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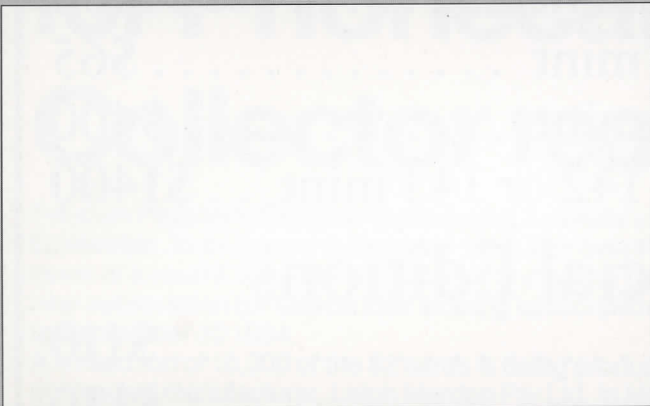
Phonocard Collector

MARCH/APRIL 1994

No. 24

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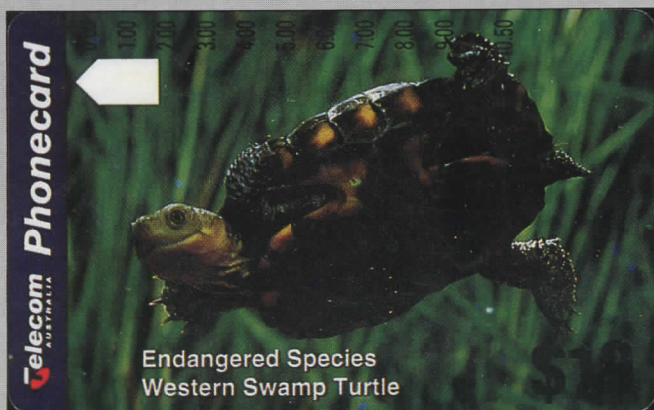
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Viewpoint

Phonocard collecting set to boom; and a new magazine is born.

THIS edition of **Phonocard Collector** marks several important milestones. It is the first edition to be printed in Australia. And it is the first issue to be published separately to our sister magazine, *The Stamp Collector*, since the magazine began in 1991.

With the separation of telephone cards and stamps into separate magazines **Phonocard Collector** and *The Stamp Collector* recognise the the rapidly growing acceptance and prominence of phonocard collecting and the increasing strength of the stamp market. According to our research, both hobbies are strong enough to have their own, uniquely positioned magazines.

Both magazines will be printed and published in Sydney, where we will have greater control over production

and distribution.

Meanwhile, we thank our former printers in Singapore, for their excellent service and support in our first two years of publication.

There has been a substantial injection of resources into the business, to ensure regularity of publication. We have also moved our offices to the Sydney CBD, where we share an office with international auctioneers, Status International.

Our new office is close to the pulse of both the phonocard and stamp markets and will enable us to serve both collectors and dealers better in the future.

All these initiatives demonstrate our faith in the future of both phonocard and stamp collecting. We are in this business for the long term.

Brian Moore, Publisher

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Germany

Germany has issued some of the most beautiful as well as some of the most expensive phonecards available.

It is well-known for its huge range of privately-issued cards (up to 2000) which makes it impossible to put together a complete collection.

Less well-known is the fact that German cards are clearly divided into three broad categories, and that each category has its own particular attraction.

The three categories are:

P-Series cards carrying advertising for German Telekom and the Post Office;

S-Series cards carrying private advertising but available over the counter, and lastly

the private advertising cards, (*Series K and O*) printed in small numbers and generally only available from the advertisers themselves.

The first *P-Series* card was issued in 1986 in Stuttgart as a field trial at train stations and airports and is still available in good used condition for less than \$100 (mint around \$600).

In 1989 regular new issues began to appear, with print runs of between 50,000 and 500,000, which means all cards are still available (but are not necessarily easy to find!) at quite reasonable prices, particularly in used condition. They tend to range from \$5 to \$20 a card.

New issue policy in the *P-Series* is relatively conservative, there being only 15 cards issued in 1992 and 19 in 1993. However, there is still a good range of themes represented, from Ray Charles and Jimi Hendrix to the European Community, the Berlin 2000 Olympic Bid and the Chinese New Year.

S-Series cards first appeared in 1988 and the early ones, including promotional cards for the musicals *Phantom of the Opera*, *Cats* and *Starlight Express*, are quite expensive at around \$200 each for used copies.

The *S-Series* is comprised of advertising cards sold through normal retail outlets, and print runs are generally between 40,000 to 400,000. The cards are mostly produced by private companies and so the scope of themes is quite broad.

They range from rather uninteresting cards featuring no more than the advertiser's logo to colourful comics (Felix, Mickey Mouse, Tarzan), cars, ships, cats, elephants (for an insurance company), coins, maps and paintings.

Others simply feature the product, from salami to magazines, razors to nasal spray.

Once again there are many scarcer cards amongst this series, most notably those with print runs of 100,000 or less, but most are still readily available in used condition at between \$5 and \$15. From a slow start (only 7 cards in 1990 and 10 in 1991) the *S-Series* has expanded to produce around 70 cards a year.

The private advertising cards of the *K* and *O-Series* make up the bulk of cards in any German catalogue, with close to 2000 different designs now issued. These are issued in quantities of between 1000 and 10,000 and generally have a face value of DM6 (compared to DM12 and DM50 for the *P*- and *S-Series*) and are available only from the advertiser. As a result they



normally hit the market at around \$40 per card mint (used is almost unheard of, unless cancelled to order).

There is a huge variety of themes in the private cards which can really only be appreciated by browsing through a catalogue such as the Michel *Telefonkaten-katalog* (available from **Phonecard Collector** at around \$70). Suffice to say that there is definitely something for everybody with particular emphasis on automobiles, pop stars, comics and multi-national brand names (Lufthansa, Coca-cola, Pepsi, etc).

Even Australia's Opera House now features on two private cards, one for Grundig (electrical goods) and the other celebrating its 20th birthday.

Prices for private cards vary greatly, with cheaper ones available around \$30, but most which show sought-after themes trade at around \$50 to \$100 each. While not cheap they are definitely some of the more striking cards that can be incorporated into a collection.

The market in Germany has been undergoing a slight change of direction over the last few years. Germans still primarily collect mint cards, but with the number of new issues and the rise in collecting varieties such as printing code numbers (analogous to Australian prefix numbers) collectors have begun to switch to used cards.

As a whole, private advertising cards no longer enjoy the same level of support they once did, particularly as a complete collection is impossible except for the wealthy. *Turn to page 7*



1. **Belgium** Coca-Cola — the world's most exciting new theme, prepared under contract from Coca-Cola and only 1000 copies printed mint \$135
2. **Germany** Asterix and Obelix — children's favourites for years, only 2000 mint \$120
3. **Germany** Tarzan, son of the Jungle — regular issue used \$12 mint \$25
4. **Great Britain** Richardson Light Car — private issue, only 500 printed mint \$50
5. **Japan** Jurassic Park — official promotional card mint \$30



SOUTH AFRICA
The Big Five
Animals (first set)
mint (5) \$45



GERMANY
Felix (designed by
an Australian)
used \$15
mint \$25



GERMANY
ICE Inter-City
Express
mint \$25
used \$15



FALKLAND ISLANDS
Penguin - first
pictorial
used \$7



NEW ZEALAND
Spot the Dog
set (4) mint ... \$60



GERMANY
Marvel Comics/
Spiderman
used \$15
mint \$25



FRANCE
Renault Le Mans
Victory '93
12 different
used ea. \$7



GREAT BRITAIN
McDonalds
set (4)
used \$35
separately ea. \$10



DENMARK
Lufthansa Survey
mint \$40



NEW ZEALAND
Christchurch Trials
\$5 used
SPECIAL \$70



SINGAPORE
Airshow
set (5) in pack
(face value
Sing \$110) ... \$160



ISLE OF MAN
Motorcycle GP
set (4) mint ... \$50

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(Please enquire for prices and availability.)

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Germany: Opera House; Fred Flintstone; Coca-Cola (set 3); Rock 'n Roll Stars (including Madonna, Simply Red, etc); The Simpsons; Mercedes/BMW/VW; Buffalo Bill; Superman; Batman; Tweety and Silvester; Star Trek (Kirk & Spock)

Russia: Coca Cola/Disney (200 only)

Czech: Queen (Rock Group); Ferrari/Pirelli Tyres; Playboy

New Zealand: Motorcycle; Elvis & Marilyn Monroe; Whitbread Yacht Race (block of four)

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Collect Chinese Phonecards

Official sources have suggested that the days of individual provincial telephone cards in China are numbered and that there is likely to be a single issuing-authority in the not too distant future. The first issues of many provinces exist only in very small quantities. As living standards continue to improve and awareness of telephone cards rises in China, local demand is likely to force prices up. Start your collection of Chinese telephone cards today.



100th Birth Anniversary, Mao Zedong

To commemorate the centenary of the birth of Mao Zedong, the Telecommunications Authority of Jiangsi Province, China, issued only 20,000 sets of six telephone cards in October 1993. The phonecards portray Mao Zedong at different stages of his life, with four of his best known poems as a backdrop. All four poems were depicted on stamps featuring Mao issued during the Cultural Revolution period (1967-76). The set of six cards mint **A\$95**
 Also available, set of six in a presentation album (in Chinese) **A\$125**

SPECIAL OFFER FOR INVESTORS, CLUBS. Buy 10 mint sets for only **A\$750**

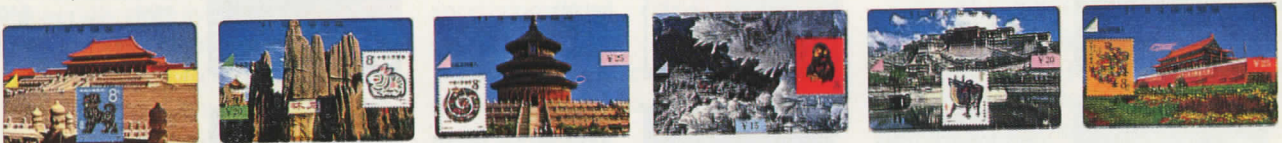
Classic Chinese stamps on phonecards

One of our most popular lines! Issued by Jiangsi province. Limited stocks remain.

- 1 Goldfishes set of 12 mint cards + book **A\$110**
- 2 Beijing Opera Face Makeup set of 8 mint cards + book **A\$75**
- 3 The Twelve Beauties of Jinling set of 13 mint cards + book **A\$115**
- 4 Female Roles in Beijing Opera set of 8 mint cards + book **A\$75**
- SAVE \$25:** Buy all four sets (41 mint cards + 4 books) for **A\$350**

The Romance of the Western Chamber

Five telephone cards were issued by Jiangsi province in May 1993, in an edition of only 30,000 sets, picturing landscapes, with the four stamps and souvenir sheet of China's 1983 Western Chamber stamp issue superimposed. Mint **A\$80**



Lunar New Year Stamps on Cards

In 1993, Jiangsi Province issued a set of twelve cards showing Chinese landscapes. Each card also has superimposed one stamp from the 12-year series issued by China showing an animal from the Chinese Lunar Calendar. These cards are highly sought-after and we've only a few mint sets left. While they last **A\$140**

Shanghai — 1st East Asian Games

The attractive, hard-to-get, last set of five mint cards issued by Shanghai Posts and Telecommunications Administration to commemorate the 1st East Asian Games. **A\$240**

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Certainly this has led to price reductions, but well-designed thematic cards have not fallen in price with more and more topical collectors coming to the market.

Likewise, collecting P- and S-Series cards has increased and prices in these areas have held firm.

As an investment P- and S-Series cards should be seen as sound rather

than spectacular, with used prices having a little more scope to move up than the mint.

For those who like to speculate, the private advertising cards certainly have greater volatility, with the greatest price movements to be expected in new issues featuring popular themes. In Germany these are Lufthansa and personalities like Steffi

Graf and Michael Schumacher. Of broader interest are comics like Disney and Superman, Coca-cola, Olympics and the evergreen planes, trains and automobiles.

