

Volume 3 Number 10

October 1995

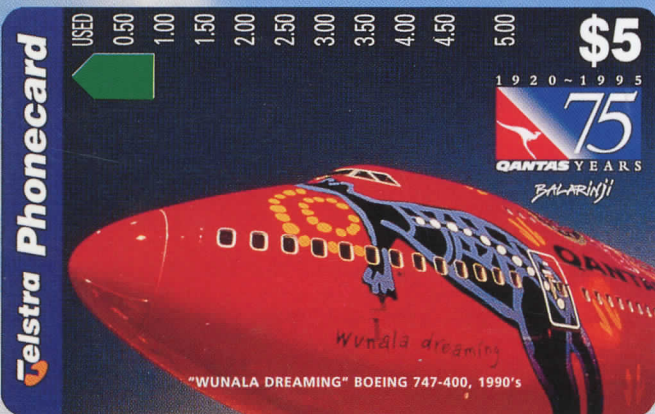
Australia \$4.00

New Zealand \$5.50 inc GST

The Australasian Phonocard Monthly

Qantas
75th Anniversary
Eight Phonocard Set

Release
in
November



**Hong Kong
International
Phonocard
Exhibition '95**

Melbourne Phonocard Centre

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

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Special Offers

"Overstocked" on the following

The following two items are available with all orders over \$100 from our other stock items. Limit one pack per person. To discover the pack identities just give us a call.

#@#-#@* *** Pack\$12.00
#@#-#@* *****Pack.....\$12.00

Both packs have a RRP of \$24.50 each so represent a huge savings to normal prices.

(Offer restricted to first 500 orders)

South Africa (mint)

Child Art Pack (1000 issue).....\$250
Big Five Pack (1000 issue).....\$500

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
Pocohontas (mint)\$12
McDonalds (set 4) mint\$38
\$10 McDonalds (5000 issue mint).....\$35

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

Accessories, etc

Collect Phonecards 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 mint\$8
\$10 mint (hopefully released by now!!)\$14
\$5 Telecom Thank You card\$45
Telstra Cockies Singapore folder.....\$27
Telstra Cockies Maastrick folder.....\$24

Used Bulk Australian Cards- (useful swaps and trade)

Mixture of \$5 and \$10 cards from street collectors
.....\$40 per 100

BUYING ALL USED AUSTRALIAN cards in
bulk. No quantity too large!! Regular suppliers
catered for. Contact us for details.

Marilyn Monroe cards

USA (mint):-

Day in the Life (set 9) NEW.....\$100
The 4 Seasons (set 4) NEW.....\$250
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
Whoopee 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)

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

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
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
Flinstones mint\$14
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)

Star Trek cards

All available each at only\$18 to \$22
Send for listing - new shipment due

World Used

10 Different Australia\$7
10 Different Japan.....\$7
10 Different Singapore.....\$9
10 Different UK.....\$8
5 Different Carribean\$9
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
Huge range in stock - trains, planes, famous folk,
art, fauna, cartoon, Disney, Coca-Cola etc

Thailand

25 baht cards (rare) mint@ \$8
Toyota Car 50 baht mint.....\$12
Telephones 25, 50 100 baht mint 3 cards.....\$28
Underwater Scene jigsaw set 4 mint\$45
Underwater Scene jigsaw set 4 used\$25

Papua New Guinea

New Issues

Peter To Rot set 4 mint.....\$60
20th Anniversary set 4 mint.....\$40

Melbourne's Public/Postal Phonocard Auction November 95 Last auction for the year!

Catalogue in November issue of Australasian Phonocard Monthly or on request

Auction material accepted anytime for future auctions. Lowest rates and highest service standards.

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

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AUSTRALIAN TELECOM PACKS

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

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

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 (3)	60.00
ASDA Inverted Swan	24.00
Spies Hecker Cars (3)	65.00
Courage Under Fire (2)	35.00
Zoos (2)	35.00
Disney No. 1 (2)	40.00
Sheepskin Warehouse	25.00
One Australia Yacht (4)	650.00
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
Nat. Parks & Wildlife (15)	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

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I am interested in Sydney Stamp Centre new issue service.

Yes, I would like a copy of your newsletter.

I collect the following countries: _____

I collect the following topics: _____

Name (given): _____

Surname: _____

Address: _____

Postcode _____

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

Customer Number _____

Enclosed is cheque money order

Please charge my credit card:

BANKCARD

MASTERCARD

VISA

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

Expiry Date _____ Signature _____

The Australasian Phonocard Monthly

OCTOBER 1995 - Vol. 3 No. 10

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<u>DEADLINES</u>	-	<u>November</u>	&	<u>December</u>
Full Colour		25 October		22 November
Black & White		26 October		23 November
Spot Colour		26 October		23 November
Classifieds		27 October		24 November

EDITORIAL

Subscribers and dealers will have received this magazine a 'few' days later than 'normal'. My apologies for this but my trip to Hong Kong (see page 16), together with the public holiday here in NSW on Monday 2 October, led to this state of affairs.

Readers will note in this issue, a reasonable amount of material focussing on Asian phonocards, fairs and exhibitions.

Page 2 — Phonocard Monthly

August and September appear to be the 'fair/exhibition months' as far as the Asian countries are concerned, with major phonocard events being held in Singapore, Hong Kong, and Beijing, whilst stamp shows were prominent in Indonesia and Thailand.

Of note, appears to be the interest being displayed by phonocard dealers in attending these fairs. A total of five Australian dealers/card producers (plus Telstra) had stands at Singapore '95 in August, whilst three attended the Hong Kong Exhibition.

The same weekend as Hong Kong was being held, Australian dealers were in attendance at a show in Beijing.

There are a number of positives in this. Obviously (and importantly), Australian phonocards are on show in other countries, thereby increasing their exposure for sale to the collectors from those countries.

As well as purchases being made at such shows, dealers have the potential to continue with on-going sales to clients introduced to their cards.

The sale of cards 'out of Australia' decreases excess stock being held in this country, with a consequent, gradual increase in demand over supply, which increases the value of cards remaining.

I think it is obvious to all that the 'collector type' print runs of Telstra Phonocards have, to date, far exceeded the local collector demand.

Dealers generate additional income through increased sales. After costs, a fair percentage of the income generated is 'put back' into the purchase of further stock, both whilst away overseas and through follow-up with contacts established whilst visiting other countries.

The stock from these countries is then made available to collectors in Australia, thereby broadening both existing collector interest as well as attracting additional collectors with, in particular, attractive thematic subject phonocards. The variety and range of themes covered by phonocards being produced in many of the Asian countries is amazing and truly a thematic collector's delight.

Whilst the number of members of the public attending fairs in countries such as Hong Kong, Singapore and Japan, far exceeds the numbers attending comparative fairs and shows in this country, the cumulative expense of airfares, accomodation costs and table hire can be quite inhibiting when one is planning to travel to participate in an overseas fair.

For example, I received some figures this week for a fair to be held in Tokyo in December, where the 'set up fee' is 200,000 Yen (or, in less scary terms A\$3,380).

So, it is quite a risk that a dealer can take when deciding to participate in an overseas fare. Whilst the rewards can be satisfactory, a bad turn-out from the public, taking the wrong stock, not being able to communicate with local clients (very important), etc. can lead to dissatisfaction. However, by what I viewed in Hong Kong and from feedback from the dealers, the Asian collector scene appears strong which, indirectly, augers well for collectors in this country.

Editor

EDLINS OF CANBERRA



PO Box 7, Civic Square, ACT 2608
 Phone: (06) 248 7859 Fax: (06) 248 7553



We accept Bankcard, Visa and Mastercard

BIG COLLECTOR WEEKEND IN CANBERRA!



Edlins of Canberra, the organiser of the National Coin, Phonecard and Stamp Shows held in every capital city, are pleased to announce their upcoming Fair and Auction being held in Canberra on the weekend of November 11 and 12, 1995. A huge range of collectables is available for purchase at the show and at the auction.

CANBERRA FAIR Saturday and Sunday November 11 and 12

The Canberra National Coin, Phonecard and Stamp Show will be held on November 11 and 12 from 10.00am to 5.00pm both days.

Local and interstate dealers will be in attendance with a large range of coins, Phonecards, Banknotes, Stamps, Postcards, Cigarette Cards and militaria for sale. Dealers are also keen to purchase all stamps, Coins, Phonecards and other collectables.

**\$500
 CASH
 DOOR
 PRIZE**

\$500 Cash Door Prize to be won plus another \$500 worth of door prizes to be given away. \$500 cash must be spent with a participating dealer at the show. Admission to the show is \$3.00. Children accompanied by adults admitted free.

EDLINS AUCTION

No. 108

Saturday, November 11, 1995

Edlins Auction on Saturday night, November 11, 1995, will be one of the biggest of the year with a huge range of items going under the hammer.

Whether you have been a regular at our auctions or if it is your first time, come along and experience first hand, where dealers and prudent collectors **Buy Their Bargains!**

The Auction starts at 5.00pm Saturday night. Viewing of lots at our office premises (upstairs from the Garema Arcade shop) will commence the week prior to the auction from 9.00am to 5.00pm, Monday to Friday and 9.00am to 5.00pm on Saturday, November 11, 1995.

Other viewing times by arrangement.

Please write or phone for your FREE Catalogue for Auction No. 108.

Australian Mint Phonecards

Singapore Phonecard Show \$5 Cockatoo in Folder..... \$29.50
 \$5 Batman Forever Card..... \$12.00 ea or..... 10 for \$99.00
 Coke No 3 Pack Guys N Gals..... \$24.50 ea or..... \$44.00 the pair

PayTel Optus Satellite..... \$10.00
 Baileys \$2 Card..... \$25.00
 \$5 Skyfire..... \$25.00 \$5 Captain Munchies..... \$13.00

These are just a few items from our large range of stock
 Please write or phone for a FREE copy of our latest Australian Price List

World Mint Collectors' Packs

Malaysia World Cup Soccer '94 Set 2 Cards in Souvenir Folder. Features Roberto Baggio from Italy and Carlos Alberto from Columbia..... \$29.00
 Tonga Cable and Wireless 3 Card 1st Issue Collectors' Pack December '94..... \$175.00
 South Africa Big 5 Collectors' Pack. Each Pack individually numbered & signed (1,000 made)..... \$350.00
 South Africa Child Art Collectors' Pack..... \$225.00

Cambodia Collectors' Pack..... \$795.00
 Norfolk Island 1st Issue Collectors' Pack..... \$40.00
 New Zealand Science and Technology Inter. Edition..... \$200.00
 New Zealand Animal Eyes Set 5 Cards in Pack..... \$120.00
 U.S.A. New York Metro Card 1st Issue Pack (designed for Multiple uses - Trains, Phones and Buses)..... \$95.00
 Great Britain Star Trek New Generation USS Enterprise.. \$19.00
 G.B. Robert Dunlop RC45 Honda Coke Northwest 200..... \$25.00

WORLD MINT PHONECARDS

Hungary set 2 Coke Cards..... \$25.00
 Great Britain Pinnocchio Set 4 (very popular)..... \$29.00
 Harrods Phonecard..... \$12.00
 Dial International Coke Set of 2 Cards..... \$19.00
 Brazil - 10 Unit Jaguar - 10 Unit Parrot..... Each \$12.00
 Czechoslovakia - Phill Collins - Pablo Picasso..... Each \$25.00
 Germany Felix the Cat..... \$25.00
 Marvel Superheroes..... \$25.00
 Japan Set of 4 Tourist Scenes SOH, Gold Coast, Sydney at Night and Koala Family (scarce)..... \$180.00
 Australia 200 Year Anniversary set 4..... \$250.00
 Barrier Reef Bertine Gems..... \$60.00
 Japan Movie Cards Steven Seagal, The Godfather III, Black Rain, Hot Shots II, Sliver, Back Draft & many more - all.... \$15.00 ea
 Singapore Fujia Animals set 4 Phonecards..... \$18.00
 Panda..... \$ 7.00
 U.S.A. Ellis Island Set of 4 Phonecards..... \$70.00
 \$5.00 Democratic Convention Card..... \$495.00
 \$5.00 New York Skyline by Day..... \$205.00

WORLD USED PHONECARDS

South Africa
 Selection of the latest Cards from South Africa: -
 3 x different Bushman's Art, 1 x World Cup Rugby Cartoon, 1x Christmas 94, 1 x Nelson Mandela, 1 x Birds of Prey Card
 - Seven (7) different cards for..... \$19.50
 Rwanda \$20 Soldier and Boy..... Mint \$60.00
 1 Hole \$35.00
 Multi \$28.00
 Singapore Selection 20 different Phonecards..... \$15.00
 Japan Selection 10 different Japanese Phonecards..... \$ 7.00
 Fiji 10 different Phonecards..... \$10.00
 Swiss 10 different Swiss Phonecards..... \$12.00
 Thailand 5 different Thai Cards..... \$ 8.00
 Ireland 10 different Irish Phonecards..... \$ 8.00
 Australia 20 different Australian Phonecards
 - all in good condition
 - no state cards..... \$12.00
 Great Britain Aladdin Set of 3 Phonecards..... \$ 9.00

Postage on all orders \$3 extra - Overseas \$10

AUSTRALIAN INTERNATIONAL PHONECARD FAIR '95

Sydney will host its sixth international phonecard fair next month, when the Australian International Phonecard Fair '95 is held on Saturday and Sunday, 4th and 5th of November at the Holiday Inn Menzies Hotel.

The two day fair is expected to attract collectors and dealers from most Australian states and New Zealand. Telstra, PayTel Australia, Coca-Cola Phonecards, PACS Authorised Agents, plus Australia's and New Zealand's leading phonecard dealers will have a gigantic range of Australian and world phonecards for sale.

FREE PHONECARD

The first fifty collectors to enter the fair on both the Saturday and the Sunday will get a free Telstra Phonecard. They will receive a copy of "The Australasian Phonecard Monthly's" Custom phonecard which was printed to commemorate the first anniversary of the magazine. There will also be a number of lucky door prizes to be won.

TELSTRA

Telstra will have all their current issues for sale. They are looking forward to meeting all their customers both old and new. They will have lots of information about the latest Telstra issues. Whether you are a new collector, an advanced collector or a young collector just starting out, drop by the Telstra stand and pick up the latest brochures and say 'hi' to the Telstra team.

TELSTRA ARCHIVES

Another section of Telstra's archives will be on display at the fair. This exhibition has always proved very popular with collectors at previous fairs and should again draw many collectors. It will be one of the few times collectors will get an opportunity to see part of Telstra's archival collection.

COCA-COLA PHONECARDS

The third release from Universal Coin Co. is expected to prove very popular with collectors (see Sept. issue of APM). Only 4,000 of the new cards featuring 'Guys and Gals' will be released. The new low issue numbers should help to focus additional interest on Coca-Cola issues as well as stimulate the market. Collectors will be able to find out all about the latest issues and purchase cards at the Coca-Cola stand. The 'Guys and Gals' packs are selling at \$24.50.

PAYTEL AUSTRALIA

PayTel Australia are expected to have a table at the fair and have their latest issues available for sale. The new Tasmanian Wildflowers series has just been released. Consisting of a \$5, \$10 and \$20 card, they depict a wide selection of Tasmanian flowering plants. PayTel's new Tasmanian Lighthouse card may also be available at the fair.

GIGANTIC RANGE OF PHONECARDS

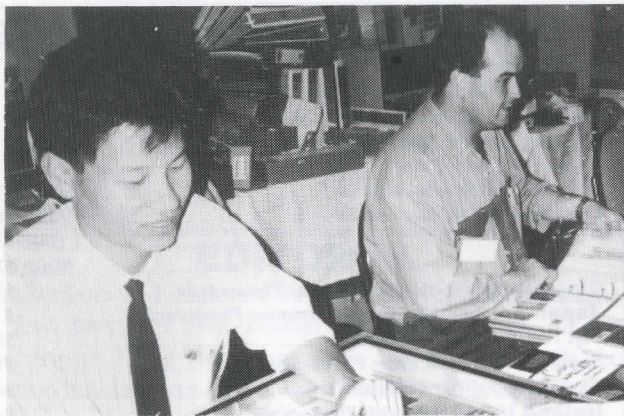
Collectors attending the fair will have the opportunity to choose from one of the largest stocks of Australian and overseas phonecards for sale anywhere in Australia. They will also be able to meet many of Australia's and New Zealand's leading phonecard dealers. All areas of phonecard collecting will be catered for. Many interstate and country collectors are taking the opportunity to come to Sydney for the two day fair.

PHONECARD MAGAZINES

Several phonecard and hobby magazines will have informative tables at the fair. They include 'The Australasian Phonecard Monthly', Stamp News and Australian Coin Review.

