

The Australasian Phonecard Monthly



IT'S OFFICIAL! Only 4,000 **Coca-Cola**[®] Phonecards to be issued. That's the *lowest* printing figure for a Telstra Phonecard ever! See inside for details.

SERVE **Coca-Cola**
IN BOTTLES

Melbourne Phonocard Centre

Shop: 24 Centre Place, Melbourne, VIC 3000

All Mail to: PO Box 66, Flinders Lane PO,
Melbourne, VIC 8009, Australia

tel: (03) 9650 7871

fax: (03) 9650 7644

Australian & world cards mint, used, packs, prefix, thematic. Price list available

Postage: Australia-wide \$4 orders under \$100 (excluding album/catalogue orders - \$7) International: \$10 registration + 3% order total
Cheque/Mastercard/Bankcard/Visa/Amex/Bankdraft in Australian\$

Important Notice Telecom Limited Edition Collector Packs

We are no longer able to offer a standing order service for Telecom Limited Edition packs due to difficulties encountered in dealing with policy changes from Telecom in relation to dealer orders. To compensate our customers for any inconvenience we will now be offering until further notice all new Telecom Limited Edition Packs at cost price (currently 15% discount to issue price) effective from the Local Legends Pack. This offer is available Australia-wide with any other order over \$25. All our other standing orders are unaffected by this and continue to operate as normal. **Mail Order Only** - Postage of \$3.50 per order.

| | RRP | Offer Price |
|---------------------------|---------|-------------|
| Local Legends pack | \$55 | \$47 |
| 1995 Telstra Design Award | \$46.50 | \$40 |
| Year of Tolerance pack | \$45.50 | \$38 |

South Africa (mint)

SUPER SPECIALS

Set of 6 trial cards all mint
RRP each \$30+ This month only \$95
for the 6 cards.

Normally Special

| | | |
|-----------------------------|-------|-------|
| Child Art Pack (1000 issue) | \$250 | \$195 |
| Big Five Pack (1000 issue) | \$500 | \$425 |

| | |
|---------------------------------------|------|
| Rugby World Cup set 6 | \$48 |
| Constitution Day (Nelson Mandela) | \$15 |
| Festive Season (Xmas cherub) | \$9 |
| Girl + spaniel on phone Complimentary | \$6 |
| Birds of Prey set 6 | \$85 |
| Child Art Complimentary | \$8 |

Singapore

A thematic collectors delight!

| | |
|----------------------------------|------|
| Garfield Zodiac set 12 in folder | \$95 |
| Fido Dido set 3 | \$19 |
| Batman set 6 in folder | \$39 |
| Batman set 3 | \$39 |
| Power Rangers set 3 | \$18 |
| Pop-Eye set 3 | \$18 |
| Disney folder (set 5) | \$75 |

New Zealand-some nice cards here

| | |
|---------------------------------|------|
| Pinocchio set 2 | \$22 |
| Classic WeetBix cars set 10 | \$90 |
| Snow White set 3 | \$30 |
| Disney set 4 "Mickey Mouse" | \$38 |
| Birds set 4 | \$65 |
| Anne Geddes set 4 | \$45 |
| Missing You (mint) Dog in hills | \$15 |
| Get Well Soon (mint) Teddy Bear | \$15 |

Rare Cards for the Specialist Collector.

| | |
|-------------------------------------|-------|
| 502 Underwater mint | \$350 |
| One Australia Challenge pack | \$700 |
| Anritsu Trial card (Special) 1-hole | \$40 |
| Anritsu Trial card (Special) Multi | \$30 |

Accessories, etc

| | |
|---|---------|
| Collect Phonocards of Australia | \$10 |
| UK Standard Catalogue | \$65 |
| Phonocard Monthly Binder + FREE Phonocard (album avail in blue or burgundy) | \$21.95 |
| UltraPro Album + 10 pages | \$27.50 |
| UltraPro black interleaf (per 10) | \$8.50 |
| Individual Sleeves (per 100) | \$2.50 |

Australian

| Used Victorian prison Cards | |
|-----------------------------|-----|
| \$5 multi | \$6 |
| \$5 1-hole | \$7 |
| \$5 mint | \$8 |
| \$10 multi | \$8 |

New Releases

| | |
|------------------------------|------|
| \$5 Payphone Centre mint | \$8 |
| \$10 Payphone Centre mint | \$14 |
| \$10 Red Centre mint | \$14 |
| \$20 Lifeline mint | \$24 |
| \$10 Landcare mint | \$14 |
| \$10 Hello Yello mint | \$14 |
| \$10 Swimming mint | \$14 |
| \$5 Tolerance mint | \$8 |
| \$10 Tolerance mint | \$14 |
| \$20 Tolerance mint | \$24 |
| \$5 Emergency Services mint | \$8 |
| \$10 Emergency Services mint | \$14 |
| \$20 Emergency Services mint | \$24 |
| \$5 Local legends each mint | \$8 |

Used Bulk Australian Cards- (useful swaps and trade)

| | |
|--|----------------|
| Mixture of \$5 and \$10 cards from street collectors | \$40 per 100 |
| | \$300 per 1000 |

Marilyn Monroe cards

| USA (mint):- | |
|---|-------|
| Marilyn by Week (set 7) | \$70 |
| Marilyn by the Month (set 12) | \$96 |
| Marilyn's "forgotten photos" (includes album) | |
| 20 cards consisting of 5 sets | \$199 |
| Japan (vfu):- | |
| Marilyn in black dress (b/w) | \$25 |
| Marilyn & Chanel (b/w) | \$28 |
| Marilyn's face (b/w) | \$25 |

Others available - enquiries welcome

Disney

| Australia | |
|---|------|
| Mickey & Donald Down Under (pack) | \$35 |
| Whoopie Party (pack) | \$25 |
| Singapore Set 5 mint | \$60 |
| Japan (vfu) wide range - from \$12 - pls ask for list | |
| BT: Aladdin (used) set 3 | \$10 |
| New Zealand (see column 1) | |

United Kingdom

| | |
|--|------|
| Cricket: Graham Gooch Testimonial Yr card (1000 run) in autographed folder | \$35 |
| Coca-Cola: BT Northwest Coke | \$25 |
| Qantas Card in folder | \$18 |

Cardphone Australia

| | |
|--|----------|
| AFL Captains Series \$20 cards each | \$20 |
| (you tell us which team, we'll send you the card) | |
| Wayne Carey \$20 | \$25 |
| Sprinter Train (pack) | \$22.50 |
| " " (set \$5,\$10) | \$15 |
| Casper the Ghost (pack 3) | \$41 |
| Australian Wildlife (pack 4) | \$44 |
| Ditto - Frilled Neck Lizard, Kangaroo, Koala & Echidna souvenir packs - your choice! | ea\$9.50 |
| Felix the Cat (pack 4) | \$47 |

Australian Custom Cards

| | |
|--|-----------------------|
| Batman Forever 3D pack | \$39 |
| Batman Forever mint card | \$15 |
| Captain Munchie | \$14 |
| Albury School (Special RRP \$15) | \$10 |
| Simpsons mint | \$14 |
| Flintstones mint | \$14 |
| Coke 2nd issue (2 packs plus comp) | \$49 |
| Disney 2nd issue Pack | \$25 |
| Year of the Pig Pack | \$24 |
| Year of the Pig mint | \$16 |
| Chinese Themes (mint set 5) | \$45 |
| Animal Eyes (mint set 4) | \$250 |
| NSW Parks and Wildlife (15 card set) limited number available at the special price of..... | \$85 (normally \$120) |

Buying the following custom cards/packs:

| | |
|--|--------------------------------------|
| Opera House, Fingel PO | |
| Coke Polar Bear and Santa (Std and Gold Packs) | \$20 Cricket Cardphone, Spies Hecker |
| Railway Train 1210, Disney 1st issue | |

Star Trek cards

| | |
|----------------------------|--------------|
| All available each at only | \$18 to \$22 |
| Send for listing | |

World Used

| | |
|------------------------|------|
| 10 Different Australia | \$7 |
| 10 Different Japan | \$7 |
| 10 Different Singapore | \$9 |
| 10 Different UK | \$8 |
| 5 Different Caribbean | \$9 |
| 5 Different Fiji | \$8 |
| 10 Different World Mix | \$8 |
| 5 Different Ireland | \$10 |

Japanese Thematics

| | |
|----------------------|------|
| 10 Different Cats | \$28 |
| 10 Different Animals | \$23 |
| 10 Different Planes | \$18 |
| 10 Different Ships | \$18 |

Melbourne's Public/Postal Phonocard Auction Saturday Sept 16th

Catalogue in August issue of Australasian
Phonocard Monthly or on request
Auction material accepted anytime for future
auctions. Next auction is due November 11th.
Special low rates from 6.5% (conditions apply)
Lowest rates and highest service standards.

Victoria's leading dealer & auctioneer Supplying quality cards with potential.

SYDNEY STAMP CENTRE

(FORMERLY WESLEY COVER & STAMP SERVICE)

ESTABLISHED 1935

COLONIAL MUTUAL BUILDING, LOWER GROUND LEVEL CNR PITT STREET AND MARTIN PLACE
SYDNEY · NEW SOUTH WALES · AUSTRALIA
P O BOX 638, LANE COVE NSW 2066, AUSTRALIA

TELEPHONES: (02) 231 4583 AFTER HOURS: (02) 428 1259 FAX: (02) 418 6862

SHOP HOURS: 10:00AM - 5:30PM MONDAY TO FRIDAY, 9:00AM TO 12NOON SATURDAY



AUSTRALIA'S LARGEST TOPICAL PHONECARD DEALERS

AUSTRALIAN CUSTOM CARDS

| DESCRIPTION | PRICE \$ | NO. | TOTAL \$ |
|--------------------------|----------|-------|----------|
| 1989 Geelong | 125.00 | | |
| 1990 South Australia | 350.00 | | |
| 1990 500th Grand Prix | 55.00 | | |
| 1990 \$5 Generic | 75.00 | | |
| 1990 Red Cross 1st Print | 250.00 | | |
| 1990 Queensland | 200.00 | | |
| 1990 Victoria | 225.00 | | |
| 1991 New South Wales | 325.00 | | |
| 1991 Western Aust. | 50.00 | | |
| 1991 A.C.T. | 195.00 | | |
| 1991 Northern Territory | 45.00 | | |
| 1991 Tasmania | 45.00 | | |
| 1991 Red Cross 2nd Print | 250.00 | | |
| 1992 Australia Day | 65.00 | | |
| 1992 Olympics | 300.00 | | |
| 1992 Christmas (\$1.50) | 100.00 | | |
| 1993 Australia Day | 20.00 | | |
| 1993 Endangered Species | 75.00 | | |
| 1993 Indigenous People | 40.00 | | |
| 1993 Landscapes | 40.00 | | |
| 1993 Microscopy | 55.00 | | |
| 1994 Environment | 60.00 | | |
| 1994 Australia Day | 40.00 | | |
| 1994 Dinosaurs | 95.00 | | |
| 1994 Endangered Species | 55.00 | | |
| 1994 Landscapes | 65.00 | | |
| 1994 Comm. Games | 50.00 | | |
| 1994 Cardex | 60.00 | | |
| 1994 Aust. Lifesavers | 50.00 | | |
| 1994 Christmas | 50.00 | | |
| 1995 Australia Day | 15.00 | | |
| 1995 Invisible Heritage | 45.00 | | |
| 1995 Homecoming | 45.00 | | |

ADVERTISING & CUSTOM PACKS cont.

| DESCRIPTION | PRICE \$ | NO. | TOTAL \$ |
|---|----------|-------|----------|
| AFL - Chris Mainwaring | 17.50 | | |
| AFL - Stephen Silvagni | 17.50 | | |
| Ettamogah Pub | 30.00 | | |
| Albury High School | 20.00 | | |
| Nicotinell 1 & 2 (2) | 175.00 | | |
| Museum of Contemp Art (2) | 70.00 | | |
| Apollo 11 (5) | 195.00 | | |
| Animal Eyes (4) | 335.00 | | |
| Rally Australia | 60.00 | | |
| ASDA Inverted Swan | 24.00 | | |
| Spies Hecker Cars | 65.00 | | |
| Courage Under Fire | 35.00 | | |
| Zoos (2) | 35.00 | | |
| Disney No. 1 (2) | 40.00 | | |
| Sheepskin Warehouse | 25.00 | | |
| One Australia Yacht (4) | 600.00 | | |
| Black Opal | 25.00 | | |
| Fingal Post Office | 15.00 | | |
| Coca-Cola No. 1 (2 Packs) | 39.00 | | |
| Thirlmere No. 1 | 25.00 | | |
| Thirlmere No. 2 | 25.00 | | |
| Summertime No. 1 | 10.00 | | |
| Summertime No. 2 | 10.00 | | |
| Dial-a-box Folder | 25.00 | | |
| Taubmans/BBC | 45.00 | | |
| National Parks & Wildlife | 120.00 | | |
| Luna Park | 24.00 | | |
| Cyclone Tracy (2) | 29.50 | | |
| Lloyd Reece Opera House | 70.00 | | |
| Melbourne P.C. Butterfly | 8.00 | | |
| South Coast P.C Kookaburra | 19.50 | | |
| Michael Lynagh | 19.50 | | |
| Michael Doohan | 59.50 | | |
| Phantom of the Opera | 37.90 | | |
| Kidney Foundation | 29.00 | | |
| RSPCA (2) | 29.00 | | |
| Coca-Cola No. 2 (2 Packs + Free Card) 3 card total | 49.00 | | |
| Disney No. 2 | 25.00 | | |
| Simpsons/Flintstones (2 Packs) | 48.00 | | |
| HMAS Albatross | 19.50 | | |
| St. Andrews Choir | 27.50 | | |
| Year of the Pig | 24.00 | | |

ADVERTISING & CUSTOM PACKS

| | | | |
|-------------------------|-------|-------|-------|
| Tamworth (2) | 45.00 | | |
| Swiss | 20.00 | | |
| Wildlife - Koala | 25.00 | | |
| Wildlife - Duck | 48.00 | | |
| Beagle Bros. 1210 Train | 20.00 | | |
| Opera House (3) | 60.00 | | |
| AFL - Gary Ablett | 17.50 | | |
| AFL - Tony Modra | 17.50 | | |

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 Sydney Stamp Centre new issue service.

I collect the following countries: _____

I collect the following topics: _____

Yes, I would like a copy of your newsletter.

Name (given): _____

Surname: _____

Address: _____

Postcode _____

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

Customer Number _____

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

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

Enclosed is cheque money order

Please charge my credit card:

BANKCARD

MASTERCARD

VISA

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| □ | □ | □ | □ | □ | □ | □ | □ |
|---|---|---|---|---|---|---|---|

Expiry Date _____ Signature _____

The Australasian Phonecard Monthly

SEPTEMBER 1995 - Vol. 3 No. 9

Managing Editor

Viddy Jermacans

Phone/Fax

(067) 658006

Publisher

Durrant House Collectables

BRN Q5900505

Printer

Edwards Printing, 13 Lockheed Street

Tamworth, NSW 2340

Editorial Correspondence

The Editor

The Australasian Phonecard Monthly

PO Box 1309, Tamworth, NSW 2340 Australia

Advertising & Subscriptions

As Above

Contents:

| | |
|--------------------------------|----|
| Editorial | 2 |
| Sydney Opera House Fair | 8 |
| One Million Kilometres On | 10 |
| Australian News Update | 13 |
| Unicom Phonecards | 14 |
| Singapore Update | 17 |
| South Korean Chip Card Issue | 20 |
| Italy and the Vatican City | 27 |
| Telephone Stamps & Billets | 29 |
| Fairs, Shows & Auctions | 30 |
| Phonecards of Papua New Guinea | 31 |
| Collector Profile | 34 |
| The Grapevine | 35 |
| Profile on New Zealand | 36 |
| Phonecard Grading | 41 |
| Letters to the Editor | 42 |
| Club News | 44 |
| Dealers Listing | 47 |
| Classifieds | 48 |

Print Post Approved PP245673/00013

DEADLINES - October & November

| | | |
|---------------|--------------|------------|
| Full Colour | 19 September | 25 October |
| Black & White | 21 September | 26 October |
| Spot Colour | 21 September | 26 October |
| Classifieds | 22 September | 27 October |

EDITORIAL

Recent developments continue to impact on the phonecard production and collecting scene.

Of major note, **Telstra has revised its Phonecard issuing and production policy**, a copy of which readers will find at pages 18 and 19. **I like it!**

The changes have not affected the National, Advertising, Limited Edition, Special Issue, International and Territory Phonecard categories, where the status quo remains.

Page 2 — Phonecard Monthly

Telstra has, however, made **major changes** in the **Custom** card category, not the least of which is a decrease in the minimum print run of these cards to 2,500. Such a move in isolation would be a disaster, however, Telstra have decided to only allow the printing of 24 designs in the first year, ie., for 12 months as of now.

Such a figure is well below the number of Custom cards produced over the last 12 months, an occurrence which many collectors and dealers have found issue with.

Looking closely at the guidelines, it appears evident that Telstra will be (in fact, will have to be) extremely selective in the allocation of the 24 designs.

The **criteria** for consideration for a Custom card/s is quite **specific** and **positive**. A number of points stress the promotion of Phonecard as a collectable, both nationally and internationally, which is aimed at broadening the current collector base. Attractive themes and designs, realistic pricing and a realistic print run will do this.

Not only should the collectors embrace Telstra's policy amendments in regard to Custom Cards, but also the dealers. A limited number of issues and a realistic print run will mean that stock will not be left to 'sit on the shelf,' whilst it should also lead to a rejuvenation of the secondary market as items retain some value.

Telstra has introduced a new category of Phonecard; the **Promotional** cards. Again, Telstra has indicated quite clearly what cards it deems suitable for this category.

Key points in relation to production (Telstra retains the option to onprint the original order) and pricing (retail price equal to the face value of the card), would indicate that these cards will not become Custom cards.

An interesting point was raised by Insider (see page 35) where he/she asks the question as to how a charity could 'make' money when a Promotional card can only be sold at face value?

The pricing structure for Promotional cards is the same as for Custom cards, so this is obviously a **point** which Telstra will need to **address**.

Another category for card production is that of **Gift** cards, which will be produced and marketed by Payphone Services. The sale of these cards through Australia Post agencies and Australian Geographic outlets, should continue to broaden the collector base in this country, by exposing Phonecard to a new clientele.

As long as the issue of these cards is publicised, in regards to release date, number produced and distribution outlets, all should be well. Otherwise, we will again find the \$150+ 'Thank You' card situation, where an ignorance re this card led to quite high prices being paid in the early days of its (drip) releases.

In **summary**, I feel that Telstra has acted **positively** - some would say not before time - in regards to the concerns being expressed by collectors, dealers and card producers, towards its previous issuing policy.

In another development, readers will note at page 14 details on the launch of **Unicom Phonecard Pty Ltd's**, International Phone Card in Sydney on 21 August. Whilst not widely known in this country, international calling cards will undoubtable soon attain a higher profile.

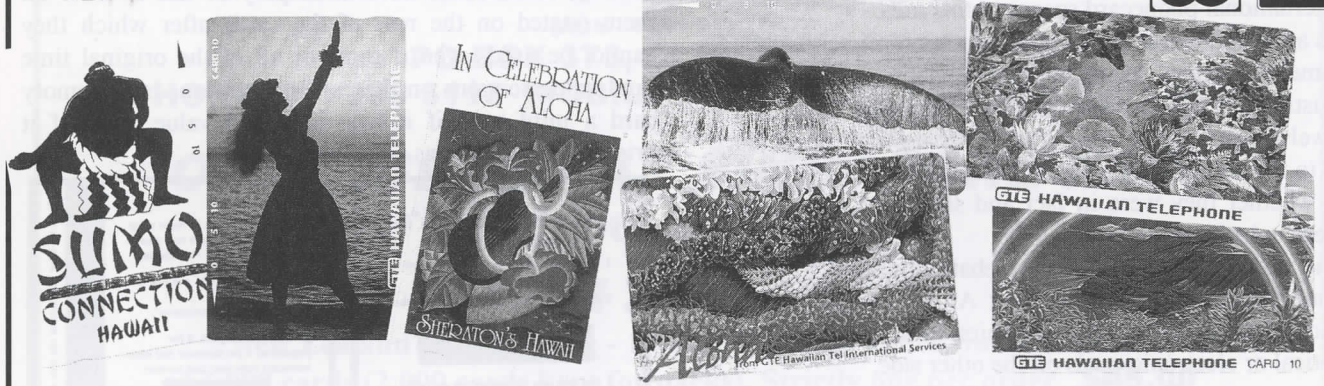
continuedpage 4



Gabriele's Phonocard Service

A Division of Gabriele's Philatelic Service Pty Ltd

Suite C2, Mirvac Building, 160 Castlereagh Street, Sydney, NSW, 2000
PO Box A2, Sydney South, NSW, 2000, Australia. Phone or Fax (02) 283 1311



CHOOSE YOUR FREEBEE

Purchase products from this advertisement with a total value of \$100 and choose your freebee by ticking the appropriate box to let us know which freebee you want. Orders over \$200 tick two freebees etc....

FREEBEES All Mint Cards

- White Tiger Card
- Swiss Chocolate
- Ettamogah Pub
- Museum of Contemporary Art \$2 Card
- Inverted Swan Card
- Kidney Foundation Card
- Taubmans \$2 First issue
- Telecom Buzz Card \$2
- Gary Ablett Card
- Tony Modra Card
- Special new catalogue, listing all prefix numbers and quantities printed. Again a freebee for all orders over \$100. The most user-friendly type of catalogue yet to be seen (in my opinion).



- Please put me on your mailing list
- Please send me your FREE Colour Catalogue

Please tick the items you wish to order and send this page to Gabriele's Phonocard Service at the above address

PAYMENT DETAILS

Please tick method of payment

- Cheque/Money Order
- Bankcard
- Mastercard
- Visacard
- Amex

Expiry Date:/..... Signature:
 Customer Name:
 Address:
 Postcode: Phone No: (.....).....