The great advantage of collecting or investing in German cards is that you will be dealing with the largest and most sophisticated phonecard market in the world. □

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AUSTRALIAN INTERNATIONAL PHONECARD FAIR

Australia's Major Phonecard Fair
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From \$300 to \$2500 in a few months

The Australian market is booming, writes 'Opera House'.

THE Australian market for phone-cards is booming and many stamp dealers are finding their businesses dominated by trading in 'plastic'.

There are plenty of examples of enormous price rises, prompting collectors and dealers to ask just how high prices will go.

From \$300 to \$2500!

An obvious example is the \$5 Red Cross Community Services (2nd print) card mint. A few months ago in my *Sydney View* column in **Phonecard Collector**, I recommended this card and drew attention to its (then) very high price of around \$300.

The current price for this card is as much as 10 times the price I quoted last year — at press time, around \$2500 was the quotation for this card!

It is very difficult to tell just what is the correct price level for this card, it is so scarce right now, that dealers will likely list it "price on request" — a phenomenon usually quoted with sought-after stamps in a booming market, at least up to now.

Extinct packs

Australian Collector's Editions are selling well, among them the the 1994 Australia Day pack which sold out almost as quickly as it was released (and is now offered at around \$40).

At press time, the Dinosaur packs

were also in danger of becoming 'extinct' (or selling out).

Telecom is to be applauded on its very attractive series of dinosaur cards (now selling at \$110 to \$120 in the Collector's Edition).

Sydney 2000

Last September, Sydney won selection as host city for Olympic Games to be held in the year 2000. Beijing was narrowly defeated in the selection process.

In the lead up to this vote, Telecom Australia, which was a major supporter of the Sydney bid, issued a \$5 card that featured the Sydney 2000 symbol, which was based on the shape of Sydney Opera House.

Despite the relatively large number of these cards produced, the announcement of Sydney's successful bid caused supplies of this card to dry up.

At press time, the retail price of this card was around \$20. Even at this level (four times face value), I believe this card is worth putting away.

The card is of a very popular theme among both collectors and souvenir hunters alike and prices will no doubt go higher.

China's bid

China has been issuing telephone cards for some time on a regional basis. However, in promotion of the Beijing 2000 bid, the central authorities issued a set of four cards which sells for around \$40. A larger set of nine cards (incorporating the

set of four Olympic cards) sells for around \$240 to \$250.

In a country with such an enormous population, issue quantities for Chinese phonecards are relatively small. If and when Phonecard collecting takes off in China, one can expect the price of many issues, including the Beijing 2000 series, to take off in a big way, because of the low mintages.

In particular, as the smaller provinces implement this technology, collecting first issues has proven to be very popular.

In 1992, the province of Neimongol or Inner Mongolia issued its first six cards (two sets each of three cards for the cities of Huhhot and Baotou). These cards presently retail at around \$150 per set. This is only about twice issue price, and I believe the price quotation for these could increase quickly.

Opportunities

Thematic collecting, popular for many years amongst stamp collectors, is proving to be equally popular among their phonecard collecting cousins.

When adding new cards to your collection, you won't go far wrong if you acquire cards with a popular theme. Australian collectors are very keen on any cards with an Australian theme, feature some recognisable symbol or aspect of Australian life.

An example of this is a current Hebei Province (China) 20 yuan card featuring a globe stopped at Australia and a mobile phone. This card is selling for around \$15 in Sydney at the moment.

OH

INTERVIEW

Chris Wilkinson

National General Manager, Payphone Services, talks to Brian Moore, publisher of **Phonecard Collector** about the success of Phonecard[™] to date.

PC: Is Telecom Australia happy with public acceptance of cardphones and phonecards?

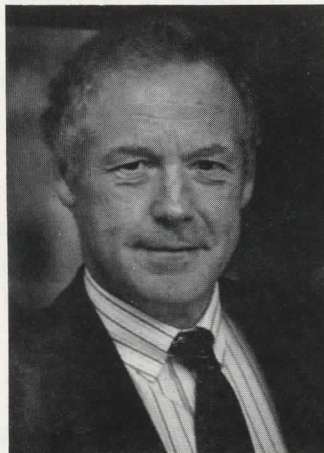
CW: Yes, Telecom is happy with Phonecard[™] acceptance. The Phonecard awareness level is 98%. Phonecard can be bought from more than 15,000 outlets nationally and 75% of Telecom's payphones accept Phonecard. Calls made by Phonecard rather than coin increased from 25% to 35% in the past year because Phonecard is a more convenient way of using payphones — there is no need to carry change.

PC: Does the response of the Australian public to the system mirror that of, say, Germany and Japan?

CW: It is difficult to do international comparisons, but I can say the introduction was speedy with all areas around Australia having access to Phonecard within two years of its introduction — one of the fastest implementations in the world. One in three Australians has bought or been given a Phonecard — this signals a good acceptance level by the Australian community.

PC: Is there likely to be any dramatic change in the technology behind phonecards and their use in the next five years? ... 10 years?

CW: Telecom constantly monitors technological trends in the telecommunications field in an effort to provide the best payphone service possible. I am unable to give you forecasts for future technological changes, specifically the arrival of the electronic purse, but we are tracking things carefully.



Chris Wilkinson, National General Manager, Payphone Services, Telecom Australia.

PC: How important are collector sales to the overall revenue of Payphone Services?

CW: Any contribution to Payphones revenue is significant. The Collectors business is of increasing importance as it grows.

PC: There have been recent initiatives to reduce warehousing and other costs at Payphone services and to reduce the quantity produced of Collector's Editions. Have these initiatives succeeded?

CW: Products such as Phonecard and especially Collector Edition (which are bulky) sets, require high security storage. Because of the long availability of these products (previously one year), storage costs were high. Reducing the sale time, as well as the quantities of Collector Edition sets, has been an extremely successful initiative from a cost reduction viewpoint. Storage is no longer even an issue as both Collector Edition sets

released so far this year (Australia Day 1994 and the Dinosaurs) sold out within days.

PC: Who is the average telephone card collector and how important in his or her thinking is the resale value of telephone cards?

CW: We are currently waiting on results of a recent survey that was sent out to all collectors on our mailing list, so we have an accurate profile of a collector. From our experience, however, it would be impossible to profile an 'average' collector — we have everyone on our mailing list from toddlers to professors; professionals to retirees. In the past, market research has been conducted to canvass the opinions of collectors and we will be looking carefully at the results of the survey. Obviously, we try to produce a product that will please collectors but ultimately, we can't please all the collectors all the time. We are finding that we are receiving a very positive reaction to the direction we have taken in the past as well as to recent changes that have been made.

PC: Has there been a significant shift away from collecting used cards towards mint or unused issues?

CW: Telecom deals only in mint condition cards, so I cannot comment with authority on the used card scene, however, we have had reports from many dealers that there has been a significant and noticeable shift towards the collection of mint cards. Collectors' literature, such as club magazines and trade publications, also support this. ▽

PC: *Phonocard resellers (not just dealers) often grumble about the relatively small 3% commission they receive on sales of single telephone cards. Not even in the cut-throat commercial world of supermarkets would 3% be considered an acceptable or profitable commission. Do you see any way in which that commission could be increased?*

CW: We are aware that some resellers would like a higher commission. There are, of course, volume rates which can double the commission levels for the very big resellers. However, we feel that the number of resellers is about right and so far, there has been very little fall away because of the commission level. All things considered, we believe the commission levels are about right.

PC: *How well were the first advertising cards (kMart, XXXX) received? Can you name any other major advertisers who've signed up to advertise on phonecards?*

CW: The kMart and Castlemaine XXXX Phonocard issues have been very successful. Phonocard Advertising and Collector Services (PACS) have commissioned two cards to mark the Tamworth Country Music Festival. Corporate Event cards have been released to mark the Chinese New Year (Year of the Dog). The next company to advertise on Phonocard will be Players biscuits. Telecom Corporate sponsorship cards featuring the Australian Ballet and the Sydney Dance Company will be released in the future.

PC: *There has been a rush of enthusiastic demand for recent Telecom Australia phonecards, especially the limited Australia Day and Dinosaur issues. Will production runs be increased to match demand or do you consider it healthy to have an early sell-out or two?*

CW: At this stage, production runs will not be increased. The recent early sell-outs have introduced an

excitement and interest to the hobby which has often been missing up till now. However, the number of Collector's Edition sets produced will remain flexible, as it has always been.

PC: *Telecom has been active in developing telecommunications infrastructure overseas, especially in South East Asia. Can you tell us which countries Telecom is producing telephone cards for? Do you see this as a potentially significant line of business for the company in the future?*

CW: Telecom is producing a Phonocard series for Christmas Island — the island has bought a number of our Phonocard payphones and we are issuing them with special Phonecards that can only be used on Christmas Island. The cards are encoded in A\$, but even though Christmas Island is an external Australian territory, it is outside the Australian telecommunication system. Therefore, the cards can only be used on Christmas Island and not mainland Australia. Telecom has also installed the payphone and Phonocard system in Cambodia and, for a short time, in Vietnam. We supply cards for use in these systems. Telecom will continue to look out for new opportunities to install and service the Phonocard payphone system overseas.

PC: *Like it or not, New Zealand Telecom appears to have been rather successful with its phonocard programme, especially the advertising cards which are coming out with increasing frequency. New Zealand's own corporate "Spot the dog" cards have been very successful, introducing humour to its cards. Can we expect to see "Chucky" featured on a series of cards or some other personality used to promote use of Telecom services?*

CW: "Chucky" is a popular character with an extremely high recognition factor throughout the population. While there are no definite plans at the moment to release a "Chucky"

card, it is possible that we will see one in the future.

PC: *Optus has signalled its intention to introduce telephone cards? Are they on track with their plans and how will the extra competition affect Telecom's market?*

CW: We are not aware of any immediate plans from Optus to introduce telephone cards like our Phonocard. We welcome competition as this is usually good for the customer. We believe our business is in a strong position to meet competition.

PC: *In such a new market about which relatively little is known, the staff handling collector business at Payphone Services appear to have coped very well and the company is now reaping the benefits of their imagination and hard work. In view of the increasing size of their contribution to the company's earnings, is it time to expand the collector group's resources to better meet the needs of this market?*

CW: I am very pleased with the way our Collectors business has grown and how our staff have handled it. In the short term, we see no need to increase our staff numbers, but we will continue to monitor the situation.

Next month's interview

In the April/May issue of **Phonocard Collector**, we interview Gabriele Woodbine, of Gabriele's Philatelic Service — one of Sydney's best known telephone card dealers. An increasing proportion of her turnover is resulting from telephone card trading and our interview with Gabriele provides some insight into why telephone cards are proving so popular amongst young and old collectors alike. □

Arthur Bushell

Arthur Bushell heads up phonecard advertising for Payphone Services, an area tipped to grow most rapidly.

TELECOM AUSTRALIA has been keen to develop the marketing opportunities presented by its Phonecard product, offering advertising to a wide variety of manufacturers and marketers but, until recently, when a firm strategy for selling space on advertising cards was finally established, the company has found the issue of advertising on phonecards a complex one.

The first advertising cards were issued only last August (kMart and Castlemaine XXXX). Mr Bushell told **Phonecard Collector** that the success of these first two issues was difficult to gauge, even for the advertisers themselves, who saw the cards as a service line for their own customers.

However, interest in phonecards as an advertising medium has picked up considerably in the first quarter of 1994, especially following on the success of the Tamworth Country Music Festival card issue.

Early in March, Payphone Services advertised phonecard as a marketing tool in *B&T*, a magazine targeted at advertising agencies and their clients.

The medium is being promoted to the advertising industry as "the billboard in your pocket" and Mr Bushell expects that the rate of enquiry will continue to increase after one or two major advertisers get their message onto phonecards, and these phonecards become widely distributed.

Mr Bushell told **Phonecard Collector** that phonecards are ideal for corporate image extension or promotional premiums and for campaign extension. Used in conjunction with, say, a television advertising campaign, phonecard could extend the effective life of the campaign by as much as two or three months at a com-

paratively low cost.

Telecom's own Corporate Communications people saw phonecards as the perfect medium with which to improve market share among Chinese Australians. These customers are significant users of STD and ISD calls, hence the issue of the Chinese New Year (Year of the Dog) telephone cards during February. The Chinese New Year issue was very well publicised in both Chinese and mainstream media and there has been pressure to reprint the cards.

