This Order with Payment by <b>Credit Card</b> type (tick)	<input type="checkbox"/> Bankcard	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
	Card Number:	<input type="text"/>		
Expiry Date:		<input type="text"/>		
Name on Card:		<input type="text"/>		

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

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**"PAYCELL" - A NEW COMMUNICATIONS GROUP IN NEW ZEALAND**

New Zealand Payphone Cellular Systems is a new communications group established in New Zealand to promote and advance the payphone services within the country, with special attention to the tourist sectors. It is proposed that "over the next year, each month 20-25 payphones will be established around New Zealand in high profile positions, utilising the world's latest card technology and telephone systems". "PAYCELL" is strictly in competition with Telecom and all other groups that may enter the payphones market.

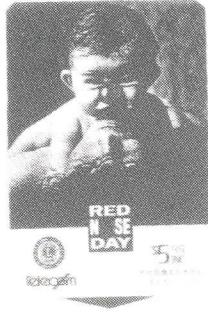
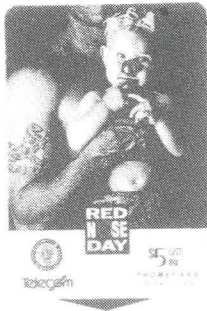
The PAYCELL phonecard is produced utilising the latest "Chip Technology". All information is stored within the card and is designed as a one use only card and can not be re-charged or re-encoded.

The first set of five cards have been produced on the theme of New Zealand Action Sports with action photos including Skiing, Windsurfing, Bungy Jumping, etc. A total of 10,000 trial cards have been produced with 5,000 being in presentation folders (1000 sets). The phonecards issued include 1,500 x NZ\$100 denomination, 2,000 x \$50, 2,000 x \$20, 2,250 x \$10 and 2,250 x \$10. Featured below is a \$2 Complimentary Telephone Card.



**NEW ZEALAND ADCARD RELEASES**

**Red Nose Day** - The Cot Death Association of NZ had produced 28,500 of each of two designs in July. From this issue, 6,000 NZ Collector Packs were produced and 3,000 International Collector Packs.



**Get Well Card** - Telecom Payphones produced 23,000 cards as a combination greeting card and PhoneCard in one, as an extension to the range of PhoneCard products. Cards in NZ Collector Packs

totalled 6,000 and International Collector Packs 3,000.

**Japan Airlines** - This company commissioned 22,500 cards, of which 6,000 went into NZ Collector Packs and 3,000 into International Collector Packs, to celebrate their fourteenth year of on-line service between Auckland and Tokyo.

**Whitcoulls Fathers Day** - Based on the popularity of their two Mothers Day cards earlier in the year, Whitcoulls have produced a second combination greeting card and PhoneCard to celebrate Fathers Day. A total of 24,500 cards were produced in July, 7,000 of which were in NZ Collector Packs and 4,000 in International Packs.

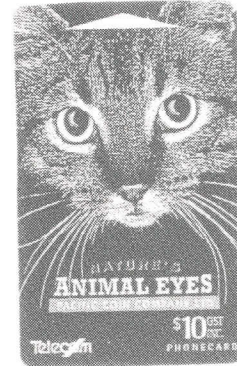
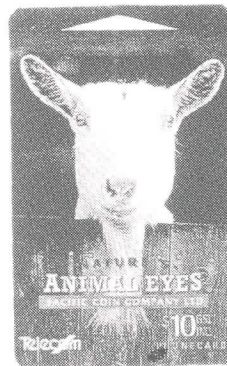
**South African Rugby Tour** - A set of two cards were commissioned in July by Kiwi Phonecard International to commemorate the tour of New Zealand by South Africa in 1994. A total of 12,500 of design 1 and 23,000 of design 2 were produced, of which 6,000 were placed in NZ Collector Packs and 3,000 in International Collector Packs.

**Ranfurly Shield Series** - August saw the release of a series of eight cards commissioned by Shell, representing the highlights from Ranfurly Shield (Union) matches over the past decade. A total of 24,500 of each design were released of which 7,000 are in NZ Collector Packs and 4,000 in International Packs.

**Air New Zealand** - August saw also the release of a set of four cards featuring some of the aircraft produced by Air New Zealand to service their routes. 19,500 of each design were produced with 7,000 placed in NZ Collector Packs and 4,000 in International Packs.

**Missing You** - September sees the release of 27,500 cards produced as a combination greeting card and PhoneCard by Telecom Payphones. 8,000 will be in NZ Collector Packs and 6,000 in International.

**Animal Eyes** - Following their very successful "Critters Series", Pacific Coin Company have now produced a second animal series, "Animal Eyes". A total of 14,500 of each of the five designs have been produced with 7,000 in NZ Collector Packs and 4,000 in International Packs.



Thanks to Nathan Mercer, Christchurch for material for this update - Ed.

# Nathan Mercer PhoneCards

P O Box 3007, Christchurch  
NEW ZEALAND.

Phone +64 25 352339  
Fax +64 3 3790193

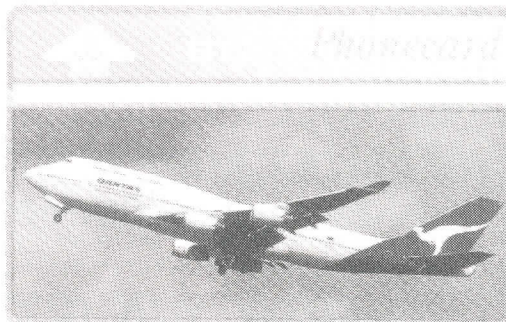
## TELEPHONE CARD SPECIALS :

### NEW ZEALAND ADCARDS & DEALER CARDS

(all mint)

*	\$5 Blood Brothers (musical)	\$7
*	\$20 Tourism Rendevous New Zealand in pack	\$35
*	\$5 Hornby Mall Chemist King Penguins	\$7
*	\$5 Healthy Schools Set (4)	\$25
*	\$5 1994 Red Nose Set (2) in pack	\$16
*	\$5 Get Well Soon Giftcard in folder	\$8
*	TUANZ 94 in folder	\$14
*	\$5 Happy Fathers Day Giftcard in folder	\$8
*	\$5 Japan Airlines	\$7
*	\$5 South African Rugby Tour single card	\$7
*	\$5 South African Rugby Tour Set (2) in pack	\$55
*	\$5 Shell Ranfily Shield Rugby Set (8)	\$45
*	\$5/10 Air New Zealand Set (4)	\$40
*	\$5 SPOT in Amsterdam	\$10
*	\$5 Hotel Association of New Zealand	\$7
*	\$5 Missing You Giftcard in folder	\$8
*	\$10 PCC Animal Eyes Set (5)	\$110
*	\$20 Black Music Legends Set (5) - <b>ONLY 1000 SETS</b>	\$240
*	\$5 Royal Albatross card in folder ( <i>scarce card</i> )	\$30

### QANTAS - The Spirit of Australia



QANTAS 747-400. British Telecom mint card. Only 1500 issued in a pack with the history of QANTAS, and the statistics of the 747-400. **\$25**

### US South



First Issue mint set of 3 including complimentary card. Chip Cards. Only 5000 sets issued. **\$100**

### Telecom NZ Collector Packs

Antarctic	(1000 issued)	\$1200
Fernleaf	(1000 issued) <i>used</i>	\$1200
Winter Sports	(2000 issued)	\$275
Bogor Cartoons	(2000 issued)	\$275
Cook Islands 1st issue	(1000 issued)	\$550
World Wildlife Fund	(1000 issued)	\$1120
Whitbread Yacht Race	(2500 issued)	\$275
Science & Technology	(4000 issued)	\$200
AdPack Volume 5	(4000 issued)	\$275
Business Cards	(4000 issued)	\$275

Payment can be made by VISA/MasterCard or A\$.