- 1. Dial a Bin \$2 Card in Folder \$22
- 2. Darwin Under The Stars in Collector Folder \$20
- 3. Apollo 1 Set Loose Mint Complete Set \$135
- 4. Apollo 1 Special Limited Edition Collectors Pack \$140
(Free Sieders Advertising Card Mint with each pack)
- 5. Leanne Elliott Police Card Mint \$95
- 6. Year of the Dog Collectors Pack with all cards having matching numbers on the reverse and signed by Sophie Zang. Pack .. \$75
- 7. Disney Pack First Issue (2 cards) \$27
- 8. Disney Pack Second Issue (1 card) \$24
- 9. Telecom Thank You Card Mint \$95
- 10. HMS Prison Cards. A steal at .. \$8

NEW ZEALAND COLLECTOR PACKS

Selection of Specials from Stock

- 11. Whitbread \$90
- 12. Hotels \$90
- 13. Music Legends \$125
- 14. AdCard Vol IV \$90
- 15. Science and Technology \$80
- 16. Science and Technology (International) \$100
- 17. AdCard Vol V \$90
- 18. Business Cards \$225
- 19. Black Music Legends \$100
- 20. Black Music Legends (Int) \$110
- 21. AdCard Vol VI \$90

- 22. AdCard Vol VI (Int) \$90
- 23. Year of the Family \$80
- 24. Farm Animals \$80
- 25. AdCard Vol VII and Bonus \$140

SPECIAL GROUP LOTS

- 26. **LOOSE MINT CARDS RRP**
Kidney Foundation \$16
St Andrews \$15
RSPCA \$16
HMAS Albatross \$10
Total RRP \$57
SPECIAL PRICE (4 cards) \$50
- 27. **MINT PACS CUSTOM PACKS RRP**
HMAS Albatross \$22
Simpsons \$24
Flintstones \$24
RSPCA \$28
Total RRP \$98
SPECIAL PRICE \$80

PLUS FREE WHITE TIGER CARD

- 28. \$5 Telecom Bookmuncher Genuine Missing Barcodes and Free White Tiger Card \$25

HAWAII - GTE

- 29. Diamond Head \$26
- 30. Hanuama Bay Blue \$25
- 31. Rainbow \$25
- 32. Rainbow Eclipse Ovpt \$600
- 33. Aloha 1991 Festival Set (2) \$75
- 34. Windsurfer 1st Type \$25
- 35. Hawaiian Open 28th (2) \$325
- 36. Complimentary Black 1993 \$100
- 37. Complimentary Black/Pink 1993 \$100
- 38. Hawaiian Sunset \$27
- 39. Treasures of Hawaii \$25
- 40. Hanuama Bay Green \$27
- 41. Hanuama Bay New Type \$27
- 42. Windsurfer 2nd Type \$17
- 43. Kenwood Cup Challenge \$25
- 44. Tokai Uni (500 Printed) \$295
- 45. Treasures of Hawaii \$25
- 46. Sheraton Hotel \$17
- 47. Coral Set (2) \$22
- 48. Sumo Connection \$22
- 49. Dancer in Sunset \$22
- 50. Whale Tail \$22

continued from page 2.

Last month I indicated that I would address, in this issue, the coming proliferation of multi-purpose smart or chip cards.

To expand the picture somewhat, it is perhaps an opportune time to update both the national and international phonecard scenes in this area.

As an introduction, it would appear appropriate to address some definitions as used in the hobby and which all existing and prospective collectors should be aware of.

Twelve months ago, considerable debate was taking place as to the definition of remote memory access cards, and as to whether they were in fact and should be accepted as, 'real' telephone cards.

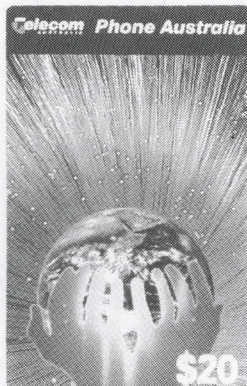
The main proponents in the debate appeared to be the remote memory card producing Americans on one side and telecommunication companies producing magnetic, optical or electronic cards on the other side.

Payphone Activation

Whilst a considerable amount of the debate was emotive and self-interest driven, the main point of contention centred on the fact that remote memory cards were not actually inserted into a payphone to activate it.

Without wishing to re-ignite the hoary chestnut of this issue, remote memory cards are obviously phonecards; they are simply in a category of their own as are magnetic cards, etc.

The production of these cards is on the increase, examples being the cards of the vast majority of United States telcos (of which there are reported to be in excess of 300). On the local scene, readers will have noted that the cards of New Zealand's Global Telecom Systems Ltd are remote memory cards. Telstra, in the form of its 'Phone Australia Cards', is also a producer of remote memory cards as is Unicom.



Two in the set of 3 'Phone Australia Cards'

Remote Memory Cards

Basically, these cards have a number of features which differentiate them from other phonecards.

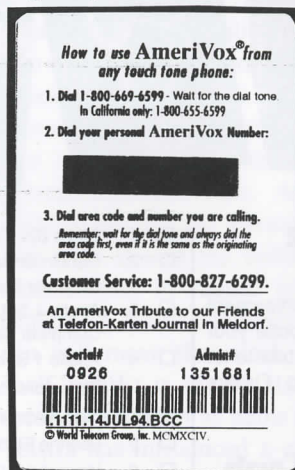
Firstly, the memory (value) of the card is not built into the card itself but is contained in a central computer.

When a person wishes to make a call, the computer is accessed through a free phonecall number (an 1800, 0800, etc. number depending on which country you are in and on which language is to be used in the prompt instructions).

Each card has an identification number (CIN or PIN) which is then dialled and if there is credit stored in the central computer, the user dials the number to be called.

Secondly, the cards are not inserted into a payphone but operate on numbers being dialed on payphones.

Thirdly, some cards have an expiry or use by date on them (stated on the rear of the card) after which they cannot be used, even if some or all of the original time (and value remains on the card). Question. Is a memory card a mint card if it has no stored value; even if it originally did and was never used?



Rear Amerivox (US) Card



Rear Global (NZ) Card

Fourthly, remote memory cards may have a prepaid value, eg. \$20, \$50, \$100, etc. After the use of this value the card is used and disposed of into a rubbish bin or a phonecard collection.

Another type of remote memory card may have a re-chargable/re-loadable component, ie. it is a card obtained with no value on it initially and which is activated with a transfer of funds to it from the users credit card. On use of the original credit, it can be re-charged again and again.

This second category is where further debate emanates as to the definition of a phonecard. Whilst many are now accepting pre-paid memory cards as phonecards, they continue to balk at accepting re-chargable cards as such. Remote memory phonecards go a step further in that they can be produced for national use, for international use and for use in both categories.

Growth in Popularity

International (remote memory) calling cards are becoming increasingly popular and as such the Unicom Phonecards will be well accepted.

The great virtue of calling cards is that they bypass the unholy trinity of local currencies, inflated foreign rates and hotel surcharges. Some hotels, upset at their loss of revenue, now place a surcharge on calling card usage from guestrooms!

Basically, all calling cards are similar, usually coming with no joining charge and no other fees. The only real difference is in regards to prepaid value as opposed to rechargeable value or billed accounts.

Depending upon the supplier, card options include calling to, from and within Australia, as well as between and within other countries, though not all cards do all things.

THE GREAT AUSSIE PHONECARD COMPANY

(ACN - 066 - 512 - 847)

PO BOX 373, CLAREMONT, WA 6010

PHONE (09) 386 5113 MOBILE 019 105222 FAX: (09) 386 7453

ONLY ISSUED AT SINGAPORE FAIR

25th, 26th, 27th August

NEW ZEALAND

New Zealand Spot the Dog - 1,000 loose cards issued out of a total of 3,000 cards (2,000 cards kept for packs). Strictly one per order **\$45.00**

AUSTRALIA

\$5.00 with four 'Cockys' on card plus folder. Approx. 2,000 bought.

Rest of folders destroyed by Telstra.

Special \$5 card issued featuring four 'Cockys' with Singapore Logo on it **\$29.50**

SINGAPORE

\$5.00 Coke card **P.O.R**

BANKCARD, MASTERCARD & VISA ACCEPTED

POSTAGE EXTRA - PRICES SUBJECT TO CHANGE

STAR TREK

MERCURY CARD

COMPLETE 30 CARD SET **\$20** ea

DATA SHEETS AVAILABLE SOON

OFFICIAL STAR TREK ALBUM **\$35**

STAR TREK TWO CAPTAINS PHONECARD IN
BEAUTIFUL FOLDER **\$38**

ISLE OF MAN

MOTORCYCLE GRAND PRIX

4 CARD SET IN FOLDER **\$45** ea

SPECIAL

NICOTINELL 1 & 2 PAIR **\$99**

CAPTAIN MUNCHIES

TELSTRA LOOSE CARD **\$14.50**

MAIL ORDER & CREDIT CARDS WELCOME

RUNDLE COINS

214 RUNDLE STREET, ADELAIDE
SOUTH AUSTRALIA 5000
PH/FAX: (08) 232 0660

HOWE CARDS

Telecom Packs,

New & Used Cards

Ultra-Pro Phonecard Accessories

\$20 WAYNE CAREY

(Card Phone 200 Print Run)

Almost Sold Out!!

Mint \$27 Single \$25 Multi \$25

\$5 ALLAN BORDER

(Card Phone)

Mint \$8 Single \$5 Multi \$4

*New & Used Card Phone Aust.
Event Cards & Promotional Packs*

AFL CAPTAINS SERIES, CASPER,
FELIX, WILDLIFE SERIES

PRICE LIST AVAILABLE

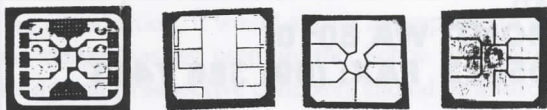
Phone (03) 9562 1356

Mobile 019 132 244

PO BOX 812, MULGRAVE, VIC 3170

Chip Cards

Chip cards (sometimes also referred to as smart cards) are electronic cards which have a **silicon chip** imbedded in the card, which stores the prepaid value or units. The chip in the card is connected to a contact on the face of the card which itself can be in varying designs and shapes.



Apart from natural 'wear and tear' it is **not** possible to ascertain if a card is mint or used (partly or wholly) by merely looking at it. Most countries package their chip cards in **sealed** cellophane or plastic packets and this is the only real way to ascertain its mint status.

Many countries use these cards and in fact, many more are reverting to them (eg. see pages 12 and 20 re the recently introduced South Korean chip cards).

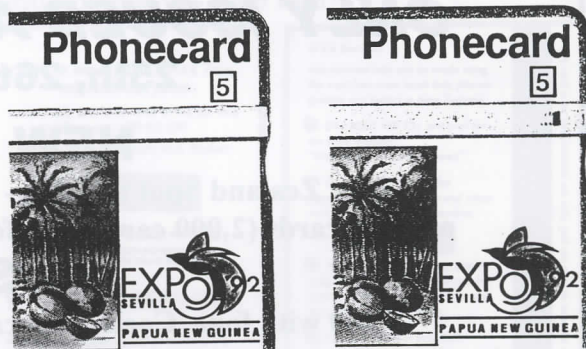
Magnetic Cards

Telstra's phonecards are of the magnetic type, using technology developed by the Anritsu company in Japan. The cards have a pre-paid value which is stored in the card and the usage of which is displayed in small holes punched in the card. New Zealand Telecom also uses magnetic cards, but of a different type (GPT) and its cards are much thicker than the Telsra variety and have no distinguishing marks to indicate usage.

Optical Cards

These cards were originally manufactured by Landis & Gyr in Switzerland and are the type used by **Papua New Guinea** (see pages 31 to 33).

The cards, (which are inserted into payphones), work on reflecting a laser beam off patterns embossed into a receptive aluminium strip on the card. Units are cancelled by a hot probe which is evident on a white band placed at the top of the card over the aluminium strip.



Top right hand corner of identical PNG phonecards
The left hand card is mint, the right hand used
Note 'burn' marking under the 5

FOR SALE

TELSTRA PACKS

| | |
|------------------------|------|
| - SEPTEMBER SPECIALS - | |
| Northern Territory | \$45 |
| Grand Prix | \$55 |
| \$5 Generic | \$65 |

INVESTMENT SPECIALS

| | |
|--------------------------------|----------------|
| First 15 Packs from Geelong to | |
| Christmas '92 Bird Choir..... | \$2,450 |
| Latest 18 Packs from Australia | |
| Day '93 to Local Legends..... | \$ 870 |
| Complete set of 33 Packs..... | \$3,190 |

MINT CARDS

Complete set of 53 official Telstra Mint cards that were not issued in Collector Packs, including the rare Geneva Koala..... **\$1,190**

Our price for each of the individual Collector Packs is very competitive. Please enquire!

CANBERRA NUMISCO

PO Box 1, Hughes, ACT 2605
Ph./Fax (06) 286 3931

CYRIL FOX

**68 CHELSEA PARK DRIVE,
CHELSEA HEIGHTS, VIC, 3196**

Tel: (03) 9772 1950 (Only 8.00 pm to 10 pm)

MINT CARDS

| | |
|--------------------------|------|
| \$20 Red Cross 1st Print | \$50 |
| \$20 Marathon 1st Print | \$40 |
| \$5 Toyota | \$15 |
| \$5 Skyfire | \$15 |
| \$5 'Thank You' | \$75 |

1 HOLE CARDS

| | |
|-------------------------|------|
| \$10 Telecom Tower | \$40 |
| \$10 Cheetah | \$15 |
| \$10 Brisbane (perfect) | \$85 |
| \$5 Generic Logo | \$10 |
| \$20 Pollen Grains | \$12 |
| \$5 Ettamogah Pub | \$20 |
| Card Phone \$3 Generic | \$3 |

- SEPTEMBER SPECIAL -

Year of the Dog - 1 Hole set of 4 \$15

MULTI HOLE CARDS

| | |
|----------------------------|------|
| \$5 Prison Card | \$5 |
| \$5 Giraffes (Taronga Zoo) | \$15 |
| \$20 Environment | \$6 |
| \$20 Christmas 1994 | \$4 |
| \$20 Invisible Heritage | \$6 |

OVERSEAS

British Telecom, 2 pounds TRIAL chip card as used on the Isle of Wight - Sealed Mint \$15

Accepting: VISA - Bankcard - Mastercard

Prices include Postage

Callers strictly by appointment only

In last month's Editorial, I advised readers of the impending introduction of a number of multi-purpose smart cards, of which one function will be to make phonecalls from payphones.

The following is an update on and an expansion of this Editorial and should be read in conjunction with it.

'Smart Cards'

The smart card is "smart" because it calculates each transaction undertaken. The purchase price of each product or service is deducted from the stored value on the card and when the value is used up, a disposable card is thrown away, a non-disposable card reloaded.

Although it is only now taking off, smart card technology has been around for 20 years. In the '70s, French firm Innovatron first patented the idea of implanting microchips in credit cards. German, French, British and now Australian telecommunications companies use them for payphones and subscriber identification modules, or SIMs in mobile phones.

Multi-Purpose Cards

The two international card rivals, Mastercard and Visa are continuing with their marketing drives in promoting their respective cards (containing computer chips), with considerable comment being made as to the merits of rechargeable as opposed to disposable type of card.

Mastercard says that recent research indicates a consumer preference for the rechargeable type of card linked to existing plastic credit cards.

Visa, on the other hand, prefers disposable cards, saying they are attractive to collectors, tourists, and children, as well as everyday users who will utilise the cards for a variety of purchases.

In-house smart card trials have commenced in Australia with Visa trialling its systems in some of the National Australia Bank cafeterias! These (trial-trial) cards will be the fore-runners of cards to be used in public trials due to commence on the Gold Coast soon.

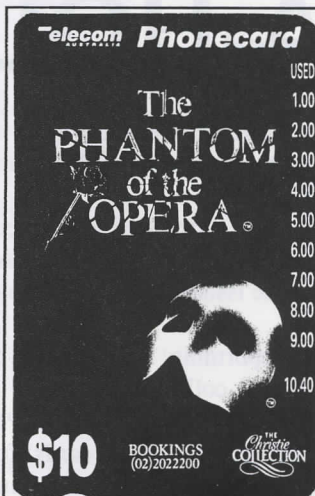
In addition to the above two, three other major electronic cash systems are being developed for Australian use - Mondex, Quicklink and Transcard. - all based around a microchip carrying, stored value card, a more sophisticated version of the paycards used in telephones and elsewhere. The latter two, Quicklink and Transcard, have cards designed to allow retailers to access bus, rail and taxi transport systems.

I have mentioned them on two counts, firstly in that many people ring me and say, " have you heard about the new phonecards (?) being trialled at St Marys (Transcard) or in Newcastle, etc". Secondly, whilst not all smart cards being developed, trialled and used, have as one of their functions the ability to make a phone call, it will only be a matter of time before they do.

In Australia at present, a phonecard is a phonecard, as produced by Telstra, PayTel, Card Phone and Payphonics. Eventually, however, this present clear definition may become blurred as developing technology, combined with the Australian consumer's present obsession with the increasing number of loyalty card programs being promoted, leads to the creation of and support for, a

number of smart card systems which allow payment for services, one of which will be phone calls.

Perhaps the best definition for a phonecard is if it ONLY operates a payphone - EDITOR.



THE PHANTOM OF THE OPERA

NO LOOSE CARDS
PACKS WILL NOT
BE BROKEN

LIMITED RUN

HAVE YOU ORDERED YET?

Millions Have Seen The Show
But Only A Few Will Have The
Chance To Purchase The Card

- See Your Dealer Now

OR

- Write/Ring to:

The Christie Collection
PO Box 255
Warburton Vic. 3799
Phone: (059) 673600
Fax: (059) 673463

The Christie Collection Pty. Ltd. - A.C.N. 006 478 760

9-200895

TELSTRA NEW ISSUE SINGAPORE FAIR FOLDER

With new issue Phonocard showing 4 white Cockatoos.

Only available in Singapore

Numbers issued known to be less than CardEx

We have limited stocks available at

\$29.50

SOME OTHER GEMS AVAILABLE

| | Mint | 1 Hole | Multi |
|-------------------------|------|--------|-------|
| Ettamogah Pub | \$12 | \$10 | \$10 |
| Tamworth | \$25 | \$20 | \$20 |
| \$5 Galaxy | \$15 | \$12 | \$10 |
| \$5 Red Tailed Cockatoo | \$15 | \$12 | \$12 |
| \$5 Flintstones | \$12 | \$10 | \$10 |
| \$5 Simpsons | \$12 | \$10 | \$10 |
| RSPCA Animal Montage | \$8 | \$7 | \$7 |
| RSPCA Wombat | \$8 | \$7 | \$7 |
| \$5 Albatross | \$10 | \$8 | \$7 |

WESTLAND STAMPS

PO Box 94, Kelmscott, WA 6111
Ph: (09) 496 1413 Fax: (09) 496 1550

SYDNEY OPERA HOUSE FAIR

The next Sydney Stamp, Coin and Phonecard Fair will be held at the Sydney Opera House on September 15, 16 and 17 and will be open to the public from 10.00 am to 6.00 pm on Friday and Saturday and from 10.00am to 5.00 pm on Sunday.

Phonecards will be featured strongly at the Fair and collectors will find their interests well catered for. Telstra Phonecard packs and mint and used singles as produced by Telstra and private issues, will be available as well as a wide range of overseas material.

The Fair provides an excellent opportunity for collectors to meet with dealers and with each other, to discuss their collecting needs.

Phonecard dealers attending the Fair include F.A. Luis Philatelics and Phonecards and Dan O'Loughlin (Wishart Phonecards) from Queensland; Canberra Numisco and Tony Byrne (Universal Coins Canberra) from the ACT; Gabriele's Philatelic Service, Al's Phonecards, MEF Books, Prospect Stamps and Coins, Trevor Wilkin, Kenneth I. Foux Numismatics, Pittwater Philatelic Service and Paramount Phonecards from NSW; and John Watson Numismatics from Victoria.



**Tracey & John Pearson
Pittwater Philatelic Service**

SYDNEY STAMP, COIN & PHONECARD FAIR

**SYDNEY OPERA HOUSE
RECEPTION HALL, FIRST FLOOR**

15, 16, 17 SEPTEMBER

Friday - Saturday 10am to 6pm, Sunday 10am to 5pm

**30 local, interstate and overseas
Professional Dealers**

BUYING - SELLING - TRADING

**Australian and world telephone cards, coins, banknotes, gold, medals, tokens, militaria,
numismatic and philatelic books, stamps, covers, postcards, postal history
and other collectables.**

Plenty of bargains and a chance to fill in those gaps if you are buying.

Competitive offers from a range of dealers if you are selling.

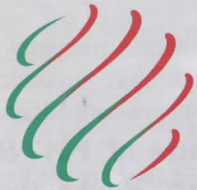
Admission \$2 Allows Entry for Three Days

Pensioners and Children Free

Parking available at the Sydney Opera House Car Park.

Organised by

CANBERRA NUMISCO, PO Box 1, Hughes, ACT 2605



Global
NEW ZEALAND

Global New Zealand Promotional Card Issue

Official New Zealand Models 1996 Swimsuit Calendar Telephone Card Set

Global New Zealand
Issue No 2 August 1995

Global is proud to
announce the

Jackson Model Management "New Zealand Models 1996 Swimsuit Calendar" Telephone Card Set

"The \$2.00 Collection" Presentation Pack Limited Edition of only 1500 available at only \$19.95



Loose \$10.00 cards are only available through Global. A special promotional pack has been produced by Jackson Model Management including the \$10.00 card.



NEW ZEALAND
MODELS
SWIMSUIT
CALENDAR
1996

Global New Zealand Issue No 2
August 1995

Official New Zealand Models 1996 Swimsuit Calendar Telephone Card Set



Julia \$2.00 (8000) ()



Julia \$10.00 (4000) () \$2.00 (3000) ()

All loose cards are available at the face value of the card.

"The \$2.00 Collection"

Presentation Pack Limited Edition
of 1500 \$19.95 each ()

To order any of the above cards - simply write in
the quantity required of each item in the ()
provided by each item.

I would like to purchase the above marked items,
I understand that I have a 7 days money back
guarantee.

Name

Address

PhoneBusAft Hrs

Payment Details:

Cheque () Cash () Credit Card ()

Credit Card Details: Visa () Bankcard ()

Name

Number

Expiry

Signature

Total Purchases \$Plus P&P \$5.00

Global Telecom Systems Ltd

P.O. Box 33 1333 Takapuna, Auckland 1309

New Zealand. Ph 64 9 486 2926 Fax 64 9 486 2934

Name

Address

PhoneBusAft Hrs

Global Telecom Systems Ltd

P.O. Box 33-1333 Takapuna, Auckland 1309

New Zealand. Ph 64 486 2926 Fax 64 9 486



FREE Telephone Card

Place an order and receive this FREE official collector's
Telephone card. Limited to one per customer and the first
500 orders.

If you would like to receive further attractive offers please tick

ONE MILLION KILOMETRES ON - PAYTEL AUSTRALIA

During my recent visit to Melbourne, I was able to visit the operations centre of PayTel Australia at the suburb of Blackburn and discuss with Graham and Stuart Rooke the company's achievements to date and the aims of the organisation for the future.

Pay-Tel Australia has certainly come a long way since it **first trialled payphones** designed by **Graham Rooke** himself, on-board the TT line passenger and vehicle ferry between Melbourne, Victoria and Devonport, Tasmania, **The Abel Tasman**.