VENUE

The Australian International Phonecard Fair '95 will be held on Saturday and Sunday 4th and 5th November 1995, at the Holiday Inn Menzies, in the completely refurbished Exhibition Room (previously the Wynyard and Margaret Rooms), lower ground floor, 14 Carrington Street, Sydney. The fair will be open to the public on both days from 10.00am to 5.00 pm. Admission is \$2.00 each day and children under 12 are free. For further details phone Mark Freehill on (02) 913 3036.



Hendro Winatan (Worldwide Telecard) & Sonny Carter (Sydney Phonecards) at a Sydney International Fair

Collect PayTel Collect Australia !

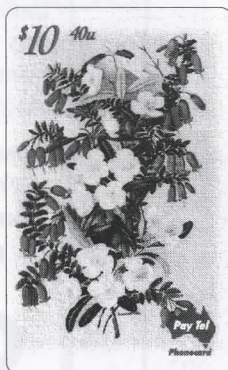


PayTel Australia produces phonecards depicting traditional Australia

Australian Heritage, The Australian bush and outback, Great Barrier Reef, Australian railways & tramways - past & present, Australian lighthouses, Australian flora & fauna.

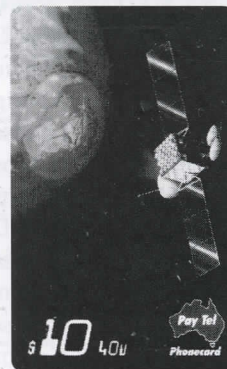
Tasmanian Wildflowers

PayTel's fourth Standard Card Issue for 1995.
Hand-painted originals by noted Hobart botanical artist, Miss Nell Frankcombe.



Available as separate cards and card sets at face value, or in a beautiful, informative, limited edition Collectors' pack.

Pay Tel's "Satellite Card"



The last Special Purpose Card for 1995, it features the Optus "B" satellite. Image courtesy Optus Communications Pty. Ltd. The card is mounted on a "satellite information" backing card.

The Pay Tel Collector

provides background and research notes on all PayTel card issues, Collector Club News and much much more. It is designed as a valuable complement to your PayTel Collection. It's free to PayTel's Collector Club members.



COMING SOON!

Lighthouses of Queensland, South Australia and Western Australia. History of Bass Strait shipping, Original paintings, Heritage Series. Railways of Australia, Series 2, heritage & nostalgia.

Please supply the following order, including a free copy of the current PayTel Collector:

- "Wildflower" Set(s) @ \$35.00 set
 - "Wildflower" Pack(s) @ \$40.00 pack
 - "Satellite" card(s) @ \$10.00 each
- Mounted on "Satellite Information" backing card

Add to order:
\$3.00 for certified mail (Aust. only)
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 Charge my credit card (circle one):
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At this time, please just send me a complimentary copy of *The PayTel Collector*.

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Expiry date:
Cardholder name:
Cardholder signature:

Name :
Address :
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one Australia Pack (1 only in stock) \$700

Plus: One off Chance only

Mint Sets at up to 40% off Retail Price!!

Geelong, Victoria, SA, NSW

Phone For Prices

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	

FREE

Any one of the following Mint cards
for every \$100 spent

Batman Forever, Ettamogah Pub, Swissh, \$2 Buzz,
Albury High School, ASDA Inverted Swan,
Peter Sieders card

**** - BUYING - ****

Australian Official BIG 5 Packs

SA, NSW, ACT, Red Cross, Olympics - 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!!!**

FOR SALE

TELSTRA PACKS

- OCTOBER SPECIALS -

Western Australia	\$39
Indigenous People	\$37
Commonwealth Games	\$32

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

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 #1 0	\$12.00
\$5 Ettamogah Pub PACS # 4	\$17.00
\$5 Laughing Kookaburra Numbered Pack	\$22.00
\$5 RSPCA Pair PACS # 21 & 22	\$15.00
Lee Kernaghan PACS # 2	\$15.00
\$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	\$28.00
\$2 Buzz Card (maximum 5 cards)	\$2.50 ea
Sheepskin Warehouse Numbered Packs	\$22.00
As Above Packs No's 1 - 9 each	\$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

301 Brunswick Street
FORTITUDE VALLEY, QLD. 4006
PH/FAX: (07) 252 2903



Gabriele's Phonocard Service

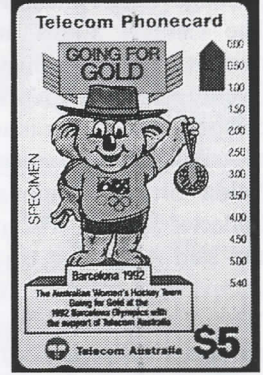
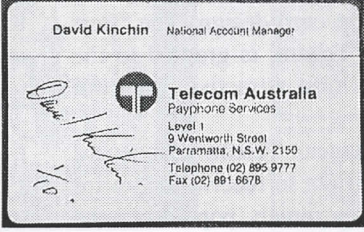
A Division of Gabriele's Philatelic Service Pty Ltd

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



ONE MONTH ONLY SPECIALS

This month, with bulk purchases, we can offer the following items at the special prices listed. Please note, these are available for this month only unless sold out prior to the end of the month....



- 1. ANRITSU - The sample card (photo). A very early test card which we have secured a small number for sale at one per customer for \$95.00
- 2. As above but with manuscript \$100 on the card, written by Telecom technicians and scarce \$110.00
- 3. Red Mobil Specimen card, not the brown, the red Mobil for the specialist, for only \$49.00
- 4. Year of the Dog Pack, as signed by Sophie Zhang and with cards where all four cards have matching last three numbers on the back of the cards, obviously these are very hard to find and priced at \$70.00

- 5. As above but with mixed numbers, and signed by Sophie Zhang, remember only 2,000 were every produced of this issue for only ... \$40.00
- 6. Willy Specimen in official Telecom **LEATHER** folder, minute folder mark and the first Willy we have had for sale for some time.... Cheap at .. \$450.00
- 7. SPECIAL - Swissh Chocolate mint card hot price.... (Limit of 5 per customer) \$10.00
- 8. TELECOM AUSTRALIA - Police Card - David Kinchin - card is perfect and only \$60.00
- 9. As above but one of 10 only signed and numbered by David.... Hurry, these will sell out quickly at \$125.00
- 10. Telstra/Rwanda set mint \$20 and \$50, perfect at \$160.00
- 11. Telstra/Rwanda \$20 mint, perfect at \$60.00
- 12. Telstra/Rwanda \$20 one hole used, perfect at \$20.00



- 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: (.....)

AUSTRALIAN NEWS UPDATE

'COCKIE' WINS FOR TELSTRA

An Australian Phonocard has achieved international recognition in a telephone card design competition.

Competing against hundreds of designs from around the world, a Telstra Phonocard was judged to be the "Best Overall Card". The \$5 card was produced specially to commemorate five years of Phonocard in Australia.

The award was announced in Maastricht, the Netherlands, at CardEx '95, a major international telephone card convention.

Telstra's winning entry is a tongue-in-cheek design featuring one of Australia's most loved emblems, the 'cockie', sporting five birthday candles incorporated in its plumage (issued late last year).

The CardEx award aims to highlight and publicly recognise the best achievements in card design. The "Best Overall Card Design", won by Telstra, is granted to the company which has issued the most attractive, beautiful or striking of those entered.

Nelda Slezak, National Manager, Telstra Phonocard Collector Service, was in Maastricht to receive the award and said Australian cards are extremely popular in the international collector market.

"The 'Cockie card' in particular has been extremely popular with collectors both in Australia and internationally since its release last December," said Ms Slezak.

"This award will serve to make it even more sought after".

"Australian Phonocards have experienced an international surge in popularity because of the high quality and creativity of card design. Many designs released by Telstra have been world firsts and Australia is one of the few countries to utilise leading edge magnetic technology to produce high resolution graphics".

QANTAS 75TH ANNIVERSARY

Telstra and Qantas are releasing a series of **eight (8) phonocards** from 1 November 1995 to commemorate the 75th Anniversary of the airline.

The cards will be distributed through Telstra phonocard retailers throughout Australia. As these are a General Advertising phonocard they should also be available through Phonocard Collector Services.

There will be 5 x \$5, 2 x \$10 and 1 x \$20 phonocards in the set and they feature different aircraft which have been used by Qantas - from the Avro of the 1920's, the Super Constellation of the 1950's to the latest 747-400 Longreach. The distinctly painted Wunala Dreaming 747-400 is also featured (see cover).

In addition, Qantas and Phonocard Advertising & Collector Services (PACS) are putting together a **Limited Edition** set which will contain the first 3,000 phonocards

of each design. These will be assembled so that all serial numbers in the first 3,000 **will match**. This series will be offered to Qantas Club & Frequent Flyer Members throughout October and November.

This will undoubtedly be a highly desirable set, sought by both users of the airline and phonocard collectors. **One to try and obtain!**

Full information re these cards is as follows:-

Design	Denom.	Print	Prefix No
1. Wunala Dreaming	\$5	90,000	982
2. Avro	\$5	90,000	981
3. DH86	\$5	90,000	980
4. Boeing 707	\$5	90,000	979
5. Boeing 747-200B	\$5	90,000	985
6. Boeing 747-400	\$10	120,000	983, 984
7. Constellation	\$10	120,000	986, 987
8. Flying Boat	\$20	80,000	988

BBC HARDWARE/TAUBMANS

A total of 15,000 \$2.00 phonocards have been produced for the latest Taubmans promotion (see opposite). This **Custom** card has the prefix number **973**.

The card's design is in line with the previous promotion and features the Solpah brand from a Womens Weekly advertisement of the 1940's.

In line with Telstra policy for \$2.00 phonocards, PACS will not have any of these cards available for sale.

The promotion commences on **1 October 1995** - so keep your eyes open!

VISA STORED VALUE CARDS

Featured on the opposite page are the images of the first stored value smart cards to be used by an international card issuer in Australia and amongst the first in the world.

As readers will be aware from articles in the last two issues of this magazine trials by Visa and Mastercard have been underway for some time now for the introduction of multi-purpose smart cards - one purpose of which will be for use in making phonecalls from Telstra's payphones.

Pre-trial Card

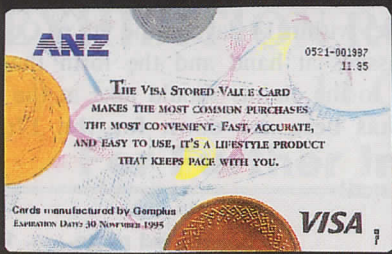
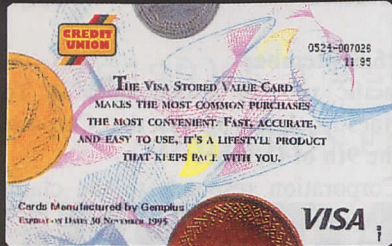
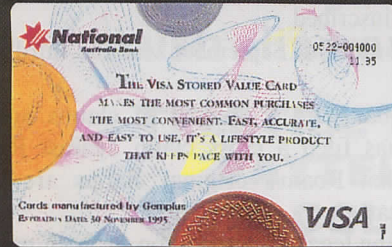
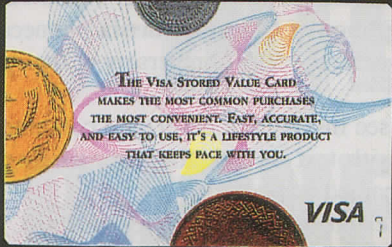
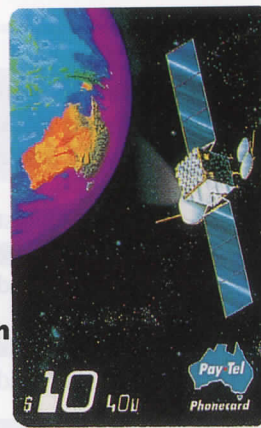
The cards at the top of the strip (front and back) is the card used to demonstrate the stored value technology at Australian media and industry conferences.

It was first used at a Visa media conference on March 24, 1995 at the NSW Art Gallery in Sydney, where the NSW Minister for Community Services, Jim Longley and Hilton Sack, Executive Vice President of Visa International, Australia and New Zealand, used them to purchase goods from a vending machine.

The pre-trial card has no denomination printed on it, but holds \$20 of value. The card has a different security access code to the trial cards and cannot be used in the trials or the pilot.



Visa Stored Value Pre-Trial Card No Value Shown

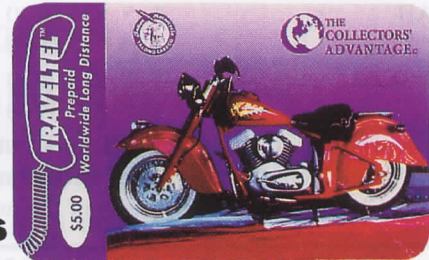
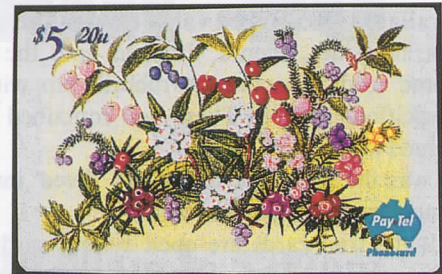


BBC Hardware/Taubmans

Visa Stored Value Trial Cards NAB CUSCAL ANZ

Indian Motorcycles

Latest PayTel Releases



ACMI Telecard 'Double Thematic' Coke & Space

New Zealand's First Coke Card 'Double Thematic' Coke & Football



Trial Cards
ANZ, NAB & CUSCAL (\$5 & \$20)

The Visa international pilot went live with the bank trial stage, Phase 0, on August 2, 1995, when the ANZ Bank issued \$5 and \$20 cards to staff for use in their in-house cafeteria in Melbourne.

The NAB trials began hot on their heels, when on August 7, 1995, \$5 and \$20 cards were issued to bank staff in the NAB cafeterias and retail shops in the Melbourne head office.

On September 6, 1995, CUSCAL began their trial at Cafe on Druitt in Sydney. \$5 cards were given to staff and guests and \$20 cards were sold in the cafe.

This was the first publicly available open-system stored value card in Australia and the first publicly available Visa stored value card in the world.

As an aside, when I 'dropped' into the Cafe to collect some cards, I noticed a rubbish bin with a number of packs/folders in it. These had contained the cards when issued to CUSCAL staff.

It was the first time that I had 'dived' into a rubbish bin since my (poor) student days!

All the trial cards are open system cards, meaning that cards issued by one institution can be used anywhere in the program. For example, when in Sydney, an NAB cardholder can use their card at Cafe on Druitt, the CUSCAL trial site.

Westpac and CBA cards will be issued in the near future.

The volume numbers issued for the pre-trial and trials are as follows:-

Pre-trial Card		2000
ANZ Card	\$ 5	400
	\$20	1600
NAB	\$ 5	200
	\$20	2800
CUSCAL	\$ 5	2800
	\$20	1200

I'll leave it up to you to try and work out the reasons for the volume numbers as opposed to denomination, eg, why is the CUSCAL issue the reverse of the two banks?

PAYTEL AUSTRALIA

On page 8, readers will note the images of the latest releases from PayTel.

Firstly, PayTel's satellite payphones operate through the **Optus "B" satellite** depicted on the \$10 phonecard. The image - courtesy Optus Communications Pty Ltd - shows the satellite coverage which extends across the whole of Australia and 200 km out to sea.

This card has a **Special Purpose** designation so no collector pack will be issued. A satellite information card is available with each card purchase.

Secondly, PayTel has issued its **'Tasmanian Wildflowers'** set of three cards. The flowering plants depicted on the three cards and on PayTel's Collector Pack are endemic to Tasmania.

Amongst them are: (\$5 card) Heart Berries, Mountain Currant Bush, Cheese Berries, Celery Top Pine and Native Solomon's Seal; (\$10 card) Leatherwood and

Page 10 — Phonecard Monthly

Climbing Heath; (\$20 card) Deciduous Beach and Snowberry. Waratah (*Telopea truncata*) is portrayed on the Collector's Pack.

The cards and pack all feature original paintings by noted Hobart botanical artist Nell Frankcombe.

ROAM PACIFIC

Jacob Wolfowicz advises of the release of ROAM'S co-branded Limited Edition of **Comstar Russia** phonecards, issued to commemorate the 50th anniversary of the Allied victory in WW II.

The **three cards** (see inside back cover) are contained in a Collector Pack with text in both Russian and English. The text is accompanied by photos.

A total of **900 international sets** have been printed, with only 250 sets being made available for sale in Australia through ROAM.

The Collector Packs are available at \$150.00 each, with the first 100 orders receiving a free \$5.00 Australian War Memorial card.