We publish a newsletter and pricelist every month covering NZ, USA (Amerivox, Alaska, Ameritech, NYNEX, US West, etc). We also accept standing orders for **definitive/commemorative sets, AdCards, Dealer Cards and Collector Packs** at issue price or face value

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*Whether you are interested in one card  
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*Qld* **YOU MUST CONTACT US** *N.T.*  
**BEFORE BUYING OR SELLING**

**SEPTEMBER SPECIAL**

**FULL COLLECTION TELECOM PACKS 1-26...\$6,950**

**For further information and an up-to-the  
minute price list on all Collector Packs**

**RING**

**0055 26031**

**P.A. 70c per minute maximum rate**

***Dinosaurs* \$ *Geneva* \$ *Grand Prix***

# Collector Packs



## Wholesale & Retail

Call for investment specials



### ▼ Mint Pack

	Buy	Sell
Geelong Trial. The first pack, keenly sought .....	300	375
\$5 Generic. 6,000 made and way undersold! .....	160	240
\$5 Grand Prix. A very underrated pack .....	90	140
South Australia. Say no more! .....	850	1,250
Queensland. One of the rare "big 5" state packs ..	320	440
Victoria. And yet another! .....	430	525
New South Wales. Rare, thematic and cheap! ..	475	650
Canberra. A "big 5" pack with 5 top cards .....	220	340
Western Australia. Includes 3 "impossible" cards ..	90	125
Northern Territory. Popular - scarce cards .....	70	100
Tasmania. Silly low price for a State pack .....	65	95
Australia Day '92. Rare card. Only 5,000 packs ..	120	175
Red Cross. Where are they all? .....	380	525
Olympic Games. Due for a huge price rise .....	520	700

### ▼ Mint Pack

	Buy	Sell
Christmas '92 (Bird). Cheap, cheap! .....	160	220
Australia Day '93. Up, up and away! .....	33	50
Endangered Species '93. Endangered alright! ..	150	230
Indigenous People. Buy while they're cheap ....	40	60
Landscape '93. Where have they gone? .....	45	65
Microscopic World. Only 5,000 sold! .....	85	120
Environment. Another 5,000 pack. Cheap .....	85	115
Australia Day '94. 7,000 with "Limited Ed" cards ..	65	100
Dinosaur. Only 5,000 Limited Edition packs! .....	175	240
WWF '94. For the investor. Limited Ed & WWF ....	100	125
Landscape '94. Scarce cards and attractive Ltd Ed ..	80	120
C'wealth Games. Super popular Ltd Ed pack .....	80	120
Tamworth (no fold...\$100); with fold .....		65
Collection of 1st 26 packs .....	5,800	6,500

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

## PETER STEPHENS PHONECARDS

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## Collector Packs

	Sell		Sell
Geelong	\$425	Aust Day 93	\$69
South Aust	\$1350	Indigenous	\$69
\$5 Generic	\$285	Landscape 93	\$75
\$5 Grand Prix	\$135	Microscopic	\$155
Victoria	\$575	Environment	\$135
Queensland	\$475	Aust Day 94	\$95
New Sth Wales	\$675	Dinosaurs	\$265
Western Aust	\$130	End. Species 94	\$145
A.C.T	\$395	Landscape 94	\$135
Nth Territory	\$95	Comm Games	\$110
Tasmania	\$90	Tamworth	\$60
Aust Day 92	\$200	Swissh	\$40
\$1.50 Xmas 92	\$270	Opera House	\$70

COMPLETE COLLECTION PACKS 1-26... P.O.A.

### BUYING

Red Cross - \$285, Olympics - \$380,

Endangered Species 93 - \$115. Others needed.

Send list and prices wanted for our consideration  
Postage Extra: \$5 for 1-5 Packs Certified. Stock availability  
and prices subject to change. Buying subject to requirements.

Also available, Mint & Used cards, PACS issues,  
Private/Custom cards and Advertising cards.

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# THE GRAPEVINE

*by Insider*

New Zealand has experienced a sudden drop in prices on the secondary market for Telecom New Zealand's PhoneCard Collector Packs. Over the last 4-5 weeks, prices have taken a tumble of up to 40%. Dealers report to me that sales are very slow now and when I tried to sell some NZ packs, they were not interested. As with most stock market type situations the faster the prices increase the faster and deeper the following depression becomes. The similarities between the New Zealand scene over the last 12 months very much resembles the closing stages of a long-run cycle in the stock market. In the closing 12 months of such a cycle, investors and speculators reach "fever pitch" with regard to buying (speculating frenzy). This is because "good buys" are running out and with little to find that is really worthwhile, they try and find that extra profit in what is already expensive. This situation starts to feed off itself and so everyone gets into thinking that these expensive items are always going to get higher and higher in price. After the last stock market crash prices remained subdued for the next five years. I hope that the collector base in New Zealand is strong enough to produce normal market behaviour within a shorter time frame than this.

Prices seem to have been paired back to levels existing just prior to the auction held back in June, just some eight weeks ago. Prices took off due to that auction much to everyone's surprise and amazement at the time and it now seems that the price rises were based on nothing more than the desire of speculators wanting to make a quick profit.

Unfortunately, these events will mean that the situation does not just go back to the June events as if nothing else happened. Rather the NZ scene is most likely destined to a fairly unexciting period ahead with regard to price rises for Collector Packs. The **good point** is that collectors will now be able to purchase items for their collection at a leisurely pace rather than have to hurry "before the price doubles".

Only six weeks ago, I was lamenting the fact that I was not on NZ Telecom's mailing list and so could not obtain these "golden eggs" at issue price which could then be on-sold at a huge profit only two months later. At that time there was a waiting list and it was closed. I imagine that the situation may have changed and that anyone interested in collecting these attractively designed packs could probably now get onto the list and so obtain new releases at issue price.

If we assume that there are only one quarter the number of collectors in New Zealand as in Australia then the price on an issue of 1,000 should correspond roughly to the price of an issue of 4,000 for an Australian item. The items that have this sort of issue quantity would be the Collector Packs for South Australia, Queensland and Victoria for example and so these packs (if priced to New Zealand pre-price adjustment levels), should sell around the \$3,000-\$5,000 mark!!!

It is highly unlikely that these packs are worth those figures and so it would seem that the New Zealand prices should be closer to one third of the Australian prices instead of three times as much!!! Will prices continue to fall? We will have to wait and see.

An interesting sideline is the recent launch by Strategic Media into the international market with the "International" version of the Science and Technology pack. The timing for this was probably unfortunate in hindsight but should allow all interested in these products to obtain them fairly cheaply now which is probably a blessing in disguise as it will mean that the real collector will have a chance to keep up with his or her collection of packs.

The prognosis for past NZ packs is glum but will allow the collector to build up their collection without undue market pressures from an overheating market situation.

**Tip 1.** Do not invest in the early New Zealand Packs this month.

Australian cards are being sought eagerly (not in a frenzy) in Australia and the increase in sales are related to the initial interest shown by New Zealand collectors and now Australian collectors who have caught on to what has happened and are now trying to obtain those earlier scarce packs and individual cards. Judging from the larger dealer price lists and from phone conversations with them, it appears the prices for the earlier packs, etc. are now stabilising somewhat. Four weeks ago if a price remained



constant for two days it was a miracle! Now, firm figures appear to be levelling out in all the confusion partly due to the fact that collectors have reached the point where they are happy to supply dealers at current levels. With this stock being supplied to dealers the prices are now stabilising.

The collector base continues to expand at a steady rate and much interest is being shown in whether Telecom will officially release the number of packs that were actually issued, ie., taking into account the number of those "destroyed" by Telecom. The longer it takes them to release this information the harder it will be for those in Telecom to prevent some in "the know" (or perceived "know") from profiteering from the information. Already much speculation has gone on with certain packs in the market place. The most obvious "surprise" examples of packs escalating all of a sudden would be the \$5 Generic, the Red Cross and the Endangered Species '93 packs. I managed to buy a Red Cross pack for \$220 last month and then was able to sell it to an interstate dealer for \$280!! **Telecom should release this information as soon as possible so as to ensure that this speculation is kept to a minimum.**

Custom cards continue to be produced and the frequency is starting to pick up. Telecom have completed the \$4 Social Security cards and are now turning their attention to printing Custom cards. I was noting the English situation where they have produced around 300 Custom cards, mostly with print runs of 500-1,000, in the last three years. They sell for around A\$20 each and so represent about A\$2,000 per year to keep up with. Rick Warnecke's article in the July issue estimates a figure of \$2,000 for Australia for 100 cards per year. This would appear to represent the expected number of issues and the cost of buying them.