Following on the success of the 1994 issue, Mr Bushell said it is possible that Telecom will issue another phonecard set next year (1995) for the Year of the Pig. Other Corporate advertising cards may target other ethnic groups among which the company is seeking to build market share.

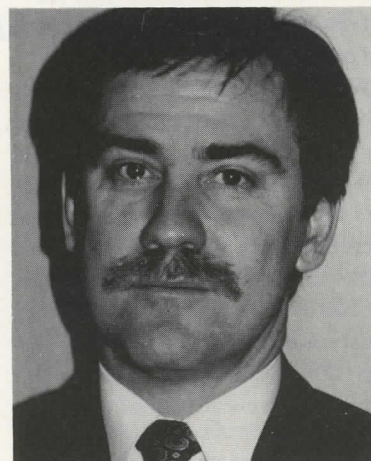
Meanwhile, in the private sector, **Phonecard Collector** and a major electrical company will shortly be giving away \$2 complimentary cards to their customers.

Mr Bushell sought to counter the misconception that Telecom's advertising department has been playing favourites or giving special treatment with the allocation of advertising cards.

He was keen to point out that all enquirers who had expressed interest in phonecards as a marketing or promotional medium had been sent the same information kit, but very few had responded to it.

Most enquiries, with a very few notable exceptions, had not produced any kind of contract or commitment to run with a phonecard issue, he explained.

Telecom Australia is not bound to accept all the proposals made to it and is has taken great care with its selec-



Arthur Bushell

tion criteria. Some designs have been knocked back and Mr Bushell added that Phonecard Advertising and Collector Services (PACS), the most active company in the area of advertising cards to date, was refused permission to produce a series of dinosaur cards, in view of the obvious conflict with Telecom's own issue. All submissions received, however, are treated on their merits.

Mr Bushell said that the minimum print run of 10,000 cards for an advertising issue was such that it deterred smaller organisations and individuals from seeking to produce cards, and thereby maintained Telecom's credibility and the credibility of the medium.

He did signal that there is likely to be a rapid growth in the number of advertising cards issued, especially from the second half of 1994 onwards and this is likely to cause a change in the habits of phonecard collectors. In view of the increasing number of issues likely, collectors may choose to restrict their collection to official cards, or certain categories of advertising cards or even specific themes on advertising cards in the future. **BM**

T'com seeks 33¹/₃% tariff increase for Payphones

LAST December, Telecom Australia Payphone Services filed an application with the Federal Minister for Transport and Communications for an increase in the payphone call tariff for local calls (and the long distance rate per meter pulse) from 30 cents to 40 cents.

Among the reasons cited by Telecom for the increase being sought, is the fact that revenue currently earned by payphones does not cover the cost of providing the service.

Further, the cost of providing the service has risen, whereas the charge for payphone calls has not. The price of calls made from Telecom-operated

payphones has not increased since 1986.

In the intervening time, the average wage has risen by 42% and the Consumer Price Index (CPI) has increased by 38%.

In contrast, the increase sought represents only a 33¹/₃% rise for the same eight-year period. Long distance (STD and IDD) calls made from public payphones have actually decreased in price by 35% and 41% respectively.

In comparison with other countries, Australia's public telephone tariff is low and if the increase is granted, will remain competitive at

40 cents. For example, the combined average tariff for local calls in France, the United Kingdom, Germany, Italy, Canada and the United States is 43 cents.

Over a distance of 50 to 100 km, a three minute payphone call in Australia will cost \$1.60 compared with \$2.38 (average) overseas. □

Wanted ...

Information about new phone-card issues of all countries.

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We specialise in supplying top quality mint and used cards from New Zealand, Australia, the Pacific and North America. We also have an extensive range of foreign cards, both mint and used, so we can attend to your country or thematic interests. If the card that you require is not in stock, then we will try to obtain it for you.

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AUSTRALIA

Smaller editions

TELECOM AUSTRALIA has reduced the number of Collector's Edition folders it produces for each issue. The Microscopic World and Environmental folders, for example, were produced in editions of only 5000, for example.

In the past, Telecom produced 10,000 of each Collector's Edition, with the exception of the South Australia (11,000) and Australia Day 1992 editions (5000).

According to Telecom, quantities of Collector's Edition folders produced in the future will vary. Feedback from collectors has shown that most collectors of the folders wish them to be unique and Telecom has taken this into account with its issuing policy.

The impact of advertising cards on

Advertising cards

FOLLOWING the successful release last August of the first issue of phonecards to carry private advertising, Telecom has commenced the release of new phonecards carrying advertising, promotional messages or other privately produced designs.

Private Phonecard issues will be produced in quantities ranging from 10,000 to 100,000.

They will be distributed in a vari-

Next PACS issues

PHONECARD ADVERTISING & COLLECTOR SERVICES (PACS) has advised of four new telephone cards, being issued on its behalf by Telecom Payphone Services during March and April.

The first is a \$5 card (PACS code 4) issued for Players Biscuits, promoting Swiss Chocolate Bars. Approximately 12,000 cards will be produced, of which about half will be made available in Limited Edition folders. The folders will feature a company background and narrative about the Swiss product. Launch

Telecom's mail order fulfilment and stock holding arrangements has also contributed to their decision to vary the number of sets produced in future. The fixed withdrawal date of the packs has also been shortened from 12 months to six.

Previously, Telecom made the sets available for sale for as long as possible so that collectors new to the hobby had the opportunity to purchase these sets. However, the high cost of secure storage and insurance incurred by Telecom has resulted in the decision to shorten the sale period.

The first Collector's Editions produced for 1994 (Australia Day and Dinosaurs) both sold out very quickly. □

ety of ways according to the requirements of each customer.

Some will be broadly distributed through Telecom's regular phonecard resellers, while others may be distributed through the advertisers' own outlets.

Where feasible, private phonecard issues will be available through Telecom's direct mail service for collectors. □

date for the Swiss card is March 21.

Three \$5 cards will be issued on April 4 in "The Majors" (Golf) series. Approximately 14,000 of each card are being produced, of which 10,000 will be included in Limited Edition folders. Featured on the cards are Bernhard Langer (PACS 4), Lee Janzen (PACS 5) and Paul Azinger (PACS 7). A fourth card featuring Greg Norman (PACS 6) will not now be issued.

☎ Phonecard Collector INFORMATION LINE

PACS, Level 7, Konica Building, 275 Alfred Street, North Sydney, NSW 2060.

Limited editions

A major change for collectors of Australian cards, which commenced with the Australia Day 1994 issue, is the different inscription on the back of cards, unique to Special (Limited) Edition folders.

These cards now carry a unique card ID code which starts with the character 'L', signifying that the phonecard is from a Limited (SPECIAL) Edition folder.

The unique card ID code for the Phonecard contained in the Australia Day 1994 Limited (Special) Edition folder is 'L931212'. Another feature of these cards is that, in place of bar coding, they now carry a brief card description, such as "1994 LIMITED EDITION — To commemorate Australia Day 26th January 1994."

Telecom introduced the changes after feedback from collectors indicated that they would like changes to the Special Edition folders to make them unique and more desirable.

The change also has a security component, helping guard against the removal of cards from Limited (Special) Edition folders and the substitution of phonecards which were not originally packaged in the folders by Telecom. Phonecard Limited Editions are now being sold at a price which better reflects the full costs associated with their design and production, and their value as a unique and exclusive phonecard collectible. □

Rosebud club

THE Rosebud & District Phonecard Collectors Club Inc, has changed its meeting venue due to the rapid growth in membership of the club.

The club's next meeting will be held April 9 at the Anglican Church Hall, corner Sixth Avenue and Point Nepean Road, Rosebud, Victoria (Melway 158 D 12). The meeting will commence at 2pm and visitors are welcome. The club's mailing address is: PO Box 211, Rosebud, Vic 3939, Australia. □

First Australian complimentary card

Telecom will issue the first Complimentary phonecard on behalf of **Phonecard Collector** during May.

OUR own **Phonecard Collector** phonecard, to be issued by Telecom Australia during May, will feature the front cover of a recent issue of the magazine and will be given away FREE *while stocks last* to those who enter a new subscription (or extend their existing subscription) to **Phonecard Collector** in the period March 19 1994 to September 30 1994.

A limited run of 10,000 of the \$2 cards is being produced for **Phone-**

card Collector by Telecom Australia's contracted manufacturer, Leigh Mardon Pty Ltd, in Melbourne.

The new **Phonecard Collector** card belongs to Telecom Payphone Services' new 'Custom' cards category and will feature the Telecom logo prominently.

Being a Custom card, it will *not* be made available through Telecom's mail order service.

The *only* way to obtain the card will therefore be to subscribe (or

renew your subscription) to **Phonecard Collector**.

By subscribing for one year, a reader will be entitled to one free card.

By subscribing for two years, the reader will be entitled to two cards.

By subscribing for three years, the reader will be entitled to three cards.

In other words, subscribers will be entitled to one free **Phonecard Collector** Complimentary card for each year of their subscription. ▽

See page 29 for details on how to obtain your FREE Phonecard Collector \$2 Complimentary telephone card. Don't delay ... sign up today!

COLLECT AUSTRALIAN PHONECARDS

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AUSTRALIA

Telecom revises card classification system

DELAYS caused by processing of the PACS Tamworth Country Music Festival (CMF) cards has caused Telecom to revise its policy regarding classification and sale of Advertising Cards. The Advertising Card category will now include Telecom Corporate Advertising (eg, Chinese New Year — Dog) and Private Advertising cards (eg, kMart, Castle-maine XXXX).

The majority of Advertising Cards will be available through Telecom's usual reseller network to the public and will be available through the Collectors direct mail service.

A new classification will be **Custom** cards, which will include such categories as promotional, event and charity cards. This includes cards such as the recent PACS Tamworth CMF cards, upcoming Swishh and Golf cards and the **Phonecard Collector** Complimentary card.

From March, Telecom's Phonecard Collectors Group will only offer Official Issue and Advertising cards for sale through its mail order service.

Custom cards will not be made available for sale through Telecom.

All official issue cards will continue to be available through the mail order service.

The coding system for Official issues will now include the following classifications:

N - National

L - Limited

I - International

There will be another code for Territory cards, which will include cards produced for use in Australia's external territories, such as Christmas and Norfolk island. More details will be published in **Phonecard Collector** as Telecom's negotiations with the territories' telecommunications bodies are finalised.

The following codes are no longer appropriate and will no longer be used on official issue phonecards: T (trial) and G (Generic). □

Telecom's 0055 number for card information

TELECOM has established a 0055 information number for collectors. The number for calls within Australia is

0055 29469.

This service provides all the news on current phonecard releases — what is still available and what has sold out, the latest information on upcoming phonecard issues and serial numbers.

It will be constantly updated with details for all the most recent releases and will provide the opportunity for callers to join Telecom's Phonecard Collectors' Club. □

Serial numbers

TELECOM has kindly provided the following serial and batch number and quantity information for **Phonecard Collector** readers.