This successful trial, held in late **1993**, which led to the company's first mobile payphone installation on the ferry has proven to be the fore-runner of a **rapid expansion** in the provision of payphone installations on a number of new sites, the length and breadth of the Australian continent.

This expansion has progressed to such an extent that PayTel is clearly establishing itself as the 'other' National payphone authority.

From the present Bass Strait ferry the *'Spirit of Tasmania'* in the south, to the north Queensland runs of the *'Sunlander'* and *'Queenslander'* trains, to the east-west trans-Australian *'Indian Pacific'* passenger train, Pay-Tel payphones are traversing this country.

PayTel's mobile payphones have been designed locally by the company's Managing Director, Graham Rooke, who has extensive qualifications and background experience in the fields of electrical engineering and telecommunications.

Extensive Experience

Graham's many years of professional engineering experience are both diverse and interesting - from control system design for blast furnace operations at Australian iron and steel's **Port Kembla** works, to the design of Australia's first non-restricted PSTN call diverter! This latter unit was assessed by **British Telecom** and selected to be installed in all BT telephone exchanges. Over 35,000 of these units were manufactured under licence in the UK.

The **State Electricity Commission** of Victoria also utilised Graham's experience to prepare and present a full range of on-going training courses at the Loy Yang power station, covering a wide range of mining and telecommunications equipment.

A number of his technical papers and reports have been **published** in both Australia and New Zealand.

Graham is now concentrating his energies on the consolidation and expansion of PayTel Australia.

International Expansion

Whilst the company is continuing to increase the number of payphones it has in operation on the public transport systems of Australia, it is also seeking to **promote** the technology associated with these payphones, to other countries.

Page 10 — Phonocard Monthly

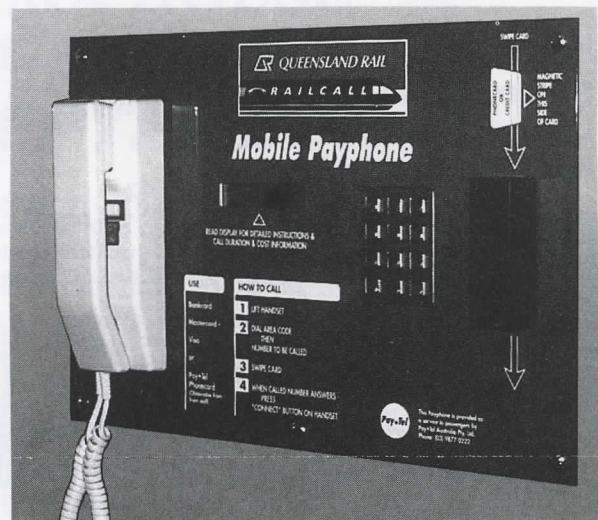
Readers will have noted in the August '95 issue of APM that PayTel technology is being utilised under agreement, in the **trial cards of Nauru**.

Graham indicated that consultation was continuing with a number of other countries in the Asia-Pacific region with the aim being that the company become a major supplier of both payphone technology and associated hardware to this area.

National Technology

An example of this developing technology can be seen on the Australian National's **'Indian Pacific'** passenger train which undertakes a four day journey from Sydney on the eastern seaboard and finishes in Perth on the western seaboard.

Installed on this train are the **'world's first railway satellite payphones'**. Basically, the payphones are fitted with two communication interfaces - one for Telstra's cellular network and one for the Optus "B" satellite. When the train is within cellular radio range, the payphone connects calls through this network. The satellite interface is automatically connected when the train moves outside cellular range.



Queensland Rail 'Railcall' payphone which is identical to the Australian National satellite payphone except for the logo

An **integrated** facsimile machine is provided for use by the train manager in train operation and train management communications.

PayTel's satellite payphone provides local (Australia wide) calls on both cellular and satellite as well as full ISD capabilities on both cellular and satellite.

The payphones operate on **both** phonecards and credit cards. Simply, a number is dialled for either an Australian or international number and the phonecard or

credit card is swiped in the payphone and a connect button is pressed when the party being called responds.

Phonecards

A company which develops payphones and associated technology (and this is PayTel's core business), requires a method by which calls made on the payphones can be charged.

PayTels **phonecards** are a plasticised card with a magnetic stripe on the back, similar to a credit card stripe. The card value is stored in a central system computer and displayed prior to and during use, or via an enquiry mode.



Rear of PayTel Phonecard

The cards are unmarked by usage (ie. no holes are punched) and may be fully used but still look to be 'mint' in appearance.

PayTel has a **clear policy** in regards to the issue of its phonecards, in that although phonecards are produced with a particular user in mind, all cards are able to be utilised on all PayTel phones, ie. cards designed with a Tasmanian 'flavour' for the Bass Strait ferry can still be used on the Brisbane-Cairns trains.

PayTel also caters for the **needs** of phonecard collectors with its production, pricing and distribution policy. The company's cards (and Collector Packs) with extremely colourful, educational and highly appropriate themes, are sought after keenly by collectors.

I personally feel that the **Sydney-Hobart Yacht Race** set is one of the most attractive sets of phonecards I have seen, whilst the pack in which they are contained is clearly the most stunning I have ever seen!



All card designs are planned to be appropriate to the conveyance on which they are intended for use and all designs must be approved by the relevant transport authority.

Forthcoming Issues

I am also able to advise readers that PayTel will be **adhering** to their policy of "Australiana" cards, with the following sets being in the course of preparation:

Railways - the first set in Series 2 of 'Railways of Australia' will be released early in 1996;

Shipping - a beautiful set of hand-painted Bass Strait ships from the days of sail to today's 'Spirit of Tasmania';

Lighthouses - a set of cards representing lights around the Australian coast is due for release soon.

PayTel will also be releasing soon a **\$10 Generic** phonecard which depicts the **Optus "B" Satellite** (courtesy of Optus Communications Pty Ltd), with the Earth in the background. This striking phonecard is for use on all PayTel's satellite operated payphones.

It was interesting to learn that **Peggy Rooke** undertakes the **research** for the extensive background information on each card, supplied in the Collector Packs and in **'The PayTel Collector'**.

The PayTel Collector

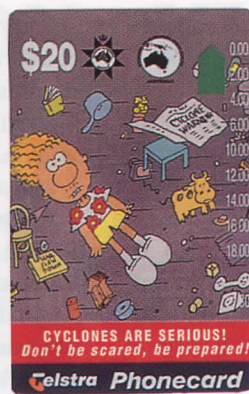
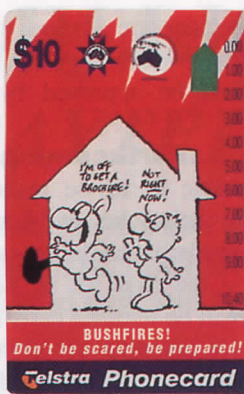
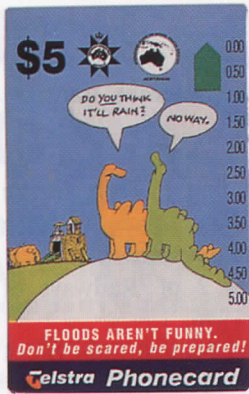
PayTel's publication, 'The PayTel Collector', was first issued in June 1994, nine months after their first phonecard release. Since then, **eight issues** of this informative newsletter have been published.

Readers who may wish to receive this free publication as it is produced (or obtain information on PayTel's phonecards or payphones) can **contact**:

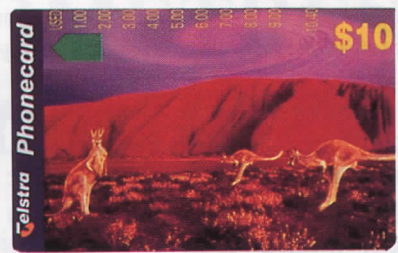
PayTel Australia Pty Ltd
PO Box 456, Blackburn, Victoria 3130, Australia
Phone: (03) 9877 0222 Fax: (03) 9877 9499
International Dialling Prefix +61 3



Stuart, Fiona and Graham Rooke



Emergency Management Set of 3 Cards



Red Centre



Landcare



A1

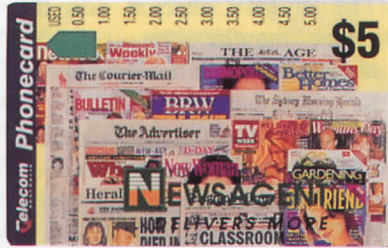


A2

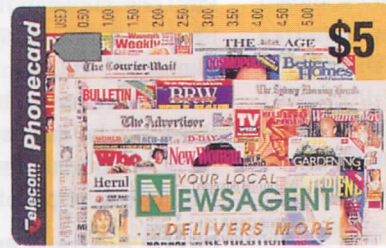
COMPETITION



Captain Munchies



B1



B2

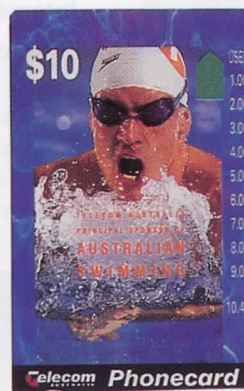
COMPETITION



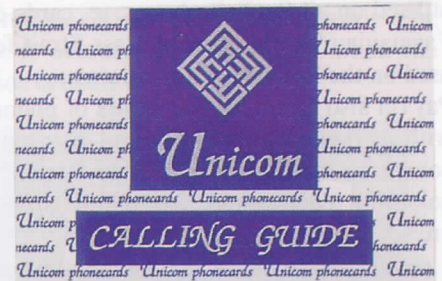
C1



C2



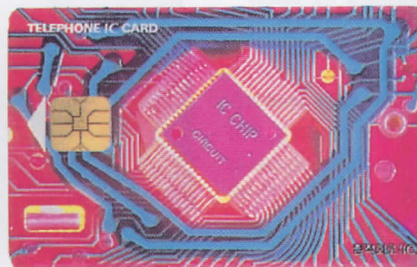
D1



CALLING GUIDE



Unicom Phonocard



First Set of Korean Chip Cards (see article)

AUSTRALIAN NEWS UPDATE

TELSTRA CORPORATION

NEW ISSUES

Featured opposite are two of Telstra's recent Advertising Phonenumber issues including the **\$10 Landcare** card - prefix numbers 794-795 (175,000) and the **\$10 Red Centre** card - prefix number 908 (100,000).

The latter card is one of two which have been specifically produced for the Japanese tourist market. The \$10 card will be available at tourist outlets such as airports and specific retail outlets which target Japanese tourists.

A **second version** of this card is a **Custom**, card prefix number 909 (10,000), with the Australian value of \$20 appearing on it in Japanese Yen. The card will be sold in Japan only, as part of tourist packages. It is for use in Telstra's Australian phones only. This card will obviously be a **'Blue Chip'** item for the both its likely **scarcity** (mint & used) as well as for its **uniqueness** - the first (insertion type) card to operate Telstra's payphones with a foreign denomination!

Featured also are the three cards which make up the **Emergency Management** set. This set is available both as an Official issue (N category) and as a Limited Edition folder set - prefix numbers 895, 896, 897 (6,500 of each).

TELSTRA PHONECARD DESIGN AWARD

Paul Smith, a student from Swinburne University of Technology, was recently named as the winner of the **1995 Telstra Phonenumber Design Award**. This was the third time running that a student from this institution had won the prestigious award!

The announcement was made recently, at a ceremony at the Museum of Contemporary Art in Sydney, by renowned artist and 1995 Australian of the Year, **Arthur Boyd OBE**, who presented Paul with a cheque for \$3,000 and a \$500 book token.

Paul's winning designs have been released nationally by Telstra on a series of **three phonenumber cards**:

- . Learning Together (\$5)
- . Playing Together (\$10)
- . Working Together (\$20)

which commemorate the United Nations International Year for Tolerance. His entry beat a record 420 entries from students enrolled in 24 accredited graphic design institutions around Australia.

Curtin University student Eun Ji Min was awarded second prize in the Design Award, whilst Griffith University student, Belinda O'Connor was awarded third prize in the Award.

STANDING ORDER LOTTERY

Telstra has made a decision to reduce the number of cards and folders being held in its Phonenumber archives. Only 50 individual cards and 7 Limited Edition folders of each series will be archived.

Early issue cards and packs in excess of this number are to be 'given away' by Telstra to Standing Order customers in the form of a 'Lottery', ie. every time a Standing Order is processed, the name of the person purchasing stock

will be included in a bi-monthly draw. The customer drawn will receive an individual set (unpacked) of Telstra's early issue cards. The lottery will operate for the next twelve months.

Skyfire Custom Card

An 'official' sighting at last! Note below, a reproduction of the rear of a \$5 Skyfire Custom card as provided by Kevin McMillan from the ACT.

By all accounts, it appears that most of the 10,000 cards were released at the Festival of Canberra week celebrations earlier this year in March. By all accounts also, it is an extremely **hard** card to find at present, in both mint and used condition.

■ This card is for Coin / Card Payphones in Australia ■ It contains \$5.00 worth of calls ■ Don't bend or stain and avoid magnetic fields ■ Holes are punched only after 10% of value is used. Maximum of 11 holes ■ For local, STD and International calls. C950212

\$5

telecom
AUSTRALIA

© Telstra Corporation Limited 1995 Non Refundable
TM - Trademark Telstra Corporation Limited

Phonenumber™

Canberra's
FM104.7



0075107044

Christmas Island Cards

In May this year, the payphone system on Christmas Island was **converted** so that it is now the same as the Australian system. As such, the cards currently able to be used in Telstra's Australian payphones are able to be used on Christmas Island.

The Island will now receive Telstra's National Official issue and Advertising cards.

COMPETITION

Each issue, APM will be providing readers with the opportunity to enter a different competition.

This month, readers have the opportunity to win one of three sets of cards on offer. Each set will contain:

- . 1 Captain Munchies Phonenumber (see opposite)
- . 1 APM \$2 Complimentary Card

Simply, pick the **different** aspects between Card 1 and Card 2 of each of the four cards (A,B,C &D) featured on the opposite page. You will have to find D2 to compare it with D1.

Write your answers on a piece of paper and **mail/fax** it to the Editor (see **page 2** for address and fax number).

The draw will **not** be on a 'first in, wins' basis due to the time difference in people obtaining the magazine. All entries will be placed in 'a hat' and **drawn on Friday the 22nd of September**. Winners will be announced in the next issue of APM.

Thanks to **Lionel Richards** from Captain Munchies for the cards for the draw. Information on these cards can be obtained by contacting Lionel in Fremantle on **Phone: (09) 339 5800 or Fax: (09) 339 2871**.

continued page 15.



UNICOM

PHONECARDS Pty Ltd

An official launch at the Epping RSL (Sydney) on the evening of 21 August '95, introduced to Australia Unicom's International Phone Card.

What is a Unicom Phonecard?

The Unicom International Phonecard (see page 12) provides the customer the ability to buy a pre-determined amount of long distance phone call at a set price per minute.

The **card works from any touchtone phone** by dialing the access number, a pre-assigned pin number and the number to be called. The customer is charged a flat rate per minute; therefore, the user sets his/her own spending limit. There are no surcharges.

Unicom phonecards allow the customer the access to **place calls** from:-

- Public payphones (no money needed).
- Hotel phones (no surcharge).
- Home and business phones.
- Cellular phones.

The Unicom International Phonecard can be used to make calls from over 37 countries to 250 countries by using a Toll-Free 1-800 number.

Activation is Simple

Unicom Phonecard **activation** is both **simple** and **quick** and can be done when they reach their destination in a foreign country. For example, phonecards obtained in Australia may be activated in Hong Kong, used in the United Kingdom and recharged in New York.

A card holder simply takes the **following** steps:-

- Dials the toll free number of the country he is in;
- At the voice prompt enters the *0# keys for customer service;
- Transfers a sum of money (minimum limit is US\$30 - no upper limit) to the phonecard. Payment may be made by Mastercard, Visa, American Express or Diners Club cards.
- Following validation, the operator takes the card's ID number (printed on the card) and quotes a PIN to the caller.

Simple to Use

The caller, from any touch-tone phone:-

- Dials the access number of the country he/she is in;
- Enters their PIN and dials the number to be called.

After the PIN is entered a computer voice prompt will advise the caller the credit remaining on the card and the number of minutes to the number dialled.

No Bills!

As such, the calls are paid for in **advance** with no resultant phone bills! Re-activation/re-loading of the card is possible at any time by using the same Page 14 — Phonecard Monthly

procedures as in the initial activation. The PIN remains unchanged.

Convenience and Security

The Unicom phonecard appears to be a highly convenient and secure card for a **variety** of prospective **users** such as tourists, business travellers, company executives, sporting individuals, etc.

In addition to the above, the card is appropriate for use by residents in a particular country who simply have a need to call other countries.

Business Opportunity

The Unicom phonecards are distributed through consultants appointed by the company. Please contact the Unicom office for further information and business opportunity.

Contact:

Unicom Phonecards Pty Ltd acn 070 507 327

31 Yerriebab Place (PO Box 861)

Castle Hill, NSW 2154, AUSTRALIA

Phone: 61 (0) 2 894 8786 06 9786

Fax: 61 (0) 2 894 7786

INSTRUCTIONS

1. FROM ANY TOUCHPHONE, DIAL
AUSTRALIA: 1-800-12-2955
CANADA: 1-800-550-4638
CHINA: 10-800-295-5882
FRANCE: 05-906-393
GERMANY: 0130-8-20629
GREECE: 00-800-12-3361
HONG KONG: 800-4980
JAPAN: 0031-1-25000
NETHERLANDS: 06-022-8416
NEW ZEALAND: 0900-443-807
SINGAPORE: 800-120-1469
SWITZERLAND: 155-8280
UK: 0800-963-312
USA: 1-800-443-7014
- OTHER COUNTRIES REFER TO CALLING GUIDE OR CALL CUSTOMER SERVICE
2. TO MAKE CALL, UPON REQUEST, ENTER PIN NUMBER.
3. TO ADD ADDITIONAL TALK TIME & CUSTOMER SERVICE PRESS * 0 # (STAR, ZERO, POUND)
4. FOR CALLS TO U.S. DIAL 1+ AREA CODE + TEL NO.
5. FOR CALLS TO OTHER COUNTRIES, DIAL 011 - COUNTRY CODE + TEL NO (INTERNATIONAL RATES WILL VARY)
6. FOR RATES REFER TARIFF

Instructions on rear of a phonecard

MINT TELECOM CARDS

| | |
|--|---------|
| \$20 Lloyd Rees PACS #15 | \$29.00 |
| \$20 Museum of Contemporary Art PACS #8 | \$29.00 |
| Set of 4 Year of the Dog (at face value) | \$20.00 |
| Set of 3 x \$5 Spies Hecker PACS #11, 12, 13 | \$29.00 |
| \$5 Opera House Festivities PACS #5 | \$12.00 |
| \$5 CardEx (at face value) | \$ 5.00 |
| \$5 WA Inverted Swan PACS #10 | \$12.00 |
| \$5 Ettamogah Pub PACS #4 | \$18.00 |
| \$5 Laughing Kookaburra Numbered Pack | \$22.00 |
| \$5 RSPCA Pair PACS #21 & 22 | \$15.00 |
| \$10 XXXX Beer | \$11.00 |
| \$20 Roam Apollo 11 | \$29.00 |
| \$10 Roam Apollo 11 | \$18.00 |
| \$10 Roam Apollo 15 | \$18.00 |
| \$2 P & LJ Sieders | \$15.00 |
| \$5 x 2 Flintstones/Simpsons PACS #18, 19 | \$30.00 |
| \$5 Telecom Thank You Card | \$59.00 |
| Sheepskin Warehouse Numbered Packs | \$22.00 |
| As Above Packs No's 1 - 9 <u>each</u> | \$49.00 |

Please Phone First to Hold A Particular Number

Please Add \$3 Per Order For Cert. Post on All Orders or Visit Our Shop

SHEEPSKIN WAREHOUSE

CORNER DUNCAN & ANN STs.
FORTITUDE VALLEY, QLD. 4006
PH/FAX: (07) 252 2903

**Telstra's Singapore Fair
Phonecard & Folder**

Telstra released a \$5.00 Phonecard at the recent **Singapore Phonecard Exhibition '95** (25-27 August). Cards released were contained in a folder of which 10,000 were produced.

As with Geneva (1991) and CardEx (1994), no where near this amount of folders were sold - I believe in the vicinity of 2,000 only were purchased at the Exhibition. The card itself is an Advertising card, prefix number 953. Telsta advises a total of 40,000 have been printed. Readers will note ads in this issue, offering the card and its folder.

\$10 Prison Phonecard

Telstra advises that at this time they have not received any request from the **Victorian Prison Services** to on-print the \$10.00 prison card, ie. there is **no indication** that the \$10.00 will be available at face value as was the \$5.00 card.

As it stands at present, only 10,000 of the \$10.00 cards have been printed for distribution and use in Victorian Prisons.

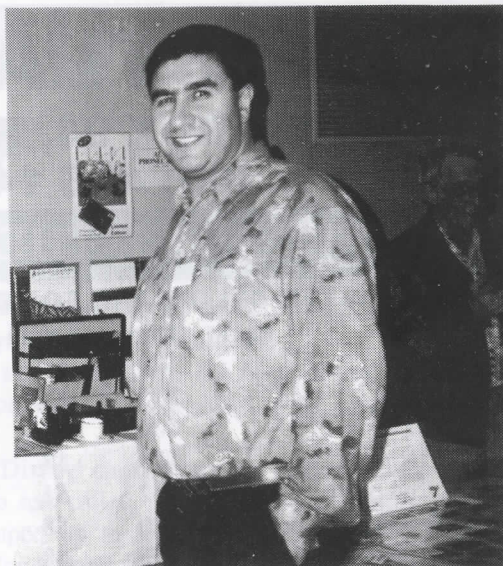
**NATIONAL COIN, STAMP & PHONECARD
SHOWS
Sydney & Canberra**

Edlin's of Canberra recently held their Shows in Sydney (12-13 August) and Canberra (19-20 August). The Sydney Fair clashed with the WW II celebrations on the Saturday and the annual 'City to Surf' fun run on the Sunday. To compound with the competing attractions, the security guard strike for the preceeding week had left most 'Flexi Tellers' in the city empty!



**Denise & Chris Williamson
'Haxby Collectables'**

Ed Cummings reported that the folowing week's show in Canberra attracted a good turnout of visitors over the two days. He also indicated that the **Edlin's Auction** held on the Saturday night was also well attended, with strong bidding from the floor to supplement the postal bids received.



Ali Masri - Al's Phonecards

The next Show is again in Canberra, on 11-12 November.

one Australia America's Cup Challenge

The 9,500+ sets of 4 cards of this printing are still being held by Telstra., ie. they have not yet been destroyed although this is still their likely fate.

The 300 odd collector packs which were issued to the public are now priced in the vicinity of \$700. This price should jump upwards in the months to come.