Some new players are coming into the production side of Custom cards in Australia. Collectors are buying the Custom cards issued so far, dealers are obviously selling them and the manufacturers are benefitting. With the increased volume being produced however, both the collector and the dealer will become more discerning in relation to what they collect and stock for no other reason than purely economic.

Is the issue of \$50 cards with a print run of less than 10,000 a "bad thing"?

Why single out \$50 Custom cards and not \$2 ones? Because anyone can produce a \$2 card and so the market will eventually (by supply and demand) decide which and at what price, these cards will occur. The \$50 cards require a much bigger outlay but will return a far greater dividend to those very few individuals or groups able to put up the necessary finance to get them off the ground. This will allow these people to control the frequency of issue and also the resulting price movements and so the New Zealand situation with those packs of 500 etc. could occur here within 12-24 months.

Strategic Media are the next (after the Roam Pacific Apollo card) to produce a \$50 card. They are actually producing four at the same time and from the theme (animal eyes), they should sell really well. Telecom Australia have decided that official issue \$50 cards do not sell well in the market place and may not produce another as they have finished with Generic series type cards.

What will happen with these short run \$50 cards?

Many cards in Australia sell for large sums. Examples being the 3rd print Swimming and the 4th print \$5 Generic. These are expensive because they were neglected at the time. The manufactured scarce \$50 cards will not be neglected; rather they will be salted away and believe me, some dealers/speculators/investers will have enough to supply the ever growing price spiral over the next twelve months. If a majority of a scarce card is in the possession of a selected few then the product is destined for a rapid rise in price (not based on real demand but brought about by a monopolistic situation). The reason that the price goes up is that few people have them but the price goes up too quickly because the supply is not actually restricted (for those few who have them!). A total of 3,000, \$50 Apollo cards exist - I would suggest that around 100-200, maximum, of the 4th print \$5 Generic ever emerged onto the market and so if a \$50 card sells for \$1,000, the Generic should sell for \$10,000!!

These developments are the worst thing that Telecom could allow to happen. By permitting groups and individuals to produce cards for the collector market and not allowing ordinary collectors like you and I to obtain cards at a nominal price above face, they are inadvertently setting up the Australian phonecard scene to follow the New Zealand history.

### Open Letter to Telecom

Please allow all cards produced with a Telecom Logo, to be sold to the general public at a small premium over face. This will prevent unhealthy speculation taking place and will ensure that normal growth of collector numbers continues into the future.

*Insider*

# AMERIVOX's

## "THE WORLD OF ELVIS"

Further to an article in the May issue of "The Australasian Phonocard Monthly", which featured the Australian launch of AmeriVox's "The World Of Elvis" phonocard collection, this follow up article is produced with the permission of its authors, David Eastis and Dr. Gary S. Felton.

With AmeriVox's **The World of Elvis** the phonocard arena and the record world have received a wonderful, hybrid offering which involves each of these substantial manufacturing and hobby realms. It is the first melding of the two products and opens the door for several million collectors of either or both of them as well as for the millions of Elvis fans around the globe.

In recent issues of several phonocard magazines and journals **The World of Elvis** has been introduced and written about in considerable detail. This detailing has dealt with the evolutionary and developmental aspects of the project which resulted in **The World of Elvis** as well as with some of the specifics about this giant product containing phonocards and a picture disc. You might refer to such materials if you are interested in background information of this nature.

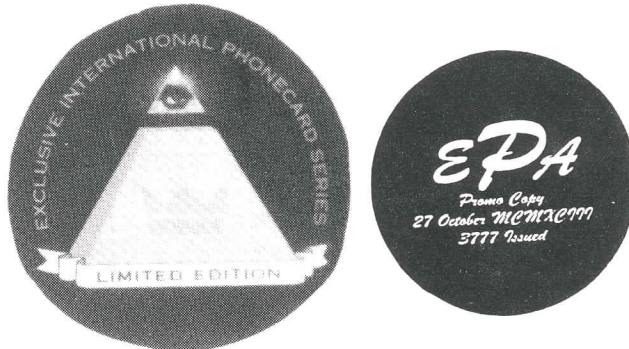
For the writing here, we will take a comprehensive and fully detailed look at all facets of the actual end product. This focus will involve all of the phonocards and the picture disc which comprise the complete special album.

### State of the Art

This special product, **The World of Elvis**, officially was released in the form of option 1 - 20 phonocards and a descriptive booklet insert, on the 6th of January, 1994, in its national media campaign launch from Elvis's Graceland residence. The second format, option 2, was released officially on the 1st of April, 1994, and contained the same 20 cards as option 1 as well as a 21st, montage card (composed of 8 views extracted from 5 of the 20 cards), a 22nd, .9999 fine gold phonocard, a double sided multi-colour, mylar picture disc of Elvis in an interview from 1960 in West Germany, its accompanying illustrated protector sleeve, as well as the booklet insert which reviews all aspects of the entire project and product. The disc includes 28 original photographs of or about Elvis through various stages of his life. All of the photographs were hand selected by Elvis Presley Enterprises Inc., for inclusion in this work.

The first 3,777 copies of the album jacket are front side printed as "PROMO COPY" and the copies

thereafter feature a different artistic front side logo stating "Limited Edition". These two features are shown below.

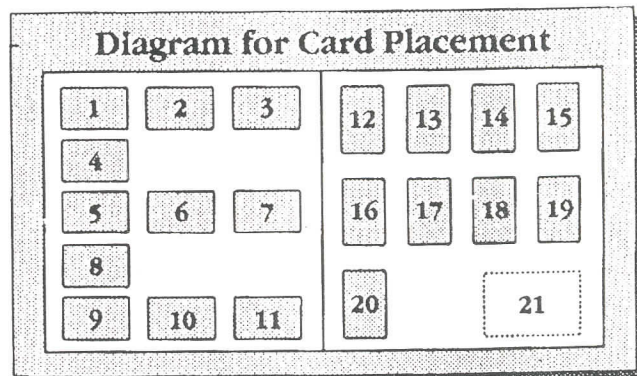


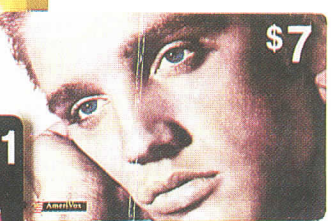
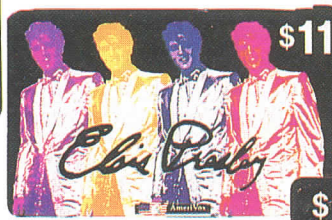
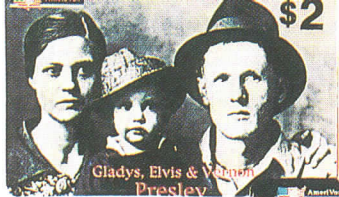
The first 25,777 buyers of **The World of Elvis** receive an extra, 23rd, \$7.77 card showing Elvis and his chimpanzee looking at a movie script.

Available to all buyers of this product is the opportunity to join the Elvis Phonocard Collectors Club and with such membership, receive the right to buy the gold card and the picture disc (the only way that these latter items are obtainable). This membership brings with it an inactive phonocard for the member's signature on the back.

### Presentation of cards

The first 20 cards are displayable on the inside two pages of the gatefold album jacket in such a manner as to form the initials "E P" as shown in the accompanying diagram which depicts the proper order for the cards' placement.