\$5 Environment N931012	343	100,000
\$5 Environment N931012	344	100,000
\$5 Environment N9331012	345	50,000
\$10 Environment N931023a	346	100,000
\$10 Environment N931034a	347	50,000
\$20 Environment N931034a	348	100,000
\$10 Environment N931023a	349	100,000
\$5 Environment N931012	350	100,000
\$5 Environment N931012	351	50,000
\$20 Environment N931034a	352	80,000
\$10 Christmas 1993 N931123a	353	100,000
\$10 Christmas 1993 N931123a	354	100,000
\$10 Christmas 1993 N931123a	355	100,000
\$5 Christmas 1993 N931123a	356	100,000
\$5 Christmas 1993 N931123a	357	100,000
\$5 Christmas 1993 N931123a	358	100,000
\$5 Christmas 1993 N931123a	359	100,000
\$5 Christmas 1993 N931123a	360	100,000
\$5 Christmas 1993 N931123a	361	100,000
\$10 Australiana Generic (new logo) G930723a	362	100,000
\$5 Environment N931012	363	100,000
\$5 Australia Day N931212	364	100,000
\$5 Australia Day N931212	365	100,000
\$5 Australia Day N931212	366	100,000
\$20 Australiana Generic (new logo) G930734a	367	100,000
\$10 Australiana Generic (new logo) G930723a	368	100,000
\$5 Australia Day N931212	369	93,000
\$5 Australia Day (collector) L931212	370	7,000
\$5 Dinosaur Muttaborra N931312	371	95,000
\$5 Dinosaur Muttaborra N931312	372	100,000
\$5 Dinosaur Muttaborra N931312	373	100,000
\$5 Dinosaur Muttaborra N931312	374	100,000
\$5 Dinosaur Muttaborra N931312	375	100,000
\$5 Dinosaur (collect) L931312	377	5,000
\$10 Dinosaur (collect) L931323a	378	5,000
\$10 Dinosaur (collect) L931334	382	5,000

Late information

AS this issue went to press, Telecom provided further batch number and quantity information as follows:

\$5 Bilby	402-405	400,000
\$10 Kangaroo Generic	404	50,000
\$10 Dinosaur	407	100,000
\$20 Gouldian Finch	408	80,000
\$5 Bilby Limited Edition	409	8,000
\$10 Western Swamp Turtle (Ltd Ed)	410	8,000
\$20 Gouldian Finch (Ltd Ed)	411	8,000
\$5 Players Biscuits Swishh	412	10,000
\$2 International Cambodian Card	413	20,000
\$5 International Card	418	20,000
\$5 Opera House Generic	419	100,000
\$5 Bilby	420-422	300,000
\$10 Western Swamp Turtle	423-425	300,000
\$20 Gouldian Finch	426	60,000

Phonecard Offers from JPS

This month, we present a range of Starter Collections for phonecard collectors. The Australian collection, in particular, is excellent value and comes with a free catalogue! There are also Starter Collections of German and World cards. Asian cards are in great demand, and we present a range of Chinese cards (including elusive first issues from the provinces), popular and colourful thematic sets from Thailand, plus the recently issued Year of the Rooster card from Indonesia. We recommend your early order for these attractive offers! We don't just supply phonecards, but offer a full range of accessories for the phonecard collector, including storage media and phonecard catalogues.

China (all Mint)

Baotou City 1992 set (3)	\$145.00
Beijing 1992 set (8)	\$240.00
Chengdu City 1993 set (3)	\$145.00
Hebei 1st set (7)	\$195.00
Hebei 1993 set (3)	\$97.50
Hunan 1993 set (5)	\$195.00
Liaoning 1992 1st set (4)	\$175.00
Liaoning 'Phones set (2)	\$50.00
Neimongol set (3)	\$145.00
X'ian 1992 1st set (8)	\$340.00

Want Lists invited for all Chinese cards
(mint complete sets only).

Thailand (all Mint)

Fish set (4)	\$50.00
Flowers set (4)	\$50.00
New Year 1994 (1)	\$13.50

Indonesia (Mint)

1993 Year of the Rooster (1)	\$18.00
------------------------------------	---------

Brazil (Mint)

10 unit Bird (1)	\$5.00
20 unit Bird (1)	\$5.00
Special Offer: Take both cards for	\$9.00

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Endeavour House,
Manuka, ACT 2603
AUSTRALIA

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Fax (06) 295 0318

Australian Starter Collection

20 different used cards including complete 1993 Endangered Species set (good, clean, multi-hole cards). Collection includes FREE Australian phonecard catalogue **\$29.95**

Germany Starter Collection

10 different good used chip picture cards including one Comic card, also themes (Cars, etc) **\$49.95**

World Starter Collection

20 different world picture cards including many countries/themes (no generic cards) **\$49.95**

Accessories

Lighthouse phonecard pages. Top quality, fully transparent, no acids or softening agents.

Pack of 10 **\$14.50**
(Black — 16 cards per page or
Clear — 8 cards visible both sides)

Lighthouse phonecard album with 20 clear pages and four-ring binder **\$37.50**

Generic type phonecard pages (10) **\$9.00**

Lighthouse Phonecard Catalogue (Australia) 1993 edition. Prices out of date but introductory explanations excellent. Was \$8.95, NOW **\$2.95**

☞ Terms of business

All prices in A\$. Cash or Cheques (or Bankcard/MasterCard/Visa authority) with order, postage and handling extra: Add \$2.50 postage and handling in Australia on any order; Overseas add \$7.50. Overseas customers: Please supply your complete street address and telephone number (large orders delivered by courier).

MARKET REPORT

A monthly feature in **The Phonocard Collector** giving a simple, accurate and up-to-date listing of prices for all Telecom Australia phonecards.

PRICES quoted are taken from a cross-section of dealers' retail lists and auction results.

However, the report can only be a guide to current prices and market movements after close of copy (around two weeks before publication date) will appear in next month's report.

All Telecom Australia phonecards are priced mint, one-hole and used (multi-hole). All prices are for cards in good condition.

Private advertising and event phonecards are included along with Telecom's generic, national and special issues.

Reprints and prefix number are not dealt with separately. Only the cheapest version of each card is listed. Two to three times a year a supplement to the report covering prices for prefix numbers and reprints will be published.

This will also cover other issues such as those by OTC and Telstra for Cambodia, Vietnam, Christmas Island, etc, as well as specimens and the like. Card issues of other companies will be included where appropriate (eg cards issued by PayTel for use on TT-Line ships).

Each month, the Market Report will also feature a short Update based on the broadest market trends.

Update

SINCE Christmas, interest in Australian cards has focused primarily on mint material with many packs (including South Australia, Victoria, Queensland, etc), almost doubling in price.

Individual cards from these sets have also increased and stocks diminished with collectors and dealers scrambling to make up complete sets.

However, large price movements are not restricted to the older material. The recent Dinosaur issue was expected to be popular but the reduction in mintage of packs from 10,000 to 5000 coupled with the new marking "Limited Edition" appearing on cards in packs and unique prefix numbers has seen the Dinosaur pack rocket to almost three times its issue price. Likewise the Australia Day 1994 pack which was the first to have

the "Limited Edition" marking has risen from issue price of \$10.50 to trade at around \$40.

The new series of Endangered Species (see front cover) will also be issued in a pack and no doubt collectors and dealers will be quick to snap these up.

January also saw the first private advertising/event card for the Tamworth Country Music Festival. A small percentage were sold at face value by Telecom, the remainder being marketed by the producers PACS through dealers, each pack costing \$45.

These are still available at issue price, however, a sell-out is inevitable as an overseas dealer has contracted to purchase any cards remaining unsold by March 18.

The latest issue for the Chinese Year of the Dog has also created great interest, there being only 30,000 sets available.

Most were distributed to retailers in Chinatowns around Australia from which they sold out quickly.

Nevertheless, some used copies have turned up and this further reduces the number of mint sets in the market place. *Turn to page 20*

The Speculator

The Speculator — a new column beginning in next month's **Phonocard Collector** — will focus on a few particular phonecard issues from Australia and overseas and assess their short- and long-term investment potential. If there are particular cards you would like to see reviewed, or you have any information which may assist in compiling this column, please contact the editor.

0055 29469

To keep you informed about all the developments in the exciting and fast paced world of **Phonecard** collecting, Telecom has established the **COLLECTORS HOTLINE.**



0055 29469

- ◆ Get all the news on the current Phonecard™ releases - what is still available and what has sold out.
- ◆ The latest information on upcoming Phonecard issues and serial numbers.
- ◆ Constantly updated order details for all the most recent releases.
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(Calls charged at 35c/minute from anywhere within Australia).

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calls from outside Australia: 61 0055 21142



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MARKET REPORT #1

GEELONG (pack \$150)



Go Together
 mint \$45
 1 hole \$45
 used \$35



Float and Wave
 mint \$10
 1 hole \$8
 used \$6



Reach to Rescue
 mint \$12
 1 hole \$8
 used \$7



Surf Boats
 mint \$20
 1 hole \$18
 used \$14



Zodiac
 mint \$10
 1 hole \$9
 used \$8



Surf Crew
 mint \$55
 1 hole \$50
 used \$45

SOUTH AUSTRALIA (pack \$180)



Vineyard
 mint \$20
 1 hole \$8
 used \$4



River Murray
 mint \$20
 1 hole \$18
 used \$12



Adelaide Grand Prix
 mint \$25
 1 hole \$10
 used \$5



Flinders Ranges
 mint \$20
 1 hole \$12
 used \$8



Kangaroo Island
 mint \$30
 1 hole \$20
 used \$12



Adelaide City
 mint \$50
 1 hole \$20
 used \$7

GENERIC 1990



\$2 Logo
 mint \$5
 1 hole \$3
 used \$1



\$5 Logo
 mint \$25
 1 hole \$8
 used \$4



\$10 Logo
 mint \$30
 1 hole \$5
 used \$3



\$20 Logo
 mint \$40
 1 hole \$15
 used \$5



\$50 Logo
 mint \$80
 1 hole \$35
 used \$20

500th GRAND PRIX (pack \$30)



Alfa and Wreath
 mint \$25
 1 hole \$18
 used \$10

QUEENSLAND (pack \$110)



Barrier Reef
 mint \$15
 1 hole \$8
 used \$6



Gold Coast
 mint \$15
 1 hole \$10
 used \$7



Brisbane City
 mint \$80
 1 hole \$45
 used \$25

VICTORIA (pack \$110)



Melbourne City
 mint \$15
 1 hole \$6
 used \$4



River Murray
 mint \$25
 1 hole \$6
 used \$4



Grampians
 mint \$50
 1 hole \$15
 used \$8

NEW SOUTH WALES (pack \$150)



Orangutan
 mint \$8
 1 hole \$5
 used \$2



Echidna
 mint \$10
 1 hole \$5
 used \$3



Platypus
 mint \$25
 1 hole \$20
 used \$8



Giraffe
 mint \$25
 1 hole \$20
 used \$10



Cheetah
 mint \$40
 1 hole \$8
 used \$5



Zoo Entrance
 mint \$35
 1 hole \$25
 used \$10

ACT (pack \$70)



Royal Mint
 mint \$10
 1 hole \$6
 used \$4



Canberra View
 mint \$10
 1 hole \$8
 used \$4



Questacon
 mint \$10
 1 hole \$6
 used \$4



War Memorial
 mint \$15
 1 hole \$12
 used \$6



Telecom Tower
 mint \$25
 1 hole \$15
 used \$9

Keep up-to-date with the market -
 subscribe to **Phonecard Collector**

THE MARKET

WEST AUSTRALIA (pack \$40)



Perth Skyline
mint \$12
1 hole \$12
used \$10



Karri Forest
mint \$12
1 hole \$10
used \$8



Bungle Bungles
mint \$16
1 hole \$12
used \$10

NORTHERN TERRITORY (pack \$35)



Crocodile
mint \$15
1 hole \$12
used \$10



Ayers Rock
mint \$20
1 hole \$18
used \$15

TASMANIA (pack \$30)



Cradle Mountain
mint \$18
1 hole \$16
used \$12



Hunter Street
mint \$12
1 hole \$8
used \$5

GENEVA CONFERENCE



Koala
mint \$160
1 hole \$160
used \$150

RED CROSS (pack \$80)



Health and Safety
mint \$8
1 hole \$5
used \$2



Blood Transfusion
mint \$12
1 hole \$9
used \$7



Community Service
mint \$10
1 hole \$6
used \$4



Youth
mint \$10
1 hole \$6
used \$4



Disaster Relief
mint \$25
1 hole \$4
used \$2



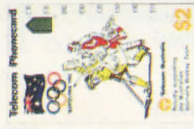
Assignments
mint \$30
1 hole \$6
used \$4

AUSTRALIA DAY 1992 (pack \$40)



Abstract
mint \$40
1 hole \$15
used \$10

OLYMPIC 1992 (pack \$110)