New & in stock now!

**Australian Telstra
Cockatoos in Folder
P.O.R.**

**Singapore
Coca-Cola Card in Folder**
(Singapore Aug '95 Fair release)

**Singapore/Thailand now available
mint & used - sets/individual cards
Many other new thematics just arrived**

*Please enquire for prices
& information*

**Melbourne
Phonecard Centre**

**Shop 24, Centre Place, Melbourne
PO Box 66, Flinders Lane PO,
Melbourne, Vic. 8009.**

Ph: (03) 9650 7871 Fax: (03) 9650 7644

WESTLAND STAMPS

PO BOX 94, KELMSCOTT, WA 6111
Ph: (09) 496 1413 Fax: (09) 496 1550

YOU'VE TRIED THE REST NOW TRY THE WEST

LISTED BELOW ARE SOME ITEMS FROM OUR LATEST PRICE LIST

| | Pack | Mint | 1 Hole | Multi | | Pack | Mint | 1 Hole | Multi |
|----------------------------|-------|-------|--------|-------|--------------------|-------|-------|--------|-------|
| \$2 Vineyard | - | \$20 | \$15 | \$6 | South Australia | \$350 | \$250 | \$110 | \$60 |
| \$2 River Murray | - | \$25 | \$25 | \$15 | Queensland | \$180 | \$170 | \$100 | \$60 |
| \$5 Grand Prix | - | \$30 | \$15 | \$8 | Victoria | \$190 | \$50 | \$25 | \$20 |
| \$2 Generic 1st print | - | \$12 | \$8 | \$1 | New South Wales | \$325 | \$250 | \$100 | \$50 |
| \$2 Generic 2nd print | - | \$12 | \$1 | \$1 | Western Australia | \$45 | \$40 | \$35 | \$28 |
| \$2 Health & Safety 1st pr | - | \$10 | \$8 | \$4 | ACT set of 5 | \$155 | \$150 | \$125 | \$75 |
| \$2 Health & Safety 2nd pr | - | \$10 | \$8 | \$2 | Northern Territory | \$40 | \$35 | \$35 | \$30 |
| \$5 Youth 1st print | - | \$25 | \$10 | \$4 | Tasmania | \$40 | \$40 | \$35 | \$35 |
| \$5 Youth 2nd print | - | \$65 | \$12 | \$2 | Red Cross | \$195 | \$150 | \$50 | \$25 |
| Geelong Trial set of 5 | \$140 | \$130 | \$160 | \$150 | Olympic Games | \$295 | \$150 | \$45 | \$25 |

PLEASE ASK FOR A COPY OF OUR 380 LOT PHONECARD POSTAL SALE WHICH CLOSSES 30TH SEPTEMBER '95

MINT SERIAL NUMBERS ALSO AVAILABLE INCLUDING THE SCARCE \$10 CHRISTMAS '94 SERIAL No. 699. PLEASE ENQUIRE

PARAMOUNT PHONECARDS

Selected items from stock

- \$2 Buzz mint in folder**
In stock again..... \$ 6.00
 - \$5 Skyfire**
Mint or 1 Hole..... \$15.00
 - \$5 War Memorial**
Hard to get mint or 1 hole..... \$35.00
 - \$50 Koala - New Logo**
Prefix 837. Choice 1 hole..... \$30.00
 - DISNEY #1**
Donald & Mickey in folder..... \$29.00
 - DISNEY #2 - The Whoopee Party**
New - At Issue Price..... \$25.00
 - BATMAN FOREVER**
Superb \$5 card available loose
mint or 1 hole..... \$14.50
or in '3D' Collector Pack..... \$39.00
 - ROAM - Apollo 11 Collector Pack.**
Contains the complete set with matching
numbers at 2/3 issue price!!..... \$130.00
- TELECOM CAMBODIA**
- SPECIAL STARTER KIT CONTAINING 8 DIFFERENT CARDS. ALL GOOD USED.**
Includes - \$20 scene..... \$30.00
- SPECIAL OFFER AUGUST/SEPTEMBER**
- \$5 Ettamogah Pub Collector's Pack - one of the most popular Custom Cards. Offer limited to five per person. Each..... \$15.00**

NAURU - 1st Issue - OUT NOW!!!

\$10 AND \$20 cards depicting Birds of Nauru:

- 1st issue loose mint (2)..... \$30.00
- Ditto - Collectors Pack..... \$35.00

**BUYING ALL USA PHONECARDS
TOP PRICES PAID -CASH**

FULL PRICE LIST FREE ON REQUEST

*** Free postage & packing on all orders ***

*** Bankcard/Mastercard/Visa accepted ***

PARAMOUNT PHONECARDS

Ian Russell

PO Box A1219, Sydney South, NSW 2000,
Australia

Ph: (015) 414 713 Fax: (02) 452 1791

To: Paramount Phonecards, PO Box A1219, Sydney
South, NSW 2000 - Fax (02) 452 1791
Please send me your FREE pricelist
of Australian Phonecards

Name:

Address:

.....

'GET THE PICTURE' IN SINGAPORE

Readers may not be aware of the developments in Singapore over the past few months with custom cards as issued for Konica, Kodak and Fuji. These three camera film producers have been engaged in a 'price war' of sorts by issuing free phonecards in their packets of film. One card is issued per pack. The card is not visible through the packaging, so to get a set of cards for free means buying many packs of film.

Each of the producers has been trying to outdo the other with bigger and better cards. The result of this, as with other 'price wars', is that the consumer benefits with cheaper prices and/or better products. Most of the cards featured are retailing in Australia for less than \$10 each.

The first company 'off the blocks' was Kodak with a set of four 'Disney' cards featuring Mickey Mouse. Konica responded by obtaining the licence for 'Garfield' and produced two sets called, 'Garfield Always Unforgettable' (3 cards) and 'Garfield the World's Greatest' (6 cards). Kodak jumped up to five cards with an issue featuring Cinderella, Snow White, Pinocchio, Sleeping Beauty and Alice in Wonderland, on some very beautiful designs.

Konica then produced a set of 12 cards featuring 'Garfield and the 12 Signs of the Zodiac'. Fuji jumped into the market with a set of 4 'Year of the Pig' cartoons.

All seemed to go quiet then, until the recent arrival of cards 'hit the streets'. Konica issued two sets of 'Batman' cards (6 and 3 cards) as well as a set of three cards featuring 'Fido Dido'. Fuji issued three sets of three cards - 'Pop-Eye', 'Tom and Jerry' and 'The Power Rangers'.

The latest releases are featured in the advertisement of **The Melbourne Phonecard Centre** at the **inside back cover**. Print runs vary from 12,000 for some issues to 52,000 for others. A small number are included in packs at the end of the promotion and sold through retail outlets handling the film product.

Stay tuned in for further developments and updates - Editor.



PAYPHONICS

September 1995 - Flags of Australia

Dear Collector,

"Flags of Australia" are significant in that they are Australia's first chip smart phonecards. Three cards, a \$50 a \$20 and a complimentary \$5 card come in a pack, issued at face value plus \$1. There are only 1000 packs. Card mintage, including those in Packs, is \$5 PIC5-7 1000, \$20 PIC20-8 2000, \$50 PIC50-9 1500.

Orders are now being taken - just fill out the form below or see your dealer. Please note that Payphonics is a responsible phonecard issuer and has not and will not process your cheque or credit card payments until immediately before your goods are shipped. All Payphonics goods come with a 7 day money back guarantee.

Craig M Hamilton

| PLEASE SEND ME: | Collector Packs: | Price (a) | Quantity (b) | Amount (a x b) |
|-------------------|--|---|---|---------------------------|
| | Christmas 1994 Pack C (P2-6) | \$16 | units | \$ |
| | Flags of Australia Pack D (PIC5-7 PIC20-8 PIC50-9) | \$76 | units | \$ |
| | Individual Cards: | | | |
| | P2-6 Christmas 1994 | \$10 | units | \$ |
| | PIC20-8 | \$20 | units | \$ |
| | PIC50-9 | \$50 | units | \$ |
| | Please place me on your Newsletter Mailing List | Free | place a tick✓ in the box → | |
| | *Postage, packaging and insurance : | | All PAYPHONICS goods come with a 7 day money back Guarantee | Cards/Packs Total Cost |
| | Orders greater than \$100 - free of charge | | | \$ |
| | Orders less than \$100 - add \$3 | | | \$ |
| | Overseas - \$15 for each 200 cards or part thereof for Secure Post | | | \$ |
| | | | | Amount Payable (c) |
| | | | | \$ |
| PAYMENT DETAILS: | Post This Order with Payment by Money Order Bank or Personal Cheque, or ↗ ACN 085 493 594 | Post or Fax This Order with Payment by Credit Card type (tick) Card Number: Expiry Date: Name on Card: | <input type="checkbox"/> Bankcard <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard | |
| DELIVER CARDS TO: | Name Street (or PO Box) Suburb or Town Post Code Telephone Number | Today's Date: | FORWARD YOUR ORDER TO : Payphonics PO Box 244 Diamond Creek, Australia 3089 Fax: Nat (03) 9432 8488 Fax: Int +61 3 9432 8488 | |

PAYPHONICS - AUSTRALIA'S FIRST NON TELSTRA OPEN USER GROUP

TELSTRA'S REVISED PHONECARD CATEGORIES

Note Comments at page 2, Editorial

PRODUCT CATEGORIES - DEFINITIONS

National Issue Cards

'N' Category

National issue cards are issued nationally through the usual Phonecard outlets. Approximately **seven** (7) National issue series are released each year. A number of these cards will continue to be issued through the Phonecard Collector Service.

Advertising Cards

'A' Category

The 'A' code will include cards that **feature** one of the following types of advertising:

- Telstra's own corporate advertising, Telstra sponsorship, eg. Year of the Dog, Australian Ballet and the Sydney Dance Company, Yellow Pages, etc.
- Private or general advertising, eg. K-Mart, Taubmans.

A Phonecard is **classified** as an Advertising card if more than **50%** of the cards produced are distributed through Telstra's Phonecard retail outlets.

Advertising cards will also be made available through the Phonecard Collector Service.

Promotional Cards

'P' Category

Promotional cards may be produced for the commissioning company for the following purposes:

- Promotional cards produced for companies to **give away** to their customers and clients;
- Advertising cards produced for companies to **sell** through their own outlets;
- Special event cards commissioned to **commemorate** special events;
- Charity cards commissioned by Charity organisations for **fund raising** purposes.

Promotional cards will be subject to the following conditions:

- **Telstra's Phonecard Collector Service will reserve the option to print an additional number (up to 10,000) of the Promotional cards for the collector market.** If this option is taken up - the card price for the client will reflect the total print run size.

- A maximum retail price (equal to the face value of the card) will be set for the sale of Promotional cards produced.

- **\$2** Promotional Phonecards will be made available for the 'P' category only. However, these cards are **not** to be made available for re-sale. The words "Complimentary Only" must be printed on Phonecards of this denomination only. These cards will **not** be

onprinted for the collector market by the Phonecard Collector Service.

Third Party Custom Collectable Cards

'C' Category

'C' category cards may be produced for the commissioning company for sale to the collector market through existing channels, such as dealers in stamps, coins and phonecards, or via advertising and mail-order arrangements. They may also be marketed to target other collector markets, through channels not currently available to Phonecard, eg., Disney and Coca-Cola collectable market.

No minimum print run size is pre-determined and no maximum retail price is set for cards in this category.

The right to **on-print** additional cards for the Phonecard Collector Service will **not** be a condition of the commissioning of 'C' Category cards.

A **limited** number of designs in this category will be offered per year - **24 designs will be available in the first year.** Expressions of interest from current and potential clients will be asked for periodically. Allocation of designs in this category will be based on achievement of set criteria, **demonstrated through a Marketing Plan. These criteria are as follows:**

- Promotion of Phonecard as a desirable collectable. This will be demonstrated through design, pricing, perceived credibility of Marketing Plan (ie. not seen as aiming to manipulate prices in the collector market through artificial restrictions on availability).

- Distribution channels which will aim to further promote Phonecard as a collectable - either expanding the reach of Phonecard generally, or expansion into other markets, eg. overseas, other collectables, non-collectors, thematic collectors (eg. Transport, flora, fauna, etc.) This will be demonstrated through proposed distribution channels, advertising and order volume.

Limited Edition Cards

'L' Category

These cards carry the same designs as the National issue cards, but are only released packaged in **Limited Edition folders.** These cards are only produced in limited numbers and are only available for sale through the Phonecard Collector Service.

Special Issue Card

'S' Category

Cards will be issued in this category **once or twice a year** for special or one-off events that do not fit appropriately into any of the existing categories. Special issue cards will be available for sale to collectors through the Phonecard Collector Service.

**Gift Cards
'G' Category**

Cards produced for inclusion in greeting cards to be produced and marketed by Payphone Services. These will include Christmas, Valentine's Day, Birthday cards, etc. Special distribution channels will be set up for these gift cards, eg. Australia Post agencies and Australian Geographic retail outlets.

These cards will only be available as part of the greeting card/Phonecard purchase. They will not generally be available through the usual Phonecard retail outlets or through the Phonecard Collector Service. Gift cards not purchased within a reasonable amount of time may be sold through general distribution outlets.

**International Cards
'I' Category**

Cards issued when the Telstra telephone card payphone system is installed overseas, eg. in countries including Vietnam and Cambodia.

**Territory Cards
'T' Category**

Cards issued through Australia's external territories, such as Christmas and Norfolk Islands.

PRICING

. The price list for Phonecards with a customised image is contained in the price list below. This price list incorporates **two components** - the charge for the image/advertising and the standard Phonecard cost (based on commission structure as per standard Phonecard retailers and distributors).

. The existing Agency commissions both for the General Advertising cards and Customised cards will remain until December 31 1995.

Contract/Credit Conditions

New agreements will be drawn up to reflect the changed categories of cards, as outlined above. Standard credit terms and conditions presently in place to apply, including:

- . 20% deposit required to ensure that printing costs are covered;
- . 30 day payment terms
- . Telstra reserves the right to extend credit and may require guarantees in some cases;
- . Part deliveries will not be made, full payment to be made when due.

**PRICE SCHEDULE - CUSTOMISED PHONECARDS
Effective 9 August 1995**

| | <u>\$2.00</u> | <u>\$5.00</u> | <u>\$10.00</u> | <u>\$20.00</u> | <u>\$50.00</u> |
|----------|---------------|---------------|----------------|----------------|----------------|
| 2,500 | Not avail. | \$5.70 | \$10.50 | \$20.00 | \$50.00 |
| 5,000 | Not avail. | \$5.50 | \$10.40 | \$19.90 | \$48.50 |
| 7,500 | Not avail. | \$5.45 | \$10.30 | \$19.80 | \$48.00 |
| 10,000 | \$2.60 | \$5.40 | \$10.20 | \$19.70 | \$48.00 |
| 25,000 | \$2.50 | \$5.10 | \$ 9.80 | \$19.10 | \$47.80 |
| 50,000 | \$2.20 | \$4.90 | \$ 9.60 | \$19.00 | \$47.60 |
| 100,000 | \$2.20 | \$4.85 | \$ 9.50 | \$19.00 | \$47.50 |
| 250,000 | \$2.00 | \$4.75 | \$ 9.50 | \$19.00 | \$47.50 |
| 500,000 | \$2.00 | \$4.75 | \$ 9.50 | \$19.00 | \$47.50 |
| 500,000+ | \$2.00 | \$4.75 | \$ 9.50 | \$19.00 | \$47.50 |

- Note:
- . The \$2.00 cards will be produced with "Complimentary Only" printed on the cards in a clear but not obtrusive position - 1 millimetre font.
 - . The above price list represents the invoiced amount. In addition, volume rebates will be calculated for clients who achieve total volumes in excess of \$0.5m. Volume rebates will be calculated twice yearly for eligible clients, at the same rates as for retail outlets and distributors of Phonecards (ie. up to 3% for total annual volumes in excess of \$3m).

ATTENTION ALL DEALERS!

For the wholesale supply of all your...

*Phonecard albums, sleeves,
accessories & magnifier needs.*

*We publish the -
"Collect Australian
Phonecards" Catalogue
and distribute the following brands:*

Lighthouse, Cumberland, VST, NBS,
Renniks, Ultra-pro & Seven Seas. Call Ian Pitt:



LIGHTHOUSE PHILATELICS (AUST) PTY LTD
10 Bartley Street, Chippendale NSW 2008, Australia
PO Box 763, Strawberry Hills NSW 2012, Australia

Tel: (02) 698 5388 Fax: (02) 698 5042

**THE PHONECARD
COLLECTORS
NEWSLETTER**

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

SUBSCRIPTIONS SHOULD BE SENT TO:

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

SOUTH KOREA'S First Chip Phonecards

by Allan Douglas

I recently received from a friend in South Korea, the first set of Chip cards issued in that country (*see cards featured in colour on page 12*).

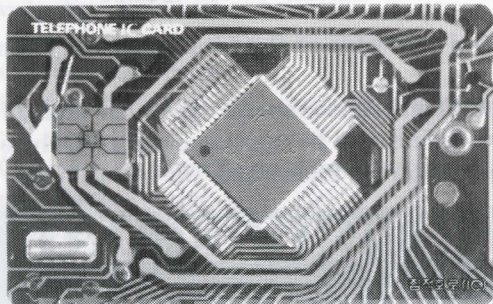
The set consists of three cards with a value of Won 3000, 5000 and 10000. Each card also carries a bonus of extra call value. For the 3000 card it is an extra 100 Won, on the 5000 card an extra 200 Won, whilst the 10000 card has a total call time to the value of 10500 Won.

The fronts of the cards carry the wording Telephone IC Card, the IC, I assume, meaning Integral Chip.

At this time I am not sure of how many of each card were issued but I have been told that these chip cards are very hard to find in used condition at the moment in South Korea.

Identification Code

The back of South Korean phonecards has the issue dated incorporated in a control number. The following is a read out on the number that appears on the 3000 Won card with an explanation of the digits in the number I09412101 - 30105099.



The 3000 Won Card

The letter I could be for Integral Chip card; 094 is the year of issue; 12 is the month of issue and 101 is the issue number. The South Korean cards always have an extra digit in front of the issue number to represent the type of card. I believe that the number 1 signifies that it is a General Issue card.

I believe that the last group of numbers signifies a batch and serial number for the card, but I have no information to verify this. Whilst I have a South Korean phonecard catalogue, it is in Korean which I am unable to translate.

To summarise however, I was able to ascertain that the 3000 Won card was issued in December 1994 and it is card number 1 of the chip card variety. The other two cards are numbered 2 and 3 respectively.

The face value of the three cards is Won 18000 and the set cost me **Won 23000** to obtain - which translates to approximately **A\$42.00!**

Second Issue

I have been told that the **second issue of chip cards was due in March 1995** but at this date, I have not yet sighted any.

Current Scarcity

Whilst there is a current scarcity of used chip cards coming out of South Korea it would be logical to assume that as more payphones accepting chip cards are installed, so will the used cards be found.

South Korean general issue cards in used condition are quite cheap to collect owing to the large numbers issued. Regional cards, which are sold in areas which feature the picture on the card, make quite an attractive collection but some times can be difficult to come by.

Some of the advertising cards are quite expensive and I only purchase these cards if they relate to a theme in which I am interested and collect. The advertising cards can have a print run of just 500 cards.

I use a system whereby every card that I add to my collection, is recorded by description, who/where I obtained the card from and its cost. - a lot of writing but I enjoy doing this. Every collector in this hobby has their own method of collecting and writing up cards and I am always interested in the methods used by other persons.

Asian Interest

As I hope to be writing more articles on the phone cards of Asian countries, I should explain that about two years ago I had to come to a decision on what cards I would collect as I found that I could not cope with the amount of cards that I was accumulating.

It was at this stage that I decided that I would only collect cards of Asian countries - a choice which provided me with a large scope of interest.

I am always interested in learning any new information on Asian phonecards and would welcome any news that other collectors may have.

Allan Douglas, PO Box 139, Chermside, Qld. 4032.

SEEN

at the

National, Coin & Phonecard Show
in Sydney

**EDLINS OF CANBERRA
WINTER/SPRING 1995**

10 page Phonecard Price List

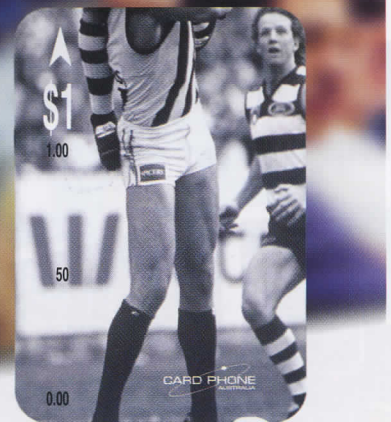
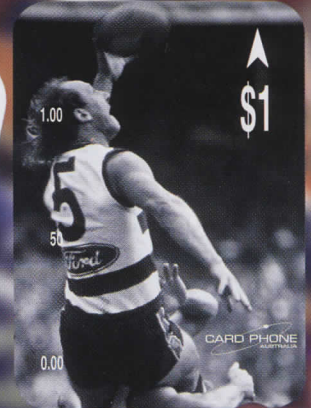
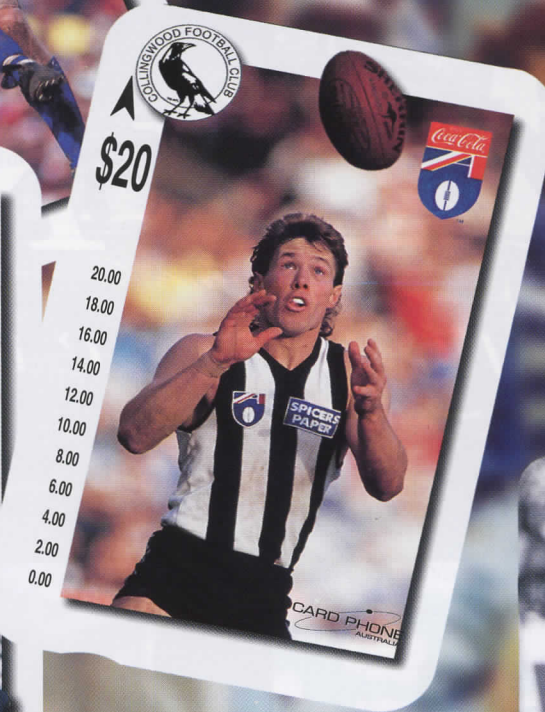
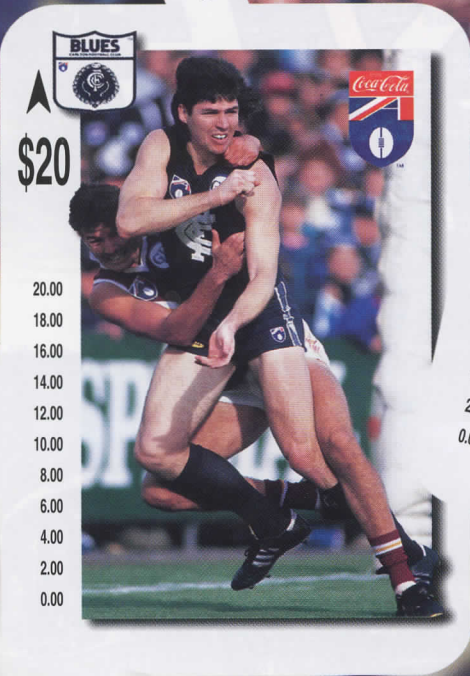
Available from Edlins for \$2.00

PO Box 7, Civic Square, ACT 2608

PH: (06) 248 7859 Fax: (06) 248 7553

CARD PHONE AUSTRALIA

To celebrate the Austel approval of our Land/Mobile pay phones Card Phone Australia are pleased to announce the release of the 1995 AFL Captains Series.