SET I



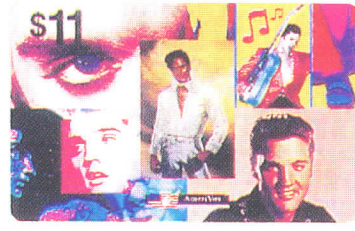
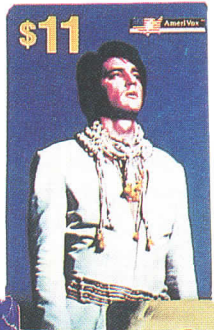
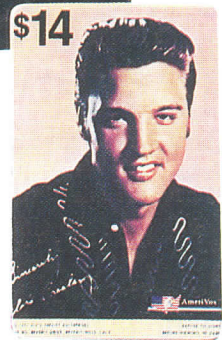
SET II



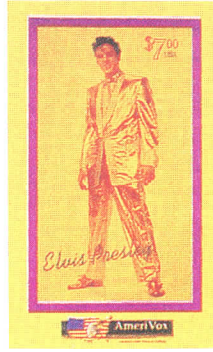
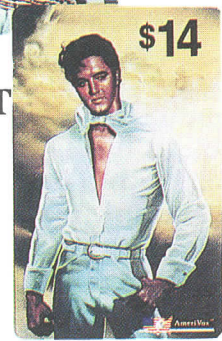
SET III



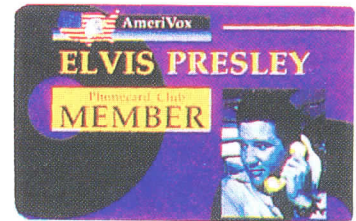
SET IV



SET V



Above: \$7.77 Card  
Above Left: Montage Card  
Left: Gold Phonocard  
Below: Club Phonocard



## SET 1

### Card 1 - Childhood \$2

Elvis Aaron Presley at age two with his parents. Gladys Love Smith Presley (25 April 1912-14 August 1958) and Vernon Elvis Presley (10 April 1916-26 June 1979) in Tupelo, Mississippi, 1937. Elvis attended East Tupelo Consolidated School.

### Card 2 - Family \$7

This magnificent family portrait was taken in the living room at Graceland in June, 1958.

### Card 3 - Military \$11

Proudly wearing his U.S. Army uniform at a press conference in Fort Dix, New Jersey in 1969, Elvis had just returned from West Germany after two years of service and was about to re-enter civilian life. He could have spent his army years entertaining but chose to serve "just like everyone else". Colonel Tom Parker rented a private train to take him home to Memphis and they stopped for thousands of fans at locations along the way.

### Card 4 - The Eyes of Elvis \$14

The eyes are the window of the soul. Almost everyone who sees these eyes instantly recognises them as the eyes of the most photographed person in history - Elvis Presley. This close up of a 1956 photo of Elvis reveals his irresistible charm and youthful anticipation for the future. These eyes could not have seen the magnitude of the fame, fortune and heartache that were to be his in the coming years. This captivating phonecard adorned the front cover of the November 1993 issue of Premier Telecard Magazine.

## SET II

### Card 5 - Meditation \$2

Elvis was an extremely introspective, deeply spiritual person and this 1956 photo with design elements by Krista Ann Ninami captures his thoughtful nature.

### Card 6 - Enchantment \$7

This 1956 close up makes the viewer wonder what Elvis was dreaming about. What visions did he have at the young age of 21? The piercing picture provides a sense of the magnetism, charm and enchantment that were Elvis then and are still now.

### Card 7 - Four Elvises \$11

Elvis Presley wearing his world famous gold lame suit. The photograph was taken by Bob Fraker in 1957. This magnetic design by Krista Ann Minami was one of the two Elvis phonecards pictured on the front cover of the December, 1993 edition of International Telephone Cards magazine.

### Card 8 - Eternal Elvis \$14

Artwork borrowed from Michelangelo Buonarroti's the "Creation of Man" is on the left of the card and a photograph of Elvis taken in 1960 is on the right. Talented artist Krista Ann Minami created this masterpiece which powerfully symbolises the eternity of Elvis. As he held a favourite statue of

Alexander of Macedon, Elvis used to kid others that he looked Roman or Greek.

## SET III

### Card 9 - Solo \$2

### Card 10 - Duo \$7

### Card 11 - Blue Suede \$11

### Card 12 - Electric Elvis \$14

These four cards are done in a Warholesque fashion by artist Krista Ann Minami. The images speak to a new generation of young people who were not around when Elvis was alive, yet who are enthralled by the music and life of Elvis Presley. It is the mixture of contemporary design and nostalgic black and white photographs that so vividly illustrates the large spectrum of variety which makes this entire phonecard collection unique. The photograph of Elvis was taken while on tour in 1957. The musical notes are taken from the gates at Graceland.

## SET IV

### Card 13 - Phone \$2

There are many fascinating photographs of Elvis talking on the phone, including this one from "The Louisiana Hayride", 1955.

### Card 14 - Baseball \$7

Elvis enjoyed many sports including football, waterskiing, baseball and karate. This 1959 photo shows Elvis playing baseball in his back yard while stationed with the U.S. Army in West Germany.

### Card 15 - Piano \$11

The piano was Elvis's favourite musical instrument after the guitar. He was taught to play the piano at the Ellis Civic Auditorium in Memphis, Tennessee. This portrait of him playing the piano is a classic. As with Cards 4 and 6, the blue in Elvis's eyes has been deepened slightly, thereby causing some people to realise that Elvis did in fact have blue eyes! The rest of the photograph remains in its original form. You can almost imagine Elvis singing a gospel song as he plays the piano here.

### Card 16 - Glow in the Dark \$14

In 1956 Elvis and his manager decided to start a line of collectables which his fans could purchase. There were such items as Tedy Bear Perfume, Elvis pens and posters. This image is a 1957 glow-in-the-dark picture which measures 8" x 10". Thirty seven years later, the original still does glow in the dark! To illustrate Elvis's popularity, in the first year of releasing Elvis collectables, 1957, he sold more than \$20 million worth of memorabilia!

## SET V

### Card 17 - Comeback Concert \$2

After starring in 24 movies from 1960-1968, Elvis recorded the '68 Comeback Television Special in Hollywood in June, 1968; the special was aired on 3 December, 1968. The magic of this electrifying performance was that Elvis was back with his adoring public, singing the songs that made him irrefutably the 'King of Rock and Roll'.

**Card 18 - World's Greatest Performer     \$7**

Photo of the uncontested 'King of Rock and Roll' taken in February, 1970, at the international Hotel (later renamed the Las Vegas Hilton). Elvis was awarded a spectacular gold/silver/diamond-studded belt (shown on the picture disc) for breaking all Las Vegas attendance records.

**Card 19 - Las Vegas Days     \$11**

Also taken at a packed concert in February, 1970, at the International Hotel in Las Vegas, this photo shows the King receiving wild applause between songs. Barron Hilton placed a plaque in honour of Elvis at the Las Vegas Hilton which says - "Memories of Elvis will always be with us....The Las Vegas Hilton was Elvis's home away from home. His attendance records are a legend. We will miss him. Thanks, Elvis, from all of us".

**Card 20 - Heavenly Elvis     \$14**

Elvis commissioned this spectacular painting by Ralph Wolfe Cowan in 1969 and it now hangs in Elvis's trophy building at Graceland. It was Elvis's favourite painting of himself and it stands about six feet high and three feet wide. After Cowan completed the painting, Elvis paid him \$10,000. Since Elvis liked the artwork so much, he paid Cowan an additional \$8,000 to own full rights to it. AmeriVox is grateful to Graceland for allowing us to use this special painting in The World Of Elvis. Gil Michael photographed the painting.

**Extra Added Attractions**

**Card 21 - Elvis Phonocard Club Membership Montage Card     \$11**

AmeriVox selected eight separate images from five of the Elvis phonecards to feature on the Montage card which is available only to Elvis Phonocard Club Members.

**Card 22 - Gold Phonocard     \$7**

Contains 1 gram of .9999 fine gold and it is the first solid gold phonocard on which Elvis's image has appeared. This amazing collectable may be purchased only by Elvis Phonocard Club Members. It is fitting for the King that this striking photograph of Elvis in the gold lame suit is printed on solid gold using an exclusive precious metal process by Mitsubishi in Japan. The photograph of Elvis was taken by Bob Fraker in 1957.

**Card 23 - \$7.77     \$7.77**

This card is available only as a free phonocard for the first 25,777 customers who purchase The World of Elvis phonocard series. Scatter was Elvis's chimpanzee and this photo was taken of Elvis looking at a script with his pet on a movie set in 1962. Scatter lived with Elvis at Graceland and at his home in Bel Air, California.