ROAM AUST. P/L V TELSTRA CORPORATION

The third hearing in the above legal battle between Roam Australia and Telstra Corporation took place in Court 20E of the Federal Court of Australia, in Sydney, on Friday the 8th of September.

Roam Australia is seeking significant damages ("millions of dollars") from Telstra. It is suing for loss of business, breach of contract and a number of other breaches of the Trade Practices Act.

The focus of the suit is the **Australian War Memorial \$5 phonecard**, which Roam claims was incorrectly released by Telstra as a general issue phonecard and not with Roam's logo inscribed.

The hearing on the 8th of September was the third such hearing.

Basically, Roam has filed a number of claims against Telstra. Telstra has filed a cross claim against Roam, indicating also that Roam's original claims are 'very broad' and 'not clear'.

After listening to the legal representation for both parties, Justice Lockhart ordered that both parties comply with the following:-

That by Monday **25 September**:

Roam Pacific provide a document to Telstra which clearly outlines its claims against that Corporation.

That by Monday the **9th of October**:

Telstra Corporation responds to the claims in writing.

Both documents are to be lodged with the Court.

Justice Lockhart also ordered that the legal advisors for the two parties meet within 14 days of the 9th of October to agree to the issues at hand and the form that the evidence relevant to the claims should take at the next hearing, **which has been set down for the 17th of November.**

I will keep you posted!

Continued page..... 14.

AUSTRALIAN INTERNATIONAL PHONECARD FAIR '95 SYDNEY

SATURDAY 4TH November 1995 - 10.00am to 5.00pm

SUNDAY 5TH November 1995 - 10.00am to 5.00pm

**FEATURING
AUSTRALIA'S AND NEW ZEALAND'S
LEADING PHONECARD DEALERS**

**With the LARGEST Stocks of
Australian and World Phonecards for SALE**

TELSTRA: Retail Sales and Special Archival Exhibition

PAYTEL AUSTRALIA: Sales and Display

COCA-COLA PHONECARDS: Sales and Display

PACS AUTHORISED AGENTS: Sales

RESERVE THESE DATES - BRING THE FAMILY

ADMISSION EACH DAY \$2.00 - Children Under 12 FREE

**HOLIDAY INN MENZIES
EXHIBITION ROOM - LOWER GROUND FLOOR**

14 Carrington Street, Sydney

For Further Information Phone: (02) 913 3036

SPECIAL COLLECTOR

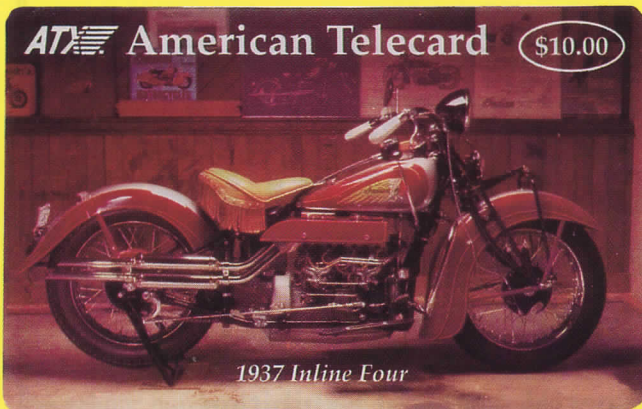
Indian

MOTORCYCLE PHONECARD SET

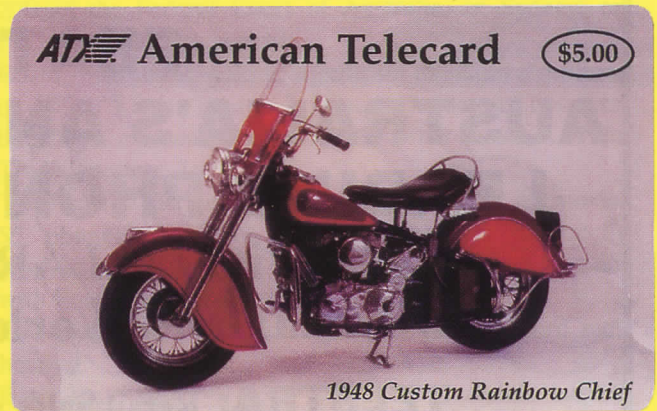
**1,000
AUSTRALIAN
Limited Edition Sets**

This Special Set was issued by
ATX American Telecard
for exclusive distribution by Cowley's Collectibles

2 CARD SET



Indian Motorcycle
1937 *Inline Four*



Indian Motorcycle
1948 *Rainbow Chief*

Plus

Spectacular Indian Motorcycle
Hologram Sticker

Limited Time Offer

Only **\$8.95** plus **\$3.00** S/H per set
(only while supplies last)
Limited to 5 sets per order

----- Only Available At -----

Cowley's Motorcycles & Collectibles
62 Napoleon St., Port Lincoln, S.A. 5606
Tel. (086) 82 4444 FAX (086) 83 0784
AH. (086) 826026

INDIAN MOTORCYCLE PHONECARDS

For over 50 years, the Indian Motorcycle company dominated an era of motorcycle manufacturing. The first mass producer of motorcycles in the United States, Indian Motorcycle's factory was established in Springfield, Massachusetts at the turn of the century. During the First World War, the American military used 70,000 motorcycles, of which some 40,000 were Indian Motorcycles.

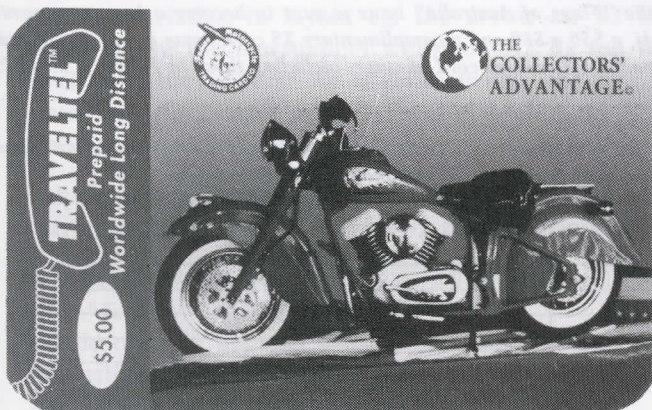
When the Indian Motorcycle factory suspended operations in 1953, it was the end of a special era in motorcycle manufacturing.

After a 40 year hiatus, the plant re-opened in 1993 and bikes again began to roll off the production line in Albuquerque, New Mexico.

Indian Motorcycle Phonecards

With the re-emergence of the Indian motorcycle, came the introduction of a series in phonecards which feature the famous motorcycle classics.

The first 2-card set was issued in early 1994 by The Collectors Advantage. The first card contains a hologram of the Indian Motorcycle logo and is entitled, "The Indian is Back". The second card carries a photograph of the 1993 Indian Chief motorcycle in brilliant red.



Following the success of the release of these two cards, The Collectors Advantage followed up with a further two releases, the second of which featured five motorcycles built between 1924 and 1952 and the third which featured three motorcycles built in 1940 and 1941.

New Licensee

It appears that the licensing rights for the re-production of Indian Motorcycle images went to ATX American Telecard, as the fourth set of two phonecards (featuring a 1931 "101" Indian Scout and a Hologram card), were released by this company.

ATX American Telecard is a Delaware Corporation with its principal place of business located in New York.

In the past two years, American Telecard has produced and marketed a number of licensed images on pre-paid calling cards. These images are marketed to the international phonecard collectors as well as dealers and distributors in the U.S., Europe and Australia.

Cowley's Motorcycles

Cowley's Motorcycles & Collectibles, in Port Lincoln, South Australia, has been distributing Indian phonecards for the last 12 months. Ashley Cowley advises that he still has some of series II, III and IV available.

Cowley's also deal in Indian collector cards as well as anything collectable in motorcycles, phonecards, cigarette cards, models, signs, etc.

Ashley Cowley has obtained **exclusive distribution rights** to, what would appear to be, the fifth release of a set of Indian Motorcycle phonecards.

This set, again issued by ATX American Telecard, is exclusive to Cowley's Motorcycles & Collectibles. The set contains two phonecards (see opposite page) as well as a "spectacular Indian Motorcycle hologram sticker".

As readers will note by the advert, only 1000 sets have been produced, solely for distribution in Australia. I have no doubt that demand for these cards will be strong, especially on the secondary market, particularly as American collectors become aware of them!

Editor

THE PHANTOM OF THE OPERA

NO LOOSE CARDS
PACKS WILL NOT
BE BROKEN

LIMITED RUN

USED

1.00
2.00
3.00
4.00
5.00
6.00
7.00
8.00
9.00
10.40

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

Westland Phoncards (nee Stamps)

Westland Stamps in Western Australia, have changed their name. **Ian Grimson** advises that as phoncards are their speciality, it was important to reflect that in their trading name.

So whilst wanting to retain their goodwill to all past and present customers, they are now **Westland Phoncards**.

Westland Phoncards have continued their expansion with the recent purchase of considerable stock as made available by Jackman's Stamps and Coins of Albany.

Ian wishes to assure all his customers of a continued friendly and efficient mail order service.

Transport Accident Commission

Telstra has printed 10,000 X \$2 Phoncards for the **Transport Accident Commission of Victoria (TAC)**.

These cards will **only** be available in Victoria and it is not clear yet as to their actual distribution. I 'have heard' that they will be given out for different promotions, eg. to young learners obtaining their driver's licence, for youths travelling on Night Line buses, etc.

Beijing Opera Troupe Tour

Telstra is to release **four Advertising cards** featuring the above Tour - 2 x \$5, 1 x \$10, 1 x \$20. 30,000 of each card are to be released in October '95 in **Sydney and Melbourne**.

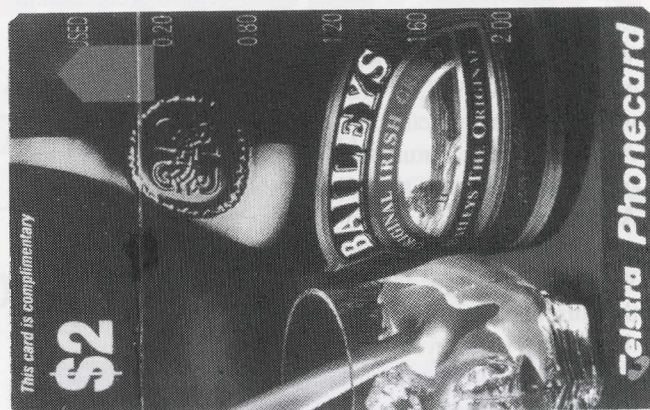
Austel

Three further **Advertising cards** are being released by Austel, advising the public of the new eight digit phone numbers for Sydney, Melbourne and Brisbane.

50,000 cards are being released in Sydney (re Sydney's new number), 50,000 in Brisbane (re Brisbane's number) and 250,000 nationally (re Melbourne).

Baileys Irish Cream

This magnificent looking **\$2.00 Complimentary** card of which 60,000 were printed, is starting to be found in large liquor outlets in major cities - sightings in Melbourne and Sydney so far.



Oct 1995 - Australia's First Chip Phoncards

Dear Collector,

Being Australia's first chip phoncards the "Flags of Australia" issue is sure to become a key component of Australian phoncard history. 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. Maximum card mintage, including those in Packs, is \$5 PIC5-7 1000, \$20 PIC20-8 2000, \$50 PIC50-9 1500.

To order please fill out the form below or see your dealer. Payphonics does not process your payment until your goods are shipped and all Payphonics phoncards 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 Aboriginal Flag	\$20	units	\$
PIC50-9 Australian Flag	\$50	units	\$
Please place me on your Newsletter Mailing List	Free	place a tick✓ in the box →	

*Postage, packaging and insurance :

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

All PAYPHONICS
goods come with
a 7 day money
back Guarantee

Cards/Packs Total Cost

Add Post, Pack and Ins*

Amount Payable (c)

\$

\$

\$

PAYMENT
DETAILS:

Post This Order with Payment by Money Order Bank or Personal Cheque, or ↗ ACN 065 493 594	Post or Fax This Order with Payment by Credit Card type (tick) Card Number:	Bankcard	Visa	Mastercard
	Expiry Date: Name on Card:			

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 OPERATOR

Sydney Banknote Convention & Exhibition
18 November 1995
Australian International Banknote Fair
19 November 1995

The above **Convention and Exhibition** will be held on Saturday, 18 November at the **Holiday Inn Menzies**, Lower Ground Floor, Carrington Street. It will be open from 10.00am to 6.00pm and entrance is free.

The **Banknote Fair** will be held on Sunday, 19 November, again at the **Holiday Inn Menzies**. It will be open to the public from 10.00am to 5.00pm.

This is the first time that the Banknote Fair and the Convention have been held on the same weekend, which will give collectors a great opportunity to attend both events. **Further information and details are obtainable from Mark Freehill on (02) 913 3036.**

COMPETITION No. 1

Thanks for the excellent response to last months competition. It is the last time however, I select such a topic where the variances between the cards were so great and numerous!

Basically there were three areas of difference;

(a) The obvious numerous varying shades of colour between the two sets of cards, both in background and in wording, eg A1 had red wording, whilst A2 had yellow.

(b) Differences in spelling, eg. with all the entries received, only TWO people picked (what I thought was) one of the major differences, ie. card C1 has the plural "Payphones Centre" as opposed to the more common "Payphone Centre" (C2).

(c) The variation in layout eg. the arrow on B1 is partly above the newspapers whilst on B2 its top is level with the papers. As a consequence, the word classroom (in black) appears at the bottom of B1 whilst it cannot be seen on B2.

Taking into account the level of 'correctness' in all entries received, the following were the four winners;

Ron Beckett NSW (noted "s" in "Payphones")

June McNab QLD (as above)

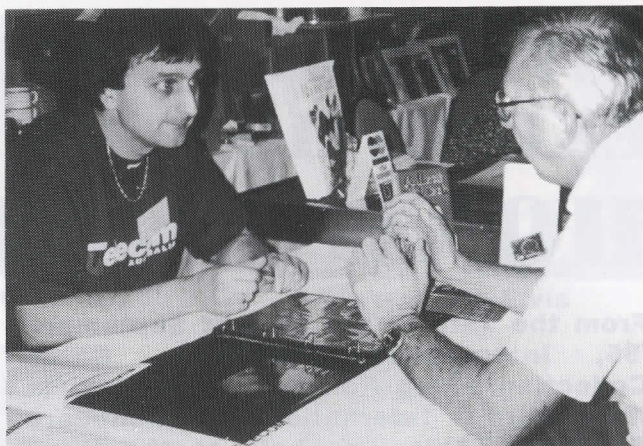
I could not split the next two 'nearly correct' entries so they will both receive the two cards;

Joy Gainey NSW and Coral Wilcox SA

COMPETITION No. 2

Now, for this month's **CAPTION** competition, note the photo in the opposite column. What is Peter Craft - Prospect Stamps and Coins - saying to George Pulciani on the left (Business Manager, Phonecard Collector Service), that is making George look so excited/sad/thoughtful, etc.? Dealers are encouraged to enter.

A winner and two 'runners up' will be selected by consensus amongst the full staff of 'The Australasian Phonecard Monthly' and will be announced in the next issue (November).



The winner will receive two phonecards, one being the original Australasian Phonecard Monthly \$2.00 Telstra Complimentary Phonecard and the other a \$3.00 Complimentary phonecard as produced by PayTel Australia for APM.

This second card is one of **only 2,000 Advertising cards** being produced by PayTel specifically for APM.

This issue is the **first** of PayTel's venture into the production of Advertising cards and as such will be a highly sought after phonecard.

CYRIL FOX

68 Chelsea Park Drive, Chelsea Heights
 Victoria 3196

Tel: (03) 9772 1950

- 8.00 pm to 10.00 pm -

AUSSIE CARDS

Mint Cards

\$5 Toyota Corolla	\$15
\$5 Skyfire	\$15
\$10 Black Opal	\$15
\$2 Baileys Irish Cream	\$20
\$5 Batman Forever	\$13
PayTel \$5 Map	\$5
PayTel \$10 Crew Card	\$10
Payphonics \$5 1st issue	\$5
Payphonics \$10 Xmas	\$10
Card Phone \$5 & \$10 Sprinter	
Train Matched Numbers	\$15

Used Cards

\$5 Prison Card 1 Hole	\$10
Multi Hole	\$5
Year of the Dog 4 x \$5	
1 Hole Set	\$15

Packs

Waltzing Matilda:	
- Premium	\$400
- De Luxe	\$100

U.S.A. SPECIAL

Amerivox \$21 Jackie Kennedy
 in sealed envelope,
 available at face value - \$28.00

**We Accept
 BANKCARD, VISA
 and MASTERCARD**

WORLD USED

One from a Country

Albania	\$15
Bermuda (chip)	\$10
Bolivia	\$5
Central Afr. Rep.	\$25
Curacao	\$5
Finland	\$5
French Polynesia	\$10
Iran	\$10
Macau	\$10
Madagascar	\$15
Mali	\$5
Mexico	\$5
Nigeria	\$15
Peru	\$5
St Lucia	\$8
St. Maarten	\$5
Saudi Arabia	\$20
Seychelles	\$10
Slovakia	\$10
South Africa	\$3
Spain	\$5
Sweden	\$3
Tchad	\$10
Thailand	\$4
Turkey	\$3
Uganda	\$4
Ukraine	\$15

PRICES INCLUDE POSTAGE

INTERNATIONAL PHONECARD EXHIBITION '95 HONG KONG

From the 15th to the 17th of September '95, International Telephone Cards Collecting (Hong Kong) Ltd. (ITCC), held its third International Phonecard Exhibition. This was held at the Hong Kong Cultural Centre at Tsim Sha Tsui, Kowloon.