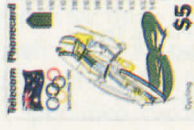
Hockey
mint \$25
1 hole \$10
used \$5



Willy
mint \$20
1 hole \$8
used \$5



Swimming
mint \$10
1 hole \$2
used \$1



Cycling
mint \$10
1 hole \$2
used \$1



Track & Field
mint \$20
1 hole \$3
used \$1.50



Marathon
mint \$30
1 hole \$8
used \$6

TELECOM ADVERTISING



Messages
mint \$7
1 hole \$2
used \$1



Hit a Snag
mint \$15
1 hole \$3
used \$2



Turn up the Volume
mint \$15
1 hole \$3
used \$2



Don't Hang Around
mint \$30
1 hole \$8
used \$5

CHRISTMAS 1992



Bird Choir
mint \$90
1 hole \$90
used \$90



Wombats on Beach
mint \$10
1 hole \$2
used \$1.50



Koala Santa Claus
mint \$15
1 hole \$3
used \$2

AUSTRALIA DAY 1993 (pack \$15)



Happy Faces
mint \$9
1 hole \$2.50
used \$1.50

TELECOM GENERIC - TOURISM



Sydney Opera House
mint \$15
1 hole \$2
used \$1



Kangaroo
mint \$15
1 hole \$3
used \$1.50



Great Barrier Reef
mint \$30
1 hole \$5
used \$3



Koala
mint \$80
1 hole \$40
used \$30

ENDANGERED SPECIES (pack \$35)



Wallaby
mint \$10
1 hole \$3
used \$2



Wombat
mint \$10
1 hole \$3
used \$2



Numbat
mint \$15
1 hole \$4
used \$3

INDIGENOUS PEOPLE - Aboriginal Art (pack \$45)



Creation of Life
mint \$8
1 hole \$3
used \$2

THE MARKET



Life on Earth
mint \$15
1 hole \$5
used \$3



Eternity
mint \$25
1 hole \$14
used \$10

ADVERTISING CARDS 1993



KMart - AC Cola
mint \$10
1 hole \$8
used \$6



KMart - Camping
mint \$12
1 hole \$10
used \$8



KMart - Clothing
mint \$22
1 hole \$18
used \$15



XXXX - Beer
mint \$14
1 hole \$10
used \$8

LANDSCAPE 1993 (pack \$45)



Kakadu Billabong
mint \$8
1 hole \$3
used \$2



Lizard Island
mint \$12
1 hole \$4
used \$2



Northern Flinders Ranges
mint \$25
1 hole \$12
used \$8

SYDNEY OLYMPIC BID 2000



Olympic Bid Logo
mint \$25
1 hole \$15
used \$8

MICROSCOPY (Micro-photographs) (pack \$45)



Marine Plankton
mint \$8
1 hole \$3
used \$2



Butterfly Eggs
mint \$12
1 hole \$4
used \$3



Pollen Grains
mint \$25
1 hole \$12
used \$8

TELECOM GENERIC (New Logo)



Sydney Opera House
mint \$8
1 hole \$2
used \$1



Kangaroo
mint \$13
1 hole \$3
used \$1.50



Great Barrier Reef
mint \$23
1 hole \$5
used \$3



Koala
mint \$60
1 hole \$35
used \$25

ENVIRONMENT PROTECTION (pack \$45)



Recycle
mint \$8
1 hole \$3
used \$2



Plant a Tree
mint \$12
1 hole \$4
used \$3



Be a Green Consumer
mint \$25
1 hole \$10
used \$6

CHRISTMAS 1993



Outback Christmas
mint \$8
1 hole \$3
used \$2



City Christmas
mint \$12
1 hole \$4
used \$3

AUSTRALIA DAY 1994 (pack \$40)



Abstract Design
mint \$6
1 hole \$3
used \$2

AUSTRALIAN DINOSAURS (pack \$110)



Muttaborrasaurus
mint \$8
1 hole \$3
used \$2



Austrosaurus
mint \$12
1 hole \$4
used \$3



Minmi
mint \$25
1 hole \$12
used \$8

TAMWORTH MUSIC FESTIVAL (PACS (pack \$45)



Golden Guitar Award
mint \$20
1 hole \$18
used \$15



Lee Kernaghan
mint \$20
1 hole \$18
used \$15

THE DOG



Dog on Ball
mint \$10
1 hole \$8
used \$6



Dog on Unicycle
mint \$10
1 hole \$8
used \$6



Dog and Flowers
mint \$10
1 hole \$8
used \$6



Dog and Ribbon
mint \$10
1 hole \$8
used \$6

Sydney View

with Opera House

A NEW YEAR brings an opportunity to reflect on the year that was. And what a year it was for phonecards! For the most part, the market has gone from strength to strength.

Most readers of **Phonecard Collector** would recall that this time last year, most eyes were focused on the \$1.50 Christmas card. I am sure that, on reflection, Telecom probably wishes it had not handled the issue of this card the way they did.

What started off as a well intentioned jesture of goodwill to good customers ended up as a controversial issue.

Because this card was so heavily oversubscribed, it immediately went up in price to around \$30. Surprisingly, it stalled there for most of the year and it was only in the closing months of 1993 that the price moved again, and it is now hovering at around the \$80 mark.

Switch from used to mint

One of the biggest changes in the local market has been the shift from used to mint cards, together with the collecting of the prefix numbers of mint cards.

This has added a whole new dimension to the market and forced prices up in some areas to very high levels. When the availability of many mint cards is taken into account, the new, higher prices, although disturbing, are actually justified — and many will go higher still.

Australian collectors are narrowing their fields of interest as the hobby here matures. A year or more ago, most collectors were new players in what was essentially a new market. As a result, many collectors needed a wide range of material to build their collections. A year on, and most collectors who have gone more

seriously into the hobby, have obtained at least some Specimen cards, most of the Collector's Editions and most of the used cards — at least on a 'per print' basis.

Many of these collectors have now moved on to collect mint or used prefix numbers. At this point, however, acquisition becomes a lot more difficult. Perhaps 80% or more of the prefix numbers can be obtained from other collectors or dealers, however, the last 20% or so is very hard to obtain.

Specimens

1993 was an unusual year for Specimen cards. Some dealers and collectors simply spurn these items, and won't stock or collect them. But those that do appreciate them have, in some cases, paid a very high price. Prices for these items have been relatively stable for much of the year and demand appears to have tailed off.

Specimen cards form a justifiable and legitimate part of any phonecard collection, much like proofs form an important (and valuable) part of a serious stamp collection.

As to price, this is an issue for the market to decide. I don't see prices going down much if at all and I have a feeling that after a lull, these cards may well be in for further price increases, just like the 1992 \$1.50 Christmas card already mentioned.

\$5 Geneva

On the subject of price increases, consider the \$5 Geneva card — the issued one and not the Specimen version. Mid way through last year, this card was selling for around \$40. Then, it jumped to around \$90 and at last report, was selling for \$160.

For readers who are still missing this card, it is not easy to give advice. If you want it, you'll have to pay a

price. After all, only 10,000 were ever issued and this is always going to be a difficult card. Though the price may stall at the current level, it unlikely to ever come down much.

Display boards

Display boards have been an interesting diversion for many a collector. The market for these items remains sluggish and quite a few collectors (and dealers) had their fingers burned by paying very high prices for these items. Be sure to shop around for the best price when adding these items to your collection.

Commerce

Several auctioneers now include phonecards in their sales and I understand that a *Strictly Phonecard* auction will take place soon — and not before time!

A problem that dealers experience with phonecards is just what to do with the hoardes of used cards they accumulate. Recently I witnessed a dealer in his shop trying to buy a swag of used cards from a collector. The collector did not seem too impressed with the price he was being offered, and was quoting how much face value there was in his bundle and so on.

Collectors should attempt to understand dealer motives in this regard. When a dealer buys a bundle of cards, he or she has one thing in mind: to resell the cards at a profit.

So, when there are large quantities of \$5 and \$10 cards of the new Generic series being offered — cards of which the dealer already has large quantities — the buying price will be lowered. If collectors were to see the back-up stocks most dealers have of, say, the \$5 and \$10 Generics, then they would be a lot more sympathetic to the dealer cause!

OH

Phonocard Collector

Display Advertising Rates

(Effective February 1994)

Description	Size (width × depth)	To be typeset	Camera-ready/ Repeat
Full (1/1) page	177 × 270mm	A\$475	A\$415
Half (1/2) page	86 × 270mm or 177 × 133mm	\$280	\$230
One-third (1/3) page	55 × 270mm or 177 × 91mm	\$200	\$160
One-quarter (1/4) page	86 × 133mm or 177 × 64mm	\$160	\$125
One-eighth (1/8) page . .	86 × 64mm	\$90	\$70
“Mini-Display” ad	41 × 41mm	\$30	-

MINI-DISPLAY ADS: These ads are an economical way of keeping your name and specialities in front of collectors (and dealers). Mini-Display ads are sold in modules 41 × 41mm in size. Advertisers may elect to take multiple modules pro-rata. Although Mini-Display ads may be booked casually by dealers, clubs and societies and individual collectors, there are big savings if the same ad is booked (and paid for in advance) to run for 12 consecutive issues. Book and prepay for a series of 12 Mini-Display ads for only A\$240. (Copy must not be changed.) All Mini-Display ads are priced nett — no further discount applies.

COLOUR: For your choice of process red, blue or yellow spot colour, add \$150 to the above space rates. For four-colour, add \$310 (plus cost of colour separations and film planning) to the above space rates.

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Phonocard Collector Advertising

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Collect Australian Phonecards

THE 1994 edition of *Collect Australian Phonecards* by Graham Bird and Ken Sparks is now being released by Lighthouse Philatelics Pty Ltd.

The catalogue contains all phonecards expected to be issued by Telecom, Phonocard Advertising and Collector Services and Pay-Tel Australia up to April 1994. All cards are illustrated in full colour.

Comprising 48 pages, the catalogue also contains informative articles on phonecard history, their production, preservation and use.

The pricing has been expanded to cover multi-holed cards as well as mint and single-hole. Individual cards, sets and Collector's Editions are also catalogued. The pricing is based on major dealer pricelists.

Since publication of the first edition, the editors have noted that many

catalogue users are interested in using a computer based system to keep track of the cards in their collection and their values.

In conjunction with Melbourne based software company, 3D Productions, the *Phonocard Organiser* software has been developed. Being Windows based and mouse driven, the programme is simple to use, with built in help screens. The programme disk comes with written loading and operating instructions. It lists all It lists all phonecards (with their prices) catalogued in the 1994 edition of *Collect Australian Phonecards*.

In addition, the *Phonocard Organiser* enables the collector to enter and save information on the number of mint, single-hole and multi-hole cards held in the collec-

tion. A summary list of all cards held can be printed by number and value.

Another very useful printout is a list of cards *not* yet in the collection — in other words, a 'want list' which can be taken to phonecard fairs and to dealer shops.

Arrangements have been made so that the collector can update on a regular basis to include recent issues and changes in value. The upgrade is made without altering the personal collection data held in the data base.

The *Phonocard Organiser* and its updates are available on both 3 1/2" and 5 1/4" disks A\$39.95. A kit containing both the catalogue, *Collect Australian Phonecards* and the software, the *Phonocard Organiser*, is available from the editors for A\$48 (postpaid within Australia). Address: Modern Philately, PO Box 485, Forestville, NSW 2087, Australia. □



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International recognition for phonecards: telephone card dealers can join ASDA (New York)

DURING a meeting of the executive board of the American Stamp Dealers' Association (ASDA) held late last year, it was resolved that telephone card dealers can join the association.

The issue had been in question since phonecards are in no sense philatelic and the FIP (Federation International de Philatelie) had previously resolved that phonecards could not be included in philatelic exhibits.

In fact, some philatelic exhibition organisers (notably, those behind HONG KONG '94) have even gone so far as to ban phonocard trading from dealer booths, despite their obvious popularity among stamp collectors.

According to ASDA executive director, Joseph Savarese, "The basis of this change in direction is that many of our members already handle telephone cards as a collectible, and for many countries that issue these cards, the responsibility falls under their individual philatelic and telecommunicating divisions."