CARD PHONE AUSTRALIA

P.O. Box 429
West Footscray
Vic. 3012

Phone (03) 9311 4699
Fax (03) 9311 4692

Qty.
 Adelaide
 Brisbane
 Carlton
 Collingwood
 Essendon
 Fitzroy
 Footscray
 Fremantle

Qty.
 Geelong
 Hawthorn
 Melbourne
 North Melbourne
 Richmond
 Saint Kilda
 Sydney
 West Coast

Order form.

Name.....

Address.....

.....State.....P/code.....

Phone

Single Cards (specify team/quantity) @ \$20.00 \$.....

Complete Set/with complimentary pair @ \$300.00 \$.....

Postage and Insurance \$4.50.....

Check/Money Order Enclosed

or debit Bankcard/Mastercard/Visa Total \$.....

Number

Expires ___/___ Signed.....

Please allow 21 days delivery.

We are proud to announce that the public transport corporation (P.T.C.)
 Has chosen to trial Card Phone Australia pay phones for their new fleet of V/

Line Sprinter Trains. These trains operate between Spencer St Station in Melbourne and all
 major regional Victorian centres.



Name.....

Address.....

.....State.....P/code.....

Phone

\$5 Sprinter cards @ \$5.00 \$.....

\$10 Sprinter cards @ \$10.00 \$.....

Sprinter Collectors packs @ \$22.50 \$.....

Postage and Insurance \$4.50.....

Check/Money Order Enclosed _____

or debit Bankcard/Mastercard/Visa Total \$.....

Number

Expires ___/___ Signed.....

Please allow 21 days delivery.



P.O Box 429 West Footscray
 Vic. 3012.

Phone (03) 9311 4699

Fax (03) 9311 4692

The Licensee of Australian *Coca-Cola*® Phonecards Standing Order Arrangement Form And/Or Order Form

1. Standing Order Details. (This arrangement entitles you to future *Coca-Cola* issues automatically)

This Standing Order Arrangement (SOA) is valid for all standard licensed *Coca-Cola*® Phonecard issues. Please indicate your SOA requirement per issue below.

Indicate quantity required per issue in this box

Tick this box if you require matched numbers for each issue.

2. Personal Details.

Please print clearly

M

Mr/Miss/Mrs/Ms

Initials

Surname

Address

State

Postcode

Country

Phone No

Fax No

3. Payment Details.

A. Credit Card Payment

I, hereby authorise Universal Coin Co. to debit my credit card for this and all future issues as part of the Standing Order Arrangement

Please debit my:

Bankcard

Visa

Mastercard

Cardholder's Number:

Cardholder's Name:

Signature

Expiry Date

All Credit card SOA customers will have their credit card debited automatically and their goods will be despatched promptly

B. Payment by Cheque, Money Order and International Money Order.

If you prefer to pay by any of the above facilities for future issues under the Standing Order Arrangement, you will be invoiced by Universal Coin Co. Please forward your payment within 14 days to the address below and we will promptly despatch your goods. If we do not receive your payment within 14 days we will assume that you no longer wish to maintain your Standing Order Arrangement.

Please make all cheques and money orders payable to Universal Coin Co.

4. Ordering Your Limited Edition Packs.

| Product | Unit Price | Quantity | Total Value \$A | |
|--|------------------|----------|-----------------|--|
| Coca-Cola "Guy" Limited Edition Presentation Pack (Only 4,000 Produced) | \$A 24.50 | | | Mail your order form and payment to: Universal Coin Co. Pty Ltd P.O.Box 290 South Melb Vic 3205 Australia Or Fax your order to : (Credit card orders only) 03 654 8167 |
| Coca-Cola "Gal" Limited Edition Presentation Pack (Only 4,000 Produced) | \$A 24.50 | | | |
| Certified Postage and Packing 1-4 Units \$3.50; 5-8 Units \$5.50 International (Economy Air) \$15.00 | | | | |
| 7 Day Return Privilege on all Goods | \$A Total | | | |

5. Please Note

- a. Only 2,000 units of each issue will be made available for the SOA
- b. There is a seven day return privilege on all purchases
- c. A standby list will be created for those people who miss out on the SOA
- d. A small quantity of product will be reserved and those on the Standby List will be placed in a ballot for that product.
- e. If you wish to terminate your SOA, simply inform Universal Coin Co. in writing.
- f. Standing Order Arrangement offer closes 15 October 1995

There are only going to be
4,000 of the new Telstra *Coca-Cola*[®]
Phonecards printed,
somebody will miss out!



DON'T LET IT BE YOU

(See overleaf for ordering details)

Coca-Cola®Phonecards are produced under license from The Coca-Cola Company, owner of the trademarks Coca-Cola, Coke, the Dynamic Ribbon device, and design of the contour bottle, by Universal Coin Co. Pty. Ltd. PO Box 290 South Melbourne Vic. 3205 Australia. Phone: (03) 9654 2997 Fax: (03) 9654 8167
© 1995 The Coca-Cola Company. All rights reserved.

ONLY 4,000 ISSUED!

**Third
Release
out now**



**The *Coca-Cola* "Gal"
\$24.50 per pack**

This is a special and limited opportunity to join the Telstra *Coca-Cola*® Phonocard Standing Order Service direct from the Australian Licensee - Universal Coin Co.

There are many benefits of being a standing order Customer, these include:

- Having the quantity of standard *Coca-Cola*® Phonecards you require reserved for you every issue.
- Receiving matched numbered packs with each release.
- Receiving information on all new *Coca-Cola*® releases in advance.
- If using Credit Card, having the convenience of your order being processed & despatched automatically.
- Receiving the personalised service that comes with being a standing order customer.

This offer to join our *Coca-Cola*® Phonocard standing order service is only open for a limited time.

We also guarantee a printing of only 4,000 of each Telstra *Coca-Cola*® Phonecards. The extremely low printing means that some one will miss out.

So PLEASE, order early to avoid disappointment.
Current standing order customers remain unaffected.

**Coca-Cola®
"Guys" 'n "Gals"**



**The
Coca-Cola
"Guy"
\$24.50
per pack**

Coca-Cola® Phonecards are produced under license from The *Coca-Cola* Company, owner of the trademarks *Coca-Cola*, *Coke*, the Dynamic Ribbon device, and design of the contour bottle, by Universal Coin Co. Pty. Ltd. PO Box 290 South Melbourne Vic. 3205 Australia. Phone: (03) 9654 2997 Fax: (03) 9654 8167 © 1995 The *Coca-Cola* Company. All rights reserved.



**With only 4,000 of
each card printed
The New Telstra
Coca-Cola® Phonecards
will positively be
Always Collectable.**



COCA-COLA®PHONECARDS ARE PRODUCED UNDER LICENSE FROM THE COCA-COLA COMPANY, OWNER OF THE TRADEMARKS COCA-COLA, COKE, THE DYNAMIC RIBBON DEVICE, AND DESIGN OF THE CONTOUR BOTTLE, BY UNIVERSAL COIN CO. PTY. LTD. PO BOX 290 SOUTH MELBOURNE VIC. 3205 AUSTRALIA. PHONE: (03) 9654 2997 FAX: (03) 9654 8167 © 1995 THE COCA-COLA COMPANY. ALL RIGHTS RESERVED.

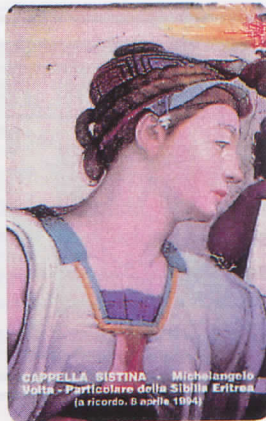
ITALY & THE VATICAN CITY

by Ken Hosking - Bulleen, Victoria

I have a confession to make and that is, that amongst the countries I collect, I accept Italian phonecards! Only one of each mind you, and I do have trouble trying to swap my duplicates. In my opinion, Italian cards have improved considerably, displaying colourful scenery and attractive themes.

I have been exchanging cards with my Italian Collector friend Angello for some time now. The communication in our letters is limited but we have a strong rapport in relation to swapping cards.

The ITC magazine recently published a list of countries that produce phonecards. Amongst them was the Vatican City which is located within the bounds of Italy. Cardphones have been operating in the Vatican City since 1992 on the same system as used throughout Italy, patented by URMET. As with the Italian cards, the corner of the Vatican City cards must be detached before they can be inserted into a phone. However, the Vatican City phonecards are encoded so that they are not usable elsewhere in Italy - they are restricted to the cardphones in the City and in St Peter's Square. A recent letter to Angello had a request for cards from the Vatican City. On receipt, I found them to be both interesting and extremely colourful.



Left: 'Sacra Famiglia' or Sacred Family - a painting at the Vatican Museum Art Gallery

Above L & R:
Two of three illustrations of Michelangelo's fresco paintings in the Sistine Chapel

Right: Stamp 'Meeting for Peace in Europe'



Governatorato Città del Vaticano

Above & Below: Face & Rear of Card Featuring Stamps 'Flora of the New World' (America)



Governatorato Città del Vaticano



Included also, was a bonus surprise. Firstly, enclosed was a radio marine card which would have been used on a pleasure cruise ship. On a closer inspection of the card I identified the Sydney skyline including the Harbour Bridge. Secondly, enclosed also were a pair of custom cards featuring winter sports.



So, the next time you get a collector in Italy looking for someone to exchange cards with, why not give it a go?



Austrian 20 Heller Telephone Stamp



Belgium Telephone Stamps



Above & Below:

Great Britain



Above L & R Bavarian Billets Imperforate

L & R Bavarian Perforated



Left & Right (x 6)

France



TELEPHONE STAMPS and BILLETS

by Warren Titcher

With the advent of the Morse Telegraphic Code in 1832, the introduction of Penny Post by Roland Hill in 1840, and the invention of the telephone by Alexander Graham Bell in 1876, it was perhaps inevitable that prepaid 'stamps' would be developed as an adjunct to telecommunication systems.

The Electric Telegraph

Samuel Morse (1791-1872) was an American pioneer in electromagnetic telegraphy and developed his dot-dash code in 1832, which was to revolutionise the world of communications. By 1850, the first effective submarine cable had been laid between England and France, but it was not until 1873 that a link was fully connected between Australia and England. No longer did Australians have to wait weeks for news from overseas, which had formerly been brought by sail and steamship.

The first 'prepaid' telegraph stamps appeared in the 1860's and were issued by over 60 countries and states. Belgium appears to be the first European country to issue an official 'stamp' in 1866, but in 1853 a private company, The English & Irish Magnetic Telegraph Co., had issued its own stamp. In Canada and the USA, private companies dominated the Telegraph systems. Over 30 companies produced their own stamps from the 1870's, with such famous names as Canadian Pacific Railways, NewYork Telegraph Co. and Western Union.

The Telephone

Alexander Graham Bell (1847-1922) was born in Edinburgh, but emigrated to Canada in 1870. He later became an American citizen and in 1876 exhibited an invention which was developed into the telephone.

By just 1878, **Melbourne** opened its first telephone exchange, - two years before London's - and soon 24 lines were opened to businesses and government.

Brisbane had its first exchange, to government departments, in 1880, with **Sydney** opening in 1881.

Adelaide had its first system two years later, in 1883.

Although the telephone had reached London in 1878 (the same year as the city experimented with electric street lighting), it was not until late in 1879 that the first exchange opened in the city, with just 7 or 8 original subscribers. Within two years this had jumped to 914, but it was not until 1891 that the first satisfactory service was established between London and Paris.

Telephone Stamps and Billets

The issuing of Telephone 'stamps' was not as prolific as that of Telegraph 'stamps', perhaps only eight or nine countries at the most. In Europe, Belgium, France, Austria, Bavaria, Monaco and perhaps Denmark, had their own pre-paid timbres/billets for phone calls. A private company issued stamps in Great Britain, as well as the Post Office. North America was dominated by

private companies - at least nine in Canada and twenty eight in the USA. Two familiar names are the Bell Telephone Company and the Pacific Telephone Co.

Austria

Telephone stamps from this country are extremely rare and a 20 Heller value is depicted. It is called a Post & Telegraph Stamp, with the words Telephonstelle Effektenborse in smaller type. The date is probably 1908 and is a large stamp printed in sepia on yellow paper. Time allocated was three (drei) minutes.

Bavaria

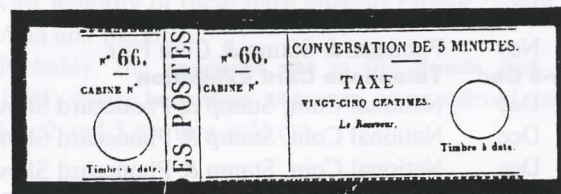
This former German state issued the now famous 'Billets' between 1891 and 1894, although the later issues were actually used until 1908, when all remaining copies were withdrawn. Actually, some private issues, ranging from 10 Pfg. to 1 M., had appeared in some eleven German cities from 1883, including Munich and Nuremburg. These private stamps were printed in black on rose, pale brown or brown paper and were nothing much more than a perforated ticket.

The Official Issues, released in 1891, were a far more attractive design, depicting the Bavarian Coat of Arms. Values were 10 Pfg., 25 Pfg. and 1 M., printed on a pink or white paper and **imperforate** (ie., without perforations). Length of call time was five minutes.

The issues of 1894 were perforated (p.111/2) and the time changed to three to five minutes. The paper varies from white to yellow to yellow-buff and a 20 Pfg. value was added to the last issue (a difficult stamp to obtain).

France

The first rather crudely designed stamp was issued in 1880, permitting a conversation of five minutes.



In 1885, the very attractive "**Bulletin de Conversation**" stamps replaced the early issue, bearing the title of the Ministry of Posts & Telegraphs. Printed on a thick paper without gum (in fact all the French telephone stamps do not have gum), the values were 25c, 50c, 1F and 3F. The papers themselves were pale buff/pink/blue/green and the inks used were blue, red, scarlet and black.

In 1896, the wording on the stamps was changed from "Bulletin de Conversation" to "**Bulletin de Communication**", with the alteration of "Telegraphe" to "Telephones" underneath the seated figure of Liberty. Values of 10c, 15c, 30c, 40c and 75 c were also added to the set. Several of the very attractive French Telephone timbres are depicted, showing a wide variety in cancellations - from circular to hexagonal to rectangular or even just a straight line stamping.

Belgium

In 1891, Belgium issued a set of eight telephone stamps with King Leopold II featuring in a classic design. They were actually issued in books of five and values were 25c., 30., 50., 90., 1F., 2F. and 3.75F. Each stamp had its own distinctive colour and all were perforated (p. 11^{1/2}). Illustrations are of the 25c purple-brown and 2F. Indian Red/Black.

Great Britain

In 1884, The National Telephone Company issued a set of five telephone stamps. The design depicted the head of the Chairman of the Company, Col. Robert

Raynsford Jackson, which outraged the Post Office.

Only the head of the Monarch, then Queen Victoria, was to appear on a stamp of Great Britain!! The values were 1d., 3d., 4d., 6d. and 1/- with the various shades of the paper.

They were discontinued late in 1891, but as recently as 1979, the British Post Office issued two Official Telephone Stamps for the pre-payment of telephone accounts. Values were 1 Pound and 4 Pound multi-colour on white paper.

Summary

The collecting of Telephone Stamps, once regarded as Cinderellas, has taken a new impetus with the advent of the telephone card. The stamps of the five countries depicted show classic design with a wide variation in papers, inks and perforations.

The use, then as today, is not much different. That is, the **prepayment of a telephone call.**

Only the technology has changed!!

Warren Titcher - Mornington, Vic.

FAIRS - SHOWS - AUCTIONS

| | | | | |
|---------------------|-------------|--|------------------------------------|--------------------------------|
| 10 | Sept 95 | East Gosford Stamp & Coin Fair | Progress Assoc Hall | Gosford, NSW |
| 13-17 | Sept | CardEx '95 | Exhib. & Congress Centre | Maastricht, Netherlands |
| 15-17 | Sept | Sydney Stamp, Coin & Phonedcard Fair | Sydney Opera House | Sydney |
| 15-17 | Sept | International Phonedcard Exhibition '95 | Hong Kong Cultural Centre | Hong Kong |
| 16 | Sept | Melb.'s Public/Postal Phonedcard Auction | 24 Centre Place | Melbourne |
| 24 | Sept | Phonedcard, Stamp & Coin Fair | Granville Town Hall | Granville, Sydney |
| 8 | Oct | Sydney Phonedcard Collectors Club Fair | St Marys Bowling Club | St Marys, NSW |
| 8 | Oct | WA Phonedcard, Stamp & Coin Fair | Royal Comm. Society Bldg | Perth |
| 14-15 | Oct | Stamp, Coin & Phonedcard Fair | Town Hall | Tamworth, NSW |
| 19-22 | Oct | Sydney '95 National Exhibition | Convention Centre, Centrepoin Town | Sydney |
| 28 | Oct | Aust. Phonedcard Collectors Club Fair | St Stephens Church Hall | Edwardstown, Adelaide |
| 29 | Oct | Stamp, Coin & Phonedcard Super Fair | Petersham Town Hall | Petersham, Sydney |
| 4 | Nov | Melbourne Phonedcard Club Fair | Senior Citizens Club | Northcote, Melbourne |
| 4-5 | Nov | Aust. International Phonedcard Fair | Holiday Inn Menzies | Sydney |
| 11 | Nov | Edlins Public & Postal Auction No. 108 | Griffen Centre | Canberra |
| 11-12 | Nov | National Coin, Stamp & Phonedcard Show | Convention Centre | Canberra |
| 18 | Nov | Rosebud & Dist Phone. Coll. Club Fair | Secondary College | Caulfield, Melbourne |
| 18 | Nov | Sydney Banknote Convention | Holiday Inn Menzies | Sydney |
| 19 | Nov | Phonedcard, Stamp & Coin Fair | Wallsend Pioneers Hall | Wallsend, Newcastle |
| 19 | Nov | Aust. International Banknote Fair | Holiday Inn Menzies | Sydney |
| 26 | Nov | Phonedcard, Stamp & Coin Fair | Granville Town Hall | Granville, Sydney |
| 29 Nov-5 Dec | | Telephone Card Exhibition | | Tokyo, Japan |
| 1 | Dec | National Coin, Stamp & Phonedcard Show | Civic Theatre | Burnie, Tasmania |
| 2 | Dec | National Coin, Stamp & Phonedcard Show | Albert Hall | Launceston, Tasmania |
| 3 | Dec | National Coin, Stamp & Phonedcard Show | Westside Hotel | Hobart |
| 3 | Dec | NSW Phonedcard, Stamp, Coin & Coll. Fair | Holiday Inn Menzies | Sydney |
| 3 | Dec | WA Phonedcard, Stamp & Coin Fair | Royal Comm. Society Bldg | Perth |
| 9 | Dec | ASDA Stamp, Coin & Phonedcard Fair | South Pacific Resort Hotel | Norfolk Island |
| 10 | Dec | East Gosford Stamp & Coin Fair | Progress Assoc Hall | East Gosford, NSW |
| | | 1996 | | |
| 4 | Feb | Kangaroo Phonedcard Club Fair | City Town Hall | Brisbane |
| 8-11 | Feb | Int. Stamps, Coins & Phonedcards Exhib. | Exhibition Centre | Hong Kong |
| 16-18 | Feb | Sydney Stamp, Coin & Phonedcard Fair | Sydney Opera House | Sydney |
| 31 May-2 June | | Sydney Stamp, Coin & Phonedcard Fair | Sydney Opera House | Sydney |

FOR FREE ANNOUNCEMENTS IN THIS SECTION, WRITE TO THE EDITOR

PHONECARDS OF PAPUA NEW GUINEA

Part 2. Jim Shearing Port Moresby, PNG

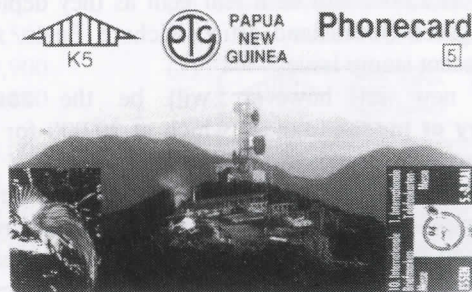
I wonder how many phonecard collectors would love to have the opportunity to stand on a Telecom policy making committee and hence have some influence on what cards are produced. Just about all of you I'm sure!

Well, such an invitation was made to me some months ago by the P.N.G. Telikom management and at the inaugural meeting, I presented a paper which included 14 recommendations:-

1. The exact details of quantities, serial numbers, reprints and issue dates of all previously issued PNG phonecards to be made public and to obtain this information where necessary, from the printers, Landis & Gyr.
2. The quantities and values of the next series of planned issues to be revised, where necessary, to accommodate the local domestic market.
3. These issues should contain a majority of K1, K2 and K5 values with the higher values only being used occasionally.
4. No more than four main issues should be made each year, aiming to restrict the total overall cost of such a collection to about K80.
5. Values of four such sets could be:
K1,2,5,10 - K2,2,5,5 - K2,2,5,5 - K1,2,10,20.
6. Quantities of respective values should be:
K1 - 20,000, K2 - 10,000, K5 - 6,000,
K10 - 4,000, K20 - 2,000.
7. Increase local use of phonecards by increasing the number of cardphone booths and regularly maintaining these, together with more outlets selling cards.
8. Provide suitable themes that represent and reflect the variety and richness of PNG art, culture, wildlife, scenery and achievements.
9. Modify card designs according to developing technology, ie., Smart cards.
10. Use local artists and photographers for all card designs.
11. Reject all ideas of the issue of Private phonecards but continue to encourage Advertising cards, provided these are always available to the public at face value.
12. Consider the occasional issue of Presentation or Collector Packs in limited editions, but not for every issue.
13. Enable the Committee to meet at regular intervals to review policies made to ensure that such policies adequately supply the domestic market and continue to provide a sensible, conservative flow of cards that will attract a growing collector population.
14. Issue a quarterly Newsletter providing the public with all the information available on card issues, quantities, background details, release dates, etc.