I was fortunate enough to be able to attend this Exhibition and the experience is well worth the time and cost, both in regards to attending the Exhibition and in viewing the territory.

This was the third Exhibition organised by ITCC (HK), the previous ones being held in May 1993 and July 1994. The move to September this year was to escape the hot, wet and humid typhoon season.

Whilst I was there, the temperature was still 27 degrees at night and 32 during the day with a humidity reading of 80-100%.

Territory of Hong Kong

The island of Hong Kong is part of the British territory which comprises the island itself, Kowloon peninsula, the New Territories (a mountainous mainland area adjoining Kowloon) and some 235 other offshore islands.

Some 6 million people inhabit the territory.

The territory, in part ceded by China and in part leased by Britain, will revert back to China in 1997 when the lease expires.

Card Collecting

Richard L.H. Siu, Chairman of ITCC (HK), advised that in Hong Kong, there are two major categories in card collecting, namely **telephone cards and metro (train) cards**.

Since each category has its own characteristics, there is no conflict of interest. Instead, each category develops parallel to each other.

ITCC (HK), through its members, is actively involved in promoting the hobby of phonecard collecting.

Organising an annual exhibition is a major component of this promotion, whilst the organisation (club) is also active in attending overseas phonecard exhibitions in Seoul, Nancheong, Tokyo and Singapore.

Further in the article when I cover the Exhibition Auction, I will touch further on some of the organisations other activities.

As with stamps and coins, phonecard collecting is a 'borderless hobby' and a way to meet new friends.

To commemorate this Exhibition, ITCC (HK) in conjunction with Hong Kong Telecom, produced a Limited Edition set of 2 phonecards (1,000 sets in total) featuring the images of butterflies over a background of day and night views of the Hong Kong Cultural Centre. The butterflies were chosen as they were felt to foster the theme of colourful phonecard collecting.

These cards (HK\$25 each) are featured on the opposite page. They were for sale at the Exhibition for HK\$350.

Following deregulation and the flourishing development in the telecommunications industry in Hong Kong, many new fixed network telephone companies have emerged.

New World Telephone

To date however, only one other company - in addition to Hong Kong Telecom - produces phonecards. This is New World Telephone which began with the end of the monopoly on July 1 this year.

The company has invested an initial HK\$2 billion in the construction of its new state-of-the-art network. They plan to achieve 80% coverage of Hong Kong within 18 months.

Featured below is one of the three cards from New World Telephone's first issue. Readers will note that these are **Remote Memory** cards, ie., they are not actually inserted into a payphone.

You will also note that the 'Talk Talk' phonecards have an expiry date of 31/8/97.



Talk Talk Card

DCTM

在香港使用此卡 To Make Call Within Hong Kong :

按入 Talk Talk 電話服務號碼
Key in Talk Talk Service Number
 英文 • 20991 粵語 • 20993
 國語 • 20992 日語 • 20994

按入十位數字的本地電話號碼
Key in 10-digit local Telephone Number
7042 10461

按入四位數字的啟用密碼
(只購卡時使用)
Key in 4-digit Activation Code
(For first time use only)

按「1」字輸入本地電話號碼
或「2」字輸入海外號碼
Press '1' for local call
or '2' to make an international call

Expiry Date 有效日期至: 31/08/97
 新世界電話二十四小時客戶服務熱線: 123
 New World Telephone
 24-hour Customer Service Hotline: 123

新世界電話
 NEW WORLD TELEPHONE



Tele Danmark's Two Cards Issued on Occasion of the Exhibition



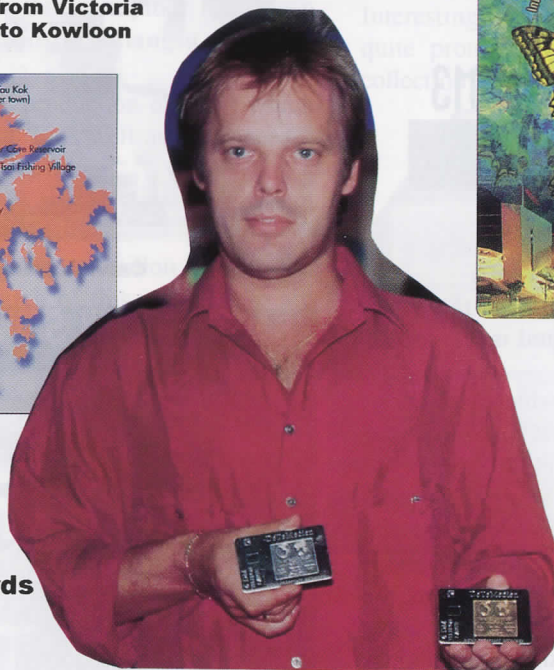
Bill Haley & Elvis



Hong Kong Harbour from Victoria Peak looking North to Kowloon



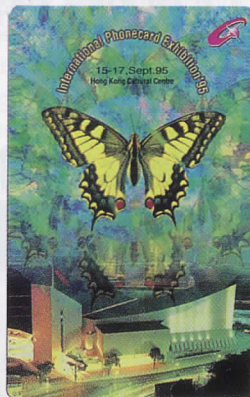
Silver & Gold German Phonecards



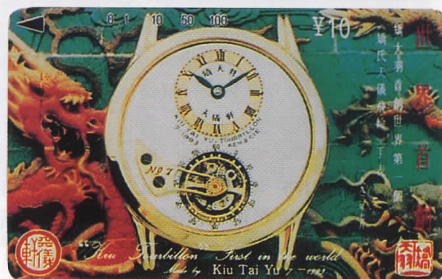
Mr Kai Tai Yu



Cards Commemorating the Exhibition



Hong Kong Telecom's New Smartcards



Hong Kong Telecom

Hong Kong Telecom provides **Public Payphones** in areas of general public access. They are located throughout Hong Kong for the convenience of customers on the move. The charge for a local call is HK\$1 (approx. 17 cents Australian).

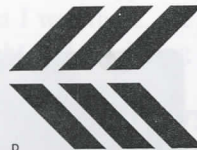
Cardphones are installed at more than **1300 sites** in Hong Kong. The Cardphones operate on stored-value phonecards of denominations - HK\$50, HK\$100 and HK\$250 (\$1 Aust. = approx. \$5.8 HK).

New model Duet Cardphones have also been installed which accept \$1, \$2 and \$5 coins.



01818188

PHONECARD
儲值電話卡



50

For assistance call
查詢詳情請致電

013

\$100 Denomination Phonecard

SmartCard Payphone Trials

The following is based on an article from the ITCC Magazine prepared for the Exhibition and is reproduced with their permission:-

Hong Kong's next step towards a cashless society is undergoing trials at present. The **SmartCard payphone** is being tried out in various Telecom centres.

Developed in Britain, the payphone accepts the trial SmartCards or coins and can be used for both local and IDD calls. It can be **adapted** to accept credit cards and if the trial proves successful and the company adopts the new payphones, this facility will be added.

The company plans to phase out existing coin phones completely.

The SmartCards themselves (see page 17) are intelligent information banks the size of a credit card. Instead of the magnetic strip found on credit cards and ATM cards, they have an embedded integrated circuit (chip). Because the information cannot be erased by magnetic fields, SmartCards offer greater security than the traditional cards.

Apart from use as phonecards, SmartCards offer opportunities to **combine other applications** such as personal financial transactions and stored value for using

public transport. However, for the trial period, the SmartCards will store only telephone credit information. The SmartCards come in two denominations:

HKS15	1,000 produced
HKS100	30,000 produced

The \$15 card has been given to senior managers, colleagues in payphone related jobs, etc. so they can test the new service.

A \$15 card was on sale at the Exhibition for **HKS1300**. The \$100 cards are on sale (at face value) at Telecom Service Centres on Hong Kong and in Kowloon.

If the new payphones are to be introduced, this will happen early next year.

Exhibitors/Dealers

A total of 17 exhibitors/dealers were in attendance at the Exhibition. These **included three from Australia** (this country represented for the first time), including International Numismatics, Status Retail and Harbour City Stamps and Coins (all from Sydney).



Calvin Chung & Danny Jurd



Alan Liu (right) and assistant

A number of international card producers were also represented including **Tele Danmark** from Copenhagen who had produced the two cards featured on page 17, on occasion of the Exhibition. The cards feature a view of Hong Kong island taken from the Kowloon Peninsula, across Victoria Harbour.

Telecom Alaska were in attendance, displaying their spectacular telecards. This company introduced its chip cards in September 1992, initially as a service oriented business by operating phone stations targeted for use by Alaskan fishermen, oil workers and tourists. Featuring beautiful scenes from the 'Last Frontier', it wasn't long before their telecards became increasingly in demand by collectors world-wide.

Slingshot Promotions from the UK also had a stand, featuring in the main, a wide variety of themes on BT phonecards.

At page 9 is featured the NASA Space Can phonecard, commissioned by Slingshot Promotions and reproduced on an ACMI Telecard. Very Collectable!

A number of dealers from both China and Hong Kong were also in attendance.

Of particular interest to me was **Mr Kiu Tai Yu**, a distinguished and respected man widely acknowledged for his craftsmanship in the horologer industry (**making timepieces**).

Mr Yu, who was born in China and now lives in Hong Kong, produces small wrist watches with tourbillon escapement carriages. Each is made to reveal the internal balance-gyrating movements through an aperture on the dial side.

To date, he has crafted and created about 10 tourbillon wristwatches. Of interest, is that a number have been reproduced on the phonecards of **Jiangsu Telecom** (China).

At page 17 you will note a reproduction of cards which feature tourbillons **No. 1 and 7**, as well as a phonecard issued depicting Mr Kiu at his work.

The two cards (No 1 and 7) were released with and without folders, as a set, in early 1994.

Since then, a further set featuring tourbillon designs **No. 4 and 8** was released in March of this year. These are available in a folder as a set also.

The folders, with text in both English and Chinese, would have to be the most colourful and flamboyant that I have seen! They are extremely striking.

The Bavarian Telecard Service (Germany) had a vast variety of phonecards on display; particularly from European countries and the United States.

A couple of German phonecards which may interest the Elvis collectors include a reproduction of a classic photo of Elvis and Bill Haley (see page 17) and the card below.

Featured on page 17 also, is a photo of one of the dealers holding 40 gram silver and 14 carat gold phonecards.

These are actual phonecards which can be used in German payphones. They were in a trial/testing stage for one and a half years as a **specific type of chip** was developed which was **not affected by the metal of the phonecard itself**.

A total of 5,000 of the silver phonecards have been produced and 500 of the gold. They retail for 197 Dm and 1950 Dm respectively; A\$1 = 1.079 Dm.

Anyone wanting to obtain further information on these phonecards, can do so by initially contacting me as per the address at page 2 of this magazine.

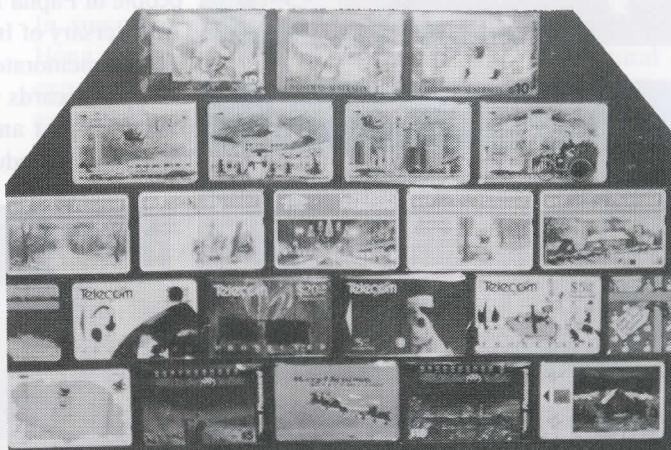
Thematics Strong

In viewing collector buying patterns and from discussion with dealers, it was obvious that collecting by theme is very strong and probably the main aim of most collectors.

One particular dealer, **Wah Wah Stamp Co.**, had a number of cartons full of used **Japanese** phonecards. It was virtually impossible to access these cards as the crowd was usually 5-6 deep around the stand at any given time.

A large number of private collections were on display throughout the exhibition centre. Not one focussed on a single country, but contained cards of a thematic nature from around the globe.

Interestingly, Telstra's Australian phonecards featured quite prominently. Below you will note a 'Christmas collection' which includes 5 of Telstra's cards.



**Local & Visiting Dignitaries at the Official Opening
Richard L.H. Siu is second from the left**

PHONECARDS OF PAPUA NEW GUINEA

Part 3.

As the sun started its descent across the Papua New Guinea skies on Tuesday, September 16 1975, the colour guard of the Royal Pacific Islands Regiment lowered the Australian Flag for the last time in Papua New Guinea.



And in a moving ceremony carved out to the finest detail, Papua New Guinea's Governor General, Sir John Guise handed back the Flag to Sir John Kerr, the Governor General of Australia.

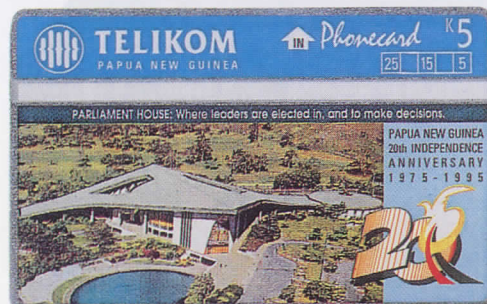
It has been 20 years since that day. Papua New Guinea has made great strides towards political maturity, economic prosperity and its social structure has accepted changes while holding onto many of its fascinating cultures and traditions that make Papua New Guinea truly unique. A country of just over 4 million people of the Melanesian race, it boasts to have 700 different language groups, fascinating culture and some of the world's most unique wild life.



One of these is the Bird of Paradise which is depicted on the National Flag designed by a fifteen year old schoolgirl, **Susan Karike**, from the Gulf Province.

Susan combined the Bird of Paradise with the Southern Cross indicating that the feathers of the bird represented cultural expressions in singsings. The black, red and gold colours were chosen because they are the traditional colours of the people of the country.

Telikom are proud of the country's past heritage and congratulate the people of Papua New Guinea on the occasion of the Nation's 20th Anniversary of Independence.



To commemorate this exciting occasion, Telikom has released a set of four phonecards which it feels represents both pride in the country's colourful past and expresses confidence for the future. There is a total of 20,000 sets produced.



Thanks go to Jim Shearing and Xavier Victor (Telikom) for provision of the above photo, phonecards and background information on which the text is based.

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

Excellent Attendance

The Exhibition itself was **extremely well attended** by the public. No 'head-count' was taken (admission being free) but I would estimate that in the vicinity of **10,000** people attended the three days.

On the first day (Friday), the Exhibition was open to the public until 8.00pm and even until then, the room was crowded.

Phonecard Auction

On the second day of the Exhibition (Saturday) ITCC (HK) conducted its **Annual Phonecard Auction**. This auction consisted of two parts, ie a **Public** and a **Charity Auction**.

All proceeds from the Charity Auction were donated to the Hong Kong Committee for the United Nations Children's Fund (**UNICEF**), to help children all over the world affected by warfare and natural disasters.

Phonecards for the Charity Auction had been **donated** by a number of telecommunications authorities, card producers and business houses.

Key Numbers

Of the 74 lots for auction in the Public Section, well over half were notable for their **control numbers**, eg. the phonecards contained numbers such as - 444, 555, 666, 999, 688 (several countries), 111111, 22222, etc.

The significance being that certain numbers are **important** to a great many Chinese. It was fascinating to view the number plates on cars and even old trucks. The number which had a combination of 2, 8 and 9 in them was amazing.

I was told by a tour guide that a certain wealthy businessman had paid HK\$ for the **licence plate 8888** on his Rolls Royce (viewing the vehicle was a highlight of the tour).

The number **8** signifies **prosperity** to the Chinese, whilst other key numbers are: the number **2** which signifies 'an easy life' and the number **9** as 'the peak' (being the highest individual number).