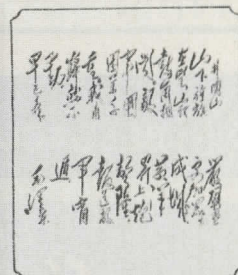
After the March 19 Sydney International Phonocard Fair, a meeting of Australian and New Zealand phonocard dealers will be convened to consider the formation of a trade association for dealers in phonecards. **Phonocard Collector** will report on the outcome in next month's issue. □



KING RAMA V OF SIAM (THAILAND)



孙中山诞辰
一百二十七周年 1866~1993



毛泽东诞辰一百周年 1893~1993

Great men of Asia

Great men of Asia are featured on a set of three Japanese telephone cards issued last year. Featured were King Rama V (Thailand), Dr Sun Yat-sen (Republic of China) and Mao Zedong (People's Republic of China). Each of the three cards is denominated 500 yen and the names of the personalities are inscribed at foot of the cards in black ink on a yellow background. Total mintage of the series was limited to 300 sets. King Chulalongkorn, popularly known in Thailand by his posthumous title, King Rama V, is greatly revered by the Thai people to this day. He ruled Siam as Thailand was then known, from 1868 to 1910. His full name was Somdeth Phra Paraminda Maha Chulalongkorn. He made great contributions during his reign, abolishing slavery and closing down gambling houses which, he believed, were a major cause of slavery. He also traveled widely in Europe and adopted British administrative methods in ruling Thailand. Dr Sun Yat-sen (1866-1925) is accredited as the father of modern China. He was popularly known in China by his Cantonese name, Sun Chung Shan and was the leader of the Kuomintang or Nationalist Party which he founded. After many unsuccessful uprisings, he was forced into exile and traveled to many countries in search of financial aid for his underground revolutionary movement. Finally, he managed to overthrow the Manchu dynasty in China in 1911. Mao Zedong was extensively profiled in **Phonocard Collector** last September. **KSL**

Endangered species

New Telecom issue prepared in consultation with World Wide Fund for Nature (WWF).

DURING April, Telecom Australia will issue three further cards in its Endangered Species series. The Limited Edition pack issue (limited to only 8000 packs) has been prepared in consultation with the World Wide Fund for Nature, the world's largest and Australia's most credible conservation organisation.

WWF has been working towards conservation of Australia's threatened species for the past 15 years and the animals featured on this series have all been the focus of WWF projects.

\$5 — Bilby

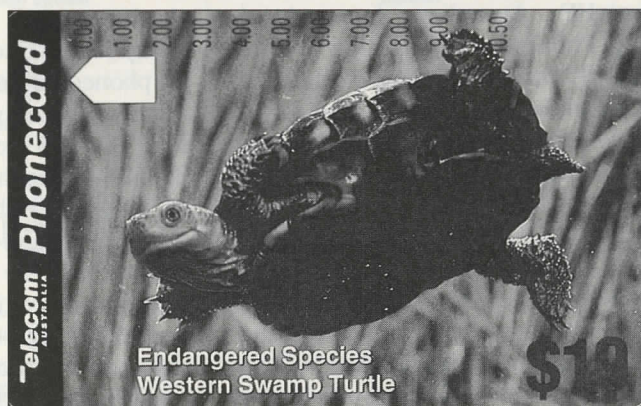
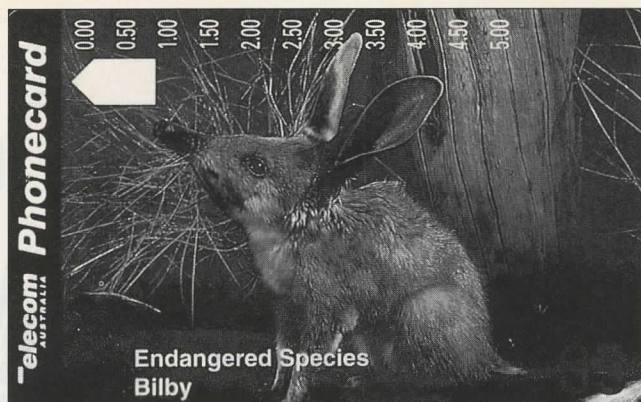
The Bilby is one of Australia's most highly endangered species and is extinct in certain areas of the country. The Bilby has long, soft, blue-grey fur, large, rabbit-like ears and a long pale snout which make it the most unusual of the bandicoot family. Its fragile and delicate appearance seems out of character with the harsh Australian desert which it now occupies.

Once inhabiting the arid and semi-arid regions of the southern Australian mainland, it is now confined to the deserts of central Australia with satellite populations in Western Australia and possibly south western Queensland.

A variety of influences are thought to have caused severe reduction in the Bilby numbers, including vegetation degradation by cattle and rabbits, changes in fire regimes and the introduction of predators. Research into management of the Bilbies was one of the first WWF Australia projects and WWF maintains a special interest in the future of this animal.

\$10 — Western Swamp Turtle

The most endangered of all Australia's reptiles and the rarest turtle in the world, some estimate the wild population of Western Swamp Turtle at only 20 animals remaining in their natural habitat. In the mid 1960s, the wild population was believed to be about 100, but predators such as foxes, dogs and cats have been significant. A captive breeding programme, supported by WWF Australia, offers the only hope for this species' long term survival, specially since there may be very few females remaining in the wild. The programme has further increased the number of indi-



viduals from 20 to over 100, bringing the Western Swamp Turtle back from the brink of extinction.

The turtles' original habitat was the coastal swamps around Perth, Western Australia, but urban sprawl has destroyed most of its natural habitat and it is now found only in two small seasonal swamps near Perth.

\$20 — Gouldian Finch

Once one of the most commonly seen birds across northern Australia, the Gouldian Finch is now one of Australia's most endangered birds. Earlier this century, the Gouldian Finch was abundant across northern Australia, but today, its numbers are drastically reduced and its distribution patchy.

Reasons for its decline are not known, but could be related to trapping for the bird trade (which is now prohibited) and the annual burning of grasses. Other potential threats include grazing and mining. Threats uncovered by the study include the air-sac mite and changes to habitat.

A WWF study is seeks to unravel the causes for the decline of the Gouldian Finch. □

For further information on the essential work of the WWF, readers in Australia can call 008 032 551 or write to WWF Phonocard, GPO Box 528, Sydney, NSW 2000, Australia.

Phonecard Fair

THE Australian International Phonecard Fair will be held in Sydney on Sunday March 20 at the Holiday Inn Menzies. The fair is expected to be larger than the previous fairs with more dealer and collector activity.

Most of Australia's leading phonecard dealers will be in attendance and already dealers from New Zealand and city, country and interstate Australia have indicated they will be attending. Telecom Australia will have a retail stand as well as an archival exhibition.

A number of new and established dealers will be at the fair for the first time including Pay Tel Australia. Several of the official authorised agents of Phonecard Advertising and Collector Services (PACS) will also have tables at the fair.

Telecom Australia will have all their current phonecards available for sale plus special items for young collectors with lots of information and brochures about collecting Telecom Australia phonecard. Following the tremendous popularity of their latest issues, Telecom's staff should be kept busy throughout the day looking after the needs of collectors.

Pay Tel Australia will be attending for the first time. They will be launching their third phonecard issue, Tasmanian "Wilderness Rivers" at the fair, comprising \$5, \$10 and \$20 cards featuring scenes by leading wilderness photographer Ted Mead. The front cover of the all-colour collectors packs will contain a photograph showing the famous Gordon River "Splits" by internationally acknowledged wilderness photographer Peter Dombrovskis.

A description and map of the wilderness and World Heritage areas of South West Tasmania will be included. Only 2500 individually numbered collector packs are being produced. Sets and single cards will

also be on sale.

Pay Tel will also have two other single phonecards for sale. The first is the "Spirit of Tasmania" filler card, "The Map" — a \$5 card depicting Bass Strait, showing the route of the "Spirit of Tasmania" which has been produced in a hand-drawn *olde worlde* style. It will be available singly or mounted in a colour presentation pack featuring a real Bass Strait map together with details of the "Spirit" journey plus information on the discovery, naming and some historical details of Bass Strait. This card has been introduced for use on the "Spirit of Tasmania" in between periodic issues of sets of cards.

The second card is the \$10 "Crew Card". Its use is restricted to the crew of the "Spirit of Tasmania" for use on their own Pay Tel phone. A special crew phone is currently being installed aboard the "Spirit". The design of the card features a distinctive naval theme. Pay Tel Australia will have a display and exhibit relating to their phonecard issues and the installation of the phones on-board the Spirit of Tasmania.

Several of the official authorised agents of Phonecard Advertising & Collector Services (PACS) will have tables at the fair. Collectors will be able to buy the Tamworth Country Music Festival collector packs and may even be able to purchase the new issue for Swiss Chocolate Bars (Players Biscuits) which is set for release during the third week of March. A point of sale display featuring the phonecards for the Tamworth Country Music Festival will also be seen at the fair.

Collector cards

A Limited Edition individually numbered Collectors Card is being produced for the Phonecard Fair by Pay

Tel Australia. It will be produced with a similar finish to previous Pay Tel cards and will include their logo on the back. Only 2300 numbered cards are being made and these will be available for sale from the reception desk at the phonecard fair from 10.00am on Sunday March 20 on a 'first come, first served' basis.

The Collectors Card will feature a panoramic view of the Sydney Opera House and Harbour Bridge by world renowned Austrian photographer Phil Gray. The card will commemorate the Australian International Phonecard Fair and the back will feature Pay Tel Australia's logo and details about the card.

Banknote card

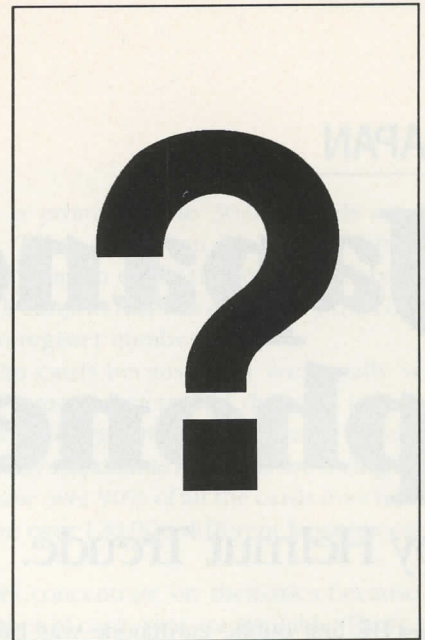
Pay Tel is also producing a Limited Edition individually numbered Collectors Card for the Australian International Banknote Fair.

This card will feature the unique Australian £100 banknote, issued in 1914, which sold for a record \$42,000 at Spink Noble Numismatics' public auction in 1987. This was a new world record price for any Australian or British Commonwealth note and is the only known issued example of this particular banknote. Kind permission has been given by Spink Noble Numismatics Pty Ltd for use of this photograph.

The collectors card will commemorate the fifth anniversary of the Australian International Banknote Fair and the back will also feature Pay Tel Australia's logo and details about the card.

Only 1500 individually numbered collectors cards are being produced and these will be available for sale from the reception desk at the banknote fair from 10.00am on Saturday March 19 on a 'first come, first served' basis. []

First Australian Complimentary phonecard FREE for Phonecard Collector readers



Telecom Payphone Services is producing Australia's first Complimentary phonecard on behalf of **Phonecard Collector**, to be issued during May 1994. Our own **Phonecard Collector** phonecard features the front cover of a recent issue of the magazine and will be given away FREE *while stocks last* to those who enter a new subscription (or extend their existing subscription) to **Phonecard Collector** in the period March 19 1994 to September 30 1994. (We are unable to reveal the design just yet.)

A limited run of 10,000 of the \$2 cards is being produced for **Phonecard Collector** by Telecom Australia's contracted manufacturer, Leigh Mardon Pty Ltd, in Melbourne.

The new **Phonecard Collector** card belongs to Telecom Payphone Services' new 'Custom' cards category and will feature the Telecom logo prominently.

Being a Custom card, it will *not* be made available through Telecom's mail order service.

The *only* way to obtain the card (other than via the secondary market) will, therefore be to subscribe, or to renew your subscription to **Phonecard Collector**.

The longer you subscribe, the more cards you get!

- * By subscribing for one year, a reader will be entitled to one free card.
- * By subscribing for two years, a reader will be entitled to two cards.
- * By subscribing for three years, a reader will be entitled to three cards.

In other words, subscribers will be entitled to one free **Phonecard Collector** Complimentary card for each year of their subscription.