All of these points were supported and what has impressed me is that the Telikom management team is fully conversent with current issues such as over production, over pricing, damaging private issues, etc., and they are determined to rectify some of the mistakes made in the early phonecard days.

Collecting the early issues up to the **Essen Exhibition** (25 units-5 Kina), May 1994, presented the collector and dealer alike with a minefield of mis-information regarding quantities, printings and availability and many of the orders took ages to dispatch.

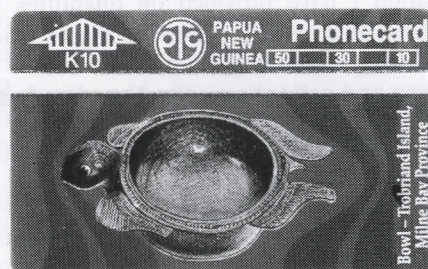


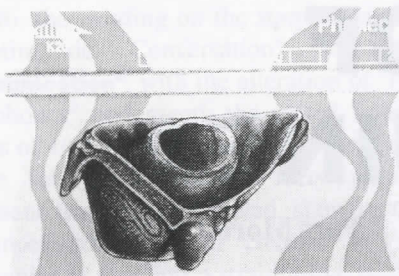
Essen Exhibition Phonecard

Some of these issues are still subject to further reprints, partly due to Landis & Gyr, the printers, but this chapter is now closing. From 1994, all cards issued are strictly **one printing** and this policy will be maintained. Surprisingly, just when the phonecard quantities became more stable, the collector and dealer orders declined.

This, together with the growing usage of phonecards in the country, has resulted in **very few cards**, mint and used, being in collector's hands. It also appears that the vast majority of these have gone to Europe, South East Asia and the USA.

Probably, the **scarcest set** is the **Bowls Set** (Sept 1994) where **less than 100 sets** were ordered and the K1, 2 and 5 are now sold out.





Two cards in the Bowl's set of Five

All other issues from the Essen set have had orders between 100 and 300. As there is no local interest in phonecard collecting, used cards are probably even more scarce.

What a situation and challenge for the intrepid phonecard treasure hunter!

Whilst it is too late to influence the values of the cards due out in the next four issues, which will all feature the new Telikom logo, the quantities have been altered to reflect local usage, since the vast majority of all cards are used locally.

The high value set of **Birds of Paradise**, due out in late September, at 2,000, will be a real gem as they depict the drawings of Queensland artist, Richard Bates, as seen on a recent stamp issue.

The first new set however, will be the **20th Anniversary of Independence**, which at 20,000 for a low value set, will disappear quickly I am sure.

Like possibly many readers, I collected Papua New Guinea stamps in the 60's and 70's and I have always retained a soft spot for the country as a collecting area. Now that PNG has adopted a sane and sensible policy, it deserves a **fresh look** from collectors, particularly those preferring a one country collection as opposed to aimless thematic collecting which is always at the mercy of unscrupulous agencies and promoters of private cards - but that is a personal view of course!

PNG are also planning to install a further 200 Cardphones throughout the country in the next year with more to follow later. **Smart cards** will no doubt be introduced as soon as Landis & Gyr can prepare them for use in current cardphones.

With a conservative past and a stable yet exciting future, surely **now** is the time to start a PNG phonecard collection. I will be attempting to provide this magazine with the latest up to date information on new issues and in due course the exact details of the early issues with serial numbers, as soon as Landis & Gyr return this requested information to Telikom.

The information I have provided on quantities is as accurate as available records allow for issues prior to Essen but exact for issues since.

Happy hunting and collecting - Jim Shearing Aug 95.

Further Information can be obtained from:

**Overseas Phonecard Sales
Telikom Payphone Business Unit
PO Box 351, Waigani, NCD, Papua New Guinea
Tel: (675) 300 5093 Fax: (675) 300 5060**

**HIRALAL
INVESTMENTS
PO BOX A1222, SYDNEY SOUTH,
NSW 2000, AUSTRALIA**

Phone/Fax: (02) 675 2584 - 8pm to Midnight

FREE

BATMAN FOREVER

(Value \$14.95) Mint Card

**with every \$200 spent (spend \$400 & get
2 cards or one Batman card and one
Ettamogah Pub card or pack)!!!**

TELECOM PACKS

| | | | |
|-----------------|-------|-------------------------|------|
| Geelong | \$149 | Aust Day '93 | \$25 |
| South Australia | \$360 | Endang Spec '93 | \$89 |
| Generic | \$69 | Aboriginal '93 | \$39 |
| Grand Prix | \$49 | Landscape '93 | \$39 |
| Victoria | \$215 | Microscopic | \$60 |
| Queensland | \$215 | Environment | \$55 |
| NSW | \$350 | Aust Day '94 | \$30 |
| Western Aust | \$55 | Dinosaurs | \$80 |
| ACT | \$160 | Endand Spec '94 | \$50 |
| Northern Terr. | \$49 | Landscape '94 | \$65 |
| Tasmania | \$45 | Comm Games | \$35 |
| Red Cross | \$250 | Surf Lifesaving | \$55 |
| Aust Day '92 | \$69 | Christmas '94 | \$45 |
| Olympics | \$295 | Aust Day '95 | \$11 |
| '92 Bird Choir | \$89 | COMPLETE SET POR | |

THIS MONTH'S SPECIALS

**One Australia Packs (2 only in stock) \$700
Roam - Middle East Peace Talks Set (3) POR
Roam - WWII Packs POR**

**TRADE IN
FACILITY!!**

**We will take any mint cards/packs at full 100%
face value for payment or credit for the above!!
(or buy Mint cards at 88% and Packs at 93% of
Face Value)**

AMEX - VISA - BANKCARD - MASTERCARD

NOTE WELL!!

We give a written **GUARANTEE** to buy back at minimum 70% of sale price (or 90% of face value, whichever is **HIGHER**), of any and/or all purchases from **Hiralal Investments**. Of course, if the market is stronger (which in our opinion, the only way is up as stocks are rapidly **DRYING UP!**), you always have the option of selling to the highest bidder.

We also stock Mint, World, Varieties and Specialist material. Phone or Fax your Want Lists and for Wholesale Prices. **DO IT NOW!!!**

PAPUA NEW GUINEA PHONECARDS

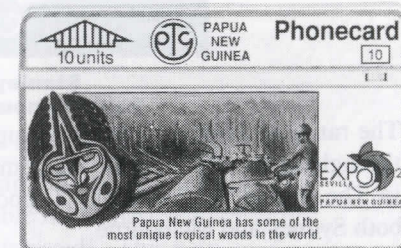
| Card | Value | Date Issued | Quantity | Printings |
|-------------------------|-------|-------------|----------|-----------|
| Trial Card | 20 u | - 1988 | 12,000 | (2) |
| South Pacific Games | 5 u | May 1991 | 68,000 | (2) |
| South Pacific Games | 10 u | May 1991 | 20,000 | (1) |
| South Pacific Games | 50 u | May 1991 | 20,000 | (1) |
| Ela Beach | 10 u | Sep 1991 | 31,500 | (3) |
| Ela Beach | 25 u | Sep 1991 | 15,000 | (1) |
| Ela Beach | 100 u | Sep 1991 | 8,000 | (2) |
| Company Message | 5 u | Jan 1992 | 29,000 | (2) |
| Bilas Bread (Ad) | 10 u | Jan 1992 | 15,000 | (3) |
| Haus P.T.C. | 25 u | Mar 1992 | 24,000 | (2) |
| Haus P.T.C. | 50 u | Mar 1992 | 12,000 | (1) |
| Haus P.T.C. | 100 u | Mar 1992 | 7,000 | (2) |
| Expo Mining | 5 u | May 1992 | 51,000 | (5) |
| Expo Agriculture | 5 u | May 1992 | 53,000 | (5) |
| Expo Investment | 10 u | May 1992 | 63,650 | (5) |
| Expo Forestry | 10 u | May 1992 | 35,500 | (3) |
| Expo Tourism | 25 u | May 1992 | 20,900 | (3) |
| Expo Culture | 25 u | May 1992 | 50,800 | (3) |
| Toyota Landcruiser (Ad) | 10 u | July 1992 | 13,000 | (3) |
| Ela Motors 1 (Ad) | 5 u | July 1992 | 13,000 | (2) |
| Ela Motors 2 (Ad) | 5 u | July 1992 | 19,700 | (2) |
| Suzuki PNG Motors (Ad) | 25 u | July 1992 | 13,000 | (2) |
| PNG Colours | 5 u | Feb 1993 | 96,000 | (2) |
| Kundu | 10 u | Feb 1993 | 38,000 | (3) |
| PNG Art | 10 u | Feb 1993 | 38,000 | (3) |
| Lizard | 25 u | Feb 1993 | 54,000 | (3) |
| Spik Mask | 50 u | Feb 1993 | 48,000 | (2) |
| Sepic Art | 110 u | Feb 1993 | 24,000 | (2) |
| Essen Exhibition | 25 u | May 1994 | 5,000 | (1) |
| Red Cross Scout | 10 u | May 1994 | 8,000 | (1) |
| Red Cross Map | 10 u | May 1994 | 8,000 | (1) |
| Red Cross Children | 25 u | May 1994 | 8,000 | (1) |
| Red Cross Flag | 25 u | May 1994 | 8,000 | (1) |
| Bowl Tami Island | 5 u | Sep 1994 | 26,000 | (1) |
| Bowl Siassi Island | 10 u | Sep 1994 | 16,000 | (1) |
| Bowl Yankok Village | 25 u | Sep 1994 | 8,000 | (1) |
| Bowl Trobiand Islands | 50 u | Sep 1994 | 8,000 | (1) |
| Bowl Lower Ramu | 100 u | Sep 1994 | 8,000 | (1) |
| Christmas '94 | 5 u | Dec 1994 | 40,000 | (1) |
| Christmas '94 | 10 u | Dec 1994 | 24,000 | (1) |
| Christmas '94 | 25 u | Dec 1994 | 20,000 | (1) |
| Christmas '94 | 50 u | Dec 1994 | 10,000 | (1) |
| Christmas '94 | 100 u | Dec 1994 | 8,000 | (1) |
| Peter ToRot | 10 u | Jan 1995 | 8,000 | (1) |
| Peter ToRot | 25 u | Jan 1995 | 10,000 | (1) |
| Peter ToRot | 50 u | Jan 1995 | 10,000 | (1) |
| Peter ToRot | 100 u | Jan 1995 | 8,000 | (1) |



Bilas Bread Phonecard



Suzuki PNG Motors



Four of the Expo set of Six

STANLEY GIBBONS LOOK-ALIKE

The 'Footy Show' may have its look-alikes, but one of our correspondents, Warren Titcher of Mornington in Victoria, bears an uncanny resemblance to the famous Stanley Gibbons, whose name is world renowned in philatelic (stamp collecting) circles.

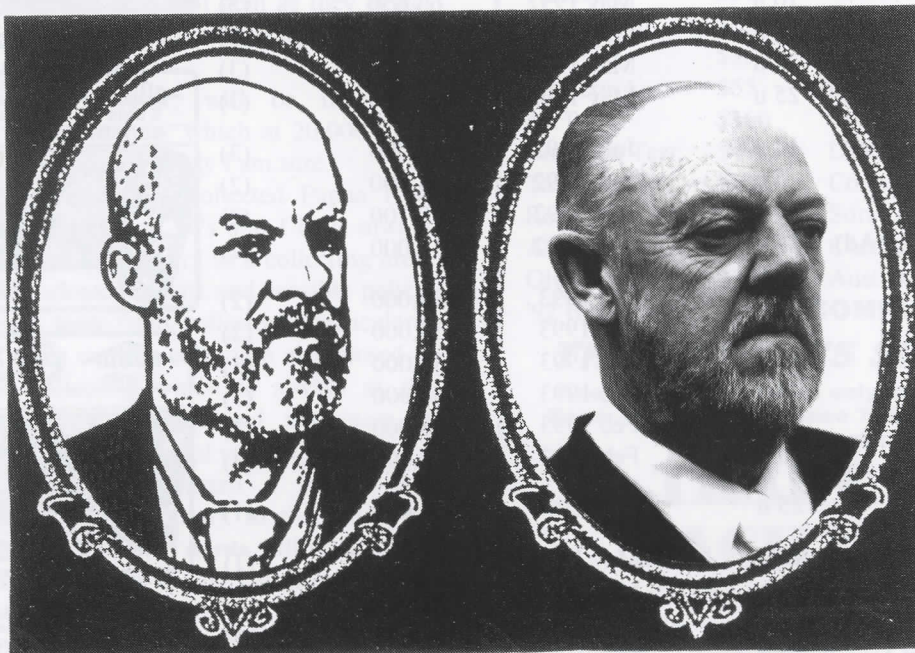
Stanley Gibbons was born in Plymouth, England, in 1840. In 1856 he had founded a small stamp collecting business in a corner of his father's pharmacy and within two years had premises of his own. Around 1865, the first Stanley Gibbons Stamp Catalogue appeared, as a monthly price list of stamps. In 1874 he moved to Clapham Common in London and in 1891 took a shop in The Strand.

pharmacy in Dandenong in 1884 and a special pharmacy Centenary Envelope was produced in 1984, using the pre-stamped envelope issued by Australia Post for the Centenary of Pharmaceutical Education in 1982.



Centenary of Pharmaceutical Education in Australia
Centenary of Titcher's Pharmacy Dandenong, July 8th, 1984

Warren has been a keen philatelist for over 50 years, but whilst in Brussels in April 1990, purchased a phonecard to call back home. He quickly realised the collectability of phonecards, visiting the flea markets in both Paris and London.



Stanley Gibbons
Born Plymouth, U.K. 1840

Warren Titcher
Born Dandenong, Vic. 1933

The range of Stanley Gibbons Stamp Catalogues is used throughout the world, with the company still operating in The Strand. In Australia, "Gibbons" have offices in both Sydney and Melbourne.

Warren Titcher is a pharmacist by profession and was born in Dandenong in Victoria in 1933. He is a 4th generation pharmacist and his great-grandfather had a retail pharmacy in Torquay, Devon (England) in 1850-51. This is not far, both in time and distance, from where Stanley Gibbons sold stamps as a 16 year old in his father's pharmacy in Plymouth.

After the death of Warren's grandfather in 1851, the family emigrated to Australia by sailing ship in 1858, settling at Happy Valley (near Ballarat, Vic.). Warren's grandfather, Robert Titcher, established the family
Page 34 — Phonocard Monthly

He attended CardEx '94 in Amsterdam last year and writes for the International Telephone Card Collector (see latest article in August issue of ITC) as well as for The Australasian Phonocard Monthly.

Both he and his wife, Jo, are specialist collectors of Australian issues and Warren also has about 30 penfriends, mainly in the U.K. and Europe. Both are also members of the Committee of the Melbourne Phonocard Club, Warren serving as Vice President.

It's also of interest that Warren has served the community in many ways over the past 40 years - in local government for 18 years (Mayor of Dandenong in 1973), the Dandenong Chamber of Commerce, Rotary and now Probus.

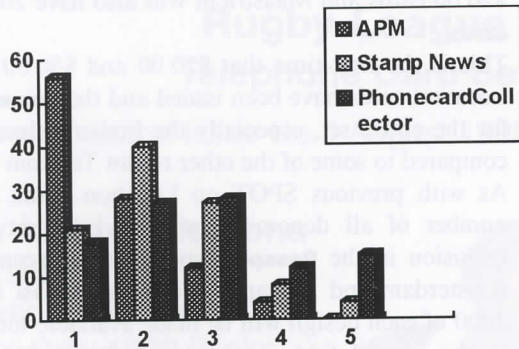
Incidentally, his second name is Stanley!! - Editor

THE GRAPEVINE

by Insider

Further results from the survey. How do you rate the impartiality of the following magazines?

- a) Phonocard Monthly b) Stamp news c) Coin review d) Phonocard Collector

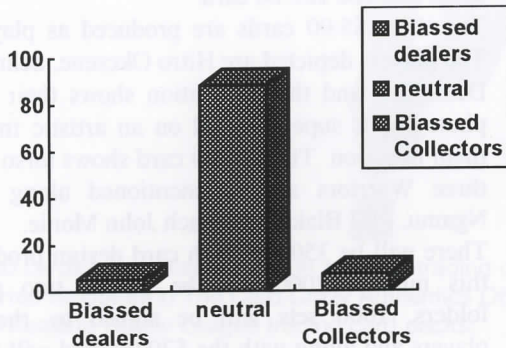
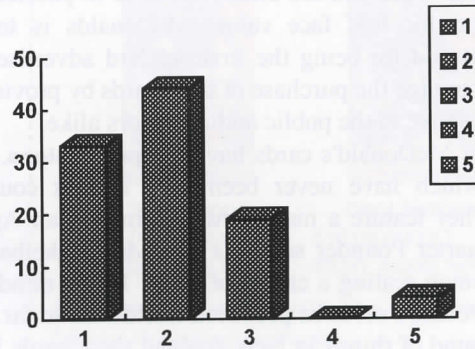


Clearly this magazine comes out way in front in terms of impartiality. The main comment from the surveys as to what constitutes an impartial magazine is that the magazine owner was not also a dealer with possible conflicts of interest.

How do you rate the content of Grapevine?

Most appeared happy with the content of these articles. The dissenters included a couple of dealers!

Do you think Grapevine is biased towards dealers, neutral or biased towards collectors?



Interestingly, the dealers accused me of bias towards collectors and the collectors accused me of bias towards dealers!! The very small percentage who did not state neutral as their answer is very encouraging to me the writer.

Further News.

Telecom are about to change the custom card issuing policy to print runs of 2,500 minimum with some provision for a certain total of cards to be issued over the course of a year. No minimum print run size is predetermined and a limited number of designs (24) will be available in the first year. Allocation of designs will be based on certain criteria - approach Telstra if interested! This new policy seems to be designed to ensure that: (a) there is not an oversupply of custom cards and (b) a "quality" card is produced

People can still produce 10,000 minimum of a \$5 card for their own company as a promotional card to give away or to sell through their outlets as an advertising card or it could be done for a special event or for fundraising by a charity (?Telstra - how can a charity make money when they have to sell it for face value when it cost them \$5.40 to produce for an issue of 10,000). A maximum retail price equal to face value will be set for these cards.

PROFILE ON NEW ZEALAND

by Nigel Shanks

September sees the arrival of many new phone cards and major card related promotions in New Zealand.

McDonalds

The first of these is the Telecom New Zealand & McDonald's card promotion. The set of McDonalds cards consists of four \$5.00 cards, with a different design being issued each week over the duration of the four week promotion.

The cards are only available when a \$5.00 Combo Meal is purchased and cost an extra \$2.50 on top of the price of the meal. Thus you are effectively able to purchase a \$5.00 card for half face value. McDonalds is to be **congratulated** for being the first AdCard advertiser to really encourage the purchase of their cards by providing a true incentive to the public and collectors alike.

The set of McDonald's cards have **unique designs**, the like of which have never been seen in this country before. They feature a man snowboarding on an Apple Pie, a Quarter Pounder surfer, a Big Mac basketballer, and a woman scaling a carton of Fries! In my mind the best McDonald's set to be produced worldwide so far.

By the sound of things in New Zealand these cards look like being very popular with collectors and provided they do not become too readily available, should be one of the **better card issues** of this year.

This is for two reasons, first of all the cards should be in demand with collectors due to the fact that many members of the public will snap them up to make cheap phone calls and secondly, and possibly more importantly, because they depict a **popular international theme - McDonald's**. When these cards are offered to you, take the opportunity to purchase them for your collection.

SPOT Makes Another Appearance

Shortly, SPOT will make another welcome appearance on phone cards. This little black and white dog, the mascot to Telecom New Zealand, has proved very popular with phone card collectors throughout New Zealand and the world. This year SPOT visits International Phone Card Fairs in **Singapore** in August, **Maastricht** in September and **Cologne** in October.

A set of six colourful cards will be produced showing SPOT on the various locations. Telecom produces these cards as a means of funding the Telecom Collector Service representatives at these fairs. Their aim is to strengthen the overall value of New Zealand phone cards as a worldwide collectible.

The denominations and issue numbers of the cards are as follows. There will be one \$5.00 card issued for the Maastricht Fair and another for Singapore, 3000 of each

design being produced. For the Cologne Fair there will be 5000 \$5.00 cards issued. Singapore will have 2000 \$20.00 cards and Maastricht will also have 2000 \$50.00 cards.

This is the first time that \$20.00 and \$50.00 SPOT on Location cards have been issued and the **issue numbers** for the entire set, especially the higher values, are **low** compared to some of the other recent Telecom issues.

As with previous SPOT on Location cards, a limited number of all denominations has been set aside for inclusion in the **Passpot** type folder as seen from the Amsterdam and Singapore Fairs in the last few years. 2000 of each design will be made available for inclusion in the special folder, priced initially at \$195.00. The remainder of the cards will be available singly at the respective fairs.

New Zealand Heroes & Legends Series

The first set in this series has been promoted by the International Sporting memorabilia marketers, BillBoard Promotions and depicts the **Warriors Rugby League** players. The four card series has been produced to commemorate the Warrior's debut in the Winfield Cup competition. The denominations are three \$5.00 cards and one \$20.00 card.

The three \$5.00 cards are produced as player profiles. The players depicted are Hitro Okesene, Sean Hoppe and Dean Bell and the illustration shows their upper torso photographs superimposed on an artistic impression of them in action. The \$20.00 card shows torso shots of the three Warriors already mentioned along with Gene Ngamu, Phil Blake and coach John Monie.

There will be 3500 of each card design produced. From this number 2000 will be placed into presentation folders, 1000 sets will be signed by the respective players and along with the \$20.00 card will be available as a boxed set. Loose cards will also be available.

In addition, 1500 of the \$20.00 cards will be placed into a special folder and will be available to Telecom standing order clients. 5000 of the \$5.00 cards will be made available for upcoming adcard packs and for single card sales.

The next series planned will feature the **All Blacks**.

Add Some Variety to Your Collection

As most collectors will already be aware, when it comes to phone cards there is a lot more to card collecting than just cards themselves. You are able to collect cards as issued in their official Collector Packs, in mint and used condition, collecting cards by theme and of course collecting cards which have been re-packaged for special events.



Global New Zealand Promotional Card Issue



Official New Zealand Rugby League Telephone Card Set

Global New Zealand Issue No 3 August 1995

Strictly Limited Editions

Official Global Collectors Presentation Pack Limited Edition of **Only 1000** Packs available at \$120.00

"The \$2.00 Collection"

Presentation Pack Limited Edition of **Only 1500** available at \$28.00



Loose \$2.00 cards are available through all good trading card outlets inserted randomly in The Card Crazy Authentics Official New Zealand Rugby League trading card packs.