First Day Cover

In addition to the two butterfly phonecards printed to commemorate the Exhibition, a First Day Cover was also released on the 15th, the first day of the Exhibition.

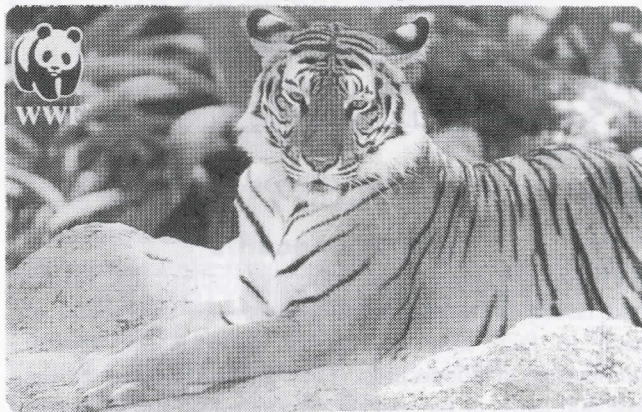
both the organisation of the Exhibition as well as attending it.

Worldwide Fund For Nature

ITCC(HK) is also actively involved in commissioning the production of phonecards together with the Worldwide Fund for Nature (WWF).

The first phonecard set produced in 1994, featured three cards in '**The Giant Panda Collection**'. 3,000 sets, contained in a souvenir cover, were produced

Follow up sets featuring the '**Chinese White Dolphin**', '**Flower Animals**' (underwater coral) and the '**Big Cats Collection**' (Lion and Tiger), were produced.



At the time of the Exhibition, ITCC (HK) were taking orders for the forthcoming release of the '**World Animal Day**' and '**Tree Frog**' phonecards.

Summary

In summary, the experience gained from my visit to Hong Kong was vast, in regards to both the cultural experience as well as viewing the holding of a major exhibition.

In the latter aspect, the 'behind the scenes' organisation required to hold such a major exhibition must be vast, yet, it was obviously highly satisfactory as evidenced in the smooth running of both the Exhibition and the Auction.

My thanks to Richard Siu and other members off his committee, who provided me with an insight into both the background and activities of ITCC (HK) as well as the holding of this Exhibition.

Viddy Jermacans - Editor

CLARIFICATION

*In an article included in the August 1995 issue of APM, "A History of Collecting Australian Phonecards by Prefix Number", the possible inference was that Don Hill "was the only dealer to offer a full service on prefix numbers" **nationally**.*

*This comment was in reference to the local scene in **Melbourne**. The 502 phonecards referred to, being found in Melbourne and hence passed on to him.*

Editor Phonecard Monthly — Page 21



The cover features a view of the Cultural Centre looking from above the harbour, as well as the various logos of the of the organisations, business houses, etc. involved in

You May Have a Rare Australian Card In Your Collection!!

by Warren Titcher

This article follows the one I wrote on serial (Prefix) numbers in the August '95 issue of APM (Vol 3, No 8).

To refresh your memory, the easiest way of reading a serial number on Telstra's (Telecom's) phonecards, which is on the bottom right of the reverse of the phonecard, is to eliminate all of the zero's to the left and the 5 numerals on the right of the rather cumbersome looking number.

A serial number of 0000004599556 will thus become # 45.

'600' Phonecards

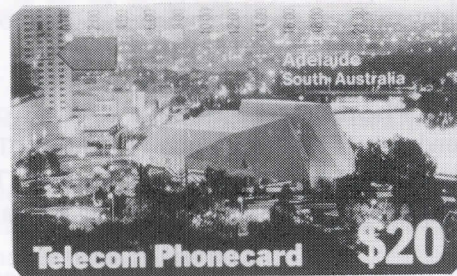
Early in 1991, some astute collectors realised that Telstra had issued some very small numbers of cards, 600 of each in fact, that did not fit in with the normal numbering of phonecards. They generally occur as the last 600 cards at the end of a print run of 100,000 or at the beginning of a print run - again, just 600 cards. The most collectable of these are:-

- # 38 - \$20 Adelaide by Night 3899400 - 3899999
(normally a \$10 Brisbane)
- # 41 - \$2 Generic Logo 4199400 - 4199999
(normally a \$2 Vineyard)
- # 45 - \$10 Grampians 4599400 - 4599999
(normally a \$5 Generic)
- #101 - \$10 Telecom Tower 10100000-10100599
(normally a \$5 Crocodile)
- #129 - \$50 Generic 12999400-1299999
(normally a \$20 Red Cross)

All of these cards have been sighted in the Melbourne area but reports of a #99 \$10 Telecom Tower (999940-9999999) have yet to be confirmed.

Also in the series are two less dramatic cards - a \$2 Generic in the 43 series (#4399400-#4399999) and a \$2 Vineyard in one of its 'normal' 41 series (#4100000-#4100599).

Two examples of '600' cards are depicted, a \$10 Grampians with the serial #4599556 and a \$20 Adelaide by night with the serial #3899904.



By the way, there is a well known and true story of a young girl who found prefix 41 \$2 Generic in the "seconds" box of a dealer at a fair and paid just 50 cents for it!!

Perfect examples of used '600' cards are hard to get and cost hundreds of dollars. Mint cards are practically unknown and very rare. **Only the auctions could accurately determine their price.**

The 284 "No Copyright" Phonecard

Serial number 284 is entirely one of the Old Logo \$20 Great Barrier Reef Tourist Generic Cards, the series being first issued in February 1993.

On the reverse of the card, the word "Copyright" should normally appear next to the ID number of the card, G930134a.

However, **due to a printing error**, about 7,000 of these cards escaped the word "Copyright" and are now commonly called the **"284 No Copyright card"**.

It appears that the error occurred between #28489000 and #28495999, when the word 'Copyright' re-appears between #28496000 to the end of the run at #28499999.

Plenty of the "No Copyright" examples have turned up in one-hole, multi-hole and even mint.

The very collectable card is actually the harder card at the end of the run, as far less than 4,000 would be in existence.



A 'No Copyright # 284



**A Card Late in the Run
(Word Copyright Re-appears)**

However, collectors are to be cautioned with some dealers who have in the past asked high prices for "No Copyright" cards in the \$20 Barrier Reef series.

This applies to serial numbers 251, 252 and 256, which do **not** have the word "Copyright" anyway. These were all printed in runs of 20,000 or more - not what you could say as being difficult cards to obtain.

The word "Copyright" first appeared with prefix number 273 in the \$20 Barrier Reef and continued through until prefix number 301 in the Old Logo series.

The words "non-refundable" were to appear later in the New Logo series.

Serial Number 502 in the Royal Life Saving Series 1994

This set was first issued in September 1994 and it was initially thought that the \$5 Surf Rescue and the \$5 Underwater started with prefix number 529 and then 14 more printings, finishing with prefix number 602.

Earlier this year however, both cards with # 502 turned up and are thought to have been printed by Telstra for Test Card purposes. A striking feature of both cards is the very light green arrow on the front of the card.

ATTENTION ALL DEALERS!

For the wholesale supply of all your...
*Phonocard 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 LIGHTHOUSE PHILATELICS (AUST) PTY LTD
 10 Bartley Street, Chippendale NSW 2008, Australia
 PO Box 763, Strawberry Hillie NSW 2012, Australia
Tel: (02) 698 5388 Fax: (02) 698 5042

WESTLAND PHONECARDS

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

We have recently purchased another dealer's entire stock of phonecards and can offer some excellent bargains in our latest PRICE LIST. We also have our current POSTAL SALE with many harder to obtain items lotted.

Are you on our mailing list?

COKE CARDS

	<u>Pack</u>	<u>Mint</u>
Santa and Polar Bear	\$59	\$59
Ice Cold, Sun and \$2 Ribbon	\$49	\$45
Guy and Gal	\$49	\$49
Set to Date (6 Packs & 1 loose)	\$145	\$140
\$5 Captain Munchies		\$14
Hungarian Coke from CardEx		POR

EXHIBITION PHONECARDS

Singapore '95 Fair \$5 Cockies	\$29.50	\$8
CardEx '95 \$5 Cockies	\$29.50	\$8
Singapore '95 NZ Spot the Dog		\$60
CardEx '95 NZ Spot the Dog		\$45

**BANKCARD, MASTERCARD, VISA, DINERS
 ALL WELCOME**

PARAMOUNT PHONECARDS

Ian Russell

**PO BOX A1219, SYDNEY SOUTH,
 NSW 2000**

Phone 015 414713

Fax (02) 452 1791

KIDNEY PHONECARD

\$5.00 Kidney Foundation Phonocard

Featuring a Pro Hart Painting

Mint or 1 Hole..... \$12.00

PURCHASE A KIDNEY CARD AND

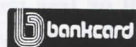
YOU WILL RECEIVE A \$2.00

WHITE TIGER PHONECARD

FOR JUST \$3.00

(Limited to 5 Kidney & 5 White Tiger per person)

FREE POST/PACKING



**FREE PRICE LISTS AVAILABLE
 REQUEST YOURS TODAY!!**

THE GRAPEVINE

by Insider

I commence this month's article with some further survey results:-

"What areas do you collect in phonecards"

24% of respondents collected overseas phonecards. 74% collected Australian collector packs.

Of those collecting Australian cards: 27% collected by design only;
35% collected by print only
38% collected by prefix only

Of course, all those collecting by print by definition also collected by design. Similarly, all prefix collectors also collected by print and design.

Of the prefix collectors: 33% collected mint and used prefix
28% collected mint prefix only
39% collected used prefix only

34% collected **thematically**, with the most commonly mentioned themes being **Coca-Cola, Disney and animals**.

Interestingly, the number of collectors mentioning collecting first issues, etc. was insignificant.

Conclusions

When this survey was conducted, 24% collected overseas cards. Possibly, nowadays, this figure would be higher. Similarly, for thematic collectors, this figure would also be higher today.

A larger proportion of collectors are collecting by prefix than anyone imagined. The number collecting by mint prefix was previously thought to be only a handful due to the cost factor but appears to be a sizable proportion. In fact, more collect mint prefix than collect by design!

The near total lack of mention for first issues, etc. is perhaps due to the fact that in the very early days these type of cards were much more freely available at cheap prices. Nowadays these cards are more valuable and so for those who collected them a few years ago, they have a valuable return but new collectors would be paying high prices for a collecting theme that doesn't really have a following in established hobbies.

How many collectors would collect the first stamp or coin from each country when most are very expensive? All in all, this line of collecting appears to be a short term aberration possibly fuelled by investor interest rather than long term collector interest.

Telstra's New Custom Card Policy

Telstra has changed the issuing policy for cards, as mentioned in last month's magazine. After analysing the details for a month, it is safe to say that overall the **change is welcomed** by all involved. I see these changes as being of benefit to all collectors, both present and future, as well as dealers. Telstra has limited the number of cards to 24 a year and with the guidelines enacted, these rules should allow for the less appealing designs to be culled before we have to see them!

At the same time, with only 24 cards per year and obvious competition for the 24 places, we should not see any one individual monopolising the designs. Any manufacturer who attempts to produce too many designs will be stopped. Any manufacturer attempting to circumvent the rules or abusing collectors should find future issues hard to obtain from Telstra. Possible ways to abuse the system are hard to imagine at this point in time - **Telstra seem to have thought of all eventualities!**

However, the ingenuity of some entrepreneurs means that if there is a loophole to be found, it will likely be found! It is hoped that Telstra keep 'their eyes open' to any likely event and act quickly! **Congratulations Telstra** - can I have my 'Thank You' card now?

The following section is titled - 'Free Advice for Prospective Custom Card Issuers', or 'How to Make a Custom Card Without Losing One's Shirt'.

What is to stop a manufacturer producing a small number of cards (remember Telstra says "no minimum print run size is pre-determined" now) and watching the price rise to match his rising profit?

It would seem that any issue of **1,000 or less** results in the price moving upwards without taking a downward step first. Examples are; 'one Australia Challenge', 'World War II' and 'Middle East Peace' sets. Other issues known to be restricted to less than 2,000, such as Thirlmere I and II trains, have not changed in price at all - neither moving up in price (signifies increased demand for stock levels) or moving down in price (signifies plenty of stock available).

The only cards restricted to between 2,000 and 3,500 cards are the \$50 'Apollo' and 'Animal Eyes' designs. None of these cards have moved up in price - in fact many have been turned into used cards in an attempt to move them! Many have been sent through re-sellers and so will actually be quite scarce items in the future.

However, it appears from these facts that to produce a custom card **which instantly increases in value**, one would have to make less than 1,000 cards.

This figure is actually impossible for manufacturers to 'make' money from due to the following assumptions.

Assume that the best selling cards are those with very popular themes which mainly attract royalty payments and that these payments amount to say, \$20,000 per issue. Cost per card for 10,000 is then \$2.00, bringing the unit price per \$5.00 card to say \$9.00 - (\$5.40 Telstra charge + \$2.00 royalty + \$1.60 packaging). The average card retails at, say, \$15.00, to allow a small profit after other expenses. For an issue of 1,000 cards the costs become \$20.00 just for the royalties alone!!

Further problems are that advertising costs are fixed and would represent at least \$4000 for say 3 full page, colour pages in this magazine **plus** other advertising promotional leaflets, etc. This represents a further cost for the manufacturer.

What then is the best quantity to produce for the manufacturer? After all, we don't want 'guys' making cards that don't sell and then get 'dumped', etc!!

The following table represents the costs for phonecards with and without royalties for quantities produced between 1,000 and 5,000 issues. Assumptions are that royalty fees are \$20,000 per card, advertising fees are \$4,000 per card, packaging costs are \$2.00 per card and a \$5.00 card is to be produced at Telstra's current rates.

Quantity Phonecards Produced	Card Cost	Royalty Fee per Card	Advertising Fee per Card	Packaging Fee per Card	Total Cost with Royalties	Total Cost per Card Without Royalties
1,000	\$6.00	\$20.00	\$4.00	\$2.00	\$32.00	\$12.00
2,000	\$5.80	\$10.00	\$2.00	\$2.00	\$19.80	\$ 9.80
3,000	\$5.60	\$ 7.00	\$1.33	\$2.00	\$15.93	\$ 8.93
4,000	\$5.60	\$ 5.00	\$1.00	\$2.00	\$13.60	\$ 8.60
5,000	\$5.50	\$ 4.00	\$0.80	\$2.00	\$12.30	\$ 8.30

From these figures it appears we are all safe from short issue cards aimed at restricting supply to 'rip us off!' Obviously, one needs to make at least 4,000 to make a profit (with royalties). An exceptional design without royalties would have a chance however!

This price information combined with demand levels means that it will not be possible to force a price up by restricting print quantities. A card without royalties attached does have a chance of success, produced in low enough numbers to make a profit as well as rise in price - but it would have to be an exceptional design! Any picture of a kangaroo for example will just not do! **The best thematic cards are all cards attracting royalties.**

Most 'nice' designs on less popular thematics need to sell at around \$10.00 and the better cards (with royalties) sell for around \$18.00 to \$24.00.

Taking this **analysis further** we can look at the likely profit for a certain number of the issue remaining unsold; and having to be sold through re-sellers at less than face value. **The most likely number of a general issue custom card selling, is around 2,000 only.** The top of the line designs may reach 2,500 to 3,000 'at a push'.

Ordinary non-Royalty card 2,000 sales - Assume Retail Price of \$12.00 per Card

Quantity Produced	Net Profit (+) or Loss (-)
2,000	\$4,400 (+)
3,000	\$1,700 (+)
4,000	\$1,400 (-)

'Nice' Royalty Costing Phonecard - Assume Retail Price of \$22 per Card

Quantity Produced	Number Sold at \$22	Net Profit (+) or Loss (-)
3,000	2,000	\$ 1,700 (+)
4,000	2,000	\$ 1,400 (-)
5,000	2,000	\$ 4,500 (-)
3,000	2,500	\$10,480 (+)
4,000	2,500	\$ 7,350 (+)
5,000	2,500	\$ 4,250 (+)

3,000	3,000	\$19,200 (+)
4,000	3,000	\$16,100 (+)
5,000	3,000	\$13,000 (+)

If you only make 2,000 sales - aaaaah!

If you make 3,000 sales then you can't lose!

If you make 4,000 sales - yeceeees!!!

Any potential producers may contact myself at; via the Editor of 'The Australasian Phonocard Monthly' for consultation- rates on application. **Above work and tables are copyright.**

The market is showing very healthy signs of growth - in fact growth has been quite strong now for several months. The best way to describe events is to use Keating's terminology: 'We have broken the boom/bust cycle and are now in line for a sustained period of steady growth'.