**Card 24 - Phonocard Club Membership Card     \$0**

There is no calling time on this card. It is presented to collectors and fans who purchase the optional Elvis Phonocard Club membership. There is space on the reverse side for the member's signature.

**The World of Elvis Picture Disc**

This record is a two sided, 12" mylar product and features an Armed Forces Network Radio Interview with Elvis in Frankfurt, West Germany, in 1960 (see page 30). There have been many mylar picture discs produced over the years which feature the King of Rock and Roll. To our knowledge, however, there has never been a collage of rare Elvis photographs used on a two sided, full colour picture disc before this one. Many of these photographs were taken at Graceland by Gil Michael Photography of Memphis, Tennessee, especially for this project; Elvis's High School Diploma, the gold phone he used, the gold/silver/diamond belt awarded to Elvis for breaking all attendance records in Las Vegas and one of Elvis's many guitars.

Some of these photographs appear on The World of Elvis phonecards and each one was personally approved by Elvis Presley Enterprises Inc. There are also a few pictures of the wall in front of Graceland where thousands of Elvis's loyal fans have written him messages of adoration through the years since his untimely death in 1977. The "TCB" logo signifies Elvis's personally selected motto, "Taking Care of Business". He had the logo painted on his two jets as well as on other items. There also appears the marble cross at the Presley gravesite, originally an area Elvis created as the meditation Garden. "Elvis I Love You" is inscribed on the Graceland wall by one of Elvis's loyal fans.

The manufacture of this special disc was carefully directed by Liz Dunster, President of ERIKA Records, using the most sophisticated 5-step, highest quality "sandwich" production process.

**Summary**

With the release of The World of Elvis a new channel has been carved out for a large group of phonocard and record collectors around the world and for many fans of Elvis Presley everywhere. It promises to bring a brand new slant to the collecting world with regard to hybridizing of hobbies. For the next brief period of time we will track its success with eagerness and enthusiasm and will begin to anticipate other forms of working with these two hobbies as well as others.

**Elvis and Elvis Presley are registered trade marks of Elvis Presley Enterprises, Inc. C 1994.**

**Author Information**

David Michael Eastis is the second employee to be hired by World Telecom Group, Inc. in 1991. He serves as Vice President of WTG and extensively travels internationally representing AmeriVox. Eastis co-ordinates The World Of Elvis project and codesigned the complete series with Dr. Gary Felton.

Continued page 30.....

# The Australian Wildlife Fund introduces the first Combination Conservation Stamp and Phonocard Packs

Issued to fund Koala and Duck Wetlands Conservation Projects of the Australian Nature Conservation Agency a Statutory Authority of the Australian Federal Government



australian nature conservation agency



## The Koala Pack

- \$5 mint Telecom Phonocard showing the 1994 Koala Stamp design
- \$8 mint 1994 Koala Stamp in its miniature sheet format
- \$7 and \$5 mint Koala Stamps in a single miniature sheet exclusive to the pack
- Total face value of pack contents: \$25

**Issue price: A\$25**

## The Wetlands Conservation (Duck) Pack

- \$10 mint Telecom Phonocard showing the 1993/94 Duck Stamp design
- \$10 mint 1993/94 Duck Stamp in its sheetlet of four format. The sheetlets are overprinted "phonocard pack edition" and are not available with this overprint from any source other than this pack
- Total face value of pack contents: \$50

**Issue Price: A\$49**

**Each Pack Issued in a Limited Edition of 10,000**



Available now from dealers or direct from:-

## The Australian Wildlife Fund

PO Box 214, Lindfield, NSW 2070, Australia

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Please supply the following:

Koala Stamp and Phonocard Packs.....@	\$25	\$ .....
Duck Stamp and Phonocard Packs.....@	\$49	\$ .....
Please add Postage and Handling (Australia \$2, Overseas \$5)		\$ .....
<b>TOTAL</b>		<b>\$ .....</b>

Payment by:  Cheque  Bankcard  Mastercard  Visa

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State.....Postcode.....Country.....

# TELEARCH

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### Queensland

Tony Boyd (07) 369 0488

### New South Wales

Gabriele's Philatelic Service (02) 283 1311  
 International Numismatics (008) 81 6677  
 Status Retail (02) 267 6116

### South Australia

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### TeleArch Policy

"The Phoncard contained in these special Phoncard Collector Edition Packs are genuine Telecom "Custom" phonecards produced exclusively for TeleArch. These packs are AFL-endorsed products, each sale of which invests in the development of our great game."



**Author Information**

Dr. Gary Felton is the leading international writer/researcher/historian on phonecards and the psychology of collecting them. His ongoing series about art on phonecards as well as more than 40 other articles have appeared regularly in the world's major collector's magazines and journals. His book, "The World of Phonecards", released in 1994, is the first collector's guide available to Americans. He is an international telecommunications consultant and a clinical psychologist in private practice in Los Angeles. Dr. Felton has been actively involved in international phonecard collecting circles since 1983.

# FOCUS ON FARAWAY PLACES

## This Month: DIEGO GARCIA

by Cyril Fox

Diego Garcia is an island in the Indian Ocean, lying North East of Mauritius and roughly midway between the Seychelles and the Cocos-Keeling Islands. It is the site of a strategic British naval base (not to be confused with the former French naval base of Diego Suarez at the northern end of Madagascar).

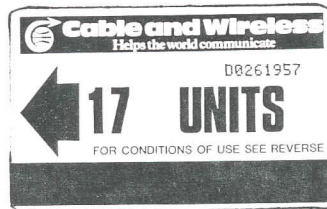
Magnetic phonecards by Autelca have been in use on the island since 1985. The telephone service is run by Cable & Wireless. In nine years there have been only two issues of phonecards:-

First Issue (1985 to 1993)

Cards of four values were issued:

- 17 units, blue and grey (illustrated)
- 50 units, blue and green
- 100 units, blue and pale blue
- 200 units, blue and red.

This issue displays the old Cable & Wireless logo. Only the 17 unit card is easily found.



Second Issue (since 1993)

In 1993 the cards were re-issued bearing the new Cable & Wireless logo and with modifications to the colour and design of the cards. The 50 unit card is illustrated here. As yet, the new logo cards are not easily found.



Identification

Diego Garcia phonecards are identified by the prefix letter "D" in the control number. These cards look just like the old Falkland Island cards, except that the Falkland cards have the prefix letter "F" in the control number.





# DEALING WITH DEALERS

by Robert Ulseth

Many phonecards are available at phonecard club meetings and from other collectors, however, it is impossible to complete a telephone card collection without purchasing at least some cards from a phonecard dealer.

Dealing with dealers is something that has to be learnt and practiced and only improves with time and experience. A few guide lines may avoid a disturbing experience that can put a collector off dealers forever to the detriment of both parties.

The first thing to keep in mind is that dealers are experienced therefore, you must be well prepared before going out to do business. Before selling telephone cards to a dealer, check with the most recent price lists. Dealers, depending on stocks, usually pay about 60% of selling prices. If you do not want to accept that price, leave your cards at home.

Do NOT work from memory alone when purchasing telephone cards. Make your own notes whenever you see something of interest in a magazine. Be exact in your notes and do not abbreviate them too much as there is nothing worse than not being able to understand your own notes easily. I have found that a folder with "A4 Copy Safe" inserts is very useful. This allows photocopies of relevant information to be stored easily and be readily seen. Two or three empty phonecard storage pages at the back allow somewhere to put any cards that you purchase.

Learn a little about the dealers by responding to adverts and meeting them at fairs whenever possible. Larger dealers are now emerging, for example "Edlins of Canberra" have huge postal auctions, whilst Cyril Fox of Victoria is well versed in first issues and puts out an excellent world price list, a must for the world card collector.

As collectors, our best opportunity for bargains in world cards is in our ability to know our chosen theme or subject better than the dealer who has so many cards to sell he does not have time (or know) to check if the 1990 Bulgarian East German manufactured 10 lev yellow phonecard has an "s" in the top left or not and that it is really worth \$220 not the \$6 price he has put on it!

Make it your business to be able to interpret as much information from a phonecard as possible, as there is certainly a lot of enjoyment to be had.