Official Licensed Product

Global New Zealand Issue No 3 August 1995

Official New Zealand Rugby League Telephone Card Set



| | |
|--------------------|--------------------|
| Gary Freeman | Matthew Ridge |
| \$50.00 (2500) () | \$20.00 (3000) () |
| \$2.00 (4000) N/A | \$2.00 (4000) N/A |



| | |
|--------------------|--------------------|
| Sean Hoppe | Daryl Halligan |
| \$20.00 (3000) () | \$10.00 (3000) () |
| \$2.00 (4000) N/A | \$2.00 (4000) N/A |

All loose cards are available at the face value of the card.

Official Presentation Pack

Limited Edition of 1000 \$120.00 each ()

(Set of 4 cards face value \$100)

"The \$2.00 Collection"

Presentation Pack Limited Edition

of 1500 \$28.00 each (Set of 4 \$2.00 cards) ()

To order any of the above cards - simply write in the quantity required of each item in the () provided by each item.

I would like to purchase the above marked items, I understand that I have a 7 days money back guarantee.

Name

Address

.....

.....

PhoneBusAft Hrs

Payment Details:

Cheque () Cash () Credit Card ()

Credit Card Details: Visa () Bankcard ()

Name

Number

Expiry

Signature

Total Purchases \$Plus P&P \$5.00

Global Telecom Systems Ltd

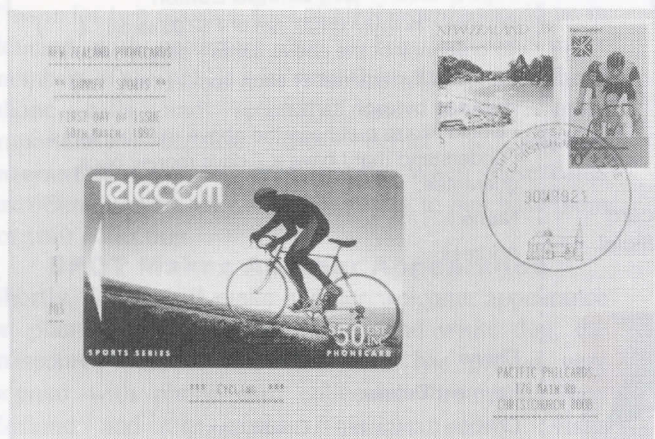
P.O. Box 33-1333 Takapuna, Auckland 1309
New Zealand. Ph 64 9 486 2926 Fax 64 9 486 2934



This last category provides scope for adding variety to your collection and in many cases the new packaging is better than the original. Not to mention the fact that in most cases these 'Event Packaged' cards are often issued in low numbers and can remain sought after by collectors well after the event has passed.

Telecard Covers

One of the lesser known facets of 'Special Packaging' and phone cards is the 'Telecard Cover'. These are not well known internationally, however they have proved popular with collectors in New Zealand. A 'Telecard Cover' could be said to **combine** one of the oldest avenues of collecting with one of the newest - that is, **stamps and phonecards**. The covers are usually made up with a new Zealand Post Cover and then a space in the front of the cover is die cut out on one side only, to make space for a phone card in a rigid see-through plastic sleeve to be placed inside.



Australia Day Stamp & Phonecard '92

The secret to the 'Telecard Cover' is the fact that the cover and the phone card inside it must have a **common theme**, as a result you find these covers containing Telecom cards, Paycell cards and even Private Issue cards, as long as the theme between the stamps and the cards matches.

The first cover issued made use of the first Rugby stamps issued in New Zealand in 1967 and the first Rugby Sevens phone cards issued in 1994. The stamps

were placed on a specially designed envelope (cover) and were individually signed by All Black, Grant Fox.

'Telecard Covers' are only issued in relatively **small numbers** compared with most current stamp and phone card issues. All 'Telecard Cover' issues so far have been less than 500. Three of the most popular covers are the 'Rugby Covers', the 'Moon Landing Covers' and 'The America's Cup' series. These three covers sold out in a short space of time.

It Pays to Keep Your Eyes Open

On reading almost any article or newsletter on phone card collecting you will invariably come across some article or an advertisement on the increasing popularity of collecting **Coca-Cola** phone cards.

However, many collectors have failed to notice that New Zealand has issued its own Coca-Cola card in **disguise**, even though it was a private issue.

In 1994, together with the New Zealand Post Kiwiana stamp and private issue phone card issue, New Zealander's had their first Coke card - of sorts! This private issue card depicts a popular New Zealand soft drink, L&P (Lemon & Paeroa), which is now marketed by Coca-Cola. The two card set also depicts Kiwi Boot Polish, Puaa, Hokey Pokey Ice Cream and marching girls.

Only **600 sets** of these cards were issued, 200 of which ended up in the Kiwiana 'Telecard Cover' set. This is perhaps an obscure connection to the famous brand but nonetheless still a valuable addition to any Coca-Cola collection. Surely its the more out of the ordinary items which add interest to a phone card collection?

Global Phone Card Auction Partial Success

August 12 saw the most recent **Global Philatelic Promotions Ltd** Unreserved Phone Card Auction. The auction was made up of the usual 240 lots comprised of New Zealand mint and used cards and collector packs, along with a small selection of world cards.

As can sometimes happen when an auction is unreserved some of the prices were lower than was expected. One of the **key items**, a Telecom **Year of the Rooster Pack** (500 issued) sold for **\$1350.00**. This represented good value for the purchaser as this is still a **sought** after pack, nonetheless it still represents a fine return on the original issue price of \$95.00.

One of the **major indicators** from the auction was that many of the later issue packs were not popular on the day. This can be explained by the fact that Telecom New Zealand has been issuing adequate pack numbers to satisfy demand at the moment.

My advice is to hold on to your recent issue packs and wait until more collectors enter the hobby and increase demand. With regard to the earlier pack and card issues, acquire these for your collection now as these are the key items and since the new issues will be available for the foreseeable future, some of the earlier mint sets and packs will not.

For example, there were 5000 of some packs issued and some are still available now at very reasonable prices.

However, when you take a set of the **1990 Landscapes** set in mint condition, or any of the earlier cards, it would be fair to say that less than 500 of these could be in existence now.



It certainly makes sense to try and acquire the rarer items for your collection while prices are low. Prices can not stay low when so many new collectors are taking up the hobby. Remember the age old saying, "buy when prices are low not when they are high".

Pack Numbers to be reduced

Thankfully, Telecom has realised that there are a far too many collector packs in the market place and have decided that collector pack numbers must be **dropped** to bring more demand to the new pack issues.

This will please collectors of New Zealand phone card packs. From now on six general pack issues, one special pack issue and six AdCard pack issues will be produced per year. The issue size will also be reduced and AdCard packs will contain no more than 16 cards, with one being a special short issue card. This move by Telecom should help **attract** more collectors to the field as a result of the reduced price in building a collection and by making it easier to keep up with the new issues.

However, it is important to notice that Telecom was probably prompted to make this move because of the popularity seen in the more conservative issuing policies of the new card issuing groups in New Zealand, namely Paycell and Global New Zealand.

Global New Zealand's New Issues

Global New Zealand and Paycell have both reported an exciting month with the release of Global's first cards, as mentioned last month and the continuing success of Smart Cards on the Auckland Fuller's Ferries Service.

Global New Zealand's **\$2.00 Collection** has been gratefully received and has been accepted as one of the best ways to build a unique collection and stay within a budget. The important factor to remember about the \$2.00 Collection cards is the fact that they are mint.

Collectors have realised that it is hard to purchase other good thematic cards of this type in used condition for \$2.00 or under. With the great designs of the first Global issues, namely the **Rugby League** and **Swim Suit Calendar** cards. I see this new company's cards and card issuing policies as continuing to be very popular with collectors both in New Zealand and overseas.

Phone Cards in Trading Card Packs

The **insertion** of the **Global Rugby League** cards into thousands of **trading card packs** has introduced hundreds of new collectors to the hobby. This increase in young collectors should bring a new lifeblood to phone card collecting and provided that enough cards with appealing themes and low prices continue to be issued, even more collectors will be attracted to the hobby.

Global New Zealand's New Issues

Soon to be released is a series of **'Self Advertising'** cards which will promote the different services and products Global New Zealand is offering. These cards will have the theme, **'Talk to the World with Global'**. The cards will depict the popular **'Cute Animals'** theme and are sure to please collectors and users alike. The first two in the series are the 'Cat and Mouse' card and the 'World's Ugliest Bird' card. Both these card issues will be available in \$10.00 denominations and as \$2.00 cards, in accordance with Global New Zealand's Issuing Policy.

Paycell and the Smart Chip Cards

The introduction of the smart chip cards on the Auckland Fuller's Ferries last month has proved to be popular with overseas tourists and collectors alike. Used cards have become quite hard to find as many are leaving the country with tourists who purchase them.

As Paycell cards are not marked in any way when inserted into the card phone, it is impossible to tell whether a card is mint or used at a glance. Thus, all mint cards are sold in sealed plastic units and a card is seen to be used when not in the original sealed bag.

Global New Zealand's Remote Access cards are not inserted into a telephone and the only way to tell if one of these cards is used is to see if the scratch off strip over the PIN is removed. If it is, it is automatically accepted as being used, even if there is value left on the card.

The next issue of smart chip cards for the Fuller's Ferries not planned for another three months.

For further information on any of the topics mentioned above or if you have any questions regarding phone card collecting in New Zealand, please contact:-

Nigel Shanks
PO Box 80-226, Green Bay, Auckland 1007
New Zealand Tel/Fax: + 64 9 817 7554

Thanks to **Ray Dobson** for reproduction of his Telecard Covers. Readers interested in this area of collecting can contact Ray at **176 Main Road, Redcliffs, Christchurch 8008, New Zealand**. Featured below is an over-printed card, sent to me also by Ray, to commemorate the America's Cup win by Team New Zealand - Ed.



STAY INFORMED



Phonecard Collecting is one of today's fastest growing hobbies and this is creating a rapidly expanding worldwide market. It's no longer enough for the serious collector to know what is happening on a regional basis, he or she must now stay fully informed on the international scene. Australasian Phonocard Monthly brings you up to the minute news from the Australasian and New Zealand markets as well as informative articles on developments in South East Asia and the rest of the world.

Subscribe now

AND RECEIVE OUR SPECIAL PHONECARD

Our own Telecom Australia \$2.00 Custom card features the cover of the very first issue of Australasian Phonocard Monthly. Limited to a print run of 10,000, it's yours **FREE** when you renew, extend or commence your subscription for 12 issues. When you renew, extend or commence your subscription for 24 issues, you will receive **TWO** Telecom Australia \$2.00 Custom cards **FREE!**

Free

| SUBSCRIPTIONS | | 12 ISSUES | 24 ISSUES |
|-----------------------|--|-----------|-----------|
| 1 ZONE: | New Zealand, New Caledonia, Papua New Guinea, Solomon Is., Vanuatu. | \$56.00 | \$100.00 |
| 2 ZONE: | Indonesia, Singapore, Fiji, Malaysia, Nauru, Samoa, Tonga, Tuvalu, Cook Islands, Brunei. | \$62.00 | \$115.00 |
| 3 ZONE: | Hong Kong, Japan, Korea, Phillipines, China, Taiwan, India, Vietnam, Burma, Pakistan. | \$72.00 | \$136.00 |
| 4 ZONE: | Afghanistan, Bahrain, Hawaii, Mauritius, North America, Cyprus, Israel, Saudi Arabia. | \$84.00 | \$160.00 |
| 5 ZONE: | Africa, Caribbean, Europe, Egypt, Morocco, South America, South Africa, U.S.S.R., U.K. | \$98.00 | \$176.00 |



Send your subscription to: The Australasian Phonocard Monthly, P.O. Box 1309, Tamworth, NSW, 2340.

Name: _____

Address: _____

State: _____ Postcode: _____ Country: _____

Commencing Month: _____ No Issues _____

Cheque/Money Order/Credit Card Number Enclosed/Approved for \$ _____

I wish to pay by Cheque Money Order Bankcard Mastercard Visa

Expiry Date: _____ Phone: _____ Cardholders Signature: _____

\$40.00 - AUSTRALIAN AIR MAIL 12 ISSUES • \$76.00 - AUSTRALIAN AIR MAIL 24 ISSUES

PHONECARD GRADING

Two interesting articles were recently received from dealers Chris Williamson (Haxby Collectables) and Don Hill (Melbourne Phonecard Centre), which addressed, firstly, the need for a standard grading scale for Australian Phonecards and secondly, such a proposed scale. Coincidentally, in light of the first article, the scale does not differentiate between 1-hole and multi-hole cards. No doubt, Chris Williamson would be in agreement with this aspect.

AN OBSESSION WITH 'SINGLE HOLE'

by Chris Williamson - Haxby Collectables

It is interesting to look through dealer's price lists and see that Australia seems to be the only country in the world that has **two separate** price columns for used cards, namely single/one hole and multi hole.

After all, a used card is a used card, the number of holes in the card is only of secondary importance! Surely the **greatest criteria** for a phonecard or any collectable is the **condition** of the phonecard, logic suggests that a phonecard with one hole in it should be in better condition than a phonecard with two holes in it and so on, but as everyone knows, that is not always so, many a single hole card has a bend or is badly scratched, which makes the condition of the card the most important point.

Collectors of multi-hole cards still want them to be in perfect condition which rather negates the idea of single and multi-holed cards. Condition is the main criteria of phonecard collecting - getting the example of the card in the best condition for your album.

It is interesting to note that nowadays some dealers are charging a small premium on some of the single hole cards, whereas in the past, a 100% premium would be placed on a single hole which was ludicrous and self destructive.

Phonecard collecting seems to be the only collecting hobby that has **no clear definition of grading**, everything is in the 'eye of the beholder'. There is no industry set of grades; some collectors want perfection whilst others want a copy and do not bother too much about the condition. Phonecard collecting needs all kinds of collectors but it is about time there was a standard of condition.

There will be a number of people reading this article who will say it is obvious that a marked card will be worth less than a card in good condition - the question is, "how much less"?

Coin collectors have grades; Un-circulated, Extremely Fine, Very Fine, Fine and Poor with percentages set at (from memory) UNC 100%, EF 75%, VF 50%, F 25% and Poor.

I have been to some collector fairs where there have been some 'dealers' who had phonecards on display and a pricing structure based on lists from major dealers, less a small percentage - seemingly making their prices (to the uninitiated) very attractive. However, the prices quoted by the price list are for cards in very good

condition, whereas these cards should be graded as poor. I am sure that many readers will have seen a great difference in condition whilst the prices have been relatively constant.

The time has come for all to **grade phonecards by condition** rather than by the number of holes. Australia must follow the rest of the world and stop this 'stupid' single hole, multi hole attitude - unless the number of holes is to be some sort of grading system, eg., from perfect (1) to not so good (11).

I am not saying that collectors should not continue with their single hole collections - after all, collecting is just that - everyone collects what they want; prefix, mint, single, multi, etc.

However, I feel that the time has come for Australia to 'come of age' and to start collecting phonecards by condition and not by the number of holes contained!

GRADING SCALES FOR PHONECARDS

by Don Hill - Melbourne Phonecard Centre

I have become concerned that new collectors to the hobby are not aware of the **importance** in collecting clean, undamaged cards for their collections.

When it may come to **re-selling** cards to dealers or other collectors, condition is very important. The only collectors that I would recommend should buy seconds at around \$1 a card, would be the 'mums and dads' buying for their young offspring, as offspring tend not to be too careful with keeping the cards safe.

The **only grading scale** of sorts for phonecards to date, has been based on mint, 1-hole and multi-hole and obviously refers to whether the card has never been used, used once (one call) or used for more than one call. This is a very **crude system** as by which to grade cards. Generally, a mint card must be perfect and a 1-hole card has to be as mint with one hole at the \$0.00 end, whilst a multi-hole card is allowed to have some sign of usage.

Problems arise when we consider cards from the **\$2 Murray** compared with the **\$2 Vineyard** when the 'blue' Murray card survives damage by usage much less than the multi-coloured Vineyard. It is nearly **impossible** to obtain a 'perfect' copy of the Murray card but 'perfect' copies of the Vineyard are relatively easy to obtain.

Another problem is to compare a 50,000 print run card to a 1.5 million 'insect' card. Clearly, if you can't find an 'insect' in perfect condition in multi-hole, you aren't looking!

The implication here is that the more difficult cards such as the \$2 Murray will be sold by most in a condition inferior to other cards.

When purchasing these cards, expect to receive a lower quality card unless you can ascertain from the person you are buying the card from, that the card is of a certain grade. Most dealers lists will by necessity sell a card with average condition. By this I mean that the usual standard that the dealer is able to **buy** the card at from a collector.

The average condition for a \$2 River Murray may be grade 6 on the scale below, whereas for a \$2 Vineyard it may be as high as grade 3.

After considering these points, **I have come up with the following 10 point scale. This scale applies to both mint and used cards.** Note also that this scale does not distinguish between 1-hole and multi-hole cards. A card can be in the same condition in mint, 1-hole or multi-hole states.

I would welcome feedback from readers with any comments or suggestions regarding this scale.

1. No marks or signs of usage of any kind.
2. Tramline rear of card (faint) less than half width of card.
3. Slight amount of surface scuffing on rear of card and/or faint tramline visible front of card.
4. Slight amount of surface scratching on rear of card.
5. Slight amount of surface scratching on front of card.
6. Slight amount of surface scratching on front and rear of card.
7. Visible scratch on rear of card.
8. Visible scratch on front of card.
9. Small bends or 'dings'.
10. Bends and/or heavy scratching on face and rear of card and/or much missing ink.

Next time that you go to a fair 'have a go' at grading the stock in dealer's books - you will be surprised at the range of quality offered!!

LETTERS TO THE EDITOR

Any correspondence to be forwarded to:-
The Editor
The Australasian Phonocard Monthly
P.O. Box 1309, Tamworth, NSW 2340, AUST.

Dear Sir,

I am writing to express my dissatisfaction in Telstra for issuing an Advertising card (**\$2 Pop Art**) which **does not meet the guidelines** announced for 'A' series cards - namely, \$5 denomination or above, 50% available through re-sellers and available for sale through Phonocard Collector Services!

Page 42 — Phonocard Monthly



■ This card is for Coin / Card Payphones in Australia ■ It contains \$2.00 worth of calls ■ Don't bend or stain and avoid magnetic fields ■ Holes are punched only after 10% of value is used. Maximum of 11 holes ■ For local, STD and international calls. A950921
 © Telstra Corporation Limited 1995 ■ Non Refundable
 TM - Trademark Telstra Corporation Limited

Phonocard

COMPLIMENTARY
 ISSUE



0080700673

None of these conditions apply and in fact, it should have been a 'C' (Custom) card according to Telstra's own criteria!

The reason this is important is that I, along with other collectors, have specific Advertising card collections and made the decision to complete these collections after Telstra announced their policy last year in regards to 'A', 'N' and 'C' cards. I do not collect 'C' cards but have found Advertising cards a **developing and interesting area.**

Up to the end of **1994**, a complete Advertising card collection could be had with relatively few cards - 'Cartoon Series', 'K-Mart', 'Castlemaine XXXX', 'Year of the Dog', 'Tamworth', 'Swiss', 'Dance/Ballet', 'CardEx', 'Toyota', '\$5 Bookmuncher', 'Newsagents' and 'Birthday Cockatoo'.

Most of these could be obtained direct from Telstra or at re-sellers at face value. Even earlier cards were at a small premium above face (except some 'Cartoon' reprints or the 'Tamworth' or 'Swiss' cards; which are often **mistakenly** listed as 'C' cards.

From the beginning of 1995 there has been an increase in the number of Advertising cards produced and no doubt there will continue to be an increase in proportion to previous years. There were 4 cards in 1992 (12 if reprints are included), 4 in 1993 and 16 in 1994.

Following the publishing of Telstra's issuing policy and card code guidelines and criteria, it was possible even for new collectors to enter the hobby and to obtain a complete Advertising card collection at modest expense. Now, with the issue of the \$2 'Pop Art' Advertising card it becomes difficult to have a complete collection. It is not for sale at newsagents or other resellers; it cannot even be obtained from Telstra direct - which means it can only be obtained from dealers at probably a high premium over face value and this means the same problems as with the 'C' cards.

I feel that the \$2 'Pop Art' should have been issued as a 'C' card - it fits the criteria of a 'C' card (\$2 denomination, not for sale, etc.) and as such it would not have been needed for a complete 'A' collection.

By **abandoning** its own published criteria, Telstra has made it difficult for Advertising card collectors.

Thanks for the excellent magazine. Now that you have gone full time, perhaps there will be more **focus** on the hobby in general and less focus on Custom cards. Some recent issues have had an excessive editorial content related to custom cards which are only a minimal part of the hobby and for collectors like myself, of little or no interest at all.

R.W. WA

Dear R.W. - A copy of this letter has been passed on to Telstra at Parramatta. I hope to be able to reproduce their response in the next issue of APM. You will note also, in a separate article, Telstra's revised Phonocard issuing policy.

Re your point on 'broadening' the articles in APM - you will have noticed a change in recent issues whereby more articles on 'foreign countries' are being included as well as articles on the background to phonocard collecting - Ed.

Dear Sir,

Phonocard collectors and dealers are a new phenomena - they do not **behave** like any other general collecting group.

Go into a stamp or coin dealer's shop and they will show you their stock, all neatly presented in stock books in catalogue order. It does not matter which country you collect, the dealer will bring out a book in which you will find some of the country's stock, neatly laid out and priced.

Not so the phonocard collector. If they collect any country other than Australia, they are in most cases pointed in the direction of a box of phonocards which have just been thrown in. The whole lot are usually the same price - \$1 each, 12 for \$10 or \$2 each, 12 for \$20 and so on.

There are some **'trendy' dealers** who believe that unless the card is showing a lady in some stage of undress (or lack of dress) or the card is advertising Coca-Cola or some other well known company, then the card is not really a phonocard for serious collectors.

These are not really serious phonocard dealers - they are not looking to the long term concept of dealing, they are just in it for the short term. They will move on to the next trendy/hot item when that appears, whatever it is.

Take a look around at what is offered when you next visit your local phonocard shop or when you attend your next phonocard fair.

Then again, do many people collect **foreign** countries? Many dealers will say that there is no demand for them stocking foreign phonocards. Again, is this true just because dealers do not stock and display foreign phonocards to offer the collector? After all, if you do not know about it, what can you do?

The majority of articles in the Australian monthly phonocard magazine and in the two supplements, are about prefixes, reprints and other specialist collecting areas. I am not against any area of phonocard collecting; all are important to individual collectors.