Collector numbers are increasing, prices have turned around and are creeping upwards at a sustainable rate matching the increase in demand. Dealers are reacting quite interestingly to these changed events. The dealers who had phonecards as a sideline (as long as it was easy money), are moving back into their main lines, be they stamps or coins.

For dealers to make phonecards pay nowadays they have to work at the job like any other occupation. Dealers who limited themselves to Australian material were left behind when collectors demanded thematic cards. This means that less stock will be held by dealers so this will hasten the day when early material becomes hard to find.

Collectors are still waiting out new issues of Custom cards until the price comes down to reasonable levels.

Until next month!

Insider

FAIRS - SHOWS - AUCTIONS

8	Oct	Sydney Phonocard Collectors Club Fair	St Marys Bowling Club	St Marys, NSW
8	Oct	WA Phonocard, Stamp & Coin Fair	Royal Comm. Society Bldg	Perth
14-15	Oct	Stamp, Coin & Phonocard Fair	Town Hall	Tamworth, NSW
19-22	Oct	Sydney '95 National Exhibition	Convention Centre, Centrepoin	Town Sydney
28	Oct	Aust. Phonocard Collectors Club Fair	St Stephens Church Hall	Edwardstown, Adelaide
29	Oct	Stamp, Coin & Phonocard Super Fair	Petersham Town Hall	Petersham, Sydney
4	Nov	Melbourne Phonocard Club Fair	Senior Citizens Club	Northcote, Melbourne
4-5	Nov	Aust. International Phonocard Fair	Holiday Inn Menzies	Sydney
11	Nov	Edlins Public & Postal Auction No. 108	Griffen Centre	Canberra
11-12	Nov	National Coin, Stamp & Phonocard Show	Convention Centre	Canberra
11-12	Nov	Telecard '95		Berlin, Germany
18	Nov	Rosebud & Dist Phone. Coll. Club Fair	Secondary College	Caulfield, Melbourne
18	Nov	Sydney Banknote Convention	Holiday Inn Menzies	Sydney
19	Nov	Phonocard, Stamp & Coin Fair	Wallsend Pioneers Hall	Wallsend, Newcastle
19	Nov	Aust. International Banknote Fair	Holiday Inn Menzies	Sydney
26	Nov	Phonocard, Stamp & Coin Fair	Granville Town Hall	Granville, Sydney
1	Dec	National Coin, Stamp & Phonocard Show	Civic Theatre	Burnie, Tasmania
2	Dec	National Coin, Stamp & Phonocard Show	Albert Hall	Launceston, Tasmania
3	Dec	National Coin, Stamp & Phonocard Show	Westside Hotel	Hobart
3	Dec	NSW Phonocard, Stamp, Coin & Coll. Fair	Holiday Inn Menzies	Sydney
3	Dec	WA Phonocard, Stamp & Coin Fair	Royal Comm. Society Bldg	Perth
6-12	Dec	Telephone Card Exhibition	Ginza Matsuya Dept Store	Tokyo, Japan
9	Dec	ASDA Stamp, Coin & Phonocard Fair	South Pacific Resort Hotel	Norfolk Island
1996				
4	Feb	Kangaroo Phonocard Club Fair	City Town Hall	Brisbane
8-11	Feb	Int. Stamps, Coins & Phonocards Exhib.	Exhibition Centre	Hong Kong
16-18	Feb	Sydney Stamp, Coin & Phonocard Fair	Sydney Opera House	Sydney
31 May-2 June		Sydney Stamp, Coin & Phonocard Fair	Sydney Opera House	Sydney

FOR FREE ANNOUNCEMENTS IN THIS SECTION WRITE TO THE EDITOR

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

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Generic	\$ 60	Microscopic	\$ 65	Telstra CardEx '95 Folders	P.O.R.
Grand Prix	\$ 45	Environment	\$ 65	Telstra CardEx '94 Folders	\$55
Victoria	\$180	Australia Day '94	\$ 25	Telstra Singapore '95 Folders	\$29
Queensland	\$175	Dinosaurs	\$ 80	\$2 Emu Export Card	\$25
NSW	\$325	Endang. Spec '94	\$ 50	\$2 Rentlo First Grade	\$125
West Australia	\$ 45	Landscape '94	\$ 70	\$5 Thank You Card	\$70
ACT	\$155	Commonwealth Games	\$ 40	\$5 Simpsons/Flintstones Pair	\$24
Nthn. Territory	\$ 40	Lifesaving	\$ 55	\$5 Tamworth x 2 Pair	\$24
Tasmania	\$ 35	Christmas '94	\$ 50	\$5 Captain Munchie	\$14
Aust. Day '92	\$ 60	Australia Day '95	\$ 14	\$5 Ettamogah Pub	\$12
Red Cross (1st)	\$225	Heritage	\$ 45	\$2 White Tiger	\$15
Red Cross (2nd)	\$175	Home Coming	\$ 45	\$2 Red Lace Wing Butterfly	\$ 5
Olympic Games	\$290	Local Legends	\$ 55	\$5 HMAS Albatross	\$10
Aust. Day '93	\$ 20	Design Award	\$ 45	\$2 P & LJ Seiders	\$12
Endang Spec '93	\$ 70	1 - 29 Telecom Packs	P.O.A.		

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1 Hole and Multi Hole Cards also available in the above range		

The HUNT

By Harold Harvey (Read each column down)

Tally ho! Tally ho!	Pursuing at daybreak,	Hiding and lurking,
We are off on the trail,	All through the day,	Not certain just where,
Chasing our quarry	Even on occasion	A Western Swamp Tortoise
Shall we succeed - or fail?	A nocturnal foray!	Or Minmi that's rare.
No, it isn't the fox,	Oh what a fever	A Toyota Corolla
Not even the hare,	That finds such relief	Is found in a bin
There's something more precious.	When pouncing on phonecards -	With an unused Bookmuncher -
More prizes, more rare.	Howbeit so brief.	Oh what a sin!
'Tis that elusive old phonecard	For there's more to be had	There's Bilbies aplenty
Hiding just where?	As onward we go,	And Wallabies too,
In phonebox or ashtray?	Fever pitch rises -	"Endangered Species"?
Oh where is its lair?	Oh why is it so?	Well the cards aren't so few!
Down at the station?	The thrill of the chase -	But we'll take even them
Post Office? Airport?	The thrill of the find -	For exchange overseas,
Eagle eyes scout -	The thrill of the pounce -	Just add to the pile -
Oh what a sport!	The thrill of "it's mine!"	Someone they'll please.

..... Continued Next Month
Phonecard Monthly — Page 27

NEW ZEALAND NEWS UPDATE

Pocahontas

Jason Crooks from Event Masters advises that the third Disney release by this company - **Pocahontas** - is now available to order. As with previous releases by Event Masters, the card and Collector Pack is quite striking (see opposite).

The unique concept of featuring a movie spectacular on PhoneCard and combining it with a CD single of the movie sound track was **first** seen with Disney's 'The Lion King' PhoneCard Presentation Set in 1994.

Pocahontas is now the second of its kind, containing in the Set, a \$5.00 PhoneCard and the CD single 'Colours of the Wind' by Vanessa Williams from the movie soundtrack.

Further information re this Presentation Set is available by contacting: **Event Masters, PO Box 90800, Auckland, New Zealand. Ph/Fax: +64 9 489 4844.**

Jason Crooks also advises that the popularity of (and demand for) the **Mickey Mouse 1 and 2 sets** continues to amaze. Event Masters is **buying back** set 1 at \$550 (issue price \$160 - April '94) and set 2 at \$200 (issue price \$160 July '95).

It just goes to show, if a balance can be struck between a popular theme and the 'correct' print issue, collector demand is generated on an on-going basis.

McDonalds

Featured opposite are the four phonecards referred to in the last issue of APM, which have been released by McDonalds. Arguably, the 'best' McDonalds' cards yet released.

You will note also, that Telecom New Zealand has utilised one of the designs on the cover of its recent, **1st issue** of New Zealand International Phonocard Collector magazine.

The cover is re-produced on a \$10.00 PhoneCard which was available free (offer closed 30 Sept.) on subscription to the bi-monthly magazine.

The magazine itself is a 'glossy' publication which provides an excellent update on recent and forthcoming New Zealand issues, as well as touching on international releases and general interest articles.

A subscription is available by writing to: **New Zealand International Phonocard Collector Magazine, PO Box 2590, Auckland, New Zealand; with payment of NZ\$34.95 for 6 issues.**

Rugby League

At page 9, the reader will note a reproduction of the \$20.00 card issued by Billboard Promotions, which is one of a set of 4 cards commemorating the entry of the **Auckland Warriors** into the Winfield Cup competition (see also last month's issue of APM page 36).

This is also the **first** New Zealand **Coca-Cola** phonecard. For further information, contact: **Billboard Promotions Ltd., PO Box 1044, Auckland, NZ. Or phone 0800 833 444 or fax +64 9 358 0441.**

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Rugby Union

With the recent World Cup in South Africa and the Bledisloe Cup between Australia and New Zealand, a number of PhoneCard issues featuring the 'All Blacks' have been released.

Pacific Coin Company are issuing three \$5.00 cards in three separate Collector Packs (see opposite). Each pack contains the three cards as well as a specimen card, together with a colour poster of the 1995 All Black squad and a 16 page commemorative booklet of the 1995 Rugby World Cup.

The three packs are different in that one is signed by Sean Fitzpatrick, another by Jonah Lomu, whilst the third is unsigned.

For further information contact: **Pacific Coin Company, PO Box 30629, Lower Hutt, New Zealand. Ph: +64 4 569 4612 Fax: +64 4 569 9722.**

New Zealand Telecom and the Pacific Coin Company has also released a Collector Pack containing three cards, again, featuring the All Blacks.



Two of the players featured in the pack are re-produced opposite - Jonah Lomu and Josh Kronfield. The third card depicts the traditional haka as performed by the All Blacks.

WW II Themes

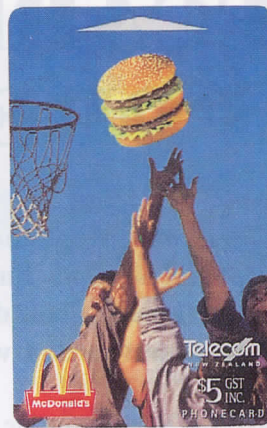
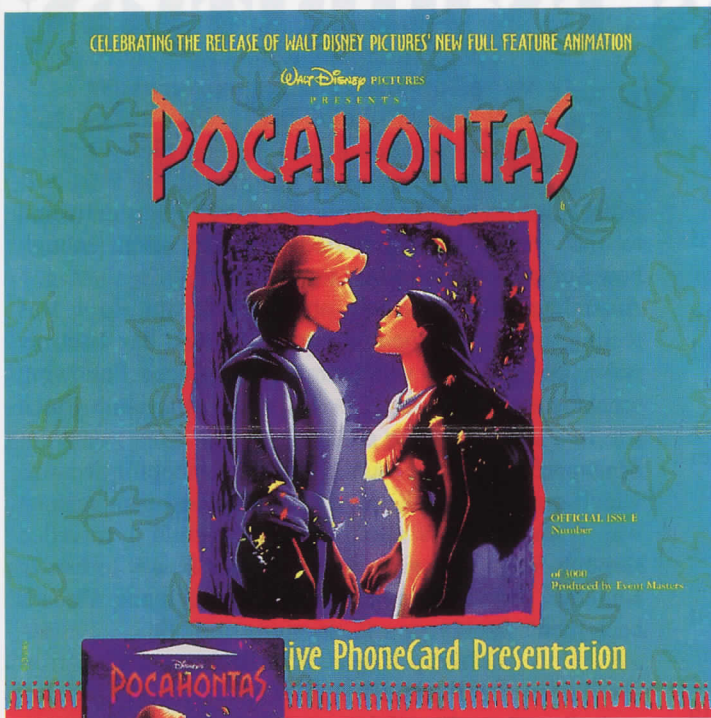
Two separate issues feature a WW II theme in this, the 50th Anniversary of the end of this war.

Pacific Coin has produced a four card (each \$20) WW II bomber series, whilst the Stamp Agency has produced a \$5 card featuring the Victoria Cross.

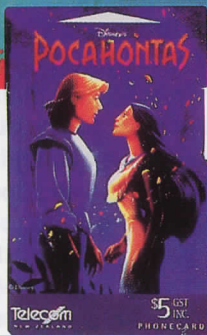
Future Issues

Further issues which New Zealand Telecom has forthcoming include a **McDonalds' pack**, which - based on the current set - should be well worth waiting for.

Another forthcoming issue will be the next in the 'Brodie Ltd' series of 'Chines Year of...'. In 1996 it will be the **Year of the Rat**. This follows successful issues over the last three years featuring the Rooster, the Dog and the Pig.

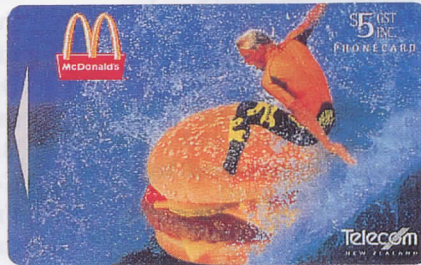
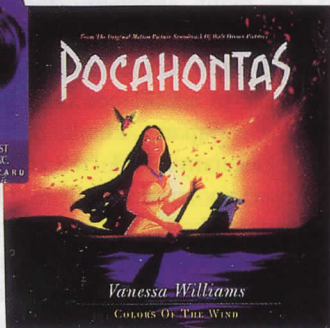


McDonalds Set



ive PhoneCard Presentation

EVENT MASTERS



New Zealand ALL BLACKS



ALL BLACK HEROES COLLECTOR KITS



Subscription PhoneCard

PHONECARDS EXHIBITION SINGAPORE '95

by Don Hill

This was the first international phonecard fair that I decided to attend and but for encouragement from the man behind the 'Phantom of the Opera' phonecard, I would not have done so.

Nelson Hopkins suggested we share a table (very expensive at overseas fairs) to reduce expenses and after discussing the pros and cons of going to the fair with my wife Barbara, we decided to 'give it a go'.

Nelson arranged all my travel plans as he is a travel agent and it was left to me to decide what to pack in a weight allowance of only 20kg. How could any self respecting phonecard dealer get enough cards into 20kg as well as leave space for a few items like clothes and a toothbrush? I checked with the leading dealers with experience in tripping around - Edlins of Canberra.

Wise Advice?

The answer is simple said Ed Jnr.: "Pack as much as you can cram into your hand luggage, take weight training lessons for the upper and lower arms, ensure your face doesn't contort due to the arm strain and run past the lady at the international departure gate who is responsible for checking that passengers hand luggage is under 5kg"!!

Well, this seemed good advice and so Barbara and I sorted out what to take. Do the locals prefer to buy packs, mint or used, we asked ourselves? A quick call to another jet-setting dealer - Hendro Winatan from New Zealand - revealed the following helpful answer: "take a variety of items". "But Hendro: what is the best thing to take for the local market?" Back came the reply: " take a variety of items"!

Deciding not to pursue this line of questioning, we decided to take loose cards due to the weight problem. Everything packed, I trooped off to the Post Office to weigh my luggage - 19.2kg! Hand luggage 24kg on one hand and 10kg the other hand!!

The day dawned and I met Nelson at the airport. Luggage checked in, we went and sat outside the International departure entrance. All was quiet but soon a large group of Chinese came along and walked through the gate. This was our cue and we followed them in, saw where the 'lady official' was and skipped around the other side. The 25 metres to the customs desk was tricky as my arms were about to let out! I just got there in time and from there it was a short way and no trouble to get to the plane!

Singapore!

The view of central Australia from the area is fantastic and eight hours later we arrived in Singapore to be

whisked off to our separate hotels - only I was delivered to the wrong hotel!! Sorted this out soon enough however and boarded a taxi to my hotel.

Australian time was now about 12.30 and so I was feeling tired. Since the fair started the next day I set my wake up call and went straight to sleep. Following breakfast next morning, I taxied to the fair venue which was in a large shopping centre.

Singapore has these super modern shopping centres which made me think that the country had come a long way from 25 years ago, when as a child I travelled through Singapore with my family on our way to live in England. No big shopping centres and modern roads back then!

Thirty Eight Exhibitors

The fair was in the 'sunken' floor of the shopping centre and altogether, 38 exhibitors were set up in this area, surrounded by 3 floor levels of balconies which later on would see many shoppers staring down at the huge throng of collectors swarming through the area looking for cards for their collections.

Dealers were in attendance from countries from all over the world - Japan, Thailand, New Zealand, USA, Britain, Germany and Australia spring to mind. Collectors even travelled from places as far away as France to attend. Being from many different countries, the dealers had a great variety of stock which meant the collectors had a huge choice - more so than our biggest fairs where many dealers have similar material to offer collectors.