Overseas collectors who take the time to understand prefix numbers of Australian cards have a wonderful opportunity to turn the phonecard over

and look for low print run cards as I know they they are out there as I sent a few away in the 'early days' before prefix collecting became fully established.

In conclusion, preparing to set forth on a buying trip can add another dimension to the most fascinating hobby of phonecard collecting and minimising the risk of returning home with cards that once you look at properly, realize are not what you were after.

## PERUVIAN PHONECARDS

EURO Public Phones, which is the representative for TELEPOINT Peru, have launched a promotion campaign for Peruvian phonecards. They have had printed, full colour posters of the recently issued "puzzle" set of three attractive views of Peru. For a limited period of time, Euro Public Phones is making available to collectors and dealers, completely free, these posters.

Anyone interested in obtaining a poster (dealers can ask for multiple copies) should write to:-

The General Manager

Euro Public Phones

Avenue Jose Pardo

724 Milaflores

Lima, Peru, South America

The three phonecards themselves are manufactured by Telkor of South Africa.

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## THE PHONECARD COLLECTORS NEWSLETTER

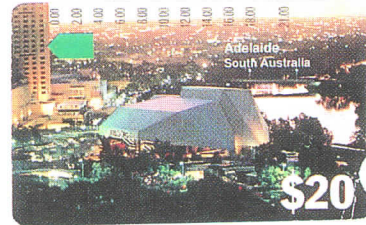
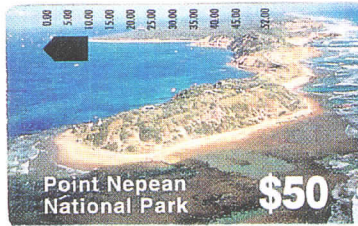
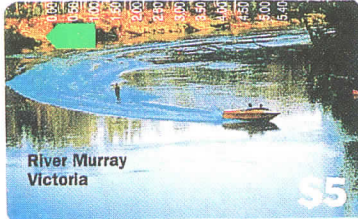
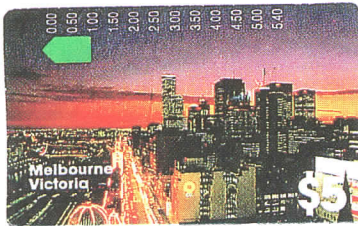
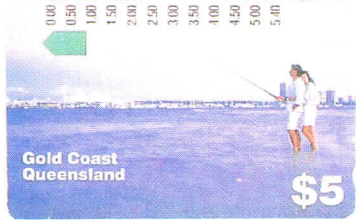
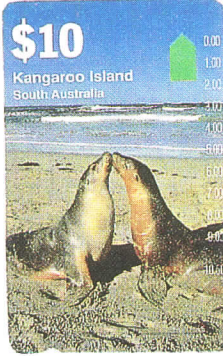
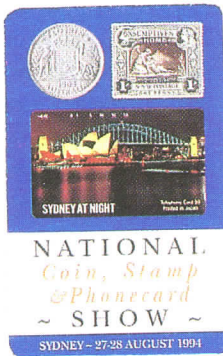
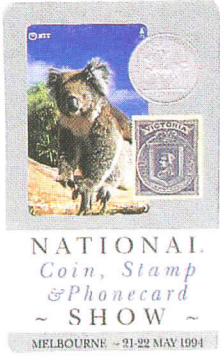
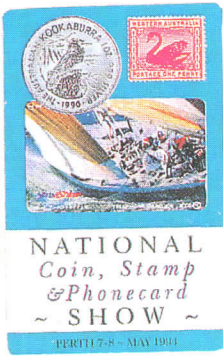
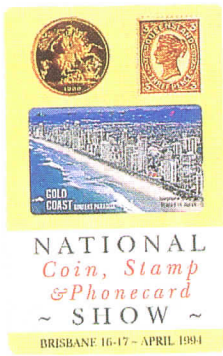
The Newsletter is now published 6 times a year. Individual copies cost NZ \$4.50 each. The subscription rate is NZ \$24 for 6 issues.

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NEW ZEALAND



# 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.

**Burnie & Districts Phonocard Club**  
**PO Box 1070, Burnie, Tas 1070.**  
**Secretary/Treasurer: Ern Gillett**

The Burnie & Districts Phonocard Club was formed in July, 1994 and will conduct their monthly meetings on the last Saturday of each month (except December) at the Burnie Library, Alexander Street at 10.00 am. Some nineteen people attended the inaugural meeting but since, a further eight have sought membership. A bright future for the Club is anticipated. Sale by tender, circuit sheets, find of the month and a short talk, will be on the agenda for the Club's August meeting.

Correspondence should be forwarded to **Ern Gillett, PO Box 1070, Burnie, Tasmania 7320**, in regards to membership, etc. Ern can also be contacted on the phone - (004) 330420.

**Peninsular Phonocard Club**  
**PO Box 462, Woodville, SA 5011.**  
**President: Paul Summers**

This Club meets every 4th Tuesday in the month (except December) at the Club Rooms, Sparrow Reserve, Thirteenth Avenue, Woodville North at 7.30pm. All phonocard collectors are most welcome. For further information, please contact the Secretary, **Ross Kennett**, as per the above address.

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

The Sydney Club is keenly preparing for its first Phonocard Fair on Sunday, the 9th of October, 1994. The Fair will be held between the hours of 10.00 in the morning to 5.00 in the evening 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.

**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. Information as to the composition of the new committee will be provided in the next issue of APM.

The Club will be holding a Mini Fair on Sunday, the 11th of September., between the hours of 9.00am and 3.00 pm, at the Murarrie Memorial Hall, 10 Queensport Road, Murarrie. Tables for the day are available at a cost of only \$5. For further information, contact the Club Secretary on (07) 8088871.

Admission is free to all.

## CLUB - FAIR - SHOW COLLECTOR CARDS

On the opposite page are featured (I think) a full set of Club, Phonocard and Banknote Fair and National Coin, Stamp and Phonocard Show collector cards.

These are not phonecards although similar in size and features to Telecom Australia's Phonecards. Most of the Club cards in fact are based on the design of original Telecom Phonecards.

As can be seen, these cards are extremely colourful and are proving quite popular with 'cinderella collectors'.

Most cards retail for between \$5.00 and \$8.00, depending upon the number in the original print run and the period of time that has elapsed since they were printed.

The cards were issued by the following sources:

### **National Coin Stamp & Phonocard Shows**

. Edlins of Canberra

### **\$10 Kangaroo Island & \$5 Southern Encounter**

. Aust Phonocard Collectors Club

### **\$5 Gold Coast**

. Phonocard Collector Group

### **\$5 Melbourne, \$5 River Murray & \$10 Grampians**

. Melbourne Phonocard Club

### **\$10 Brisbane**

. Kangaroo Phonocard Club

### **\$50 Point Nepean National Park**

. Rosebud Phonocard Club

### **\$20 South Australia**

. AEROPEX '94

### **International Banknote Fair &**

### **International Phonocard Fair Cards**

. M.E.F. Books

### **The Edge Card (two versions)**

. Telecom Australia

To obtain these cards, readers should contact the relevant Phonocard Clubs, Edlins of Canberra or M.E.F. Books. Thanks to Club Secretaries, Ed Cummings Jr. and Mark Freehill for cards and information - Editor.

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German collector packs 1,500  
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## USA

The Three Stooges  
Great Card \$37

## FRANCE

Bart Simpson \$49

## DENMARK

Titanic Sinking \$29

## NEW COCA COLA CARDS

German Koln Carnival in  
COKE folder \$38

COKE Gridiron Cards in  
Special Folder \$52

CESKA REPUBLIC COKE  
Cards look excellent Mint \$38

## RARE MINT

The Beatles and James Bond

## PLEASE PHONE US

THEMES: Motorbikes, Trains,  
Disney, Formula 1, Movies,  
Aussie, etc.