Subscription Rates

Country/Region	(12 issues)	(24 issues)	(36 issues)
Australia, South Pacific	A\$36.95	A\$69.95	A\$99.95
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UK	£39.95	£64.95	£86.95
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A\$ cheques payable to **Phonecard Collector** please. **HK\$, NZ\$, US\$, £stg** cheques payable to The Stamp Collector please. **Sing\$** and **Malaysian Ringgit** cheques payable to Brian Moore.

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[] Please enter my subscription for []36 []24 []12 Issues and send my **Phonecard Collector** Complimentary phonecard(s).

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

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

Address: PC03.94

Japanese phonecards

by Helmut Treude.

THE first public cardphone was installed in Japan in December 1982 and on December 23 of that year, trial cards were issued. The cards were in 50, 100, 300 and 500 units and 20,000 of each value were printed.

Some of these cards were distributed as gifts but to ensure usage and acceptance, the state-owned telephone and telegraph company, Den Den Do Sha, asked employees to buy the cards. This helped to promote public acceptance of the innovation.

Up to this time, no one had even thought of collecting the cards. As the 50 and 100 unit cards were used up and thrown away, today they are very scarce. The 300 and 500 unit cards were seen as being too expensive and are somewhat easier to find though still relatively rare.

On the same date as the trial cards were issued, a national definitive set of four cards was also released. A total of five different printings was made over the next six months, each showing minor variations.

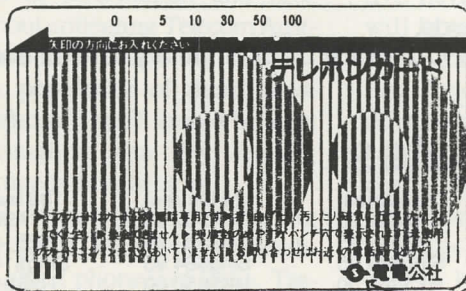


Figure 1: No notch. This logo is on all cards from 1982 to 1984

In April 1985 the company was restructured into NTT and shares issued in the new organisation. Up to this time only 70 cards had been issued. They are now regarded as the Japanese classics or NTT precursor cards. Each one can be identified by the distinct logo in the bottom right hand corner. (See Figure 1). Some of these cards can still be found in used bulk material but a mint set of 70 cards is a major rarity.

The first Den Den Ko Sha cards have no text on the reverse, all the usage instructions were printed on the front of the card. In the later issues the instructions are found on the reverse. To further encourage usage the company decided to introduce bonus units. The 100 unit cards



Figure 2: The designer was a famous modern Japanese artist called Taro. The design represents a letter game.

became 105 units, the 300 became 320 and the 500 carried 40 bonus units. However the 320 and 540 unit cards were withdrawn in early 1991 because of large scale forgery.

Magnetic card systems are only really viable in countries where the population is basically honest and sees little value in re-encoding the cards. Thus the Japanese user now only has the choice of 50 and 105 unit cards. Recently a second notch has been added to the cards to improve security.

Besides the classic cards, the remainder of Japanese telephone cards can be divided into four major groups.

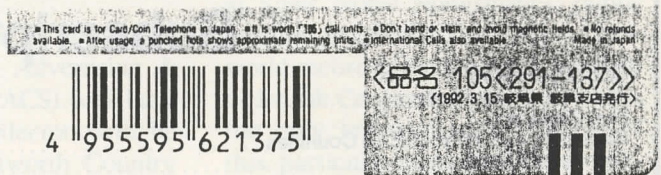


Figure 3

1.) NTT Official Issues

The NTT logo is always on the front. On the back they have the unit number, the issuing office, the register number and the date of issue. The serial number which is different from the register number is on the front of the card and is usually invisible. These cards can be collected on the basis of their catalogue number or from a checklist. Some issue dates are based on the Japanese calendar so that year 60 should be read as 1985 and so on. For a few months in 1988, instead of the issuing office code, the name of the issuing office was inserted. Since 1984, cards have been issued regionally and not nationally. The issuing offices are: 110 - Nationwide advertising cards; 230 - Tokyo; 250 - Greater Tokyo; 270 - Nagano-Niigata Prefecture; 290 - Nagoya and Tokai; 310 -

JAPAN

ukui and Ishikawa Prefecture; 330 - Kobe-Osaka; 350 - Hiroshima and District; 370 - Shikoku Island; 390 - Kyushu Island; 410 - Northern Japan (Northern Honshu); 430 - Hokkaido.

In April 1991 the numbers were changed so that 230 became 231 and so on. The issuing registers also went back to number one, so that we have 231 - 001. Up until the end of 1992 there had been about 4000 official NTT cards. Because the cards are issued regionally the print runs are much smaller than would be printed on a national basis. Most print runs vary between 50,000 and 300,000 cards. This is not a lot in a country with over 120 million people. Cards are seldom reprinted.

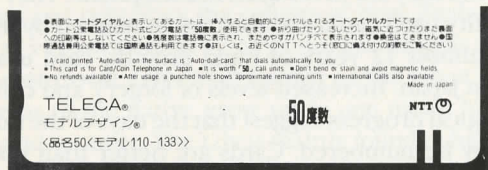


Figure 4: 110 (Nationwide) 133 (Model Number). Has the word 'TELECA' on the reverse.

2.) Model Design Cards

Clients can select from standard designs and have their specific requirement overprinted on the front of the card.

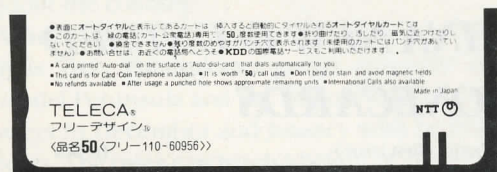


Figure 5: An example of the reverse of a Free Design card. Has the word 'TELECA' on the reverse.

3.) Free Design Cards

These are privately issued cards. The customer designs the whole card. One is 'free' to design whatever goes on the card. The numbering on the reverse starts with 110 and is followed by the register number. The Japanese symbol that looks rather like the numeral '7' followed by a short vertical stroke indicates that a card is a free design.

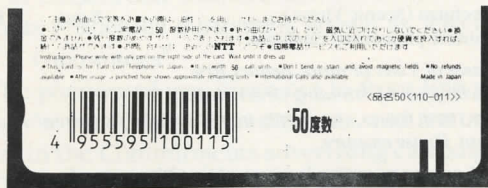


Figure 6: The reverse of a typical white card.

4.) White Cards

The biggest group of cards come under this category. Teleca is NTT owned and the cards it produces are expensive and take time to produce. To overcome these problems, more and more cards are being printed by private enterprise. NTT sells 'white' or blank cards to private companies on which they can print their customer's designs. Costs are

lower and service is prompt; up to 30,000 cards can be printed overnight. These cards can be identified by the absence of any NTT logo on either the front or the back of individual cards. All cards in this category carry the coding 110-011; there is no register number.

Free and White cards because they are usually very beautiful, there is a great variety and they are issued in numbers that range between 300 and 3000 cards. To collect a complete set is nearly impossible but some are trying and a number claim to have over 90% of all the cards ever issued. Such collectors have over 120,000 different Japanese cards in their albums.

Most collectors concentrate on thematics because of the enormous number of cards that are available. There are no catalogues giving a complete listing because no one has been able to keep up with the regional diversity of cards. A catalogue does exist for the classic issues. Handbooks have been produced showing a selection of the cards believed to be some of the best produced produced in a particular year. Dealer lists usually only cover a few hundred free or white cards that they have in stock.

Thematically interesting Free and White cards are eagerly collected whether mint or used. The bulk cards that are available consist mainly of NTT issues but even they have become more and more difficult to obtain recently. This is partly because organised crime has been getting hold of large numbers of used cards. The criminals fill the punched holes, reload the cards, then sell them at a discount. Consequently NTT is trying to discourage dealing in used phonecards and urges customers to place used cards in receptacles so they can be gathered and destroyed.

It is very difficult to compare the Japanese market with that of Europe or Australasia. Europeans tend to be systematic in their collecting and willing to specialise, but such behaviour does not fit in well with the Japanese mentality. In Japan, collectors are driven by impulse. They collect what is fashionable and often overlook what is rare and valuable.

Often they will collect because someone else they know collects. The work ethic also discourages spending a lot of time on a hobby. Homes often have so little space there is none in which to store a large collection. Thus people often give up collecting just as quickly as they started. Systematic collecting is also hindered by the lack of catalogues and literature to guide collectors and help them establish collecting patterns.

A recent survey of Japanese collectors showed that some 70% of them collected Japanese movie stars, pop stars or sports stars. The more exposure the stars get in the media, the more popular their cards were with collectors. Hence, cards showing pop stars are very expensive while they have hit songs, but as they disappear from the charts, the value of cards promoting them can decline from hundreds of dollars to nothing!

Much more soundly based were cards showing transport in all its forms, art, gambling and erotics. Gambling covers horses, cycling and boat racing which are all very >

JAPAN

popular in Japan.

There has been speculation in cards in Japan but this occurred between 1987 and 1989. The market subsequently stabilised and is now dominated by collectors. Rare cards are worth thousands of dollars but they are mainly in collections and not available from dealers so there is no significant speculation going on at the present time. During 1992 only two sets of the classic cards were offered for sale.

There is a rapidly increasing worldwide interest in Japanese cards because of their abundance and beauty. Most are available at reasonable prices and in many ways, Japan offers an El Dorado for overseas collectors. New cards on every imaginable theme are continually being produced so any thematic collection can be enhanced with Japanese cards. Some people are systematically collecting the NTT regional issues by their issue number. The cards are cheap but there are many cards with unpopular designs. Another recent trend has been for European collectors to seek mint Japanese cards.

Mint cards are often rare. Collectors of the Mercedes car theme who are seeking Japanese cards may find the Free or White cards to be very rare. Such cards are usually only given away to new car buyers so the numbers produced are not great.

A few hundred cards are often given away at special events, such as an inaugural aircraft flight, concert or sports event, but few survive to find their way into collections. If such cards do end up in a collection, it is highly likely that they are the only surviving examples from some promotion.

Single hole used cards are seen by Japanese as being more valuable than multi-holed cards. Cards with a punch mark over or below the zero are usually cards that have been used to pay telephone bills.

Companies often buy up remainders of unsold cards at a discount to pay their telephone accounts. These cards have a single punch put through them and they are demagnetised, but they are never used in a telephone. They are the best quality used cards and they are unmarked by usage.

After almost 12 years of rapid growth, card usage has peaked in Japan. Increased levels of forgery and continued technological progress suggest that the days of the magnetic cards may be numbered. Cards are better than coins but smart cards are better than magnetic cards and recent breakthroughs in smart card production technology suggest that smart cards will eventually win the day.

Further into the future the cheap, hand-held mobile phones linked with satellite technology will pose more of a threat in the 21st century.

HT

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1993 Beijing (masks)	8 pcs	\$198
1993 Beijing (sports)	10 pcs	\$298
1993 Gansu (Fresco Painting)	5 pcs	\$63
1993 Gansu (popular stamps on cards - 4 vars) ..	41 pcs	\$300
1993 Anhui (Huangshan)	8 pcs	\$99
1993 Ningsia (first issue)	5 pcs	\$114
1993 Jiangsi (advertisement)	6 pcs	\$75
1993 Szechuan		
CDJ1 Deng Xian-peng	4 pcs	\$60
CDJ2 Scenic Views	4 pcs	\$60
CDJ3 Chinese Paintings	4 pcs	\$60
CDJ4 Cartoon Pandas	4 pcs	\$60
CDJ5 Drama Characters	4 pcs	\$60
CDJ6 Scenic Views	4 pcs	\$60
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1993 Chinese phonedcard catalogue		\$35

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2 those who join my Standing Order, deduct 5%

3 dealers (new issues, can supply in any quantity), special discount. Please enquire.

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Native flowers ad cards

NEW ZEALAND's native flora, like the country it flourishes in, is beautiful, colourful and admired by visitors and residents alike, found everywhere from botanical gardens to reserves, from back blocks to back yards.