Each day of the fair was very busy with Saturday the busiest. A strange local custom I was unaware of, related to the business hours - 10.00am to 9.00pm was the norm! The locals were still busy and wide awake at 10pm after we had packed up to go home for the night! Of course they had all slept in to start the day later at 10.00am.

The biggest problem was the humidity and the fact that the air conditioning system was pushed to get cool air squeezed between the bodies to get into the middle of the centre - right where Nelson and I were located.

Telstra & Telecom New Zealand

Telecom New Zealand and the Telstra Corporation were in attendance and both gave excellent representation for their country's phonecards.

Telecom New Zealand have a policy of 'tripping around' attending fairs all over the place and whilst it must cost them 'a small fortune' to do so, the interest they generate amongst new collectors in these countries will surely return dividends by increasing the international desirability of collecting New Zealand cards.

It is hoped that Telstra can follow a similar policy to promote our cards around the world.

What were collectors collecting?

The dealers tables that were swamped for the whole three days of the fair were the Japanese dealers. Dealers from this country do not do much travelling outside of Japan itself and collectors were pouring over their tables looking for thematic cards of all descriptions.

I myself spent a considerable sum at their tables before I had made a sale, purchasing the nice Coke and Airline cards that I could find. I just missed out on a set of 'Marilyn' cards and determined next year to get in early! Most of these good cards were gone in the first morning but many nice used cards were still available over the three days. The most popular thematics were Coca-Cola, Disney, airlines and comic characters.

Coca-Cola

With the Coca-Cola cards, anything coming from Japan as well as any cards issued with quantities of less than around 1,500, were obviously the sought after and hard to find cards. These cards invariably sold out before the fair ended - some Japanese cards were gone on the first morning.

Interestingly, the Australian issues were generally selling at a slight discount to issue price.

Summation

At the end of the three days dealers evaluated the results and reported a mixed outcome. Some were extremely happy whilst others were just OK. It appears that those dealers having what the collectors wanted did well, but if the dealer did not have the right stock he found it difficult. Collector's interests did not seem to be the same as last year so a dealer who did very well then, may have been dissatisfied with this year's results.

(In other words, as Hendro advised - "Take a variety of items" - Ed).

The organisers are to be congratulated on their efforts which involved 18 months of preparation. Everything about the fair ran very smoothly with the exception of a lack of cool air on occasions!

The organisers should be very encouraged about the results and next year's fair should be another highlight for collectors and dealers in the region.

Don Hill

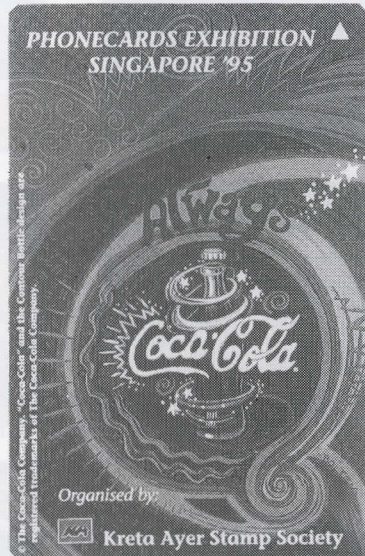
Phonecards Issued for the '95 Exhibition



British Telecom

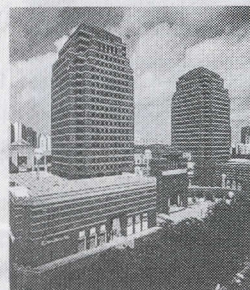


Hong Kong Telecom



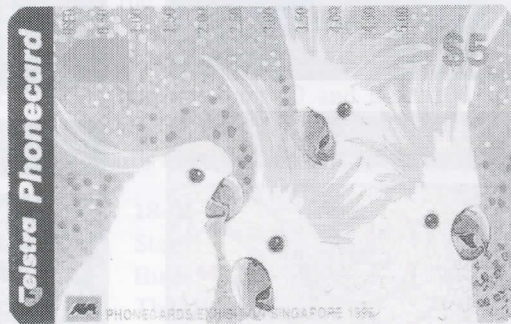
Singapore Telecom
Card issued by the Kreta Ayer Stamp Society
Organisers of the Exhibition

PHONECARDS EXHIBITION SINGAPORE '95



Organised by: Kreta Ayer Stamp Society

Folder for the above card



Telstra Corporation



THE PHONECARDS OF THAILAND *Part 1.*

Allan Douglas

Having made 18 trips to Thailand for holidays in the last 9 years, I was very happy when the country issued its first phonecards in 1991. When I first read of the Thai phonecards, I made contact with a gentleman who lived in Bangkok and came to an arrangement where I would supply him with each set of Australian phonecards in mint condition in exchange for Thai phonecards in the same condition.

This arrangement worked very well and on my next visit I met him and his wife, at which time we had an extended discussion on the merits of Thai phonecards. From then, I was completely 'hooked' on that country's cards. Unfortunately, my friend became very busy with his work and found he did not have the spare time to keep me supplied with Thai cards.

Dealer Contact

It was on my next visit to Bangkok that I decided to look for a reliable dealer where I could simply buy each new issue from Thailand. I found a lady, who in partnership with her husband owned a stamp, coin and phonecard shop, within three minutes walk from the hotel that I always stayed at.

It was at her shop that I was able to buy my first catalogue of Thai phonecards which was written by Mr Chuan Soontranan.

On my last visit to Bangkok in July 1995, I was able to purchase two copies of Mr Soontranan's latest catalogue which was in pocket book size and is a wonderful aid to collectors of Thai phonecards.

English is used widely in these catalogues and so it is very easy to understand the various aspects of Thai cards. Also, having Thai friends in Bangkok, means that I always have someone who can translate the Thai cards into English for me.

Checklist

The following is a checklist covering the first years of phonecard issues in Thailand:-

Issue Date: 13-04-34 ie. 13-04-1991

1. Baht 50 Ratanakosintr 22,000

This card appears to be grey in colour and I can only guess that the **Telephone Organisation of Thailand (T.O.T)** was not happy with the look of their card when the first batch was delivered.

As a result, this card was re-issued (see 2. below) with another colour added and being blue, is more attractive to the eye.

I obtained the original grey card in a used state at a fair in Bangkok for A\$50 and still regret that I did not buy a mint copy, now that the price for this particular card has risen steeply.

2. Baht 50	Ratanakosintr	241,000
3. Baht 100	Ratanakosintr	250,000
Issue Date:	26-07-34	
4. Baht 25	The Grand Palace	60,000
Issue Date:	12-08-34	
5. Baht 240	The Royal Barge	59,000

Even though the five cards listed so far were issued over a period of four months it is my opinion, that as the scenes on the cards were all from the same area, they can be considered as a set.

At this point I would like to say that I have found that the Thai cards follow the **same colour code** all the way through, eg., the Baht 25 card has a **green** strip at the top of the card; the Baht 50 card has a **blue** strip; the Baht 100 card has a **red** strip; whilst the Baht 240 card has a **yellow** strip.

Issue Date:	23-08-34	
6. Baht 100	Shell ULG	60,000

This was the first advertising card issued in Thailand and was on sale at Shell service stations in the country. This card also carries advertising on its back.

Low Issues

Taking the issue of Thai cards on a yearly basis, it can be seen that Thailand only issued 6 different cards for the 1991 year and that included the variation of the first Baht 50 card.

1992 Issues

Issue Date:	18-02-35 ie. 18-02-1992	
7. Baht 25	Handicrafts	70,000
8. Baht 50	Handicrafts	74,000
9. Baht 100	Handicrafts	77,000
10. Baht 240	Handicrafts	72,000

It appears that the T.O.T. may have been 'testing the waters' with its early issues to ascertain which card values were the most popular with the public.

It also appears that the Baht 50 and Baht 100 are the most popular values purchased by the public in Thailand. as the next 11 cards to be listed are all of those values.

Issue Date:	18-02-35	
11. Baht 100	Stags	75,000
12. Baht 100	Birds	79,000
13. Baht 50	Thai Heritage	77,000

14. Baht 50	Thai Heritage	75,000
15. Baht 100	Thai Heritage	76,000
16. Baht 100	Thai Heritage	75,000

Cards 13 to 16 appear to be a set of four but only use the two more popular values. Also, the mintage figures are not really huge as will be shown later on in this listing when we will see mintages of up to 600,000 for a B100 phonecard.

Issue Date: 01-03-35

17. Baht 50	Democracy Monument	100,000
-------------	--------------------	---------

This card was issued as a reminder of the forthcoming General Election to be held on 22 March 1992.

Issue Date: 13-04-35

18. Baht 50	Thai Art Pattern I	100,000
19. Baht 100	Thai Art Pattern I	128,000

Issue Date: 23-08-35

20. Baht 50	Thai Art Pattern I	200,000
21. Baht 100	Thai Art Pattern II	400,000

After seeing the earlier full colour cards of Thailand, I found the Art Pattern cards quite plain in their two colour format.

Another aspect of T.O.T's issue policy is that **some cards are issued much later than the date on the card.** I am not sure why this happens and I am always interested in learning more information about Thai phone cards that any other collector may be able to give me.

In my own collection, I put the cards in my Thai albums in the sequence of the dates shown on the cards. I have had to make a few exceptions to this rule as will be shown later with the issue of the first high value cards that were issued for **international** calls by T.O.T.

I acquired those two cards from my stockist when I was in Bangkok in February this year but the dates on the cards are actually 01-10-35, which is 1 October 1992.

It was in 1994 that I was able to buy two cards of B50 and B500 values that were issued by LENS0. These cards were chip cards and had the wording on the back of the card, "International Phonecard".

I was also able to obtain the second issue of two more Lenso cards in Bangkok in July this year.

I will cover these cards further on in my checklist of the cards of Thailand.

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

LETTERS TO THE EDITOR

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

Page 34 — Phonecard Monthly

Dear Sir,

I would like to congratulate the Sydney Phonecard Club for the excellent publication "**Complete Guide, Phonecards of Australia**" by Glenn Bellamy.

Over the years, many fine catalogues have been produced (including the catalogues produced by the Australian Phonecard Collectors Club in Adelaide) and I do not wish to detract from such excellent productions. However, the "Complete Guide" for myself is just so easy to follow. The prefix (serial) numbers range, at time of printing, is from # 0 to # 915 and further space is available to # 962.

Summaries are then given for Telstra International issues, the "600" phonecards, cancelled issues, missing prefixes, Limited Editions, Advertising issues and some of the Custom cards.

Three pages are devoted to 'Sorted Telecom Phonecard Issues' (a great help to collectors working on a simplified basis) and then five pages of 'Yearly Listings', from 1989 to 1995.

All of the Custom/Private cards are listed by prefix number and the publication is 'rounded off' with listings for PayTel, Card Phone Australia and Payphonics.

At a cost of just \$5.00, this catalogue is a **must** for every serious collector of Australian phonecards.

W.T Victoria

Dear Sir,

I am a beginner in collecting phonecards and I've found two identical phonecards; the 'Great Barrier Reef', old logo, \$20.

When I saw that one of the cards had the word 'Copyright' and the other one did not, I wondered if the card without the 'Copyright' is a misprint. If so, could you please tell me what quantity were printed? Also, what is such a card worth?

F.C. N.S.W.

Dear F.C. - I bring your attention to the article by Warren Titcher elsewhere in this magazine, titled "You may Have a Rare Card in Your Collection". The card you have (as per your photocopy) is prefix number 252, which was not intended to have the wording 'Copyright' printed on it. As such, it is worth only \$2-3 in a multi hole condition.

For more information about **Captain Munchies** and a colour reproduction of the *phonecard* see their **World Wide Web** home page

<http://www.nettrek.com.au/munchies.html>

to download and print, or just to view or **E-Mail** to munchies@nettrek.com.au



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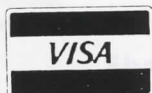
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The Early Issues of CHINA

Cyril Fox

What do a camel caravan, Chairman Mao, a narcissus flower and a reclining buddha have in common?

They are all images which have appeared on local Chinese phonecards (before the advent of national card issues).

Prior to September of 1994, phonecards were issued only on a regional, provincial or metropolitan basis in China. This complex situation was put to bed with the establishment of China Telecom which assumed the authority to issue cards for the entire nation.

Before National Issues

The purpose of my writing is to look back at the way things were prior to the appearance of the first national cards. The period of the localised card issues of China is a fascinating time capsule in the history of phonecards and deserves further study.

According to my research, at least 53 local authorities issued cards in China in the period 1985 to 1994. A further 5 local authorities reportedly issued cards, but I have yet to sight evidence of these emissions.

Extremely Rare

Many of the earliest Chinese cards are impossible to find today, but their rarity is not generally appreciated. The first cards issued in China were plain green and white cards made by Autelca of Switzerland for the Shenda Telephone Company of Shenzhen City in Guangdong Province.

The rarest cards are some of the early trial cards supplied by Alcatel Bell to the cities of Beijing, Guangzhou and Shanghai and three values of "Red Telephone" GPT cards provided for Shanghai. The most valuable of these cards would be worth A\$30,000 or more today!

Understanding the Telcos

A major difficulty associated with the collection of the local Chinese cards is unravelling the Chinese spelling of the name of the issuing authority. Few local issues showed the telco name in English.

For the sake of uniformity, all spelling of Chinese place names in this article follows the widely accepted Pinyin spelling system. For example, the place name "Kwangtung" is now rendered "Guangdong". I am greatly indebted to Mr Wang Chuanjin of Nanjing for his invaluable assistance with the translations.

The old local Chinese phonecards are frequently incorrectly attributed. The cards issued by Lhasa City

are, for example, commonly attributed to the region of Tibet. This is incorrect. In order to avoid this type of confusion I must be quite adamant that the ONLY logical and sensible way of attributing the local cards of China is by the name of the issuing instrumentality (eg. "Telecommunications Bureau of Nanjing") which appears on the back of the card in most cases. Unfortunately the issuer's name is seldom given in English.

The local phonecards of China are now rapidly disappearing from the marketplace and I predict that within five years such cards will be viewed as phonecard classics and that they will be avidly sought after by collectors both in China and throughout S-E Asia!

Here is an alphabetical listing of the local issuers:

Anhui Province	Suifeng City
Baotao City	Tai'an City
Beijing Metropolitan Region	Taiyuan City
Changsa City	Tianjin Metro Region
Chengde City	Urumqi City
Chengdu City	Weifang City
Chongqing City	Wuhan City
Dalian City	Xiamen City
*Foshan City	Xi'an City
Fujian Province	Xiangfan City
*Fuzhou City	Yantai City
Gansu Province	Zhejiang Province
Guangdong Province	Zhengzhou City
Guangxi Region	Zhuzhou City
Guangzhou City	Zibou City
Guiyang City	
Hangzhou City	
Harbin City	
Hebei Province	
Hefei City	
Heilongjiang Province	
Hohot City	
Hubei Province	
Hunan Province	
Jiangsu Province	
Jiangxi Province	
Jilin Province	
Jinan City	
Kunming City	
Lanzhou City	
Lhasa City	
Liaoning Province	
Luoyang City	
Nanjing City	
*Ningbo City	
Ningxia Region	
Qingdao City	
*Qinghai Province	
Shandong Province	
Shanghai Metropolitan Region	
Shenyang City	
Shenzen City	
*Sichuan Province	