## TELECOM AUSTRALIA

\$5 Toyota "Mystery Card"  
Mint \$15

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International Science &  
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NZ AdCard Pack V \$260

## BUYING

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Northern Territory	\$105
Victoria	\$520
Red Cross	\$350
Microscopic	\$95
Indigenous People	\$55
Endangered Species 93	\$130
Endangered Species 94	\$105
Australia Day 92	\$210
Australia Day 93	\$75
Australia Day 94	\$95
\$5 Generic	\$295
500th Grand Prix	\$145
Dinosaurs	\$195
Landscape 93	\$75
Landscape 94	\$105
Environment	\$85
Geelong	\$450
1.50 Bird Choir	\$260

Barcelona Olympics	\$575
Commonwealth Games	POA
Swiss	\$40
Tamworth	\$40
Ettamogah Pub	\$85
PACS Dog Pack	\$85
Dog Packs	\$65
Christmas 92	\$65
Christmas 93	\$45

## SELLING MINT CARDS

### SOUTH AUSTRALIA

\$10 Kangaroo Island	\$125
\$2 Vineyard	\$50
\$20 Adelaide	\$280
SA Set of 6	\$900

### NEW SOUTH WALES

\$5 Platypus	\$55
\$5 Orangutan	\$20
\$5 Echidna	\$30
\$20 Taronga Zoo	\$65
\$5 Sydney 2000 Bid	\$24

### QUEENSLAND

\$5 Gold Coast	\$30
\$5 Great Barrier Reef	\$30

### GEELONG

\$1.50 Go Together	\$80
--------------------	------

### A. C. T.

\$5 War Memorial	\$35
\$5 Questacon	\$18

### TASMANIA

\$2 Cradle Mountain	\$50
\$5 Hobart	\$35

### RED CROSS

\$5 Youth 145 prefix	\$75
\$5 Community Service	\$30
\$20 Internat. 127 prefix	\$50

### OTHERS

\$5 Geneva	\$325
\$2 Generic 6C 2-2	\$45
\$5 Generic	\$150
\$50 Generic 130 prefix	\$55
\$5 Year of Dog 1st & 2nd	\$8
Year of Dog set of 4	\$30
Australia Day 92	\$95
\$5 Answering Machine	\$20
\$5 Snag	\$20
\$20 Bats	\$40
\$50 Koala 1st	\$80
\$50 Koala Logo	\$65

AND  
MANY MANY MORE

These prices will hold for 14 days after this publication.

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## SYDNEY PHONECARD COLLECTORS CLUB

### PHONECARD FAIR

SUNDAY 9TH OCTOBER 1994

10.00am to 5.00 pm

to be held at the

AUDITORIUM

ST MARYS BOWLING CLUB

CARSON LANE (off Queen Street) ST MARYS

Trader Tables Available

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Aust Day '92	\$195	Environment	\$115
Victoria	\$495	Aust Day '94	\$95
Queensland	\$495	Dinosaurs	\$240
NSW	\$695	Endang Spec '94	\$115
WA	\$110	Landscapes '94	\$125
ACT	\$395	Comm Games	\$125
NT	\$95	\$1.50 Christmas	\$280
Indigenous	\$55		

### SPECIMANS

\$5 Geneva	\$10	\$5 Logo- Brown	\$35
\$5 BP Car	\$30	\$10 Cricket	\$30
\$5 Logo - Red	\$75	\$20 Tanker	\$35
Set of 6 Specimans	\$200		
\$5 Police Cars			
- Dolbell	\$175	- Kinchin	\$175

### INVESTOR SPECIAL

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\$130 each - \$600 per 5 - \$1100 per 10  
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South Aust	\$1400	Nth Territory	\$115
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\$5 Generic	\$325	Red Cross 1st	Sold Out
Aust Day '92	\$220	Red Cross 2nd	Sold Out
Queensland	\$550	OlympicGames	\$600
Victoria	\$550	Aust Day '93	\$75
NSW	\$750	Aust Day '94	\$100
West Aust	\$135		

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# First Australian Complimentary phonecard FREE for Phonecard Collector readers



**Phonecard Collector** magazine is the *other* magazine published monthly in Australia for phonecard collectors around the world. Telecom Payphone Services produced Australia's *first* Complimentary phonecard (Code No. C94H111) on behalf of **Phonecard Collector**. **Phonecard Collector** phonecard features the front cover of the Hong Kong '94 special edition of the magazine and is being given away FREE *while stocks last* to those who enter a new subscription (or extend their existing subscription) to **Phonecard Collector**. Only 10,000 of the \$2 cards were produced. The card belongs to Telecom Payphone Services' 'Custom' cards category and features the Telecom logo prominently. Being a Custom card, it is *not* available through Telecom's mail order service. The *only* way to obtain the card (other than via the secondary market) is, therefore, to subscribe, or to *renew* your subscription to **Phonecard Collector**.

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

- By subscribing for 12 issues, a reader is entitled to one free card.
- By subscribing for 24 issues, a reader is entitled to two cards.
- By subscribing for 36 issues, a reader is entitled to three cards.

### Subscription Rates

Country/Region	(12 issues)	(24 issues)	(36 issues)
Australia, South Pacific .....	A\$36.95	A\$69.95	A\$99.95
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UK .....	£39.95	£64.95	£86.95
USA, Rest of the world .....	US\$59.95	US\$99.95	US\$129.95

A\$ cheques payable to **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**

----- Clip and Mail Today -----

**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).  
(Allow 14 days for delivery.)

Cash/Cheque Enclosed  Please debit my:  American Express  Bankcard  Diners' Club  JCB  MasterCard  Visa

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

Please RUSH THREE TWO | ONE Complimentary phonecard(s).

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

Address: .....

Please tell us what you collect (optional): .....

APM09/94

## **CLUB & SOCIETY DISPLAY ADS**

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

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

From April 1994  
the Club

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

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

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

#### NEW VENUE

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

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

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

### **AUSTRALIAN PHONECARD COLLECTORS CLUB INC**

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

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

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

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

### **KANGAROO PHONECARD CLUB Inc**

P.O. Box 706, Springwood, Queensland 4127

NEW VENUE from 12.4.94

This Club Meets Every Second Tuesday,  
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

**SUBSCRIBE TO AUSTRALIA'S FIRST MONTHLY  
PHONECARD MAGAZINE**

**"THE AUSTRALASIAN PHONECARD  
MONTHLY"**

**\$36.00 For Twelve (12) Issues - \$70.00 for Twenty Four (24) Issues**

**FREE PHONECARD**

Telecom Australia has approved the production of a **\$2.00 Complimentary Phonecard** on behalf of "The Australasian Phonecard Monthly", to be issued in late October, 1994. This card will commemorate the first anniversary of the magazine which was first issued in November, 1993.

A limited print run of 10,000 of these Custom cards is to be printed. They will not be available through Telecom's mail order service. "The Australasian Phonecard Monthly" is offering a **FREE Phonecard with each renewed, extended or commencing subscription to the magazine.**

Anyone who subscribed from the **1st of August** and until now, (without knowing of this offer) will automatically receive one phonecard.

A subscription for 12 issues entitles the subscriber to one **FREE Phonecard**. A subscription for 24 issues (2 years) entitles the subscriber to two **FREE Phonecards**. The Phonecard features the original, November 1993 cover of the magazine.



**Commence Your Subscription To:**

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

**Please Send The Australasian Phonecard Monthly To:**

Name .....

Address .....

State ..... Postcode ..... Country .....

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**All Information Provided Remains Confidential**



# "The Australasian Phonecard 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, Degraives Street (03) 654 3549
Melbourne	Universal Coin Company	20 Centre Place (03) 654 2997
South Caulfield	MGK Stamps & Coins	357A Hawthorn Road, South Caulfield (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
Greensborough	Shields Stamps & Coins	83 Mains Street, Greensborough (03) 435 0505

## 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
Maroochydhore	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 Phonecard Centre	214A Rundle Street (08) 232 0660
Adelaide	Unley Coins	Cnr. 259 Unley Road & Eton Street, Unley.
Adelaide	Adelaide Arcade Stamps	7B Adelaide Arcade, (08) 232 5052
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 by Postal Order, Cheque or Credit Card.

**Classifieds paid for two months receive a third month free.**

Address your ads to:

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

Closing date for Classifieds is the 26th of September for the October issue.