Havelock North-based painter, Sandie Fisk, designed a set of four Native Flowers advertising cards for Telecom New Zealand, which were released during December 1993. Sandie Fisk has been painting full time for years and describes the colours of New Zealand's native flowers as the most vibrant around. Card values and designs are:

\$5 Mount Cook Lily: Also known as the Great Mountain Buttercup. The stems of the native grow up to one metre high and flower in the Spring and Summer. The Lily is mainly found in high rainfall areas along the Southern Alps of the South Island and is particularly prominent around the mountain that bears its name.

\$5 Clematis: One of 10 species in New Zealand, the Bush clematis is a large, strong, woody vine which flowers in the Spring with fragrant pink and white petals. Known to the Maori as Puawhananga, the Bush Clematis blooms in large clusters of 100 or more from August to November. This native tends to be found in lowland and sub-alpine forest throughout the country.

\$10 Pohutukawa: Better known perhaps as the New Zealand Christmas Tree, Pohutukawa grows naturally around Auckland, the Coromandel Peninsula and the Bay of Plenty. A coastal plant, it is hardy and flowers in December and January with brilliant crimson to blood-red blooms. The trees can reach a height of 20 metres with a spread of 13 metres.

\$20 Kowhai: The most common of the three recognised species of yellow Kowhai, it is one of the few deciduous native trees in New Zealand. All three species range in colour from pale to deep yellow. The flowers and leaves usually appear at the same time from July to October. The Kowhai tends to be found in open forest, along river banks and in open or damp places throughout the country.

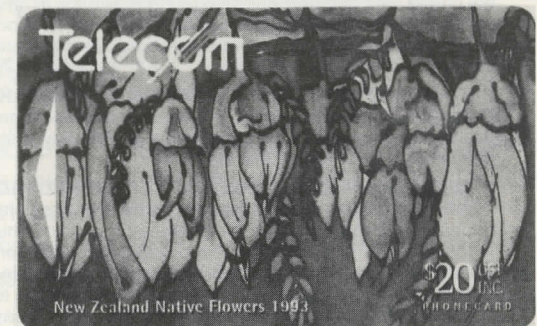
A special inclusion in the 1993 Native Flowers phonenumber collectors series was the Telecom Commitment Phonenumber. This card, launched by Telecom New Zealand in September last year, was produced in conjunction with the launch of Telecom's commitment to service to its residential customers, known as Telecom "Service Commitments & Guarantees".

The phonenumber was given out to front line staff who enabled the company to meet these commitments, and features the graphic which appears in the Commitments advertising campaign.

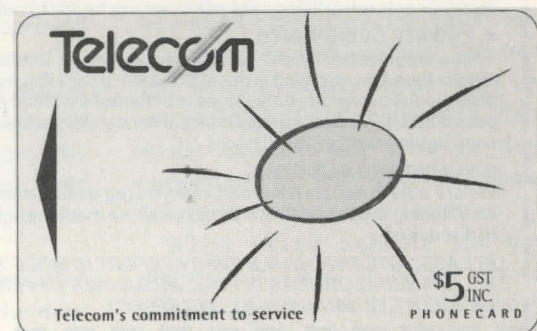
The total numbers of Native Flower phonenumber produced (including those in the Collector set) are: \$5 Mount Cook Lily (250,000); \$5 Clematis (250,000); \$10 Pohutukawa (300,000); \$20 Kowhai (120,000); \$5 Telecom Commitment (7000).

Printed with "1993 Collector Issue" identification on the reverse, all the the phonenumber in the set have matched serial numbers, with the exception of the Telecom Commitment card.

Only 2250 Collector sets were produced — an increase of 750 sets on previous issues, to take into account rapidly increasing demand for New Zealand phonenumber among collectors at home and abroad. □



Above: New Zealand's Native Flowers advertising cards, issued December 1993; Below: The Telecom New Zealand \$5 Commitment card.



Major NZ error

by A M Kilpatrick.

A relatively new Christchurch collector, having recently purchased a mint set of the attractive and popular set of four Antarctic cards, noticed, on closer inspection, that one of the \$50 cards was printed upside down in relation to the back of the card.

The blindman's notch is positioned at the top left of the card instead of its normal position at the bottom right. Where the notch is normally found, one can see a small, dark, semi-circle in the design.

The Antarctic cards were overprinted in New Zealand on blanks, in

the case of the \$20 cards and on unsold \$50 Satellite cards in the case of the \$50 values. Each card is individually printed and it is quite probable that this inverted design card is unique — certainly, no others have been reported.

In other error news, another of the "mule" varieties has been reported. This time, only two used examples are known of the \$5 Netball card, from the Winter Sport series, with reverse inscription reading "Cricket in New Zealand".

This brings to three the number of known "mules". The first to be dis-

covered was the \$10 Hockey with reverse inscription reading "Rugby in New Zealand" — about 10 used examples are known.

The second discovery was the \$5 Netball card with inscription, "Hockey in New Zealand".

Around 75 mint and three or four used examples are known out of what is thought to be an error printing of about 80 cards.

There is very keen demand in New Zealand for major errors of this nature and this trend seems to have been inherited from the philatelists among us. AMK

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These are privately issued cards not produced by Telecom. We can supply these on standing order at the issue price. You may split your order — full overprints only (these are normally on mint cards and are priced at \$30-40 each) or text overprints only (these are normally on used cards priced at \$5-10 each).

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We are able to supply flaws and varieties (eg control number changes) on standing order and these would be at the market price at the time of discovery.

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a Definitive Sets (number required)
b Commemorative Sets
c Other requests

2. SPECIAL ISSUE & ADVERTISING CARDS

- (face value or cost plus)
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c \$20 Values d \$50 Values

3. TELECOM COLLECTORS PACKS (Telecom issue price)

- a Standard Issue Packs b Ad Card Packs

4. PRIVATE OVERPRINTS (issue price)

- a Full Overprints b Text Overprints

5. FLAWS & VARIETIES (market price)

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The Whitbread

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While 500 years ago, most sailing was done in uncharted waters on scurvy ridden, wooden ships, the Whitbread sailors of today have access to the most up-to-date materials, gear and techniques.

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able are all part of today's Whitbread craft. But, no amount of technology will protect the fleet from the confused and idle wind patterns of the Doldrums, the strength-sapping heat of the Equator, the raw, biting cold of the southern oceans on the fringe of Antarctica and the unbridled power of the Roaring 40s and Furious 50s.

With the issue of this phonecard series and a very attractive pack, Telecom New Zealand salutes the men and women of the world who are competing against themselves, their rivals, and the sea itself in their endeavour to win the Whitbread Race and the Heineken Trophy.

When pieced together, the four phonecards (two at NZ\$5, one at NZ\$10 and one at NZ\$20) form a composite map of the world. □

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PHONECARD CLUBS & EVENTS

PHONECARD FAIR organised by the **Australian Phonecard Collectors Club Inc**, Saturday, 26th March 1994, 10am - 4pm. Venue: Toc-H-Hall, 30a Delaine Avenue, Edwardstown, S.A. Dealers in attendance, auction 1pm, door prizes, refreshments available. Tables \$15, large \$30, display stands \$5. Inquiries and table bookings, contact **SECRETARY**, ☎ (08) 381 3449. 2324

AUSTRALIAN PHONECARD COLLECTORS CLUB INC (MARCH '91). Join our club and you can receive a club promotional card number to match your membership number. Cards to members \$2, others \$3. Club catalogue "**Phonecards of Australia**" 1994 edition on sale now at \$7 (plus \$2 p/p). Club fees: Australian seniors \$13 year - joining fee \$10, juniors \$6.50 year - joining fee \$5, overseas A\$25 - joining fee A\$10 (per financial year). Bi-monthly magazine free with membership. Club info brochure, **SECRETARY**, 64 Concord Drive, Reynella, SA 5161, Australia (S.A.A.E. please). ☎ (08) 381 3449. 2325

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The last two digits in the code at the end of your ad indicate the issue in which your last ad appears. This issue is No. 24.
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Phonecard Collector CLASSIFIED

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Mail to: **Phonecard Collector, GPO Box 3780, Sydney, NSW 2001, Australia**
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My **CLASSIFIED** copy follows (if insufficient space, attach copy on on a separate sheet of paper).

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(YOU GET THREE EXTRA INSERTIONS FREE!)
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Name: ☎ No:

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Payment method: Cash Cheque Money Order American Express Bankcard Diners' Club JCB MasterCard Visa
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Card # Expiry Date:

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CHRISTMAS ISLAND

First pictorial set (2) mint \$85

PACS

We are authorised distributors and carry all issues (wholesale enquiries welcome). A limited quantity of **Tamworth Country Music Festival** cards still in stock:

Packs \$45 Loose cards \$40

Order Now For:

Swish Chocolate Bar (issued for Players Biscuits). One \$5 card mint in folder \$16
Mint card loose \$14 One of each \$28

Please Enquire for Price and Availability:

- Masters Golf Tournaments set of four
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AUSTRALIA SPECIALS

Australia Day 1994 — the very first "Limited Edition" pack (limit of two per customer) \$38
Olympic Bid 2000 — the forerunner of all Sydney Olympics cards mint \$22
Hit a Snag 2nd print prefix 208 (scarcer than the 209) mint \$18
Turn up the Volume 2nd print prefix 210 — the scarcest Advertising reprint mint \$125
Environment \$20 'Bulb-Head' perfect used
1 hole \$10 multi-hole \$6

WORLD SPECIALS

China Map of Australia and telephone (illustrated last issue) mint \$15
USA NYNEX Summer in the City, World University games, US Open mint, each \$12



CAMBODIA

\$2 Map (prefix 289) mint \$45
Set of (2) \$2 & \$5 Map (prefixes 289 & 290) mint \$350

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From time to time we are able to purchase larger quantities of Australian and World phonocards which we make available in investment parcels at **WHOLESALE** rates: please enquire for further details.



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Standing order service for general issues/advertising cards/packs available — please enquire.

Advertising cards

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Telecom Commitment card mint in folder \$25
Fluffy the cat mint \$15

Spot the Dog advertising Christmas card (red background) mint \$40
Rotary Rescue Helicopter (2 different cards) mint ... \$12
Whitbread Round the World Yacht Race - four cards mint in folder (unique block of four arrangement showing world map) \$60



PAYTEL

Abel Tasman trial set of three cards mint (only 1500 sets) SPECIAL \$140
Cards also available in special collectors' pack at .. \$180

Spirit of Tasmania first set featuring the ship — set of three in pack \$40

Tasmanian Wilderness Rivers set of three in pack \$40

Olde Worlde Map of Tasmania (1) mint \$7 in pack \$12

TT Line Crew Card (exclusively for Crew) \$40

Souvenir card for **Banknote Fair** (£100 Aust. Banknote) and **Phonocard Fair** (Sydney Opera House) P.O.R.

SPECIMENS

Full set of BP + Mobil (including Mobil red printing) plus Geneva \$195
Mobil Red Specimen only \$90
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A comprehensive guide to Australian cards with market values for mint, 1-hole and multi-hole cards. Includes mintage figures for every Australian card issued. Preface explaining how to collect by serial number. Order today and find out what your cards are really worth!

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Edlins of Canberra, Australia's leading phonecard dealers, have in stock, a limited number of Tamworth Country Music Festival, Swissch Chocolate Bars and TT Line Collector's Packs, each pack individually numbered. These inspiring sets of cards are already in huge demand in both Australia and Overseas.

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.....	\$5 Tamworth Music Festival set (2) loose cards	\$60.00	\$.....
.....	Swissch Chocolate Bars Collectors' Pack	\$18.00	\$.....
.....	\$5 Swissch Chocolate Bars single card	\$10.00	\$.....
.....	TT Line Collectors' Pack 1st Issue (limit 2)	\$195.00	\$.....
.....	TT Line Collectors' Pack Spirit of Tasmania	\$65.00	\$.....
.....	TT Line Wild Rivers Collectors' Pack	\$40.00	\$.....
.....	TT Line \$5 The Map Filler Card Pack	\$10.00	\$.....
.....	TT Line \$5 The Map Filler Card Single	\$6.00	\$.....
.....	TT Line \$10 Crew Card Single	\$12.00	\$.....
.....	Book "Australian Prefix Numbers Catalogue"	\$7.00	\$.....
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