* Reported but not confirmed

C.B Fox
Chelsea Heights
Victoria



**Kunming City
'River Scene'**



**Nanjing City
'Chinese Olympic Bid'**



**Dalian City
'Meixen Restaurant'**



Anhui Province



**Jiangsu Province
'Sun Mausoleum'**



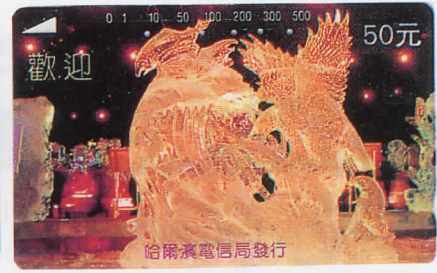
**Hebei Province
'Ming Vase'**



**Nanjing City
'Service Card'**



**1st Issue of
Changsha City**



**Harbin City
'Ice Sculptures'**



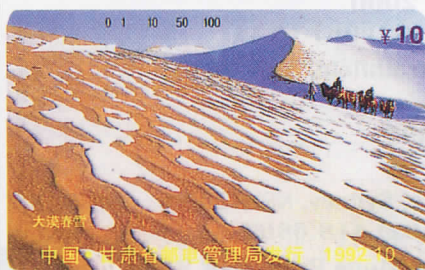
**Shanghai
'Year of the Cock'**



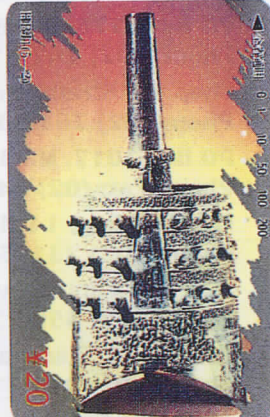
**Fujian Province
'Narcissus Flower'**



**Shenzhen City
'Shenda Telecom Building'**



**Gansu Province
'Scenery'**



**Xiangfan City
'Ancient Brass Bell'**



**Beijing
'Asian Games'**



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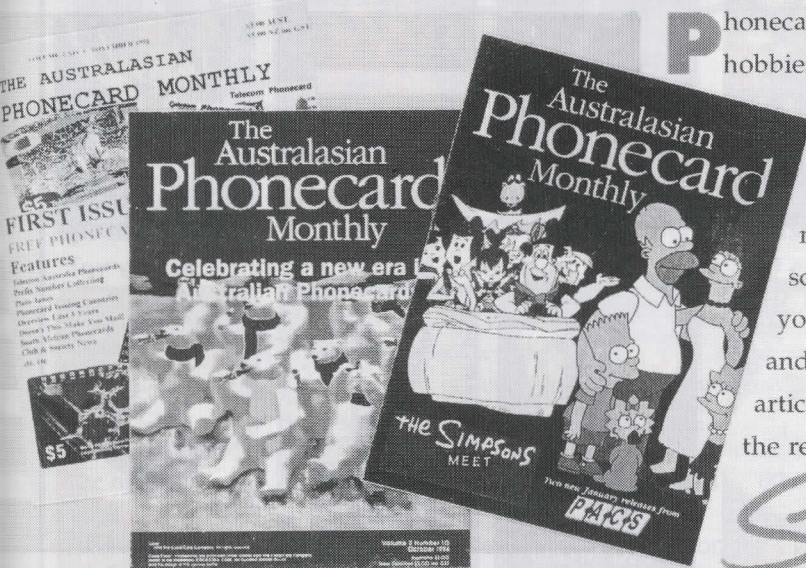
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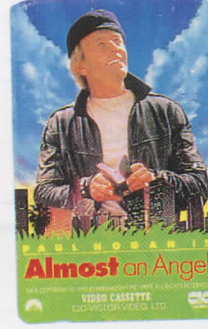
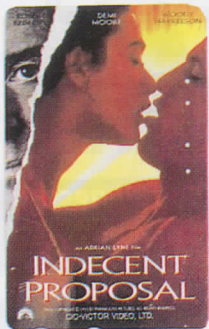
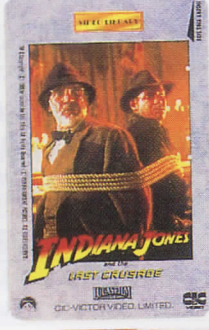
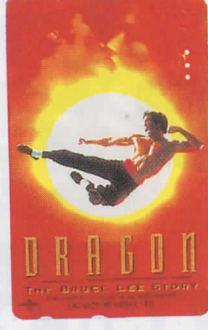
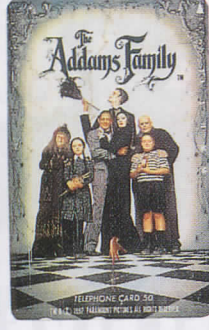
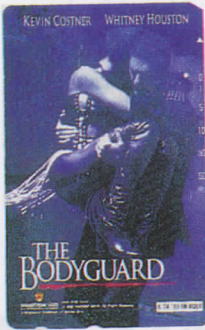
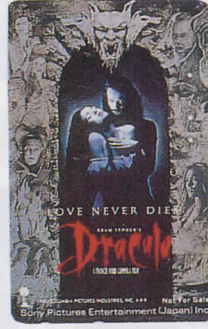
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THE JAPANESE EXPERIENCE

All Cards Shown Below Are Available From The Melbourne Phonocard Centre



THE JAPANESE EXPERIENCE

(Part 8.) Movies

Don Hill, Melbourne Phonocard Centre

Movie cards are a popular theme to collect on Japanese phonecards because they are produced regularly and in sufficient numbers to ensure the majority of cards are obtainable for under \$15 each in used condition and under \$30 each in mint condition.

Movie cards are produced to coincide with new film releases as well as being issued to advertise the release of films on videos. Look carefully on many movie cards and you will notice some expression such as "Video Cassette" or "Home Movie World", etc. Also noticed, is that many of these phonecards have the words "Not for Sale" printed on the front of the card.

In the Japanese Guidebook printed by Sirius, over 500 movie cards are shown - I have shown a selection of these on the opposite page. As well as cards featuring the actual movie, other cards are made and collected which feature movie stars.

Some interesting movie cards produced include a series on the "Thunderbirds" (18 are shown in the catalogue), and "James Bond" movies (over 18 shown in the catalogue). One set of 15 cards was produced featuring James Bond with 15 of the films in a numbered series. The normal numbering system for 'free' cards was altered to produce numbers from F-390-007-1 TO F-390-007-15. The number incorporating the famous "007" number of course!

Anyone keen to obtain the **Japanese Catalogue** can pick one up at the International Phonocard Fair in Sydney in early November from the Melbourne Phonocard Centre table for the price of \$49.00.

MCDONALDS U-CARDS

Whilst in Hong Kong for the International Phonocard Exhibition '95, and rumaging through one dealers eqivelant of our \$2.00 'scratch box', I came across some cards depicting the famous McDonald's logo and a Hamburger.

To look at and feel, these cards are the image of Japanese phonecards. They are however the McDonalds U-Cards which are used to pay for hamburgers as well as other McDonald's products.

The value of the card is stored magnetically on the cards (as with a Japanese phonocard) and have holes punched in them as they are used.



Depicted are a 3000 and a 5000 Yen U-Card. There is a third card in this series which is of a 1000 Yen denomination. As 5000 Yen is eqivelant to approximately A\$82, quite a few hamburgers can be purchased (although costs in Japan are much higher in comparison to Australia).

I obtained quite a few 1-hole 3000 and 5000 Yen cards, so it can be seen that large sittings at McDonalds are common (maybe it was a Sumo wrestler dinner sitting?).

Viddy Jermacans - Editor

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At a recent Melbourne Fair**

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.

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

A.P.C.C. held their fifth AGM on Tuesday, 12 September. In his report to a large attendance of members and visitors, President, Ted Hymers revealed once again, a highly successful year.

He also tabled a letter received from Telstra's Phonocard Collector Service, congratulating the Club for achievements gained and the work and support that has been given to the hobby over the five years. A vote of thanks is extended to them for their supportive words and also for a very generous donation of prizes as part of a complimentary draw to all financial members.

Winners were Rebecca Daw, Dorothy Poole, John Hocking, Chris Rush, Kevin McMillan, Jan Holt, Joy Lower and Robert Hall who won the Club prize.

The committee for the 1995/96 year is as follows:

President:	Ted Hymers
Vice President:	Darcy Rayner
Sec./Treasurer:	Glenis Hymers
Public Relations Officer:	Brian Byrne
Sales Superintendent:	Rene Steffen
Assistant Secretary:	Briony Hymers
Auctioneer:	Leo Strubbe
Sub Comm.:	Dorothy Pix, John Davis & Ted Coomans



Marshall Allan, Maurice Corcoran & Ted Coomans

Guest speakers were introduced by Ted Coomans, Club member and Operations Manager, Telstra Payphone Services (Western Region).

Maurice Corcoran from Direct Disability Support Inc. spoke on his involvement and work in the community with the disabled. Maurice, as collectors will know, was featured on the South Australian Local Legend phonocard issue. During the evening, a small number of mint phonecards were also personally signed by Maurice and these will be offered to Club members in some way at a later stage.

Marshall Allan of Telstra (Parramatta) then spoke on the aspects of Phonocard production. A number of cards featuring flaws and variations, along with photos of the phonocard printing process, were viewed with great interest.

A large auction of well over 400 lots were presented to members and associates. Bidding on an extensive range was high, with particular interest shown to the more recent issues and cheap overseas cards offered.

The Club will be staging their final fair for this year, to be held on **Saturday, 28 October**, between 10.00am and 4.00pm (see advert opposite).

Tables are offered at a very reasonable cost and can be booked by contacting the Club Secretary.

A.P.C.C. is also in the early stages of preparation to celebrate their first five years as a Club. It is anticipated that a **special evening** will be held on the exact date of formation - **22nd January 1996**.

Glenis Hymers

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

The September meeting of the Melbourne Phonocard Club was the AGM with some 40 members attending - down a little due to 'distractions' with the fine weather and Aussie Rules football.

Elected to the committee were: Ken Hosking, Keith Sykes, Tim Hore, Brian Koop, Gunter Brezing, Richard Simmons, Eric Schuenemann, Trevor Broxton and Jo & Warren Titcher. Office bearers will be formalised at the October meeting.

Graham Rooke from PayTel Australia was the guest speaker at this meeting, illustrating stored value cards with microchips.

He posed the question; "Will the phonocard collectors be interested in them?" He commented that such large numbers will be produced that there will be no way of collecting them all - therefore, the future of the hobby will likely become more specialised, eg., collecting all cards with ships, or even more specialised such as collecting sailing ships, antarctic ships, etc.

The meeting also announced the competition winners for those members renewing their membership - two of the three winners were actually from interstate!!

A reminder is also given for the **November Fair** (on Saturday November 4th) at the Senior Citizens Clubrooms, Bent Street, Northcote. Tables at \$30 for non-members or \$20 for members are available from the Secretary, Keith Sykes on (03) 9484 2568.

Warren Titcher - Publicity Officer.

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**

MANDURAH PHONECARD COLLECTORS CLUB

**35 Steerforth Drive
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**Meets 1st Sunday of the Month
At: Newburn Centre at 2.00pm**

**For further Information Contact -
Ron Smeeth on (09) 535 3390**

SYDNEY PHONECARD COLLECTORS CLUB

PHONECARD FAIR

SUNDAY 8TH OCTOBER

• held in the Auditorium,

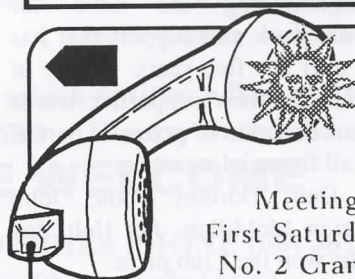
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Carson Lane (off Queen St),

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For further information contact: (075)
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Saturday 18 November 1995

at

**CAUFIELD SECONDARY COLLEGE, CORNER BOORAN & NEERIM ROADS
(Melway 68D3)**

10AM TO 4PM

Interstate & Local Dealers in Attendance

Buying & Selling Australian and World Phonecards

- REFRESHMENTS AVAILABLE -

Admission: Adults \$2.00 - Children under 16 Free

*All paying patrons will receive a FREE Club Promotional Limited Edition Card
(One per person)*

This card features the Point Nepean National Park Design

*The Club's second Promotional Card featuring the Sugar Glider Design
will also be available and can be purchased for \$3.00 each*

For further Information Contact:

John Thomas Ph/Fax: (059) 862261

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.

BARCARD, 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

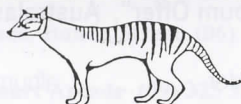
CAPRICORN PHONECARD & CARD COLLECTORS CLUB

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

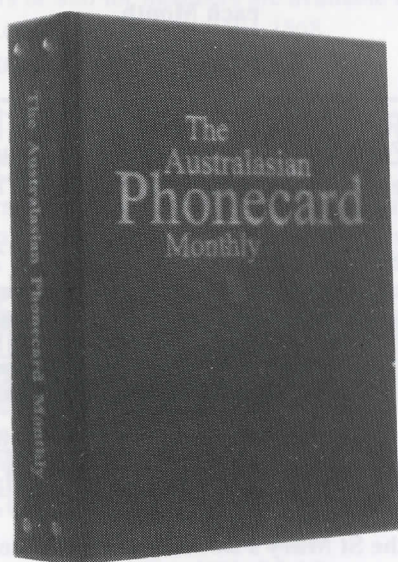


P.O. Box 816, Rosny Park, Tasmania 7018

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 Cauffield	MGK Stamps & Coins	357A Hawthorn Road, South Cauffield (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 Phoncards 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 November issue is the 25th of October 1995

Classified Categories are:

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

AUCTIONS

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

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

REGULAR Postal Bid Sales Phonocards. **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 phonocards. Write for a **FREE** price list. **Cyril Fox**, 68 Chelsea Park Drive, Chelsea Heights, Vic. 3196.

AUSTRALIAN mint phonocards. Geelong to date 50% off dealers price. Write with your wants to **Simon**, 17 Wilkinson Ave, Somerton Park, SA 5044. Be quick!

UNITED STATES Phonocards 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.

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

WANTED: Fine used one hole cards of the following: Geelong \$6 Surfboat. Geelong \$1.50 Cartoon, Geneva \$5 Koala, Perth Skyline \$2. Please send a list of which you have and price required to **W. Kuepper**, PO Box 396, Corinda, Qld 4075

AUSTRALIAN, Japan and World selection. 15 different \$20 post paid - any two for \$35. Also buying all cards at \$50 per 100 (minimum 50 cards). Write first for large quantities. **R J Norton**, PO Box 307, Dareton, NSW 2717

BAZAAR

SWAP-TRADE-SUBSCRIBE-LISTS

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

AUSTRALIAN COKE phonocards wanted. Swap overseas cards. Barter on other goods I have for phonocards. Send Want List for trade. 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.

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.

PHONECARDS Used all different \$10.00 each country. Australia 14 - Belgium 9 - British 12 - France 8 - Germany 9 - Holland 9 - Japan 10 - World 15. **John Thomas**, Box 428, Rosebud, Victoria 3939

FOR our Retail & Wholesale clients we **urgently need** current Australian phonocards 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 Phonocards. 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 Advertsing 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.

EXCHANGE World Phonocards. Minimum 25/50 different - except Italy. GB for India. **NR Sarkar**, 5/1 Bose Garden, Agarpara 743177, **India**

PAKISTAN rare Thematics: Coca Cola, 7-Up & Luftansa Airline only for A\$25 or each for A\$10. 20 diff. or 35 mix for only A\$50. All offers Fine Used and Reg Air Postpaid. **CWO. Eastlink Phonocards**, 190-B-2, PECHS, Karachi 75400, **Pakistan** Fax +(92-21) 454 6002

Twenty **CARIBBEAN** phonocards offered for telephone directories as follows: Melbourne, Sydney, Brisbane, Auckland. Write first. **Paul Davis**, Box 2701-QPL, Cainta, Rizal, **Philippines**

WANTED to swap birds, butterflies, fish, flowers, cats phonocards world wide for Australian phonocards. One for one. Good condition. **Will Myers** 5 Jackson Street, Toowoomba, Qld 4350, Australia



LIMITED EDITION

COMSTAR RUSSIA PHONECARD ISSUE

900 SETS ONLY

World War II Allied Victory



"The Motherland calls on you!"



"Flag over Reichstag, May 1945"



"Allied forces meet on the Elbe"



ROAM PACIFIC PO Box A1009 Sydney South 2000 Australia

Tel: +(61-2) 221 8896 Fax: +(61-2) 221 0761 Roam Australia Pty Limited ACN 065 475 498

ORDER FORM

Quantity	Description	Unit Price	Total Price
_____	Comstar Russia World War II Pack	\$150.00	\$
	FREE \$5.00 Australian War Memorial Telstra Phonecard with each Comstar Pack		
_____	\$5.00 Australian War Memorial Phonecard - Only	\$ 50.00	\$
	Certified Post & Packing Overseas	\$ 15.00	\$
	Certified Post & Packing Australia	\$ 4.00	\$ _____
	TOTAL		\$ _____

Name:
 Address:
 Post Code:
 Tel (Bus): (Home):

Cheque/Money Order/Credit Card No.
 Please charge my credit card:
Visa Mastercard Amex Bankcard

Expiry Date: Sig:

Collecting Phonecards?

Collect Coke® Cards!



FOR DETAILS RING THE INFORMATION HOTLINE ON **0055 25220** OR CONTACT YOUR AUTHORISED STOCKIST.
(CALLS CHARGED AT 25c/21.4 SECS CAS.)

COCA-COLA®PHONECARDS ARE PRODUCED UNDER LICENSE FROM **THE COCA-COLA COMPANY**, OWNER OF THE TRADEMARKS **COCA-COLA**, **COKE**,
THE DYNAMIC RIBBON DEVICE, AND THE DESIGN OF THE CONTOUR BOTTLE,
BY UNIVERSAL COIN CO. PTY. LTD., 20 CENTRE PLACE, MELBOURNE VICTORIA 3000 AUSTRALIA. ACN 062 909 675
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