Classified Categories are:

- . Auctions
- . Bazaar
- . Fairs & Shows
- . Societies & Clubs
- . Telephone Cards

### AUCTIONS

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

**POSTAL STAMP and PHONECARD Auction** every month. Specialising in Australia & Great Britain Phonocards, Australia, Great Britain & New Zealand Stamps & Covers. Write now for your **FREE** Catalogue. **Bathurst Stamps & Phonocards**, PO Box 1543, Bathurst, NSW 2795.

**FREE** Regular Postal Bid Catalogue which includes Phonocards and Stamps from **A&J Krendl**, Box 371, Barmera SA 5345.

**NEW ZEALAND PHONOCARDS POSTAL AUCTION** for official Collector Packs from Summer Sports to Adcards 5. Some include Special Control Nos AS 111 or 1111. No Buyers Commission and GST. Closing Date 15 Nov. 1994. Freeze Price List. Please write to **T.C.W.**, **GPO BOX 1685, HONG KONG.**

### TELEPHONE CARDS

**COLLECTOR Selling** excess packs & cards (Telecom, PACS, Others).

Some sets & single cards (inc Albury High, Sydney Opera, Others). **Phone (06) 254 0219**

**SELLING AND BUYING** Australian mint phonocards and presentation packs. Also a few used for sale. Competitive prices. **Phone - Paul (03) 306 4842.**

**BUYING** Mint Geelong packs, Xmas \$1.50, South Australian packs, Victorian packs, Queensland packs, Geneva Bear. Top prices paid. **Knox-Sherbrooke Phonocards**, PO Box 601, Emerald, VIC. 3782. Phone (059) 685576 AHs, Fax (059) 683463 (24 hrs).

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

**PREFIX PRICE LIST.** **AVAILABLE** for all packs, mint, 1-hole and multi-hole cards. Send 6 x 45 cent stamps (to cover costs) to: **Knox-Sherbrooke Phonocards**, PO Box 207, Belgrave, VIC 3160.

**OVERSEAS PHONOCARDS** for sale. Specialising in one card from each country. Send for **FREE** Price List. **Intercards**, C/O Post Office, Tomerong, NSW 2540.

**SELLING and BUYING** Collector Packs only. **Hong Kong Importers**, Corner Wood & Victoria Streets, Mackay Queensland 4740. **Phone/Fax (079) 533188**, After Hours (079) 424288.

**BUYING** All Packs, Mint and Australian Phonocards. **Top Prices Paid** For All Prefix Numbers & Reprints **SELLING & EXCHANGING** Phonocards. Write to: **THE GREAT AUSSIE PHONECARD CO.**, PO Box 373, Claremont, Western Australia 6010. **Ph 09 386 5113 Fax 09 386 7453**

**WANTED TO BUY:** Australian Packs and Mint Sets, New Zealand Collector Packs and Mint Sets. **TOP Prices Paid** immediately in A\$. Please Write/Phone or Fax with details. **Nathan Mercer PhoneCards**, PO Box 3007, Christchurch, New Zealand. Ph +64 25 352339 Fax +64 3 3133353.

**NEW ZEALAND:** Used and Mint Sets, AdCards, etc, **FOR SALE** - Very Reasonable Prices. Standing Orders accepted. Write, Phone or Fax for **Free** Illustrated Pricelist featuring New Zealand, USA, etc. **Nathan Mercer PhoneCards**, PO Box 3007, Christchurch, New Zealand. Phone +64 25 352339 or Fax +64 3 3133353.

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

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** at most competitive prices: Australian Packs, 1 hole cards by **PREFIX NUMBERS.** Want lists welcome and answered by phone or return mail. Geelong 1 hole set superb \$295, Chinese New Year 1st print mint \$30, Ettamogah Pub \$30, pack \$40. **BESTE**, PO Box 877, Mudgeeraba, Qld. 4213.

**BUYING** Australia Landscape 1994 \$5 cards, single and multi hole. Offers please. **Phone (075) 303157.** **BESTE**, PO Box 877, Mudgeeraba Qld. 4213.

### BAZAAR

#### SWAP-TRADE-SUBSCRIBE-LISTS

This section allows for adverts to be taken for the price of any country's **two used phonocards** (excluding Aust. \$5 Opera House generic) for **every 20 words** to be printed. Please forward cards with advert. No damaged cards please.

**SWAPPING:** World & Australian cards on a one-for-one basis. Please write telling what you have and what you need. All letters will be answered. **Brian Connett**, 27 Evans Street, Lake Cathie, NSW 2445, Australia.

**WANTED:** Mint Papua New Guinea including Advertising Phonocards. **Phone (08) 353 2463** or write to **H. Cox**, c/- GPO Box 919, Adelaide, South Australia, 5001.

# You need never miss out again...



Telecom Australia's Limited Edition Phonecard™ issues have been selling out within weeks, even days, of their release. If you are a serious collector of some of the world's most unique and beautiful cards, make sure you register for the new Standing Order Arrangement.

Each new issue will be automatically sent to you - **GUARANTEED.**\*

\*Conditions apply

Application forms are currently being sent out with the latest Telecom Australia newsletter. If you haven't already registered for this service, send or fax your details to:

Phonecard Collector Service  
PO BOX 3964  
Parramatta NSW 2124  
Australia  
Fax: 02 204 0180

## INFO HOTLINE 0055 29469

Secure an important part of Australia's Phonecard history for your collection.

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HAWAFMCOV APM

**Telecom**  
AUSTRALIA

**NEW  
ISSUE**

**Pay•Tel**  
MOBILE PAYPHONE



**PAY•TEL  
SERIES**  
**Railways of Australia**

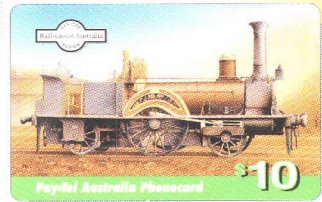
**West Coast Railway**

The West Coast Railway operates 36 passenger services every week on the 300km Melbourne - Warrnambool railway.

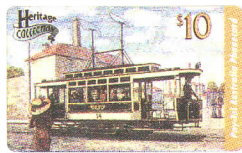
The Phonocards illustrate 3 of the locomotives used on this line.

Cards are available separately, in sets or in a handsome (limited edition) numbered collectors pack.

This is the first set of the new Railways of Australia Series.

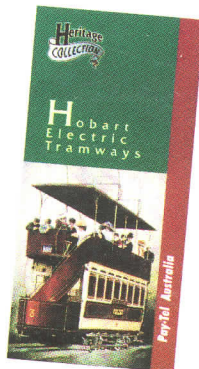


**Current  
Cards  
still  
available  
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Pay•Tel**



**Heritage  
COLLECTION**

A beautiful set of hand-drawn trams from a bygone era!



**The  
'Map  
Card'**



**The 'Crew Card'**



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AN AUSTRALIAN TELEPHONE COMPANY

Pay•Tel Australia  
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Victoria, Australia, 3130

Phone or Fax:  
(03) 877 9499

**PRICE LIST / ORDER FORM**

Please Supply       Please send more information

ITEM	CODE	DESCRIPTION	QTY	# PRICE	TOTAL
1	AC.101	Crew Card		\$10.00	
2	AD.051	"The Map" card		\$5.00	
3	AD.PRS	Map Card presentation pack		\$10.00	
4	AF.SET	"Hobart Electric Trams" card set (\$5, \$10, \$20 Cards)		\$35.00	
5	AC.COL	"Hobart Electric Trams" numbered collector's pack		\$40.00	
6	BA.SET	Railways, Series 1, Set 1, Card Set (\$3, \$6, \$10 Cards)		\$19.00	
7	BA.COL	Railways, Series 1, Set 1, numbered collector's pack		\$25.00	
				<b>Item Total</b>	\$

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

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**ORDER TOTAL** \$

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 State: \_\_\_\_\_ Post Code: \_\_\_\_\_  
 Country (other than Aust.): \_\_\_\_\_ Telephone: \_\_\_\_\_

**PAYMENT DETAILS:**

Payment Attached: (Tick one)     Cheque     Australia Post Money Order  
 Payment by Credit Card:     Amex     Bankcard (Australia & New Zealand Only)  
 (Tick one)     Diners     MasterCard     Visa  
 Card Number: (Below) \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Card holders signature \_\_\_\_\_