All areas have to be catered for the general collectors as well as the specialist collectors, but at the moment the specialist areas seem to be getting more 'press' than the general areas. Isn't anyone out there at all interested in phonocards except those from Australia?

Let's hear some reply from collectors who are, I believe, disillusioned with all the content in magazines about Australian phonocards and would like some information regarding foreign phonocards. Why don't you, the collectors, have your say - that is if you are interested in collecting the phonocards of other countries.

In any case, go and have a look at a dealer who does display a good selection of foreign cards, after all, how many dealers stock only Australian stamps?

Write into this magazine if you have any questions regarding non-Australian phonocards. I am sure the Editor will pass it on to some dealer who will answer your questions.

C.W. NSW

Dear C.W. - You will note that the August and September issues of APM contain articles on 'foreign countries'; some addressed with a broad aspect, some such as the PNG articles with specific detail. This will continue as material comes in and the magazine increases in size -Ed.

TAMWORTH PHILATELIC SOCIETY INC.

30th ANNIVERSARY

FAIR

STAMPS COINS PHONECARDS

SATURDAY 14TH OCTOBER 1995
9.00 a.m. to 4.00 p.m.

SUNDAY 15TH OCTOBER 1995
10.00 a.m. to 4.00 p.m.

TOWN HALL
FITZROY STREET
TAMWORTH

INTERSTATE, NSW AND LOCAL DEALERS
BUYING SELLING SWAPPING
DISPLAY BY MEMBERS

TAMWORTH PHILATELIC SOCIETY INC
PO BOX 678
TAMWORTH 2340
Secretary : Graeme Mitchell 067 664853

CLUB & SOCIETY NEWS

This Section Is Provided To Phonocard Clubs & Societies For The Promotion Of Their Activities And Membership. Articles Provided Will Be Reproduced At No Cost To The Club.

Mandurah Phonocard Collectors Club 35 Steerforth Drive, Coodanup, WA 6210 President: Ron Smeeth

I have received correspondence from Ron Smeeth, the President of a newly formed **Western Australian Club**, providing information on their activities.

To date, the Club has had two meetings which have been well attended.

The Club **meets** every 1st Sunday of the month at Newburn Centre at 2.00 pm. For further **enquiries** on this Club, contact Ron Smeeth on (09) 535 3390 or write to the address above.

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

The Club will be holding its **Annual General Meeting** on the 12th of September, 1995, at 7.30 pm at 10 Queensport Road, Murrarie.

Everyone is very welcome to this meeting, however only financial members can vote.

In addition to the AGM (inc. the election of Office Bearers), the agenda for the evening includes the regular availability of the Club's exchange books, the bargain table and the swap event.

Membership fees for 1995/96 are **now due** and remain the same as last year:

Senior Membership \$10.00 (for new members
add \$5.00 Joining Fee for 1st year)

Junior Membership \$ 5.00 (for new members
add \$3.00 Joining Fee for 1st year)

Anyone not able to attend meetings can forward their payment with their membership card to our Treasurer at the above postal address. For anyone interested, we still have some **promotional cards** available at \$2.00 each for members, \$3.00 for non-members.

Wim Matzer

Rosebud & District Phonocard Coll. Club Inc. PO Box 211, Rosebud, Victoria 3939 Secretary: Sandy Kitto

The Secretary advises that the Club's 'Sugar Glider' **Promotional Card** is selling fast, but remaining cards can be purchased at the September Club meeting by members at \$2.00 and by visitors at \$3.00 - so "don't miss out" - they can also be purchased from the Club (via the Secretary) direct.

Enquiries can be made to Sandy Kitto as above or to the Club President (John Thomas) on (059) 86 2261.

Page 44 — Phonocard Monthly

The Melbourne Phonocard Club Inc. PO Box 177, Northcote, Vic 3070 Secretary: Keith Sykes

The Club meeting for August was very well attended, with some 60 members in attendance. Guest speaker was **David Mohan of Card Phone Australia**, who spoke mainly on "Phones to Venues" - the Flemington Racecourse, Kooyong, new phonocard centres and trains.

Guest speaker for the Annual Meeting in September will be Mr **Graham Rooke of PayTel**, who will be giving an update of recent developments in the company's communication systems.

The Club also had **Craig Hamilton from Payphonics** as a guest speaker some months ago, which means that members will be fortunate in having guest speakers from all the Melbourne payphone and card producing companies attend and address them.

For 1995-96, the MPC is again hoping to have at least three guest speakers and will have at least one major fair. This year's fair will be held at the Clubrooms on Saturday, November 4th, and dealers tables are still available through the Secretary, Keith Sykes (Tel/Fax 03 9484 2568) for \$30 a table or \$20 for members.

A reminder is also given that Membership Subscriptions are now due (see Aug issue of APM for details).

Warren Titcher - Publicity Officer.

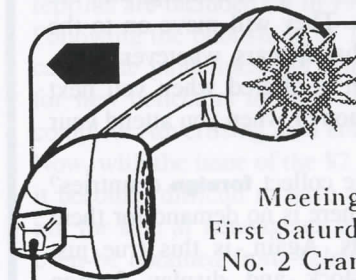
The Gold Coast Philatelic Society PO Box 39, Nobby Beach, Qld 4218 Secretary: Lorelle Trewern

Jim Harris from the above Society, advises that their annual Stamp, Coin & Phonocard Day held on 30 July, was a success, with 398 people attending the Show. This augers well for the three areas of collecting.

PENINSULA PHONECARD COLLECTOR CLUB

**Meets 4th Tuesday of Each Month
At: Sparrow Reserve, 13th Avenue,
Woodville North**

**For Further Information Contact:
P. Summers, President. Ph. (08) 2695155
Or Write to the Club at:
PO Box 462, Woodville, SA 5011**



PARADISE PHONECARD CLUB

Meetings Held 1.00pm
First Saturday of Every month.
No. 2 Cran Street, Ashmore.

For further information contact: (075)
Jan 78 2993; Laurie 39 1803; Graham 77 3765

CLUB & SOCIETY DISPLAY ADS

ROSEBUD & DISTRICT PHONECARD COLLECTORS CLUB INC.

P.O. Box 211, Rosebud, Victoria 3939

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 177, Northcote, Vic. 3070

The Club Meets
On the First Saturday
of Each Month
at 1pm
at the
Darebin Senior Citizens Centre,
18 A Bent Street, Northcote - Melway 30 E7.
All Welcome

**WE PROVIDE A WIDE RANGE OF
SERVICES TO MEMBERS**

Enquiries Phone/Fax Keith Sykes (03) 484 2568

AUSTRALIAN PHONECARD COLLECTORS CLUB INC (AUSTRALIA'S FIRST CLUB)

64 Concord Drive, Reynella, S.A. 5161

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

Activities & Services to Members Include;
Auction, Circuit Book, Reference Library,
Postal Bid Sales, Displays, Excellent published
Magazine (bi-monthly). Members Exchange
Mailing List provided.

BANKCARD, MASTERCARD & VISA AVAILABLE

Limited Edition Promotional Cards:
\$10 Kangaroo Island & \$5 Steam Ranger - Southern
Encounter \$3 per card (post paid)

Information Brochure Available

Club Secretary: Mrs Glenis Hymers
At Above Address or PhoneFax (08) 381 3449

KANGAROO PHONECARD CLUB Inc.

P.O. Box 706, Springwood, Queensland 4127

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 & CARD COLLECTORS CLUB

PO Box 3069, Rockhampton Shopping Fair,
Queensland 4701

The Club Meets On the Fourth Tuesday of Each
Month at the Park Avenue, Catholic Parish Hall,
Cnr. of Main & Haynes Streets,
North Rockhampton, at 7.30 pm.

All New Members and Visitors Most Welcome

THE PHONECARD CLUB OF TASMANIA INC

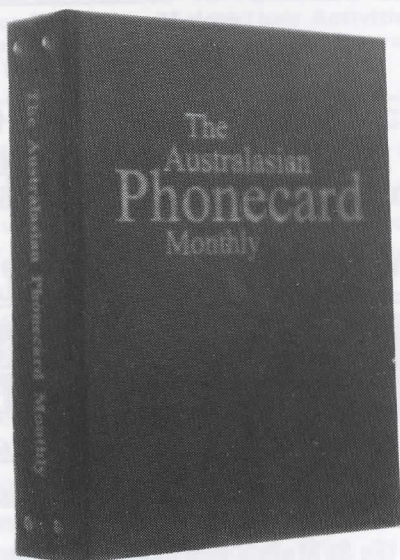


P.O. Box 816, Rosny Park, Tasmania 7018

We Now Meet On the
3rd Friday in Each Month
At The Rosny Regional Library at 7.00 pm
Bligh Street, Rosny Park
**THERE WILL BE A LUCKY DOOR PRIZE
EACH MEETING**

All Members & Visitors Welcome

EXCITING NEW OFFER



The Australasian Phonecard Monthly magazine has commissioned the production of an album to store all your issues

The album is made from an attractive vinyl in a choice of blue or burgundy and has the title of the magazine in gold embossed writing on the cover and spine.

Each album will be able to hold 12 copies of the magazine to enable you to keep all your backissues in pristine condition. As time progresses these back issues will become an invaluable library for information about the hobby.

This offer is available from all good phonecard dealers.

SPECIAL COMBINATION OFFER

Purchase one album (retail is \$21.95) and receive one copy of the PHONECARD MONTHLY PHONECARD (usually \$12 retail)
Total Value of Offer is \$33.95. For ONLY the cost of the Album \$21.95
 Please add postage/handling of \$9 first album and \$3 each extra album.

Order Form. Please complete and send to
 "Album Offer", Australasian Phonecard Monthly, PO Box 1309, Tamworth, NSW 2340

I would like to order album/s for the Australasian Phonecard Monthly @ \$21.95 \$.....
 PLUS Postage & handling @ \$9 first album + \$3 each extra album ordered \$.....
 (I understand I will receive one FREE Phonecard Monthly Phonecard with each album ordered) **TOTAL:**\$
 Qty in Burgundy Blue (Allow 3-4 weeks for delivery)

Name.....
 Address.....
 State Postcode.....
 Telephone (bh) (ah).....

Enclosed is cheque money order
 Please charge my credit card:
 Bankcard Mastercard Visa No:

 Expiry Date/..... Signature

"The Australasian Phoncard 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 533/255 Pitt Street (02) 267 6116 |
| Sydney | Kennedy Stamps | Shop 4/155 Castlereagh Street (02) 264 6168 |
| Sydney | Al's Phone Cards | Shop 29, 37 Park Street (02) 267 5931 |
| Sydney | Queen Victoria Coins | Shop 12 QVB Walk, Queen Victoria Building (02) 283 2500 |
| Sydney | Macquarie Coins & Coll. Gallery | Shop 4, 83 York Street (02) 262 6558 |
| 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 |
| 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 3, 142 Keen 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 |
| Newcastle | Paul Melmeth Galleries | 281 Hunter Street (049) 26 3357 |
| Newcastle | Hunter Valley Collectables | Shop 19, City Arcade, 120 Hunter Street (049) 26 3031 |
| VIC | | |
| Melbourne | Max Stern & Company | Port Phillip Arcade, 234 Flinders Street (03) 9654 6751 |
| Melbourne | Rex & Fair Philatelists | Shop 10, Hub Arcade, 318 Little Collins Street (03) 9654 7022 |
| Melbourne | City Stamp Market | Shop 28, Degraeves Street (03) 9654 3549 |
| Melbourne | Universal Coin Company | 20 Centre Place (off Flinders Lane) (03) 9654 2997 |
| Melbourne | Centre 22 | 22 Centre Place (off Flinders Lane) (03) 9650 3687 |
| Melbourne | Melbourne Phoncard Centre | 24 Centre Place (off Flinders Lane) (03) 9650 7871 |
| South Caufield | MGK Stamps & Coins | 357A Hawthorn Road, South Caufield (03) 9523 8906. |
| Moonee Ponds | R.M.C. Stamps & Books | 633B Mt Alexander Road, Moonee Ponds (03) 9326 1746 |
| Dromana | Dromana Newsagency | 177 Point Nepean Road, Dromana (059) 87 2338 |
| 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 | Garden City Stamps & Coins | Shop 1A, Garden City Shop. Centre, Mt Gravatt (07) 349 3562 |
| Surfers Paradise | The Dolphin News | 3115 Gold Coast Highway (075) 398 200 |
| Surfers Paradise | Paradise Centre Newsagency | Shop 232, Paradise Centre (075) 702 126 |
| Rockhampton | Len Cooper | Rocky Markets, Dennison Street, Rockhampton |
| Mackay | John Platts Stamps & Coins | Whitsunday Arcade, Macalister Street (079) 576 602 |
| Cairns | Tristan Abba | Rusty's Market (070) 330 809 |
| Southport | M & M Collectables | Shop 18, Stewart Centre (075) 270 699 |
| SA | | |
| Adelaide | Stewarts Stamp Shop | 73 Grenfell Street (08) 223 4435 |
| Adelaide | Rundle Coins | 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 |
| WA | | |
| Perth | Mickel Smits "Philatelists" P/L | Shop 10-11, London Court Arcade (09) 325 3252 |
| Fremantle | Captain Munchies | 2 Beach Road, Fremantle (09) 430 4321 |
| TAS | | |
| Hobart | Abacus Stamps & Coins | Shop 10, Mathers Lane (002) 343 494 |
| 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) 521 575 |
| Darwin | Just Phonecards P/L | GPO Box 3677, Darwin, 0801 (089) 322 783 (AH) |
| NZ | | |
| Christchurch | Shades Stamp Shop Ltd. | 54 Shades Arcade, Cashel Street (03) 366 6390 |

DEALERS WISHING TO STOCK THIS MAGAZINE SHOULD CONTACT THE EDITOR AS PER PAGE 2.

CLASSIFIEDS

Advertising 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

Send to:-

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

Closing date for classifieds for the October issue is the 22nd of September 1995

Classified Categories are:

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

AUCTIONS

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

POSTAL Phonocard Auction every month. Specialising in Australia, New Zealand & Great Britain. Lots from \$1.50. Write now for your **FREE** Catalogue. **Bathurst Stamps & Phonecards**, PO Box 1543, Bathurst, NSW 2795.

REGULAR Postal Bid Sales Phonecards. **FREE** list. **Rosewood Stamps and Coins**, PO Box 48, Rosewood, QLD 4340. Phone (074) 64 1867.

TELEPHONE CARDS

BUYING select packs & cards. Top prices paid. **Melbourne Phonocard Centre**, PO Box 66, Flinders Lane, Melbourne, Vic. 8009. Phone bh (03) 9650 7871, ah (059) 685576 Fax (059) 9683463.

SPECIALISING in world wide and Aussie related phonecards. Write for a **FREE** price list. **Cyril Fox**, 68 Chelsea Park Drive, Chelsea Heights, Vic. 3196.

NORFOLK ISLAND phonecards and packs. For latest prices contact **Brian Check**, PO Box 558, **Norfolk Island** Ph/F: 672 322979.

UNITED STATES Phonecards available. Mint & Used cards. Coke & McDonalds a speciality. Please send your want list for a prompt reply with prices. **Quinlivan Collectables**, 12 Ursa Street, North Balwyn, Victoria 3104.

A.P.C.C. Inc. - Club publication **Telecom Aust. Serial Numbers List** 30 page booklet now available for \$6 (post paid). **Secretary**, 64 Concord Drive, Reynella, SA 5161. Bankcard, Mastercard and Visa are accepted.

AUSTRALIAN Phonecards 16,000 one and multi hole. Early to latest from 50c. Also 3,000 mint Also swap overseas cards for select Australian cards **Phone (02) 624 5996**.

SPEND \$5 on hot food at **Captain Munchies** and you could win a **free** Custom phonocard or a Limited Edition Souvenir Pack. Hundreds of Phonecards & Packs to be won! **Captain Munchies**, 2 Beach Street, Fremantle, WA. (09) 430 4321.

SKYFIRE phonecards \$13, Rentlo \$80, \$50 Tourist (old) \$75, NT set (multi) \$20, Endangered species '93 pack \$70, XXXX \$14, Ettamogah \$12, WW II Pack \$115. Many other mint and top quality multi cards. Also buying select cards. Send for buying/selling list to: **K. McMillan**, PO Box 87, Erindale, ACT 2903. Phone 5-10pm on 015 269304. **Free** Certified Post.

FREE LISTS Nicaraguan Phone cards (mint) Banknotes, Stamps & Coins. Wholesale and retail. Contact **Oscar R. Fonseca Calderon**, Apartado Postal 3701, Correo Central, Managua 5. **Nicaragua**.

BAZAAR

SWAP-TRADE-SUBSCRIBE-LISTS

Adverts will be exchanged for any country's 2 used phonecards for every 20 words printed.

SWAPPING Australian phonecards. Thousands from earliest to the latest for toy lead soldiers, Australian silver coins, Match Box Die Cast cars, etc. **Ring (02) 624 5996**.

AUSTRALIAN COKE phonecards wanted. Swap overseas cards. Barter on other goods I have for phonecards. Send Want List for trade. Try me as I have many goods you would'nt think

of. Please send your request C/- **PO Box 668, Port Adelaide, SA 5015**. Valued trader needs help, not a dealer. Building a collection without money exchange. Fair deal assured.

FIJI PHONECARDS available used. 10 different A\$20, 22 different A\$50. CWO please. Welcome dealer enquiries. **Stampworld**, Box 302, Suva, **Fiji**.

SWAPPING I offer fine/used sets and singles of **Great Britain** inc. Aladdin, Radio Times, Blue Peter, Eyes, D Day Landing, Tiggywinkles, Mercury etc. for your fine used Australian sets and singles. Value for money. Please contact **Charles A. Rivers**, Unit 1, No. 99 Bartan Street, Mayfield, NSW 2304, Australia.

EXCHANGE: Looking for exchange partners from the Asian countries. Just send 20 different cards or more. Will send same back. All letters answered. **K. Bovenkamp**, 13 Forth Street, Mackay, Qld. 4740, Aust.

LOOKING for exchange partner in Papua New Guinea, New Zealand, Western & Eastern Europe and the Carribean. **D. Turner**, No. 8 Dalrymple Street, Mackay, Qld 4740

FOR our Retail & Wholesale clients we **urgently need** current Australian phonecards regardless of whether scarce or common. In exchange we can offer mixtures from around the world of your choice. Easiest 100 v 100 for basic material. Ask for my wholesale/retail list now! **Eric Elias, Philcard International**, PO Box 1000, London N3, **England** Ph/Fax: +44 181 3491610

EXCHANGE Used Phonecards. Fine used Australia on a one for one basis for used GB and Europe. Also wanted used cards from Fiji for which I will offer better cards. Also have some Mercury and Advertising for these. Send to **Don M. Sear**, 2 Hatchard Road, London N19 4NH **England**. Prompt reply. Would like to exchange 20 pieces in each letter.

WANTED Asian, European countries for Australian. Minimum 20 cards each time. **N. Malek**, Unit 25/2A, Inga Street, Clayton North, Vic. 3168. Prompt reply given.

Melbourne Phonecard Centre

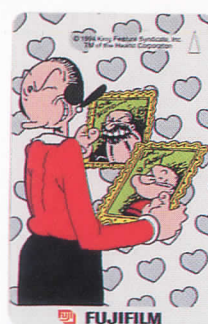
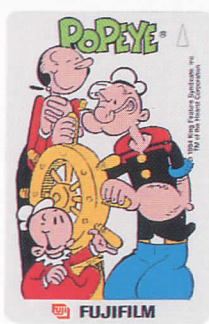
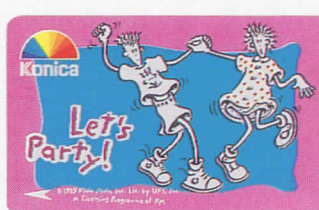
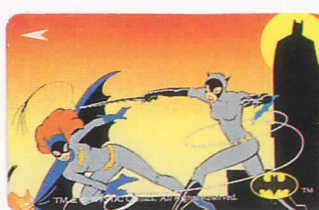
Shop: 24 Centre Place, Melbourne, VIC 3000

All Mail to: PO Box 66, Flinders Lane PO, Melbourne, VIC 8009, Australia

tel: (03) 9650 7871

fax: (03) 9650 7644

New Comic Releases . in stock now



To order: Please write or complete the form below and return to:

Melbourne Phonecard Centre, PO Box 66, Flinders Lane PO, Melbourne, VIC 8009, Australia. Tel: (03) 9650 7871 Fax: (03) 9650 7644

| Mint | Price | Qty required | Cost \$ |
|--|-------|--------------|---------|
| Singapore: Batman 1 set 6 in folder | \$39 | | |
| Singapore: Batman 2 (set 3 in folder not pictured) | \$39 | | |
| Singapore: Fido Dido set 3..... | \$19 | | |
| Singapore: Popeye set 3..... | \$18 | | |
| Singapore: Tom & Jerry set 3..... | \$19 | | |
| Singapore: Power Rangers (set 3 not pictured)..... | \$18 | | |

*Postage : Australiawide please add \$4 to orders under \$100
: International please add \$10 registration fee +3%

Subtotal
*Postage

TOTAL \$

Name

Address

State: Postcode:

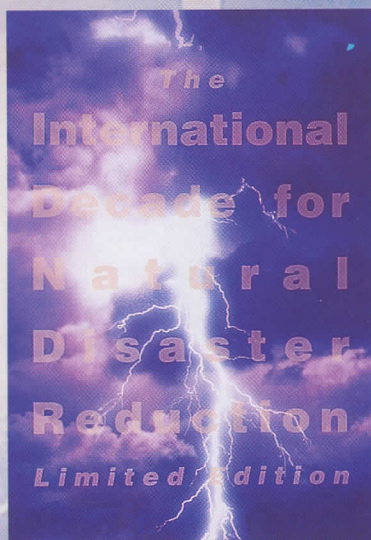
Tel no: (bh) (ah) Fax:

Payment by: Cheque Bankcard Mastercard Visa

Please charge my credit card no: expiry date /

Signature Date: / / 95

Don't be scared, be prepared. Order your Limited Edition now!



Australia is no stranger to natural disasters - droughts, floods, earthquakes and cyclones have all claimed lives in recent history.

The United Nations has nominated the 1990s as the International Decade for Natural Disaster Reduction (IDNDR). This decade is a time when everyone should strive to reduce the enormous loss of life and property damage resulting from natural disaster. This series of Phonecards aims to raise awareness about Australian counter-disaster preparation.

Emergency Management Limited Edition available in the October issue of the Bulletin. Also available in this issue of the Bulletin, Christmas 1995 individual cards and Limited Edition.

To receive your free copy of the Australian Phonecard Bulletin, please call (02) 204 0255.

™ Trademark of Telstra Corporation Limited A.C.N 051 775 556

Telstra